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For Immediate Release

## **LOCAL BUSINESSES LAUNCH BEAUTIFICATION PROGRAM TO IMPROVE FACILITIES AT ARLINGTON SCHOOLS**

### **Bailey Junior High Becomes First ‘Curb Appeal Partners’ School, Sponsors Donate \$12,000 for Charity Basketball Game on April 17**

Arlington, Texas (April 9, 2009) – Several local businesses including SCM Real Estate and First Rate Inc. have partnered to develop a creative way to help improve the curb appeal of school campuses in Arlington. The companies together with a dozen other businesses and individuals will launch a campaign called “**Curb Appeal Partners**,” which unites corporate sponsors with schools in an effort to improve the outward appearance of landmark schools. The group plans to make facility and aesthetic enhancements to four AISD schools in the coming year.

The Curb Appeal Partners program begins with a \$12,000 facility improvement project at **Bailey Junior High School** this month. To kick off the program, pilot sponsors SCM Real Estate and First Rate are competing in a friendly basketball game at Bailey Junior High on **April 17 at 4:30 p.m.** Bailey’s Principal Jimmy Walker and AISD Board Member Bowie Hogg have been drafted to referee the game. Both companies have donated \$5,000 each to Bailey to make improvements to the school campus. The losing basketball team will pony up an additional \$2,000 donation to the school.

“This is an excellent collaboration between AISD and the business community with the shared goal in mind to foster economic development for our city. We as a community have to invest strategically in our schools,” said AISD Superintendent Jerry McCullough. “We thank SCM, First Rate, and all of the private businesses and individuals involved in this new initiative and look forward to working together to make our schools beautiful.”

The Curb Appeal Partners program will include a range of social and athletic community events throughout the year. A schedule for future corporate events is still being finalized.

“We believe that a community’s appearance is directly linked to the academic strength of school campuses,” said Mark Joeckel, Director of Brokerage Services for SCM Real Estate. “Our hope is that many other companies will join this grassroots effort to focus on bringing schools at the tipping point up to par with their potential.”

Civil engineering and landscape architectural firm mccoskie+mcinnis+associates Inc. has also agreed to provide pro-bono consulting services on how to aesthetically improve Bailey Junior High.

(more)

**NEW AISD BEAUTIFICATION PROGRAM ‘CURB APPEAL PARTNERS’  
PROGRAM LAUNCHES– ADD ONE**

To donate, register a company to participate, or to get more information about the Curb Appeal Partners program, contact Mark Joeckel at SCM Real Estate at 817-226-0000. To find out more about AISD schools that need facility improvements, contact Veronica V. Sopher at AISD at 682-867-7342.

**About SCM Real Estate**

SCM Real Estate was founded in 1992 by real estate entrepreneur and community leader Gary Walker. Since its inception, the company has grown to become one of Tarrant County’s largest real estate firms specializing in brokering office, warehouse, and office /show room property transactions across the Dallas/Fort Worth Metroplex. SCM has 25 employees with offices in Arlington and Fort Worth. Its community partnerships include projects with the Arlington Chamber of Commerce, YMCA of Arlington, Fort Worth Hispanic Chamber of Commerce, Grand Prairie Chamber of Commerce, Fort Worth Chamber of Commerce, Las Colinas Chamber of Commerce, and others.

**About First Rate®**

First Rate® provides investment performance measurement and analysis solutions to the wealth management industry. The First Rate Performance Solution allows investment firms to calculate accurate rates of return, better analyze the results efficiently and generate dynamic “boardroom quality” presentations for their clients. As a trusted advisor, First Rate provides its customers with a level of focus, depth and expertise that is truly unique to the industry.

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