



CELEBRATING
55 YEARS

nerej

Anderson Properties merges its business with Prudential Reyes-Planka Realtors

July 05, 2012 - Front Section

According to BRER Affiliates Inc., a Brookfield Residential Property Services company and owner of the Prudential Real Estate franchise network, Anderson Properties has merged its operations with Alvin, Texas-based Prudential Reyes-Planka, Realtors. Anderson Properties will operate 10 offices in the area plus Austin and Lubbock as Prudential Anderson Properties.

As a result of the transaction, Prudential Anderson Properties adds Prudential Reyes-Planka agents and an office strategically located between Houston and Galveston serving Brazoria and Galveston counties. With the Prudential name the company also connects to one of North America's real estate networks backed by a strong and committed parent company and talented leadership.

"We are a growth company and this transaction positions us nicely for the future," said Prudential Anderson Properties broker/owner Mike Huff. "Our new Prudential affiliation gives us access to the industry finest resources and we will be unstoppable."

Earl Lee, president, Prudential Real Estate, welcomed Huff and his team. "Prudential Anderson Properties has everything we look for in an affiliate - strong management, skilled and motivated agents and a solid reputation," he said.

"We're eager to help this company grow and prosper in its markets."

Prudential Anderson Properties, founded in 1980, builds lasting client relationships through superior service and client dedication. Huff said his company will reach new heights and service thresholds as a Prudential Real Estate affiliate.

"When you take our sales team and markets, and combine them with the prestige of the Prudential name, you really have a compelling offering," Huff explained. "We'll be there for even more clients and for real estate professionals who want to supercharge their careers."

Brookfield Residential Property Services is a leading global provider of real estate and relocation services, analytics and knowledge. The company's portfolio consists of leading brands, including Brookfield Global Relocation Services, the second largest provider of global relocation services, Prudential Real Estate, Brookfield Real Estate Services, Royal LePage, Real Living, Via Capitale and Contract. Through its real estate brands, it has nearly 80,000 real estate professionals in more than 2,800 locations, who transact over \$150 billion annually. Its global footprint spans North America, the United Kingdom, France, China, Singapore, India, Brazil and Australia, and includes more than 2,500 employees worldwide. It is a division of Brookfield Asset Management, a global asset manager with approximately \$150 billion of assets under management.

BRER Affiliates Inc. is a part of Brookfield Residential Property Services' integrated real estate

brokerage franchise company. Its Prudential Real Estate franchisees are independently owned and operated. Companies are selected based upon outstanding performance records and high levels of customer service.

Prudential Real Estate provides franchisees with business strategies using Operation Reviews. Other benefits include access to Prudential Real Estate's Online Seller Advantage[®] program, designed to provide real-time information to sellers with the touch of a keystroke, and Online Buyer Advantage[®], which enables consumers to easily search for properties in all 50 states and the District of Columbia. Prudential Real Estate is one of the largest real estate brokerage franchise networks in North America, with more than 1,500 franchise offices and 50,000 sales professionals as of December 31, 2011.

Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities and are used under license, with no other affiliation with Prudential.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540