

November 12, 2012

Contact: Stephen Waring
Director of Marketing
Direct: 504-569-9323 Cell: 504-373-7889
Email: swaring@latterblum.com
Web: www.Latter-Blum.com

Gulf South Region's #1 Real Estate Company Restructures Compensation to Benefit Agents

New commission levels now reach as high as 100 percent, expected to have ripple effect throughout the industry

(New Orleans, LA) For nearly 100 years, Latter & Blum has been an innovator in every facet of the Real Estate marketplace.

With a commitment to a continuation of this proud heritage of market leadership and innovation, Agents of the Latter & Blum Family of Companies have been introduced to progressive and dynamic new compensation plans that will allow them to more quickly achieve higher profits, no matter their business style or level of production.

Reconfiguring compensation plans for nearly 1,200 sales professionals at dozens of offices throughout Louisiana and the Mississippi Gulf Coast is a massive undertaking that Latter & Blum Chairman and CEO Robert Merrick said "will not only benefit the current Agents of The Latter & Blum Family of Companies but is expected to bring a new influx of Agents from other companies. Agents in search of the best and most generous compensation in the region will want to consider joining Latter & Blum."

Latter & Blum President Rick Haase said the new compensation program, called Plans for Success, "will enable them to earn a higher commission level more quickly than with traditional commission models. Among the most exciting changes will be the chance for agents to embark on a fast track to 100-percent commission, a higher split for company-generated sales and the chance to reset commissions at higher levels as qualifying goals are achieved."

"We consider this one of the most exciting and forward-thinking programs in the history of Latter & Blum," said Merrick. "Our success over the past century has been a direct result of the dedication and hard work of our agents. In gratitude to them, we decided it was essential to introduce these new FairShare compensation plans, which we know will help position our company for continued success over the next 100 years."

LATTER & BLUM, Inc., the largest full-service real estate brokerage in the Gulf South, operates Latter & Blum, Inc./REALTORS® ERA Powered, C.J. Brown REALTORS® Inc. ERA Powered, Noles-Frye Realty ERA Powered, NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Essential Mortgage, Latter & Blum Insurance, Platinum Title and has three 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 and mortgage and title services.