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## B2B BUSINESS TO BUSINESS

REPORTER'S NOTEBOOK

### REAL ESTATE ACQUISITIONS GETTING FINANCING BOOST



**LESLIE BERKMAN**  
Residential Real Estate

Robert Hooker, executive director of the Inland Empire Economic Recovery Corp., a public/private partnership that buys foreclosed houses, fixes them up and resells them, is hosting a weekly real estate program on KTIE 590AM.

A news release about the show, called "Finding a Home in 30 Minutes," says it will focus on informing listeners about renovated and rehabilitated houses available for sale in the area. So the show should be a marketing tool that will help the Economic Recovery Corp. find buyers for its houses and produce profits for its investors.

The half-hour program airs every Saturday at 2:30 p.m.