

02/03/10 - Harcourts acquisition sees group add Mairangi Bay office

Harcourts' franchise Cooper and Co Real Estate Ltd has increased its North Shore operation to eight offices through the acquisition of an established Mairangi Bay-based business which was formerly part of another international real estate group.

Cooper & Co Principal Officer and Managing Director Martin Cooper says the purchase of Realty Solutions Limited will see the two companies combining forces under the Harcourts brand.

Mr Cooper, who has purchased the company along with his business partners in Cooper & Co, explains the acquisition enables Harcourts to strengthen its position in the local market, achieve economies of scale and gain some excellent real estate professionals, including the founder of Realty Solutions Limited Robyn Coles.

"Robyn has extensive experience in the industry and is a real estate identity on the North Shore so we're delighted she will be the manager of Harcourts Mairangi Bay and that she and her team, which includes 12 sales consultants and a professional property manager, will be joining us in delivering the Harcourts advantages to buyers, sellers, landlords and tenants on the North Shore."

Both companies' clients will also benefit from the deal, Mr Cooper says.

"For example by combining our sales teams we can offer buyers a greater number of listings and sellers a larger amount of buyers, while by merging our rent rolls we can offer potential tenants a wider range of rental properties and achieve efficiencies in our property management operation too."

Mr Cooper says Robyn and her team are actively involved in supporting the community, something he is keen to see continue and grow.

"Both companies have a proud history of supporting the community and this is something Harcourts Cooper & Co wants to increase in the Mairangi Bay area now we have an office there, in fact we have just become a sponsor of the Mairangi Bay Art Society and the Campbell's Bay Tennis Club in addition to our existing sponsorships of the North Harbour Rugby Referees and the Mairangi Bay Bowling Club."

With the sale of Realty Solutions Limited becoming official yesterday, the existing office at 400 Beach Rd is now being rebranded to Harcourts along with all of the

team's promotional material and the Harcourts systems are in the process of being introduced.

Robyn Coles says the move to Harcourts is an exciting step for her and her team.