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Real estate agency with \$86-million market share converts to RE/MAX

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By Matt Rocheleau, Globe Correspondent

A Framingham real estate agency, which holds an \$86-million market share in the area, recently converted to a RE/MAX, under the leadership of town resident and real estate professional Annette Norton.

The location was formerly a Keller Williams agency, which Norton had worked at for five years, most recently as office manager. She purchased the office's assets, for an undisclosed amount, and converted the Keller Williams locale on Route 30 to a RE/MAX in October.

"I thought it was a fabulous time to buy a real estate company. It was a good opportunity," Norton said in an interview Thursday when an announcement of the agency's conversion was released. "We think [the housing market] will turn around soon."

Norton is the broker/owner of the location she named RE/MAX Best Choice, because "we feel we are the best choice," she said.

Under Keller Williams, the location had 45 agents and now has 34, but was able to maintain 97 percent of its production, she said.

"I really feel fortunate to be able to work with such wonderful staff," she said.

The office at 665 Cochituate Rd. is the town's second RE/MAX franchise, but Norton said the two offices work in different areas and do not compete with one another. The other RE/MAX, owned by Christopher Mahoney, is located at 85 Concord St.

"I am very excited to be backed by one of the most recognizable brands in the real estate industry worldwide. The new tools available to us as RE/MAX associates are far superior to anything I've seen at any other real estate franchise," said Ben Saunders, an agent at the office on Cochituate Road, in a Nov. 12 press release announcing the agency's conversion. "It's nice to tell people that I am affiliated with RE/MAX and have them know exactly what I do."

In the release, RE/MAX of New England Regional Director Jay Hummer also added, "This is a great group of agents who are led by an incredible Broker/Owner. We've worked hard to help the new agents see the value of the RE/MAX brand through our regional efforts."

For more on RE/MAX, visit www.remax.com.

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