

FOR IMMEDIATE RELEASE

Contact:
Bill Owen, Principal & Chairman
407-843-5635, ext. 123 (o)
BOwen@ercinc.com

Real Estate Research Consultants Appoints New CEO

Orlando, Fla. – January 25, 2010 – Economic advisory firm Real Estate Research Consultants (RERC) has appointed **Matthew S. Taylor** as Chief Executive Officer of the 23-year old firm. Taylor joined RERC in January 2005 and has served as the firm’s Chief Operating Officer for the past two years.

Prior to joining RERC, Taylor was Vice President and Chief Planning Officer for ZHA Incorporated, where he directed many of that firm’s major planning projects – including ten years advising the Greater Orlando Aviation Authority (GOAA) regarding expansion of the international and executive airports, master planning, and real estate management strategies. He also managed the master planning of the 157,000-acre Cape Canaveral Spaceport for NASA and the U.S. Air Force. Since joining RERC, Mr. Taylor has continued in his role as advisor to GOAA and NASA, among other commercial airport and federal agency clients. He has also been deeply involved in healthcare development projects and many other complex real estate planning assignments. He currently serves as advisor to the cities of Asheville, NC and Minneapolis, MN for the positioning of key city-owned real estate assets, including structuring public-private partnerships to meet downtown development goals.

Mr. Taylor, a certified planner (AICP), earned a Master’s degree in City Planning from the Georgia Institute of Technology and a Masters of Business Administration from American University in Washington, DC. He also holds a Bachelor’s degree in Economics from Centre College in Danville, KY and was awarded his AICP designation in 1996. He is an accomplished public speaker, and his work has earned several national awards. He has worked internationally and previously conducted environmental economics research in the Amazon Jungle and Galapagos Islands.

“We are very excited about tapping Matt to lead our high-energy and productive team,” said RERC Chairman Bill Owen, who founded Orlando-based RERC in 1986. “Matt has clearly demonstrated outstanding leadership qualities for both our staff and our clients. He has the vision and focused energy to lead our firm through near-term challenges and to continue our pursuit of excellence in our strategic planning assignments and client relationships. As CEO, he will be given every opportunity to explore new service lines, strategic alliances, and expansion possibilities. He has the unqualified support of the firm’s staff, shareholders, and principals.”

Based in downtown Orlando and serving clients throughout the state of Florida and the United States, RERC is highly regarded as a strategic advisory firm, especially in the areas of downtown redevelopment, economic development and community building. RERC has provided more than 23 years of consulting excellence on some of Central Florida’s most innovative and iconic developments. The reputation of the company and staff has become synonymous with creativity, credibility, honesty and integrity in the real-estate and planning communities. For more information regarding RERC and its staff, visit www.RERCInc.com.

###