

Coldwell Banker United, Realtors®; Acquires Baytown's Coldwell Banker Premier Realty

Written by Australian Business

(PRLEAP.COM) January 1, 2014 - HOUSTON - Coldwell Banker United, Realtors® announced December 31, 2013, the acquisition of Coldwell Banker Premier Realty in Baytown, joining forces to strengthen its position in local residential real estate and relocation business.

The acquisition is deemed beneficial to both the agents and their customers involved by offering expanded marketing and advertising programs with leading media, along with a number of buyer and seller preferred programs. This includes services such as an integrated relocation program and a comprehensive online presence.

"This acquisition will strengthen Coldwell Banker's presence in the Baytown/Mont Belvieu market area," said Steve Barnes, President and COO of Coldwell Banker United, Realtors, Houston Region. "This combines two fine companies into one, and offers customers and sales associates more exposure through additional advertising and promotional activity. The brand is the same, now we are all United."

"This gives Coldwell Banker United, Realtors® the market share and strength we need in Baytown and the eastern environs of Houston to handle our relocating buyers and sellers while offering a greater growth potential to the sales associates and staff," said Richard A. Smith, Owner and CEO of Coldwell Banker United, Realtors®.

Since 1970, the Coldwell Banker United, Realtors® organization has been one of the premier providers of full-service real estate in the Houston metropolitan area. With over 700 residential Sales Associates locally, Coldwell Banker United, Realtors is #1 in the Houston area in residential real estate sales*. It is a pioneer in consumer services with niche markets such as resort, new homes and luxury properties through Coldwell Banker Previews International®, and Web site, www.cbunited.com/houston , which provides access to over 35,000 listings and aggressive marketing in social media and online.

The company's offices are located throughout central and southeast Texas, as well as the Florida Panhandle and North and South Carolina and is the largest Coldwell Banker affiliate in the US. All offices are managed by a Vice President of Sales/Branch Manager with a wealth of experience in residential real estate sales. Jennifer Wilbur will be the VP of Sales for the Baytown office, in addition to her current duties as VP of Sales for the successful Houston Heights office.

"I am so excited to help my hometown of Baytown experience the energy, professionalism,

marketing tools and management support of Coldwell Banker United, Realtors," beamed Ms. Wilbur. "The fact that the Sales Associates joining us from Coldwell Banker Premier Realty will already be familiar with the great tools provided by the national brand means we can get on to the business of making this office the leader in the Baytown market area."

The Baytown area broker was founded in 1982 as Becky Clayton Realty and was shortened to Clayton Realty in 1999 under its current ownership. In 2005, owners Deborah O'Quinn and Beth Harris joined the Coldwell Banker brand. Coldwell Banker Premier Realty provides service to areas including Baytown, Mont Belvieu, Crosby, Pasadena, LaPorte, Anahuac, Liberty, Dayton and surrounding areas.

"We have always been committed to providing our clients and customers with the kind of quality care that is founded on honesty, loyalty, understanding, accountability and creativity," stated Deborah O'Quinn and Beth Harris, current owners of the Baytown broker. "Our greatest asset is our agents, and joining with Coldwell Banker United, Realtors will only enhance our abilities and the value of our agents. We have and will always be personally involved in civic and community affairs that improve the quality of life in our neighborhoods, and are dedicated to contributing resources to achieve these ends."

"Beth and I are also excited about being able to focus on fulfilling clients' dreams of homeownership," added O'Quinn.

Coldwell Banker United, Realtors is an award-winning principal broker with the Cartus Broker Network, a company which provides relocation services to many of the nation's top corporations. This association produces hundreds of referrals and third-party listings to the company.

* According to the 2013 editions of The Houston Business Journal and RIS Media.