

FOR IMMEDIATE RELEASE
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Sullivan Group Real Estate Advisors Hires Communications Pro
Katherine Lewis joins team of residential real estate experts as communications manager

SAN DIEGO – Looking to heighten their established local and national presence as housing industry experts, Sullivan Group Real Estate Advisors hired communications and marketing professional Katherine Lewis as communications manager. Based in San Diego, Lewis will direct the firm’s marketing and public relations efforts for the local office and three other locations in Sacramento, Calif., Scottsdale, Ariz., and Dallas, Texas.

She will also oversee all event planning needs for the company’s popular, bi-annual seminars that offer up-to-date industry insight to help companies carve out a competitive edge.

“Drawing from her strong background in PR and marketing plus knowledge gained from work with top homebuilders, Katherine has what it takes to elevate our exposure in the industry to the next level,” says Tim Sullivan, president of Sullivan Group Real Estate Advisors. “She is a great addition to our team during an exciting time in our company.”

Lewis was formerly with integrated marketing agency Bailey Gardiner on their public relations team. During this time she worked on such notable real estate accounts as Centex Homes’ downtown San Diego projects Element and Nexus; Eureka Springs, a joint venture master-planned community by Centex Homes and Lennar; and Douglas Wilson Company’s San Diego high-rise The Mark.

Prior to joining Bailey Gardiner, Lewis worked for Drasnin Communications and the San Diego Regional Technology Alliance doing public relations and marketing. She holds a degree in Psychology from Tulane University in New Orleans and currently volunteers for the public affairs department of her local Red Cross chapter.

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Sullivan Group Real Estate Advisors provides strategic planning services to the nation’s housing industry. In the last year, the firm completed assignments in 17 states and nearly 50 metropolitan areas. Whether lenders, developers, public agencies or homebuilders, Sullivan Group Real Estate Advisors allows its clients to make critical business decisions about land uses and other market-driven decisions. Sullivan Group has four offices in San Diego, Sacramento, Phoenix and Dallas.