



PRESS RELEASE

(FITCHBURG, WISCONSIN) Coldwell Banker Success Smart Offices opening.

Coldwell Banker Success is opening two new Smart Offices, Middleton and Fitchburg.

“The concept is new to the area, and simply reflects how the consumer prefers the real estate transaction to take place. That being professionally, conveniently and expediently”, said Phil Sveum, Principal of Coldwell Banker Success.

The Coldwell Banker Success Smart Offices are managed by experienced real estate brokers, not recruiters, and staffed administratively and equipped with all resources necessary, plus more technology than traditional offices. “We provide real estate services to a significant number of relocating employees to Madison area companies, and efficiency and communication are paramount. For example, we are making available video conferencing so that our clients can communicate with their trailing spouse, and together they can video conference with a mortgage lender, inspector, attorney, etc. without leaving one of our conference rooms”, Sveum added.

Smart Offices are intelligent in size as well, reducing the overhead with less office space. “Today’s successful agent is as equipped at home as a traditional office and there are very few reasons for big real estate office buildings in this age of technology. Our Smart Offices provide conference rooms, administrative space and resource centers for agents to prepare for appointments, research MLS information and process paperwork. Cost savings mean that compensation levels to agents improve beyond most all traditional office set-ups, and successful agents deserve more because of what they bring to a company”.

“This office arrangement isn’t for everyone, but our agents are excited about it because their clients will appreciate the enhanced, progressive services,” Sveum concluded.

Coldwell Banker Success’ Middleton Smart Office opens December 1st at the Old Middleton Centre, and Fitchburg’s at the Agora adjacent to Promega on January 1st.

For more information, please contact Phil Sveum at 608-276-3161 or psveum@cbsuccessrealty.com.

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About Coldwell Banker®

Since 1906, the **Coldwell Banker®** organization has been a premier provider of full-service residential and commercial real estate. **Coldwell Banker** is the oldest national real estate brand in the United States and today has a network of nearly 90,000 sales associates and brokers working in approximately 3,300 offices in 50 countries on 6 continents. The **Coldwell Banker** brand is known for creating innovative consumer services as recently seen by being the first national real estate brand to augment its web site www.coldwellbanker.com for smart phones, the first to create an iPhone application and the first to fully harness the power of video in real estate listings, news and information through its **Coldwell Banker On LocationSM** YouTube channel. The **Coldwell Banker** system is a leader in specialty markets such as resort, new homes and luxury properties through its **Coldwell Banker Previews International®** marketing program. Coldwell Banker Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated.