



## **Nothnagle Realtors expands to Buffalo; Pagano to manage office: Nothnagle Realtors Property Center**

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Nothnagle Realtors has launched Nothnagle Realtors Property Center, a franchised office under the ownership and management of industry veteran Mark Pagano.

Nothnagle Realtors Property Center will open in two locations by early 2010, with the conversion of an existing office in the city and the opening of an additional office in the Clarence/Williamsville area.

"Our current growth strategy focuses on establishing partnerships with other like-minded brokers to provide them with a successful platform to become market leaders in their area. The franchise arrangement allows brokers to maintain their independence while tapping into our successful infrastructure. Mark Pagano is an experienced broker with an exceptional business sense. We share the same vision and believe that by empowering agents with the most innovative tools in the industry, we can offer the best buyer and seller experience in the Buffalo market," said Armand D'Alfonso, president and CEO of Nothnagle Realtors.

Nothnagle Realtors Property Center will be the first franchised office for the company under this platform.

However, Nothnagle Realtors is familiar with franchise operations having launched the first real estate franchise system in the country back in the 1950s. At its peak, the "Gallery of Homes" franchise had an international network of 1,100 offices prior to being sold off in the 1980s.

"Nothnagle not only creates innovative tools, they use them every day as a real estate company, so they understand the challenges I face in today's market because they face them too. From the award-winning consumer-focused website, Nothnagle.com, to the comprehensive marketing tools and agent systems, Nothnagle's advanced technologies have not been available in one platform in our market before now. It is a great fit for us. Our clients and agents will all benefit as a result," said Pagano.

With the upcoming launch of a collective Multiple Listing Service extending from Buffalo to the Syracuse region, western and central N.Y. have been the first areas of concentration for Nothnagle Realtors' franchise office expansion.

Nothnagle Realtors has 900 sales associates and employees and operates 24 company-owned sales offices located in and around Rochester. With over \$1.1 billion in sales last year, Nothnagle Realtors was ranked 33rd largest broker in the country in the Realtor Magazine Top 100 report. For more information, please visit [www.Nothnagle.com](http://www.Nothnagle.com).

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