



COBURN REALTY

FOR IMMEDIATE RELEASE

Coldwell Banker First Ottawa Realty and Coldwell Banker Coburn Realty launch service integration agreement

Established multi-office brokerages will operate with shared management and support services; agreement calls for re-branding of two Ottawa area offices

(Ottawa, ON – January 25, 2016) The established Ontario brokerages of Coldwell Banker First Ottawa Realty, owned by Ross and Patricia Webley and Coldwell Banker Coburn Realty, owned by John Coburn, have entered into a service integration agreement. Under the new agreement, management, operations and administrative support for the two brokerages will be united under one system, resulting in improved efficiencies and greater synergies between the two companies.

The service integration is part of an overall development strategy for the two brokerages, which will now be led by a combined Executive Team consisting of Ross Webley, Patricia Webley and John Coburn. Further support will be delivered by a Management team of Earl Villeneuve, Manager Technology & Agent Support Services; Lynne Faucon, Broker/Manager Training and CFO Beth Moore.

The integration agreement includes a rebranding of Coldwell Banker Coburn Realty offices in the Greater Ottawa area, which will operate as Coldwell Banker First Ottawa Realty, effective immediately. The Coldwell Banker Coburn Realty office formerly located at 1415 Woodroffe Avenue will join operations with the nearby Coldwell Banker First Ottawa Realty office at located at 1749 Woodward Drive, resulting in an additional 56 agents based at that location.

The former Coldwell Banker Coburn Realty office located in Manotick will be rebranded as Coldwell Banker First Ottawa Realty, but will continue operations at its current location at 5500 Manotick Main Street.

John Coburn will continue to be based at the Manotick location following the service integration. Five Coldwell Banker Coburn Realty offices located in Petawawa, Morrisburg, Winchester, Kemptville and Westport will continue to operate under their current name.

“We’re very excited about the new working relationship and the opportunities it will create for our sales representatives and the consumer,” said Ross Webley. “This pooling of services and the integration of management support will achieve combined efficiencies in the operation of our brokerages, and strengthen the competitiveness of each firm in our respective markets.” said Ross Webley.

“This transition was the right decision for our sales representatives and their future,” said John Coburn. “The new integrated management structure offers exciting new synergies and opportunities for the future so we’re even better positioned to continue to provide full service solutions for our home buyers and sellers. We look forward to working closely with our new teammates as we continue to offer the systems and resources of the Coldwell Banker® brand.”

“This integration of two established operations will be a positive development for both brokerages, their sales representatives, and the brand,” said Andy Puthon, president of Coldwell Banker Canada Operations ULC. “With a new depth of management support to benefit all, Ross and Patricia Webley and John Coburn have created new destinations for agents seeking a high level of support as they expand their horizons in their respective markets.”

About Coldwell Banker®

Since 1906, the **Coldwell Banker®** organization has been a premier full-service real estate provider. In Canada, Coldwell Banker has a national network of approximately 200 independently owned residential and commercial offices, operating in every province across Canada, and also in the Yukon and Northwest Territories. Globally, Coldwell Banker has over 88,000 sales professionals in over 3,000 residential real estate offices in 44 countries and territories worldwide.

For further information on Coldwell Banker Canada Operations ULC or to search for individual offices, sales representatives, or property listings in Canada, visit www.coldwellbanker.ca

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