

## **Get Past the Hype with "The Guru"**

**RealEstateGuru, Phil Immel, Offers Definitive Answers to Consumer Questions and Concerns**

**LOS ANGELES--(BUSINESS WIRE)--**Veteran real estate industry expert, Phil Immel, today announces the launch of the new brand, RealEstateGuru(TM) and the accompanying on-line industry site and hosted consumer Q&A series. Appearing as the RealEstateGuru, Immel's site and show aim to help consumers sift through the conflicting real estate information and separate hype from hysteria and emotion from sound home-buying and selling strategies. As a recent #1 top-ranked agent for Prudential Realty in Orange County FOR 2007, and their #10 top-ranked agent nationwide, Immel brings his wealth of experience, background and poise to tackling today's real estate market.

**EXPERIENCE** Immel has been in the real estate market long enough to have lived through a hot market - and has witnessed the cyclical cooling of a market, as well. Immel moved to San Diego from Chicago over thirty years ago to major in Real Estate at San Diego University. At 27, he managed a Coldwell Banker office with 45 agents. At 28, Phil became the youngest VP in Coldwell Banker history when he was promoted to the real estate giant's national headquarters in Newport Beach. In his 30-year career, Phil has been lauded with numerous honors, including attaining the number one agent spot for Prudential in Orange County, the Chairman's Diamond Circle from Prudential California Realty, and has been named the number ten top agent out of 65,000 agents in the United States.

As a father of three, Phil has real-life perspective and brings his expertise, real estate tools, and knowledge about the real estate industry to the general consumer who is looking for advice on whether to buy, sell, relocate, 1031-exchange, invest, refinance, move out-of-state, etc. He will also leverage his network of real estate experts, database tracking tools, mortgage rate finders and other proprietary methods to offer consumers educated answers to their real estate decisions.

In addition to launching the "RealEstateGuru" brand and Website, where consumers have been flooding his email with questions, Immel has also been seen and heard on Money 101, Bob McCormick KNX 1070 Radio, CNN's Paula Zahn show and has been a frequent guest on real estate panels and at private banking events.

A video sample of the RealEstateGuru's consumer Q&A show can be viewed at: <http://www.realestateguru.com/audio-video.php>.

### **About RealEstateGuru.com**

RealEstateGuru.com is an on-line knowledge center, hosted by veteran real estate expert, Phil Immel. The on-line destination serves as a showcase for Immel's years of experience and offers a one-stop shop for both consumers and the media looking for honest and definitive answers to the tough questions which arise from today's uncertain market conditions. The site offers highlights from Immel's hosted consumer Q&A segment, as well as valuable information on market trends and other industry tools. Consumers can have questions answered by the Guru by visiting the site at [www.RealEstateGuru.com](http://www.RealEstateGuru.com)