

# ALL THINGS REAL ESTATE

## All Things Real Estate Now Airs On Saturdays & Sundays Starting August 19 & 20

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**SANTA FE, NM, August 17, 2023**

On August 19 and 20, the “All Things Real Estate” (ATRE) radio show will begin to air each weekend, offering timely real estate news and commentary to home owners, buyers and sellers in Santa Fe and across the nation. ATRE is also comprised of a [website](#) and [blog](#).

Launched in June 2009 by Rey Post—a Santa Fe-based Associate Broker with Sotheby’s International Realty®—the ATRE radio program will now air each Saturday (3-4pm Mountain Time), and continue to air each Sunday (12-1pm Mountain Time) on KTRC 1260AM and 103.7FM, while streaming to a global audience on [SantaFe.com](#) as well as via the “Listen Now” link at the ATRE website.

Last April, the ATRE radio show moved from being a “live” broadcast, to a professionally produced podcast that is pre-recorded the week before each weekend airing. Post hosts the ATRE radio show on the first and third weekends of each month, while Steve Riemann, President of the Santa Fe Title Company, hosts the program on the second weekend of each month, and Bonnie Davis—Professional Community Association Manager with Westgate Properties, LLC—hosts the show the last weekend of each month.

Since 2009, ATRE has been supported by a some of the best real estate-related companies, community leaders, non-profit groups, event organizations and well-known businesses in New Mexico. Their representatives regularly contribute commentary to the radio show and content to the ATRE blog (a roster of current supporters is on the radio show’s homepage at: [ATREradio.com](#)).

Besides airing from the KTRC studio, the ATRE show has also broadcast remotely from more than 100 unique locations, including: real estate broker open houses; non-profit events and major public gatherings such as the Santa Fe Area Home Builders Association annual “Home Show” and “Haciendas, A Parade of Homes” tour; the Santa Fe Concorso rare car gathering; as well as from locations in Northern New Mexico during the 2019 airing of the show’s monthly series, “This Is Taos.”

The ATRE program was nominated in 2011 for a Santa Fe Chamber of Commerce Business Excellence Award; was designated in 2020 a national “Newsmaker” (in the Trendsetter category) by [RISMedia, the #1 source in the U.S. for residential news and information](#); and has been profiled in multiple media stories, as well as the corporate newsletter of Sotheby’s International Realty®.

**For additional information:  
Rey Post: 202/550-2411 [reypost2@aol.com](mailto:reypost2@aol.com)**

### How The ATRE Show Has Grown:

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The ATRE show has grown from solely focusing on real estate issues, to a program that now offers timely business, community, cultural, entertainment and non-profit commentary (always with a thread of real estate running

through each broadcast). Rey and his collaborators use the ATRE show as a place to create a “story” about a variety of issues, offering themes around special calendar dates, and events that enhance the show’s content for its listeners. Rey has also used the show to offer useful information to listeners on a variety of current happenings. Over the past few years, these messages have included: supporting the value of COVID-19 vaccines and boosters; the ways to support the people of Ukraine; and how to lend assistance to New Mexicans impacted by fires occurring in the state in the spring of 2022. The radio show has been honored to feature not only some of the best in the real estate trade, but also a variety of non-real estate personalities. To illustrate the diverse content the ATRE show has offered over the years, a handful of these special radio show guests include: former CIA operative Valerie Plame; movie producer and Kevin Costner business partner, Jim Wilson (“Dances with Wolves”); actors starring in the movie “50 To 1” (filmed in New Mexico); former Director of the CBS News Poll, Kathy Frankovic; Indianapolis 500 race car legends Johnny Rutherford, Parnelli Jones, and Al Unser, Sr; and former National Association of Governors Chairman, Vermont Governor Jim Douglas. In addition, since he was first elected in 2018, Santa Fe Mayor Alan Webber has been a regular guest on the ATRE program, offering timely information on business, community and real estate issues important to the residents of the city. Rey is proud that Peachtree Sound is playing a major role in creating the new podcast format for the radio show. Peachtree is one of the nation’s leading podcast production firms, working with a variety of Fortune 500 companies. Under this new production approach, Rey and his team are exploring other ways in 2023 of distributing each ATRE program, and also the option of creating a video podcast version of the show.

The ATRE website and blog have also become valuable destinations for information on the radio show’s broadcasts, as well as timely real estate, cultural and community information. The corporate office of Sotheby’s International Realty® is fully aware of the ATRE program, with the former president of the company coincidentally being at the Santa Fe brokerage office on the day in 2011, that the Santa Fe Chamber of Commerce Business Excellence Award nomination for ATRE was announced.

### *About Rey Post:*

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Rey Post has served as an Associate Broker of Sotheby’s International Realty in Santa Fe since 2008. Previously, he was a licensed Realtor with TTR Sotheby’s International Realty in Washington, DC. Prior to his career in real estate, Rey was a corporate, sports and political campaign consultant and Capitol Hill professional. This work includes: managing campaigns for U.S. House and Senate candidates; serving as a Legislative Aide to a U.S. Congressman and State Staff Director to a U.S. Senator; directing U.S. Soccer’s 1994 World Cup and 1999 Women’s World Cup bid campaigns, and advising on the Korea 2002 World Cup soccer bid campaign; serving as Executive Producer of an international sports TV broadcast; and offering campaign counsel to a U.S. national trade association, and companies doing business in Eastern Europe.