



**PRESS RELEASE**  
**For Immediate Release**

**Contact:**                      **Morgan Switzer – (575) 642-0242**  
   **John Hummer -- (575) 496-7272**

**Real Estate Guide of Las Cruces to Continue Under New  
Ownership and Publisher**

**Las Cruces, NM, April 23, 2008:** Beginning with the July 2008 issue, the **Real Estate Guide of Las Cruces** will change management. Mountain Dreams will no longer own, operate or publish the Guide. Steinborn GMAC REALTORS has valued the longstanding relationship with Mountain Dreams Publishing and remains committed to strengthen and grow this quality publication under the new ownership.

The magazine's name will not change and will continue to operate as **Real Estate Guide of Las Cruces**. The new ownership entity will be named Real Estate Guide of Las Cruces, LLC. The operations office will be located at 141 North Roadrunner Parkway, Suite 141. The new management team will serve to unify the magazine's focus on premier promotions of the Mesilla Valley region.

Effective May 15<sup>th</sup>, **Morgan Switzer**, currently the Managing Editor of The Real Estate Press will become the Publisher and Managing Editor of the Real Estate Guide of Las Cruces, LLC. Under Switzer's leadership, new features in the Guide will include new editorial content to educate buyers, sellers and all interested readers on topics such as local and national market data, trends, selling tips, and ways to maximize the homeowner's marketing potential. Such content will serve to increase the readership by increasing value added content on a monthly basis to the public at large.

**Kaye Miller**, Associate Broker, Steinborn GMAC Real Estate states, "I am very excited about this change of management and continued publication of the Guide. Of all the different types of print advertising, The Real Estate Guide of Las Cruces has been the most effective advertising resource to promote and sell my customers' homes".

"I am very excited to lead this quality publication and look forward to its continued growth and implementing new and progressive content for the public at large", states **Morgan Switzer**, Publisher and Managing Editor, Real Estate Guide of Las Cruces.

**About Real Estate Guide of Las Cruces:** Over the past 10 years, the Real Estate Guide of Las Cruces has been the preeminent real estate publication in Las Cruces, New Mexico. The Guide is published monthly, with over 120,000 copies printed annually and distributed free to the public at over 200 locations. The Guide is the only Las Cruces real estate publication showcased and distributed at the El Paso Airport.