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FOR IMMEDIATE RELEASE

Contact: April Gonzalez

Direct Line: (504) 569-9450

Email: agonzalez@latterblum.com

Real Estate Merger Expands Latter & Blum's Operations

(New Orleans, LA) - Latter & Blum Inc. announced today their merger with Lafayette-based Coldwell Banker Pelican Real Estate. The addition expands Latter & Blum's Lafayette area operations, adding more than 130 residential and commercial Agents, two offices in Lafayette, and one office in New Iberia.

Coldwell Banker Pelican's residential division will join Van Eaton & Romero, and their commercial division will join NAI Latter & Blum (both companies are members of the Latter & Blum Family of Companies).

According to Coldwell Banker Pelican's owners, Steve and George "Buzz" Thomson, the merger will enable them to focus on commercial business development and sales.

"Van Eaton & Romero and NAI Latter & Blum's values and cultures align with ours and were key factors in our decision to merge. Their strong management support, ethics, and emphasis on producing well-trained Agents will provide a solid foundation for our team members moving forward," stated Steve Thomson, co-owner of Coldwell Banker Pelican. "By combining our market share and relocation business, along with new technologies and training resources, we will provide unmatched services for our clients," he added.

"Coldwell Banker Pelican Agents are also among the top in their market; they bring great value to our Van Eaton & Romero team, our company, and our clients. Although we are competitors, we have a long-held respect for their leadership and Agents," stated Richard Haase, President of Latter & Blum Inc. "Their success further strengthens our market position and our ability to provide more services for our clients. Today's announcement is also a milestone in our efforts to create an even greater environment for the success of our expert Agents. I am very pleased to welcome them to our company," he added.

"While, by its nature, real estate is a fiercely competitive industry, there has always been a mutual respect that Coldwell Banker Pelican and Van Eaton & Romero have had for each other. The primary reason for that, I believe, is our common commitment to being the best that we can be. So we're very pleased at this opportunity to combine our companies, because, truly, there is no other firm in our market today that so closely mirrors our own values. We welcome them with open arms," said William "Bill" Bacqué, Van Eaton & Romero President.

About Coldwell Banker Pelican Real Estate

Coldwell Banker Pelican Real Estate was founded in 1978 as “Pelican Real Estate,” later affiliating with the Coldwell Banker franchise. Owned by Steve and George “Buzz” Thomson, Coldwell Banker Pelican has over 30 years of local market experience. The Brokerage includes a strong commercial division in addition to a residential division comprising 130 plus Agents in two offices in Lafayette and one in New Iberia.

About Van Eaton & Romero

Van Eaton & Romero REALTORS, an ERA Powered LATTER & BLUM company is comprised of more than 250 agents and staff and includes a full-service relocation department and satellite locations in Carencro, Opelousas, New Iberia, and River Ranch. Van Eaton & Romero's main office is located at the corner of Kaliste Saloom Road and Camellia Boulevard in Lafayette.

About Latter & Blum Inc.

Today, LATTER & BLUM Inc. is the nation's 17th largest Real Estate company in number of transactions, with sales of more than \$3 billion annually. Established in 1916, it is the largest full-service Real Estate broker in Louisiana and the Gulf South with 3,200 Agents in more than 35 offices in the markets of Greater New Orleans, Greater Baton Rouge, Houston, Lafayette, Alexandria, Houma, Lake Charles, and Southern Mississippi. Latter & Blum Inc. operates LATTER & BLUM Inc./REALTORS, C.J. Brown REALTORS Inc., Van Eaton & Romero REALTORS, Realty Associates, Latter & Blum/Moffett Realty, 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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