



FOR IMMEDIATE RELEASE

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Real Estate Merger Expands NAI Latter & Blum’s Commercial Operations in Baton Rouge

(New Orleans, LA) – NAI/Latter & Blum Inc., the commercial real estate subsidiary of Latter & Blum Inc., announced today the expansion of their operations in Greater Baton Rouge through a merger with the commercial division of Baton Rouge-based, Donnie Jarreau Real Estate. The commercial Agents will operate as “NAI/Latter & Blum – Donnie Jarreau” moving forward.

“I’m delighted to welcome Donnie and his commercial Agents into our Family of Companies,” stated Chairman and CEO of Latter & Blum Inc., Robert Merrick. “Our Baton Rouge commercial operation is pivotal to our vision of serving our clients throughout all our markets. As the leading Real Estate firm in this region, our new commercial Agents further strengthen our position,” he added.

“The bringing together of our two operations is very much in line with our growth strategy. We continue to affiliate with the strongest companies in the business sectors in which we operate, Donnie and his Company of commercial agents are very accomplished professionals, and it’s a great fit for both organizations,” stated Latter & Blum Inc. President, Richard Haase. The timing for us couldn’t be better as Baton Rouge continues to be one of our strongest regions of operation,” he added.

“Joining NAI/Latter & Blum provides immediate access to a regional and global commercial network with the scale and resources to serve our clients’ needs more effectively,” stated Associate Broker, Donnie Jarreau. “I’m very excited about the opportunity this represents for our commercial Agents,” he added.

“Donnie Jarreau’s commercial team and our Agents have worked together for years. In fact, Donnie started his career at Latter & Blum, so it’s a great reunion for both of us. Combining our commercial resources and expertise with NAI’s global network of commercial offices will greatly benefit our clients,” stated NAI Latter & Blum Director, Karl Landreneau.

About NAI Latter & Blum Commercial Real Estate

NAI Latter & Blum is the commercial division of Latter & Blum Inc. Its existing offices are located in Baton Rouge, Lafayette, Alexandria, Lake Charles and New Orleans and are part of the NAI Global Network, a managed commercial Real Estate network with more than 350 offices, worldwide. Together, LATTER & BLUM and NAI/Latter & Blum offers the most extensive portfolio of commercial properties in the Gulf South region.

About Latter & Blum Inc.

For 100 years, Latter & Blum Inc. has served the residential and commercial needs of clients in Louisiana and the Gulf South with the guiding principle of “Building stronger communities in the markets we serve.” Today, LATTER & BLUM Inc. is the nation’s 27th largest Real Estate brokerage in number of transactions with nearly \$3 billion in annual sales. Established in New Orleans, it is the largest full-service Real Estate brokerage in Louisiana and the Gulf South with 1,400 Agents in 32 offices in the markets of Greater New Orleans, Greater Baton Rouge, Lafayette, Alexandria, Houma, Thibodaux, Lake Charles, and Southern Mississippi. Latter & Blum Inc. operates LATTER & BLUM Inc./REALTORS, C.J. Brown REALTORS Inc., Van Eaton & Romero REALTORS, ERA Moffett-Latter & Blum, and Noles-Frye Realty (all owned by Latter & Blum Inc.). Latter & Blum Classic Homes & Properties, Latter & Blum Shaw Properties, and Latter & Blum Hometown operate under franchise agreements. All are networked nationally and globally as ERA Powered Companies. Additionally, LATTER & BLUM Inc. operates NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Latter & Blum Insurance Services, Platinum Title, and Essential Mortgage Company.

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