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**GIBSON INTERNATIONAL PRESENTS A NEW MODEL FOR
REAL ESTATE EXCELLENCE**

*Respected real estate veteran Scott L. Gibson brings talent, vision
and an innovative culture*

LOS ANGELES, CA (June 23, 2008) — In a move certain to revolutionize the Los Angeles real estate scene, Scott L. Gibson, whose 30-year career in real estate has included top leadership positions with NRT Incorporated, Coldwell Banker Residential Brokerage, Prudential Jon Douglas Company and Fred Sands Realtors, has announced formation of a new brokerage, Gibson International.

Based in Brentwood, Gibson International will focus initially on the Westside real estate market, serving both local and international clientele. Its aim is to create a unique presence, both within the online real estate community and through a company culture that takes a holistic approach to real estate sales.

“The real estate business model has evolved significantly in the past few years, said Gibson. “Much more is being done with technology – from listings on the Internet and customer relationship management to online financing and transactional data. We are building a model from the ground up that takes advantage of available technologies and puts them to work for our agents and their clientele, while ensuring a personal, service-based experience.”

Gibson added, “This entrepreneurial structure positions our firm for growth and the way business is moving. In addition, our progressive Internet presence, our elite brokerage community network, and our global reach will provide clients with unsurpassed marketing strength.”

Gibson notes that with today’s advances in communication, agents are often expected to be available around the clock, seven days a week. “For a dedicated agent, work and life begin to integrate. As work becomes more ‘personal’ the

people that you deal with on a daily basis become a part of your extended family and it is vital that the experience is pleasurable.

“At Gibson International, we know the value of a good support system, and we want to be effective for our agents. We understand what it takes for them to provide exceptional service while creating a work-life balance.”

Among the services Gibson International will offer its agents are financial planning, estate planning, 401(a) retirement accounts, coaching, marketing support, and assistance with home-office design. Equity sharing and group healthcare options are being developed.

In addition to traditional office space, the company will offer “hoteling,” an innovation in space-sharing for agents that need office space only on an occasional basis. Agents can access the offices according to their needs and enjoy a full suite of services when they arrive, including a paperless transaction, transaction coordination services and an innovative online marketing program enabling agents to quickly customize their presentations online.

“Many real estate agencies say they are different from the others, and this business model is just one of the proof points that we truly are,” Gibson said. “We are a company that knows change is constant and we want to ensure our agents are equipped to keep up with that change.

“People at our company will not only be recognized for their sales achievements, but for what they add to the overall culture of the company, a culture of success, help, professionalism, pride of ownership, community involvement, and fun.”

Gibson International is a new, high-quality real estate brokerage based in Brentwood, California. The fast-growing firm, headed by leading real estate veteran Scott L. Gibson, presents a unique, full-service business model, which incorporates the latest in technological advances with enhancements to help its agents achieve success and “work-life balance.” Gibson International can be reached by telephone at 310-820-0195. More information about Gibson International is available online at www.gibsonintl.com.