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REAL Trends 500 ranks Coldwell Banker first in volume/transaction

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According to the newly released REAL Trends 500 ranking report, Coldwell Banker Residential Brokerage is ranked first in sales volume and transaction sides among Massachusetts residential real estate companies in 2011.

With 68 offices and approximately 3,000 sales professionals in Massachusetts, Coldwell Banker Residential Brokerage accounted for more than \$7.5 billion in closed sales volume, which places it as No. 1 in Massachusetts, and the company closed 16,229 transaction sides in 2011, putting it at No. 1 in Massachusetts.

"At Coldwell Banker Residential Brokerage, our sales associates are committed to going extra lengths to exceed their customers' expectations, and this report is evidence of their commitment," said Pat Villani, president of Coldwell Banker Residential Brokerage in New England. "We are honored to be considered a market leader in Massachusetts by such a highly regarded real estate industry source as the REAL Trends 500."

The REAL Trends 500 is an annual research report that identifies the country's largest and most successful residential real estate brokerage firms as ranked by closed transaction sides and separately by closed sales volume. REAL Trends, Inc. is a leading source of analysis and information on the residential brokerage and housing industry.

NRT LLC, the parent company of Coldwell Banker Residential Brokerage, was ranked as the No. 1 residential real estate brokerage firm in the United States based on sales volume and transaction sides for the 15th consecutive year.

"Being ranked as the top residential real estate firm in the country underscores the tremendous efforts our sales associates and employees put forth every day to deliver an excellent customer experience," said Bruce Zipf, president and CEO, NRT. "We are proud of our 2011 results and look forward to demonstrating our continued leadership in 2012, both on a national level and in the local markets that we serve."

Coldwell Banker Residential Brokerage is one of the largest residential real estate brokerage companies in New England. With more than 4,000 sales associates and staff in approximately 90 office locations, the organization serves consumers in Mass., R.I., N.H. and Maine. Coldwell Banker Residential Brokerage is part of NRT LLC, the nation's largest residential real estate brokerage company. For more information please visit www.NewEnglandMoves.com.

In addition, Coldwell Banker Residential Brokerage has named David Shortsleeve vice president and sales manager of the company's Northborough office. Shortsleeve will be responsible for the day-to-day sales and operations of approximately 70 sales associates serving Northborough, Westborough, Marlborough, Shrewsbury, and the surrounding communities in Metrowest Boston.

Prior to his new role with Coldwell Banker, Shortsleeve served as a regional business consultant for

the Coldwell Banker Realogy Franchise Group in the Northeast.

"David is a well-respected real estate professional who is admired for his passion and dedication to the industry. I am pleased to welcome him back to the Coldwell Banker Residential Brokerage team, and know that he will lead the Northborough sales office with great enthusiasm and a focus on helping his sales associates succeed," said Villani.

With extensive experience in residential real estate, Shortsleeve was sales manager of the Coldwell Banker Residential Brokerage Worcester office for six years before joining the Realogy Franchise Group as a consultant. Throughout his career, Shortsleeve has served as a sales associate, broker owner of a small Worcester-area real estate company and as a general manager of 30 offices across New England for the Prudential Co.

"The commitment of the real estate professionals in the Northborough office, combined with the organization's tools and services, makes us well equipped to provide our customers and clients with the knowledge and guidance that is needed in today's real estate environment," said Shortsleeve. "I am looking forward to assisting these talented sales associates in achieving their career aspirations, and supporting our clients and customers in realizing their homeownership goals."

A graduate of Nichols College in Dudley, Mass., Shortsleeve earned a master of business administration from Anna Maria College in Paxton, Mass.

Shortsleeve can be reached in the Coldwell Banker Residential Brokerage office located at 318 Main St. in Northborough, (508) 393-5500.

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