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Houston Real Estate Observer Introduces Line-Up of Expert Contributors

Company-Neutral Contributors, Including Veteran Real Estate Journalist Ralph Bivins, to Publish Commentary, Insight and Opinions on Houston's Real Estate Market

HOUSTON – January 18, 2011 – The [Houston Real Estate Observer](#) (HREO) is proud to announce a spectacular line-up of expert contributors, including veteran journalist Ralph Bivins, who will be driving commentary, insight and opinions on various real estate topics. HREO is the newest online destination designed to provide industry news and company-neutral thought leadership amongst Houston's real estate community.

“Our contributors have varied backgrounds and solid regional experience that will offer Houston's real estate community a more unique and broader perspective on what is transpiring in the market,” said Mark W. Martin, editor of the Houston Real Estate Observer. “I am honored by the caliber of contributors that have joined us thus far, and I hope more thought leaders in the area will come forward and join us in an effort to freely and safely collaborate on timely real estate news and developments.”

The current line-up of HREO contributors includes:

- **Ralph Bivins** – Ralph, a veteran journalist with extensive experience covering real estate and economics, will be covering commercial real estate trends for HREO. After a 25-year career in the newspaper business, including 17 years of real estate coverage at the *Houston Chronicle*, he launched an online publishing venture and began a variety of independent writing projects. Ralph writes about real estate for several national and regional publications and is founding editor of the award-winning RealtyNewsReport.com, which focuses on commercial real estate. He is former president of the National Association of Real Estate Editors, a 600-member organization of journalists and authors, and has won number of journalism awards, including the Texas Headliners Club award for best business writing in the state of Texas. The Texas A&M Real Estate Center ranked Ralph as the second-most popular blogger in Texas.
- **Ken Brand** – Through both spectacular failures and shared triumphant victories, Ken has seen, heard, and most importantly, felt it all. He will be covering the always active and ever exciting development of The Woodlands area for HREO. Brand has been involved in more than 15,700 real estate transactions since 1978 in San Diego, Austin, Aspen, and The Woodlands. Ken is also a frequent speaker on the use of social media to advance real estate business at industry events. Currently, he is Sales Manager of Prudential Gary Greene, Realtors.

- **Cindy Bryant** – A key component to any transaction is making a good first impression on a buyer. Therefore, great home staging strategies are vital for success. Cindy is owner of Redesign Etc. Home Staging, a full-service home staging company serving the greater Houston area and will be covering this area of real estate for HREO. From 2007-2010, Cindy served as Regional Vice President for the Real Estate Staging Association (RESA)[®] and is a member of American Society of Home Stagers and Redesigners (ASHSR). She has also earned the RESA-PRO™ designation which holds home stagers to the highest level of industry standards, and has been featured on Houston’s KTRK and in the *Houston Chronicle*.
- **Jim Mulholland** – A proud web geek since 1996, Jim knows his way around the web whether it be by creating e-commerce stores for both small and enterprise companies or by winning the 2009 SXSW Web Award in Activism for Tweet Congress, a website that allows people to search by location and find out if their Congressman or Senator is on Twitter. But his current passion since 2005 has been the real estate industry where Jim successfully harnessed his expertise in technology to jump start a career as a Realtor. He is an agent with Zing Realty in Cypress, TX and maintains a website dedicated to the area called Cy-Fair Real Estate. For HREO, Jim will be covering the Cy-Fair region and offering various tips and recommendations for Realtors on how to best use technology to advance their business objectives.
- **Allison Zapata** - Between her job as resident boo-boo kisser and CEO of her home, Allison somehow manages to find the time to write. She started a blog as a way to keep family updated following the birth of her son, but it quickly turned into a passion and opened many doors for her as a freelance writer. Allison will be featured on HREO in her own designated place, “Allison’s Corner “, where she writes about the more comical aspects of real estate and the ups and downs of home ownership. You can also find more of Allison on her personal blog, Me and Mine, and as a regular contributor on the Curvy Girl Guide.

HREO was designed to be company-neutral and provide a unique outlet for thought leadership perspectives on the real estate profession. It serves as a repository of real estate news and information designed to educate consumers and professionals alike. Access to the site’s information is available at any time and comes at no cost to readers or contributors.

All leading Realtors and industry professionals are invited to submit quality content and begin sharing their unique perspectives of the local real estate community. Marketing themes and self-promotion are strictly prohibited in the articles. However, contributors have the opportunity to briefly discuss their company and credentials, and link to their professional affiliation’s website in a short biography featured at the end of each article. Contributors will also have the opportunity to provide a more comprehensive description of themselves and their expertise in the Contributor section of the website. Parties interested in participating are welcome to visit the Contributor section of the HREO website at www.houstonrealestateobserver.com to ask questions or to find instructions on how to submit articles.

About Houston Real Estate Observer

The [Houston Real Estate](http://www.houstonrealestateobserver.com) Observer provides news and promotes thought leadership amongst the local real estate community. We partnered with the Boston Real Estate Observer to leverage their unique market position, create synergy between the two sites, and provide a geo-targeted informational portal for the Houston real estate industry. The site is comprised of collaborative thoughts and unique articles contributed by Houston’s leading Realtors, attorneys, mortgage brokers, and outside experts who give their individual commentaries on the industry. On the web at: <http://www.houstonrealestateobserver.com>.