



# mortar

PRESS RELEASE

## **Mortar turns one with a win. San Francisco agency selected by Frank Howard Allen Realtors**

**SAN FRANCISCO, CA, January 2, 2004** – Integrated marketing firm Mortar had a lot to celebrate on its first anniversary after being named agency of record for Frank Howard Allen Realtors, the largest independent real estate firm in California's Marin and Sonoma Counties.

The agency review, completed last month, included five area shops and covered brand development, media planning, as well as print and online advertising for the 93-year-old company, which has 500+ agents and is the 44th largest real estate company in the country. Billings are undisclosed. According to Mortar Principal Mark Williams, "Frank Howard Allen has defined Marin County real estate since before the Golden Gate Bridge was built. They're part of the fabric of the community. And even though they're a big company, they do things in a friendly, personal, family kind of way. They are all about making emotional connections with buyers and sellers. Culturally, Frank Howard Allen is a perfect fit for us. And we're excited about helping define what the brand will stand for in its second century".

Larry Brackett, CEO of Frank Howard Allen, agrees. "Mortar is a powerful and innovative agency that is certain to inspire a new chapter of evolution with us. The enthusiasm, talent and proven results of Mortar will help take our brand to new heights." Initial work for Frank Howard Allen is scheduled to launch in early 2004.

### **About Mortar Advertising, San Francisco**

Mortar/San Francisco is an integrated marketing firm that brings together expertise in consumer, business-to-business, employee, and investor communications. This strategy of holistic brand management helps companies establish and maintain emotional connections with audiences at every point of contact. Mortar's services typically include print and broadcast advertising as well as Web and Interactive solutions.

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### **About Frank Howard Allen Realtors**

Family-owned and operated since 1910, Frank Howard Allen is a leading independent real estate company in Marin and Sonoma counties, and the 44th largest realtor in the nation by sales volume. Founded on a core belief in attracting and retaining the best agents in the business, Frank Howard Allen continues to emphasize personalized service and extraordinary customer care. The company remains proudly independent and firmly committed to the life of the communities it serves. Frank Howard Allen has 18 San Francisco Bay Area offices and more than 500 agents.