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NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Rebecca Zandvliet
Broker & Owner
Coldwell Banker Realty 2000
Office: 203.706.1234
Email: rzandvliet@snet.net

Torrington Coldwell Banker Real Estate Firm Acquires a New Name & New Office

*Coldwell Banker Bredice & Dean changes its name to Coldwell Banker
Realty 2000 and relocates to new spacious Torrington offices*

TORRINGTON, CONN., AUGUST 1, 2007 – Coldwell Banker Bredice & Dean, a real estate fixture of the Torrington business community for more than 50 years, recently announced that the firm is branding under the name Coldwell Banker Realty 2000. The name change coincides with the firm’s relocation to spacious new offices at 257 Main Street, just a few blocks west of the firm’s prior Main Street location.

According to Broker & Owner Rebecca Zandvliet, the name change is designed to leverage the resources and brand recognition of the three Coldwell Banker branches that she owns. “We took ownership of the Coldwell Banker Realty 2000 team in Naugatuck in 2001, and the next year, we had the opportunity to acquire the Bredice & Dean talent in Torrington. A few years later, we expanded with the opening of the Realty 2000 branch in Waterbury. While each of our teams continues to successfully grow, operating three Coldwell Banker branches under two different names is not optimal. We want to build upon the brand recognition of one name.”

Zandvliet notes that the three firms employ more than 60 agents who serve Connecticut’s Naugatuck Valley and the entire Route 8 corridor. She explains, “Our staff is quite diverse in terms of personalities, experience and specialty skills, such as services in Spanish and numerous other languages. While our agents may be unique, we share common values that benefit customers and create a distinctive buying and selling experience. It’s that exceptional customer service experience that shapes our brand. That’s what

we are capturing and leveraging under one unified name. We even offer prospective clients 2000 reasons why customers choose us. Plus, since we're moving to a new office, it's the perfect time to transition the name."

The new Coldwell Banker Realty 2000 Torrington office is at the intersection of Main Street and Pearl Street and offers an enhanced environment for customers and agents. New features include more than 3,000 square feet of office space, a welcoming reception area, ample customer parking, and an agent training center that also can be used as a community room.

The contact information for the Torrington office remains the same. Customers can continue to call 860.482.5588 or toll-free at 866.886.5588. Coldwell Banker Realty 2000 customers also can contact the Naugatuck office at 203.723.4461 and the Waterbury office at 203.753.9000.

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2000 Reasons Customers Select Coldwell Banker Realty 2000

- 101:** Years Coldwell Banker has been making the dream of homeownership a reality for millions of individuals, couples and families
- 3:** Coldwell Banker Realty 2000 offices to serve your needs
- 44:** Connecticut communities that we serve
- 60+:** Dedicated, talented Coldwell Banker Realty 2000 agents
- 10:** Languages our multilingual staff speaks
- 360:** Days per year our offices are open
- 5:** Number of consecutive years that Coldwell Banker Realty 2000 has been named the number one Coldwell Banker Franchise Affiliate Company in Connecticut
- 6:** Number of consecutive years that our Naugatuck branch has been named the number one Coldwell Banker Franchise Affiliate Office in Connecticut
- 500+:** Our agents' combined years of experience
- 13:** Rebecca Zandvliet's years of real estate experience
- 2:** GWBR Realtor of the Year Award recipients on staff
- 40+:** Coldwell Banker Realty 2000 Corporate Trainer Vince Coccoli year's of experience
- 700:** Real estate transactions closed in 2006
- 50+:** Percent of 2006 real estate transactions that were as dual agents, which means that we successfully work with and bring together sellers and buyers
- 7:** Days per week that our three offices are open
- 59:** Hours per week that our offices are open (9-6 Monday-Friday; 9-4 Saturday-Sunday)
- 12:** Months per year that we offer our agents training and education
- 30+:** Community and civic organizations our agents serve
- 7:** Years our Naugatuck office has been under Rebecca Zandvliet's leadership
- 6:** Years our Torrington branch has been under Rebecca Zandvliet's leadership
- 3:** Years since Rebecca Zandvliet opened our Waterbury office
- 10:** Resources and communication tools that we offer each agent
- 15:** Award-winning agents
- 52:** Prestigious real estate awards that the agents of Coldwell Banker Realty 2000 have earned

Naugatuck: 203.723.4461

Waterbury: 203.753.9000

Torrington: 860.482.5588