

December 6, 2012  
FOR IMMEDIATE RELEASE  
Stephen Waring  
Director of Marketing & Communications  
Latter & Blum Inc.  
Direct: (504) 569-9323  
Mobile: (504) 373-7889  
Email: swaring@latterblum.com

## **Latter & Blum Inc. Expands Its Presence in Baton Rouge with the Acquisition of M.A. Allen REALTORS®**

*New Orleans, LA*— Latter & Blum Inc. today announced it has acquired the assets of M.A. Allen REALTORS® of Denham Springs, LA. The M.A. Allen office at 1208 South Range Ave. in Denham Springs will now operate as C.J. Brown REALTORS® Inc., which is part of the Latter & Blum Family of Companies, the Gulf South's largest residential Real Estate brokerage firm.

M.A. Allen's founder, Mary Ann Allen and her 40 Sales Agents will join the 250 + Sales Agents of C.J. Brown REALTORS® Inc.

"M.A. Allen is an outstanding example of what we look for in a partner – talented Real Estate Sales Professionals with a culture focused on service," said Bob Merrick, CEO of Latter & Blum Inc. "We see this union as a win for both of our firms, and especially for our valued clients."

"We are extremely pleased to have been chosen by MA Allen as their partner moving forward. Our coming together strengthens both companies' presence in Denham Springs and the entire Greater Baton Rouge market" said Rick Haase, president of Latter & Blum Inc. "Mary Ann and her Sales Team have built a stellar reputation for providing excellent service to clients. This partnership will immediately bring additional benefits to both their clients and Agent. This is truly the win-win we strive for."

"The combination of Latter & Blum's expansive products and services with our deep understanding and expert knowledge of the local marketplace will be a tremendous benefit to our clients and Agents," said Allen. "We are excited to join this industry leader, and together, we are well positioned to provide extraordinary service throughout Livingston Parish and Greater Baton Rouge."

Latter & Blum, Inc., operates the largest full-service Real Estate brokerage in the Gulf South, and includes, Latter & Blum, Inc./REALTORS®, C.J. Brown REALTORS®, Noles-Frye Realty, NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Latter & Blum Insurance Services, Essential Mortgage Corp. and has Franchise Operations in LA & MS. Established in 1916, the company has grown to include operations in Greater New Orleans, Greater Baton Rouge, Alexandria and Southern Mississippi and handles all phases of residential, commercial, leasing, property management, appraisals, insurance, title and mortgage services.

# #