

**News Release
For Immediate Release
April 22, 2004**

Contact: Rick Ferris, President
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**Who Is Rick Ferris &
Why Is His Picture On Those Signs?**

Sequoia Realty Corp., known throughout Northeast Ohio for the sequoia tree motif on its signs, has come up with a new sign feature: a picture of founder and broker, Rick Ferris. Unlike other commercial real estate firms whose signs are often devoid of ornamentation, Sequoia Realty's signs have become well known. During the winter holidays, Sequoia Realty's tree design even sports red bows to celebrate the season.

Owner and broker, Rick Ferris believes that the company's signs not only need to be informative and market the client's property, they also must constantly attract attention. "In time, people driving by a sign will actually not see it," asserts Rick Ferris. "We constantly change promotional lines on the signs to arouse interest. It seemed to be a logical step for us to add my picture."

Rick has noticed that his pictures have increased his public recognition and strangers will approach him at such places as Starbucks to comment on them. "If they are looking at my picture, they are looking at our signs and that can only help our clients," affirms Rick.

Rick appears to be correct. For the second year, Sequoia Realty Corp. has been designated one of the top leasing companies in Northeast Ohio and for the first time, Sequoia Realty has been included in the top 10 of companies involved in commercial real estate sales.

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More About Rick Ferris and Sequoia Realty Corp.

Rick has been a licensed real estate professional for over 25 years. In 1990, Rick created Sequoia Realty Corp. that has become, with its Sequoia tree logo, the most recognized real estate company in Lake and Geauga Counties.

With an MBA from Case Western Reserve and the impressive CCIM (Certified Commercial Investment Member) designation, Rick is both knowledgeable and experienced

Rick is an articulate spokesperson on the developments and trends in commercial real estate and he is available for interviews. ###