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Local realtors collaborate to open new real estate brokerage

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Local Journalism Initiative Reporter

Go With Crowe Real Estate and Ken Bennington Real Estate Company have announced their collaboration in opening a new real estate brokerage office inthe community.

Keller Williams Home Group Realty, the new joint real estate office, will be located at 250 Main St. E (corner of Main St. and James St.) in Shelburne and will officially open to serve the real estate needs of Dufferin County and surrounding areas on Oct. 3.

?We're very excited to open here and offer these services to our public and clients. It's new way of thinking, which I don't' think you'll find in any other real estate office,? said Ken Bennington.

The goal of the collaboration and joint space shared by the competing agents and others is to help develop stronger, full-service realty in the community.

?It's so frustrating when we see out of town agents listing properties because it's the people who live in our community, work, play, volunteer, and have kids going to the schools that know the community,? explained Claire Knight, Go With Crowe Real Estate.

While the two local realtors have come together to open the shared office they will remain as two separate companies.

?Realtors in general tend to be pretty competitive, but we have come together as two success teams to work together, which is kind of unheard of,? said Knight. ?We want to encourage a culture that we can get new agents on and help share listings and buyers, train them and look over their offers. We are all very similar, we feel that there's more than enough business to go around and that you'restronger together.?

The biggest impact of the joint collaboration is the expansion of resources for each agency, which will now provide full-service realty from start to finish, including marketing, advertising, graphic design, photography, staging, and cleaning.

?We're going to be committed to Shelburne and Dufferin County so that we can provide fiercely local services,? said Bennington.

In celebration of the new brokerage opening, local relators Claire Knight, Dave Crowe, Sarah Crawford and Ken Bennington have invited the community to stop in to the new office on Oct. 13 between 4 p.m. and 8 p.m. for their grand opening.