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FOR IMMEDIATE RELEASE

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Latter & Blum Announces New Office in Lafourche Parish

(New Orleans, LA) – LATTER & BLUM, INC. announced today that it has finalized an agreement to bring together their company with Century 21 American Realty USA, based in South Lafourche Parish. Effective immediately, Century 21 American Realty will operate under the name of “Latter & Blum Inc./REALTORS.”

The new office is third to join Latter & Blum in the past eighteen months in South Louisiana. The Agents in Cut Off, LA will enhance Latter & Blum’s current offices in Houma and Thibodaux (formerly Patterson Real Estate Agency and Century 21 Acadia Realty), who joined the company in September 2014 and June 2015, respectively. Latter & Blum Inc./REALTORS is currently the #1 residential Real Estate company in the Bayou region; the addition increases the size of Latter & Blum’s operations to 32 offices with more than 1,400 Agents from Texas to Southern Mississippi.

“Terrebonne and Lafourche parishes are very important to our vision of serving our clients throughout our entire service area,” stated Chairman and CEO of Latter & Blum Inc., Robert Merrick. “As the leading Real Estate firm in this region of the United States, our new office in Cut Off further strengthens our position in the region. I’m delighted to welcome Panky and his Agents into our Family of Companies,” he added.

“Our shared vision of providing excellent customer service allows our new Agents to remain local experts, but now with the regional, national, and global presence of our Latter & Blum Family of Companies,” stated Latter & Blum Inc. President, Richard Haase. “Our prominence in the Gulf South region and our #1 position in the Bayou region give our Agents the ability to serve more families and businesses,” he explained.

“Latter & Blum is a well-respected brokerage that has operated in Louisiana for 100 years. Our Agents and clients will greatly benefit from the leading technologies, Agent training, and marketing support offered by a regionally dominant company. I’m very excited about what the future holds for my team,” stated Panky Christen, Broker of Century 21 American Realty.

About Century 21 American Realty

For more than 15 years, Century 21 American Realty has delivered extraordinarily high levels of service and integrity to their clients. Located at 200 Highway 3161, Ste. 1 in Cut Off, Century 21 American Realty serves the tri-parish market. Operated daily by Panky Christen, the firm enjoys a solid reputation for excellence and top sales performance with a mission of providing a superior client experience.

About Latter & Blum Inc.

For 100 years, Latter & Blum Inc. has served the residential and commercial needs of clients in Louisiana and the Gulf South with the guiding principle of “Building stronger communities in the markets we serve.” Today, LATTER & BLUM Inc. is the nation’s 33rd largest Real Estate brokerage in number of transactions with nearly \$3 billion in annual sales. Established in New Orleans, it is the largest full-service Real Estate brokerage in Louisiana and the Gulf South with 1,400 Agents in 32 offices in the markets of Greater New Orleans, Greater Baton Rouge, Lafayette, Alexandria, Houma, Thibodaux, Lake Charles, and Southern Mississippi. Latter & Blum Inc. operates LATTER & BLUM Inc./REALTORS, C.J. Brown REALTORS Inc., Van Eaton & Romero REALTORS, ERA Moffett-Latter & Blum, and Noles-Frye Realty (all owned by Latter & Blum Inc.). Latter & Blum Classic Homes & Properties, Latter & Blum Shaw Properties, and Latter & Blum Hometown operate under franchise agreements. All are networked nationally and globally as ERA Powered Companies. Additionally, LATTER & BLUM Inc. operates NAI Latter & Blum Commercial Real Estate, Latter & Blum Property Management, Latter & Blum Insurance Services, Platinum Title, and Essential Mortgage Company.

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