



Albert of The Marketing Dirs. honored by NAHB

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Adrienne Albert, founder and CEO of The Marketing Directors, Inc., has been inducted as a Legend of Residential Marketing by the National Sales and Marketing Council of the National Association of Home Builders (NAHB). The ceremony kicked off the NAHB's National Sales and Marketing Council's 28th annual Nationals' awards gala, where The Marketing Directors also earned three Gold Awards for its marketing and sales excellence.

She is the first woman to receive the distinction in the award's 16-year existence.

The only Legend inductee in this year, Albert was selected for her professionalism, commitment to the industry, quality of services and innovative contributions.

"The recognition is very exciting," said Albert. "I usually fly below the radar, but I'm extremely honored and very grateful to all of the talented and exceptional people I've had the pleasure of working with over the years."

Adrienne Albert's successful rise dates back to 1980 when she founded The Marketing Directors, Inc. as a full service marketing and sales organization specializing in new homes. Under her guidance and leadership, The Marketing Directors brought a new vision of how residential real estate should be presented and sold.Â

Albert's groundbreaking notion of pre-selling and marketing residential properties led The Marketing Directors to be the first to introduce this concept nationwide with such pioneering tools as full size off-site furnished models, computerized building models, miniature furnished models, interactive virtual presentations, international sales, computerized customer tracking systems, and customized outreach programs -- all of which are now industry standards.

Utilizing an analytical approach based on facts rather than emotions and a unique sales methodology specifically geared to high density onsite applications, The Marketing Directors authored and executed success stories across the country in markets such as New York, New Jersey, Connecticut, Georgia, Florida, Alabama, North Carolina and Las Vegas. To date, The Marketing Directors has conducted over \$60 billion in residential sales, \$29 billion of which is personally attributed to Albert.

Of course, nearly 30 years in the business means Adrienne Albert and The Marketing Directors have operated through a number of up-and-down real estate cycles, a resume that takes on new significance for those seeking an experienced partner to help shepherd them through today's challenging climate.

"We've been down this road before," Ms. Albert points out. "Our experience, knowledge and depth of capabilities are being called on by developers, lenders and other financial institutions to find the right solution for their respective circumstance. Our recommendations are based on three decades of documented experience, born out of proven methodologies."

While still intimately involved in the day-to-day operations of the company and a regular contributor

at client meetings, Adrienne Albert is also spearheading new initiatives to improve The Marketing Directors' services to its clients. The company's International Division recently signed an exclusive agreement with Barnes International, a well-respected and successful brokerage organization serving Europeans' off-shore needs. Ms. Albert regularly leads a team of executives from her Manhattan and International offices to countries around the world, presenting their U.S. properties to brokers and investors - a program that has led to sales.

"Given where our economy is today, we have new challenges, and it's my job to find new solutions," she says with conviction.

Adrienne Albert is a member of the Real Estate Board of New York, a MIRM since 1984, a Member of the Association of Real Estate Women, a Governor of the ABO of Greater New York, a member of the NAHB Sales and Marketing Council, and a member of the Urban Land Institute. She was a MIRM II Course Instructor, an adjunct faculty member at NYU Real Estate Institute, and has taught at Columbia University and Queens College. She holds a Master of Architecture degree from MIT.

About The Marketing Directors

The Marketing Directors is a full service marketing and sales/rental organization specializing in new homes and recognized as a national leader in high density residential development across the United States and Canada. The company is led by founder Adrienne Albert. David Tufts leads The Marketing Directors, SE formed in 2007. Jacqueline Urgo leads the NE operation.

For more information on The Marketing Directors, call 212-826-8822 or visit www.themarketingdirectorsinc.com

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