

## FOR IMMEDIATE RELEASE

### Real Estate Scripts Practice Rebrands to Talk52, Expanding Vision Beyond Real Estate

**[La Mesa, CA, August 27, 2024]** — Real Estate Scripts Practice, a platform known for helping real estate professionals refine their communication skills, is excited to announce its rebranding to **Talk52**. This change marks the beginning of a broader vision that extends beyond real estate to enhance communication skills across multiple industries.

#### Why the Rebrand?

The decision to rebrand comes in response to evolving trends within the real estate industry, where there is a growing preference for terms and practices that align with today's client-focused environment. The name Talk52 reflects this shift while capturing the essence of continuous, weekly practice—52 weeks a year—aimed at improving communication in professional settings.

#### About Talk52

Talk52 is more than just a new name. It represents the platform's commitment to expanding its reach and impact. While the company's roots are firmly planted in the real estate sector, Talk52 is being developed with a vision to provide versatile communication training that can be adapted to various professional fields. The platform will continue to offer industry-specific customization and introduce new features, including AI-driven personalization, to enhance user experience.

#### What's Next?

The transition to Talk52 will take place gradually over the coming weeks, ensuring a smooth experience for all existing users. Current features and services will remain available, with additional enhancements being rolled out as the platform evolves. The rebrand is the first step in a series of planned developments aimed at making Talk52 a leading resource for communication skills training across industries.

#### Quote from Darren Tunstall, Founder & Chief Innovator of Talk52:

"We're thrilled to embark on this new journey as Talk52. This rebrand is not just about changing our name; it's about expanding our vision to meet the needs of professionals across various industries. Our commitment to helping users communicate more effectively remains stronger than ever, and we're excited about the opportunities this new chapter will bring."

## **About Talk52**

Originally founded as Real Estate Scripts Practice, Talk52 is a dynamic platform designed to enhance communication skills through consistent practice. With a focus on continuous improvement, Talk52 provides professionals with the tools they need to communicate effectively and confidently in any scenario.

## **Contact Information:**

Darren Tunstall  
Founder & Chief Innovator  
Talk52 (formerly Real Estate Scripts Practice)