

Celebrating their new affiliation agreement are (seated from left) Homesale Realty Services Group managing directors Mark Korman, Doug Rebert, Pete Slauch and Ron Landis, and (standing from left) Prudential Real Estate executives Earl Lee, Laurie Keenan and John Van Der Wall.



Photo Courtesy of Prudential Homesale Services Group

Firm drops Coldwell, joins Prudential

By **STEVE SNYDER**
Staff Writer

Lancaster-based Homesale Realty Services Group, which includes an office at the Lebanon Valley Mall, has switched its affiliation from Coldwell Banker to Prudential.

The company made the announcement Tuesday.

Homesale's Lebanon office has 20 agents. In total, Homesale has 1,000 agents and sold \$2.29 billion of real estate in 2007, more than double the total of any regional competitor.

"We're very proud of our Lebanon facility," said Doug Rebert, one of Homesale's managing directors, adding that a move could be coming soon.

Homesale "is actively seeking and has possibly secured a new, expanded facility," Rebert said.

The decision to switch to Prudential was made after careful research.

"We started the process of thinking about our renewal last spring," Rebert said.

He cited several reasons for joining Prudential.

"Excellent name, a great net-

work of agents, it's a strong relocation company, and tools that really help buyers and sellers," Rebert said.

He made special mention of Prudential's online Yahoo Sign rider program for searching properties.

"In most Web sites, it takes four, five or six clicks to locate your house," Rebert said. "With Yahoo Sign rider, you type in a number, press the button and boom, it's there. It's a one-step process."

For sellers, Prudential's online service enables customers to see how their property compares to the competition.

"As a seller, I get to see the number of times my price range and geographic area have been selected," Rebert said. "You can see how many times your listing has been opened up for a detailed view."

Customers "want transparency, and they want to be part of the process," he said.

Last year, 24 percent of all real-estate buyers first found the properties they bought on the Internet, Rebert said.

"That's going up year after year," he added.

Homesale's holding company operates as Prudential Homesale Services Group in Cumberland, Dauphin, Perry, Lancaster and Lebanon counties; as Prudential Bob Yost Homesale Services in York County; as Prudential Bob Yost-Sites Homesale in Adams County; and as Prudential Landis Homesale Services in Berks and Schuylkill counties.

Two more offices were added to Homesale's company on Tuesday: Prudential Commonwealth Real Estate in Berks County and Prudential Pinebrook Higgins Realty in Schuylkill County. Both will trade under the Prudential Landis Homesale Services name.

All Homesale offices offer realty services, mortgage origination, title-settlement services and homeowner's insurance.

Prudential Real Estate has more than 68,000 agents throughout the United States.

Homesale was Coldwell Banker's third-largest affiliate in total transactions and closed volume last year.

Homesale's Web site is www.PruHomesaleServices.com.
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