

## **MERGER ANNOUNCED BY COLDWELL BANKER BULLARD, CENTURY 21 SOUTHERN CRESCENT REAL ESTATE COMPANIES**

Steve Bullard and David Edmondson have announced the merger of Century 21 Southern Crescent with the Coldwell Banker Bullard Realty organization, a transaction which will add 30 Realtors to the Bullard organization, bringing Bullard's total number of agents to 330.

This is the third merger of companies with Coldwell Banker Bullard Realty in the past 14 months, and Bullard officials revealed that the organization is involved in ongoing conversations with some more companies. The two earlier mergers with the Bullard Realty organization involved Coldwell Banker Joe T. Lane Realty of Jonesboro and Coldwell Banker Fulton Realty Associates of Peachtree City.

Century 21 Southern Crescent has been headquartered in Fayetteville with a branch office in Jackson. With the merger, Edmondson, who had owned Century 21 Southern Crescent for the past three and one-half years, and Terri Kellerman, who was that company's vice president and managing broker and who is past president of the Fayette County Board of Realtors, will form a sales team working out of Bullard's Peachtree City/Fayette County office.

Edmondson, a Fayette County native who recently entered his 35th year in real estate, first joined Century 21 Southern Crescent in 1978, his fourth year in the industry. After 10 years, he worked for another local company for four years, then returned to Century 21 Southern Crescent. In May of 2005, he purchased the company from Anne Minter, who had owned and operated it since the early 1980s. Then, in August of 2007, he obtained a Jackson office by purchasing Morningside Realty from Linda Faulkner and Karen Sagon, that company's founders.

Bullard noted that the merger will result in a much stronger operation serving the real estate needs and providing Coldwell Banker services to the Peachtree City/Fayette County area and also to the Jackson/Butts County area, which includes the Lake Sinclair and High Falls Lake area.

Including Edmondson and Kellerman, 23 Realtors previously with Century 21 Southern Crescent are joining Bullard's Peachtree City/Fayette County office at 201 Prime Point as a result of the merger. This brings the number of agents in the Bullard organization's largest office to 88. The other incoming agents include Brenda Allen, Loy Barrett, Roy Barrett, Susan Boyd, Sylvia Brady, Rochelle Cook, Leonard Chapman, Christine Darden, Kenneth Edmondson, Portia Holliday, Suzanne Johnson, Stan Jones, Grace Kidd, Tammy Liquori, Ivonne Lushington, Carolyn McKillop, Shirley Sabato, Tawana Stanphill, Leslie Terek, Leticia Underwood, and Jon Windham. George Wiley, managing broker of the Peachtree City/Fayette County office, said he is excited about the merger. "We already had some of the best agents in this area before the recent mergers, and the additional agents coming in from the mergers can only strengthen our sales force and ability to serve our customers. I look forward to all of us working together for a company which has continued to grow in a bad real estate market in which many companies in our business have struggled," he said. "Since I became broker for the Peachtree City office in January of 2007, the number of agents in the office has more than doubled."

Three agents from Century 21 Southern Crescent, Jo An Steele, Mark Williamson, and Edna



Harris, have decided to affiliate with Colwell Banker Bullard Realty's referral company, Brokerage Inc.

The four previous Century 21 Southern Crescent agents coming into the Bullard Jackson office increase the number of Realtors working there to 21. In addition to Faulkner and Sagon, the incoming agents include Angela Goodman and Betty Sagon. As part of the merger, the Bullard Jackson office is moving from its present location at 658 West Third St. into the newer and more spacious building at 407 Covington St. which was built for Morningside Realty and which has more recently been serving as the Century 21 Southern Crescent branch office. Randy Couey, managing broker of the Bullard Jackson office, said the incoming Realtors add some very experienced agents and immediately increases the listings inventory for the office. "We're all proud to be Realtors and it's great to work for Coldwell Banker Bullard Realty, an organization with solid roots and longevity," he added.

Coldwell Banker Bullard Realty, the largest real estate company headquartered between I-20 and the Florida state line, is the oldest and largest real estate company headquartered in the Metro South area of Atlanta and was ranked #167 on RISMedia's Real Estate 2008 Power Broker Report, which included 500 of the most successful real estate companies from throughout the nation. The company was ranked at No. 12 in the Atlanta Business Chronicle's most recent listing of "Atlanta's Top 25 Residential Real Estate Companies", and it is the principal Cendant Mobility broker for the South and East Metro Atlanta areas, having the largest Relocation Department on the Southside. The company became a Coldwell Banker franchisee in early 1998 and is the largest Coldwell Banker franchise in Georgia.

The Bullard organization has its corporate headquarters and a local office in Jonesboro, branch offices of Bullard Realty in McDonough, Peachtree City, Jackson, Griffin, Newnan, and Conyers, and an affiliated company, American Land Mart in Conyers, which has a major share of the luxury home market in the Rockdale County area.