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FOR IMMEDIATE RELEASE  
April 18, 2013

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### **New Mexico Economic Development Department Launches New Marketing Tool; Unveils Website & Logo Redesign**

SANTA FE – Today, the New Mexico Economic Development Department announced the launch of new marketing tools that includes SiteFinder, a searchable database of commercial real estate listings on a GIS platform, along with a newly designed logo and website to aid in the recruitment of businesses to the state. Commercial property availability is a key component in the site selection process and information on available commercial properties is essential to recruiting new business.

“These are important efforts in promoting the state and signaling that New Mexico is open for business,” said Economic Development Secretary Jon Barela. “Since the passage of the jobs package, which reduces the burden on job creators and makes New Mexico more competitive with neighboring states, we have seen increased interest in the state. The website and SiteFinder will be a great resource in assisting site selectors gather the information they need and help provide an analysis on why New Mexico would be the best place to set up shop or expand.”

SiteFinder allows users to search on a number of factors, including types of property, sale or lease, price, size and location. The source of the active listings is the Commercial Association of Realtors New Mexico (CARNM) through its exclusive partnership with Catylist, which produces SiteFinder.

“CARNM is excited to be working with the Economic Development Department in providing the most current commercial real estate listings throughout New Mexico,” said Carl Grending, Sperry Van Ness and CARNM Board Member. “This joint effort is a great opportunity to showcase current commercial real estate opportunities to potential entities looking to expand or move to New Mexico.”

SiteFinder is located within the Economic Development Department’s Data Center, which includes data and data products assembled from a variety of state and federal sources. The New Mexico State Data Center is a collaborative program with the U.S. Census Bureau with 23 affiliate organizations throughout the state and is managed by the Bureau of Business and Economic Research at the University of New Mexico.

To access SiteFinder visit: [http://gonm.biz/Site\\_Selection.aspx](http://gonm.biz/Site_Selection.aspx). A downloadable file of the new logo is available on the department’s website <http://gonm.biz/Publications.aspx>.

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