



RESIDENTIAL BROKERAGE

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Coldwell Banker® Takes Home Grand All Golden Image Award at FPRA Golden Image Awards Celebration

SARASOTA, FL (August 19, 2015) – The in-house public relations team at Coldwell Banker Residential Real Estate took home the grand prize at the recent Florida Public Relations Association Golden Image Awards Celebration – the coveted Grand All Golden Image Award, which is the highest award level and one of only two awarded in the state. Team members, including Jennifer McGuire, Elise Ramer and Rebecca Diehm, also won a Judges’ Award and the Golden Image Award. The awards were given for the team’s press release and media coverage for the launch of [Le Palais Royal](#), a Delray Beach “palace” that was most expensive property on the market in America at \$139 million. Listed last September by Coldwell Banker agent William Pierce, the property was covered in more than 1,100 news stories around the globe, including 110 TV stories and an exclusive in *The Wall Street Journal*.

“This showcase property is like no other we’ve ever seen, and at \$139 million, we knew it had the potential to make international headlines,” said Jennifer McGuire, PR and communications manager for NRT Southeast, the parent company of Coldwell Banker Residential Real Estate. “With creativity, a carefully timed launch and strategic media exclusives, we were able to make Le Palais Royal the water cooler buzz when it launched.”

The team took home the three awards in the Printed Tools of Public Relations category for their Le Palais Royale press release. A Judges’ Award is presented by judges for an outstanding entry that achieves maximum results while using a minimum amount of money. A Golden Image Award is presented to the top-scoring entry in the category for meeting the predetermined criteria of excellence set by the judges. The Grand All Golden Image Award represents the finest example of public relations programming in Florida. Only three Grand All Golden Image Awards are handed out each year.

Coldwell Banker Residential Real Estate’s in-house public relations team provides services for more than 190 real estate offices and over 10,600 independent sales associates located throughout Atlanta, Austin, Baltimore, the Carolinas, Dallas/Fort Worth, Florida, Houston and Washington, D.C.

The Florida Public Relations Association (FPRA) has been serving Florida public relations professionals for 70 years, and is the oldest public relations organization in the United States. There are 15 professional chapters and many university chapters located throughout Florida, including the Central West Coast Chapter, which has more than 80 members from Sarasota, Manatee and DeSoto counties. Members represent area businesses, nonprofits, independent public relations agencies/partnerships, and students.

About Coldwell Banker Residential Real Estate

Coldwell Banker Residential Real Estate is a leading full-service residential real estate company with more than 85 offices and 5,100 sales associates serving the communities of Central Florida, Flagler, Brevard, Palm Beach, Southeast Florida, Southwest Florida, Tampa Bay and the Panhandle. Worldwide, the Coldwell Banker network includes 3,000 offices with nearly 86,000 sales associates. Every day, Coldwell Banker Residential Real Estate properties are exposed to 16 million buyers on more than 725 high-traffic websites. For more information or to view local listings, visit ColdwellBankerHomes.com. Coldwell Banker Residential Real Estate is a subsidiary of NRT LLC, the nation’s largest residential real estate brokerage company.