



FOR IMMEDIATE RELEASE: DATE

CONTACT: Erik Salas | erik@rpcra.org

Royal Palm Coast Realtor® Association Welcomes New Marketing Coordinator

Fort Myers and Cape Coral, FL - As the success of the Royal Palm Coast Realtor® Association (RPCRA) continues to double its membership over the past two years to more than 10,000 members, the association welcomes Erik Salas, who will step into the expanded role of Marketing Coordinator. Erik will be working under the direction of Allyson Teevan, Director of Marketing and Communications, in her efforts to further develop the role of marketing and communications at RPCRA.

Originally from Palm Springs CA, Erik spent 22 years as a chef before moving to Sarasota, FL and making the transition to the professional world of marketing. Previously, Erik spent four years as marketing coordinator for the Windward Design Group before relocating to Fort Myers, FL in January 2023. Working in the service industry for so long has equipped Erik with the drive to continually improve himself and his work. Erik has taken the creative energy and mindset that comes from being a chef and brought it to the world of marketing. Erik's creative will be a positive contribution to RPCRA's marketing department as they begin to develop new marketing initiatives.

Erik will be a member of the newly established marketing department that will help best serve the interests of the members, employees, and community, while delivering on all aspects as they relate to RPCRA's strategic marketing direction and vision. This will ensure that the association's goals and objectives are met in a manner which will foster growth in the housing community as well as education for members.

"Erik is an exciting addition to the marketing team at RPCRA," said Allyson Teevan. "We're looking forward to having his marketing background take us to the next level of innovation for our members."

To learn more about Royal Palm Coast Realtor Association and membership, visit RPCRA.org.

The Royal Palm Coast Realtor® Association was chartered in 1922 as the Fort Myers Board of Realty and today serves more than 10,000 Realtor® members and affiliates. The Association acts as the primary resource and active advocate for its members by collectively promoting member business interests through education, communications, and proactive management of industry issues.

###