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## Coldwell Banker Affiliates of Romania opens first territorial agency in Ploiesti

**PLOIESTI, 1 NOVEMBER 2007** – Real estate consultant and broker Coldwell Banker Affiliates of Romania is proud to announce the launch of its first territorial agency, in the city of Ploiesti.

As of November, the new unit will operate in a top central location, on 139 Republicii Blvd., at the junction with Elena Doamna St., in a 100 square meter space, with a generous facade.

The agency, to be named Coldwell Banker Meridian, will act as exclusive broker for the residential offer (apartments and villas) of the EvoCasa Orizont project, developed by Adama, the leading real estate investor in Romania. Moreover, the company will provide a wide range of consultancy services and real estate mediation on the “old market” segment.

The Coldwell Banker Meridian agency is part of the national development plan devised by Coldwell Banker Affiliates of Romania and will contribute to consolidating the company’s operations in real estate. The total investment for opening Coldwell Banker Meridian amounts to 85,000 euros. Following this launch, the company will have three branches in Bucharest (namely its headquarters on 50 A Icoanei St and the Coldwell Banker Opera and Coldwell Banker Mosilor branches), which have been joined by Coldwell Banker Meridian in Ploiesti.

**„The Coldwell Banker brand is now also present outside Bucharest, due to our partnership with the Adama real estate developer”,** said *Adrian Ghimpau, Expansion Manager, Coldwell Banker Affiliates of Romania.* **„This is the first time when Adama has contracted the exclusive services of a brokerage agency; we are honored by this partnership, which will secure top quality services for our clients,”** *he concluded.*

The newly-formed team will include, for the beginning, seven people: three brokers and three sales consultants for new projects, with their activity coordinated by a Branch Manager.

By yearend, the company will launch another three agencies across Romania. **„We will lay the foundations for a nationwide network of real**

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## Press Release

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estate agencies, which will benefit from our full support at the headquarters: professional training, customized assistance, listings on the [www.cbimobiliare.ro](http://www.cbimobiliare.ro) portal, which comprises real estate projects from the portfolio of all Coldwell Banker offices in Romania” said Ghimpau, explaining the company’s expansion strategy.

The company’s development program stipulates territorial expansion by 20 agencies in the first three years after establishment.

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### **About Coldwell Banker Affiliates of Romania:**

As of 2007, one of the most reputed brands in the USA real estate industry has been operating in Romania. Coldwell Banker Affiliates of Romania provides consultancy and brokerage for all market segments: residential, offices, industrial, retail, lands and investments. The company currently has four work points: the headquarters located on Icoanei street and three branches: Coldwell Banker Mosilor, Opera and Meridian. Supported by a strong 100-year history, the US-based company is currently held by the Realty Corporation, one of the world’s largest real estate franchisors. Through its network, Coldwell Banker covers 41 countries with 3,800 offices and more than 120,000 brokers.