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William Raveis Affiliates hires Felson as regional VP of business development

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William Raveis Affiliates strengthens franchising efforts in the northeast with the hiring of Glenn Felson as regional vice president.

Felson is the former regional vice president at Realogy for the eastern U.S.

The announcement was made by Chris Raveis, president of William Raveis Affiliates and managing partner of William Raveis Real Estate, Mortgage & Insurance, LLC, Mass. and N.Y.

In his new position, Felson will be responsible for franchise affiliations and acquisitions.

"We are very excited to have Glenn join our family of companies," commented Raveis. Glenn's experience and success in the marketplace speaks for itself. As the former assistant regional vice president of business development for the Realogy Franchise Group, Glenn managed a team of franchise sales directors responsible for franchise sales and acquisition activity for Century 21, Coldwell Banker, and ERA for the Northeast United States."

"William Raveis is a company that I became familiar with while I was working for the competition," adds Felson. "The technology and services that William Raveis offers to their agents and customers far exceeds anything that I have witnessed from any of the national brands."

According to Raveis, the company has expanded their service offerings to provide a clear difference from other national franchise entities. "The timing is right," he said, "for a new franchise model... and we have spent more than 35 years building and honing a unique and successful one! It is a more supportive franchise model than what exists today. Our company has experienced incredible success helping our agents build their business. This same support and empowerment will be offered to our franchisees to help them build their business, increase their agent base and provide them with the same cutting-edge tools that have allowed us and our agents to be successful. It is this approach that has helped us become the #1 family-owned real estate company in the Northeast."

"My primary focus is to identify independent brokers in key markets throughout the Northeast, who are focused on growing their business by utilizing the brand name, cutting edge technology, and overall support of William Raveis. My expertise is in growing market share throughout the Northeast United States through affiliations and acquisitions. I have recently been speaking with the leaders of some of the largest real estate companies in the country and I feel that nobody is better positioned to expand in this market than William Raveis."

"Our affiliates program really offers the best of both worlds," he added. "It's a way for smaller, independent real estate organizations to gain the reach and power of a larger organization, without giving up their own identity. Since William Raveis is a family-owned company, we understand their

desire to grow without compromising their values, and this is an opportunity that really is a win-win for them."

Mr Felson had worked in the franchise sales department for six years at Realogy, which is a franchisor of Better Homes and Gardens® Real Estate, CENTURY 21®, Coldwell Banker®, ERA®, Sotheby's International Realty®, Coldwell Banker Commercial® and ONCOR InternationalSM. His entry position in the company was as a sales coordinator. While employed by the company, his responsibilities rapidly increased to a supervisory position and ultimately to regional vice president of business development. During his tenure at the company, he received several awards including Regional Franchise Sales Director of the Year in 2006 as well as in 2007.

Felson has earned a Bachelor of Arts Degree in communications from William Paterson University of New Jersey and is currently completing his studies for a Master of Arts Degree in corporate and organizational communications at Farleigh Dickinson University, New Jersey.

William Raveis Affiliates is a branch of the William Raveis Company that offers franchise opportunities to existing and start-up real estate organizations in select markets throughout all of New England. The company currently has three affiliates: William Raveis Chapman Enstone Real Estate, Newport, RI, William Raveis Moore Properties, North Kingston, RI and the program's flagship office, William Raveis/Coccoma Associates, Windsor, CT, which has been a very successful William Raveis affiliate for 11 years.

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