

FOR IMMEDIATE RELEASE

Investment Real Estate, LLC Promotes Jess Dubbs to Director of Marketing



York, PA - April 15, 2015 Locally owned and operated Investment Real Estate, LLC (IRE) has promoted Jess Dubbs to Director of Marketing. Jess was hired in April 2013 as John Gilliland's Executive Assistant which included some marketing projects. After her first two years with the company, it became clear that she would be more valuable to the Investment Real Estate Group of Companies (IREGC) if she was working on marketing activities full time.

From day one, Jess brought all marketing efforts in-house for the IREGC, including the self storage facilities managed by Investment Real Estate Management, LLC (IREM). Jess quickly realized the potential for bringing the IREGC to the forefront of digital marketing and capitalized on her years of experience in the design and marketing industry to achieve results. Through new website designs, blogging and other organic SEO tactics, she has achieved and maintained page 1 rankings for www.moovein.com, as well as page 1 rankings for two other company websites.

Jess is responsible for traditional and digital marketing for the Group of Companies including but not limited to company branding, graphic design, copy writing, photography, video, web design and maintenance, blog development, social media and email marketing, as well as coordinating trade, community and facility events throughout the year.

Mrs. Dubbs works closely with the brokerage division of IRE on marketing and design of proposals, offering memorandums and feasibility studies. Jess also works with the team of district and property managers for IREM on a daily basis on B2B and B2C marketing efforts to maintain the strength of the brand at each facility and to promote community involvement and business partnerships on the local level.

Jess is a member of the Self Storage Association Young Leaders Group, Lancaster Chamber of Commerce & Industry, York County Economic Alliance and Carroll County Chamber of Commerce.

ABOUT JESS DUBBS

Jess brings over 15 years of experience in design and marketing in both the corporate and private sectors, as well as owning and operating a freelance business focusing on graphic and multimedia design. She boasts a vast amount of knowledge in the print industry, traditional marketing and digital marketing arenas. Her past positions include Graphic Designer, Senior Graphic Designer, Marketing and Map Design Manager, PreFlight Specialist and Director of Production. She is an avid photographer outside of her role at IRE, and has professionally photographed weddings, senior portraits, infants and children. She also photographs and sells nature prints, focusing mainly on landscapes and birds.

When asked about her recent promotion, Jess says, "I am excited to be moving into marketing full time for the Group of Companies! I have loved my job since my first day with the company, but marketing and design are my true strengths and where my passion lives. I am eager to hit the ground running and put my years of training and experience to work and help drive a larger ROI through new and exciting marketing efforts."

ABOUT INVESTMENT REAL ESTATE, LLC

Since our inception in 1998, Investment Real Estate, LLC has specialized solely in the self storage industry, including Brokerage, Construction, Management and Development. We travel thousands of miles each year, meeting and getting to know clients in the markets we serve, networking at various industry associations and functions, while developing our reputation as the go-to source for information in the self storage industry. We are the #1 Broker of Self Storage in the Mid-Atlantic and Northeast States. For more information, please visit <http://www.irellc.com/>.

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