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New La Jolla Real Estate Venture

Benefits Buyers, Sellers and Monarch School

Isabel Realty Company Serves Clients and its Community

Real Estate and Community Editors

LA JOLLA, CA (October 21, 2006) –When long-time La Jollan Isabel Marouf set out to create a new kind of real estate company, she wanted to do more than provide her clients with the finest service and support: She wanted to serve her community. Thus, Isabel Realty was born and along with it, a special partnership with one of San Diego's most important educational undertakings.

A second grade teacher at Bird Rock Elementary for six years, Marouf never stopped caring about the classroom long a after she left. Now successful in La Jolla real estate, she found the perfect way to connect her passion for business and education: *For every transaction the company completes, Isabel Realty will give \$1,000 to Monarch School, a school for homeless children and at-risk children in downtown San Diego.*

“Every six months a student spends at Monarch, he or she will progress more than a year academically,” explains Marouf. “What an incredible return on such an important investment.”

Adds Paula Kelly, Monarch’s Vice President of Development, “Contributions like Isabel Realty’s are so important to fulfill our mission of restoring hope and unleashing dreams for our students. We are so grateful for support to help change the lives of San Diego’s most needy children.”

Marouf hopes her company's example will encourage other local businesses to reach out beyond the bounds of La Jolla. "The children and staff at Monarch have absolutely touched my heart," she says.

After a successful run at a local real estate franchise, Marouf, along with her husband Kaid, founded Isabel Realty to bring a personalized, "no middleman" ethic to residential transactions. Known for her outside-the-box approach to sales, Marouf sprung on the scene in 2003 when she circumvented La Jolla's "no real estate sign ordinance" by hiring models to stand in her properties with "Open House" written on their clothing, while twirling parasols.

For full details about Isabel Realty, along with free MLS searching and helpful community links, visit www.isabelrealtyco.com. For more information about Monarch School and ways you can help, see www.monarchschools.org.

About Isabel Realty Company

Founded in 2006 to provide the utmost service and support, Isabel Realty—The First Name in Real Estate—represents buyers and sellers of residential real estate in the La Jolla, Del Mar, Rancho Santa Fe and Mission Hills communities of greater San Diego. The company emphasizes luxury homes and other high-residential offerings and serves clients in English, Spanish and German. For more information, as well as an MLS search, see www.isabelrealtyco.com.

About Monarch School

Founded in 1988, Monarch School and its committed team of teachers, administrators and volunteers is dedicated to providing homeless and at-risk children with an accredited education while caring for their basic needs. Today, more than 100 kids between the ages of 7 and 18 are enrolled at Monarch School. Monarch students scored the highest increase in reading and math scores in the district, an especially meaningful achievement given the average student at Monarch is three years behind grade level when they enter the school. For more information, visit www.monarchschools.org.

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