



Bruce Morrow of Califon, NJ, joins Coldwell Banker Residential Brokerage in Bernardsville



Bruce Morrow of Califon, NJ, has joined Coldwell Banker Residential Brokerage in Bernardsville as a broker / sales associate. He will also consult with the award winning Coldwell Banker New Homes & Condominiums division.

June 15, 2010 - [PRLog](#) -- PARSIPPANY, NJ – Bruce Morrow of Califon, NJ, has joined Coldwell Banker Residential Brokerage in Bernardsville announces Branch Vice President Kathleen Ullman. With more than 30 years experience in real estate new business development, sales and strategic marketing, Morrow will serve as a broker / sales associate. In addition, he will also consult with the award winning Coldwell Banker New Homes & Condominiums division in the creation of new product development, new home designs and sales and marketing programs for single family and condominium communities with several new home builders in New Jersey and Pennsylvania.

“We are proud and honored to have Bruce as part of our team,” stated Coldwell Banker New Homes & Condominiums Vice President David Schoner. “He is a real asset to both the Bernardsville Office and the New Homes Division. He brings a fresh perspective to listing and sales. He also offers a new dimension to our growing new homes division which is dedicated to assisting builder clients on local, state and national levels achieve cost effective sales and marketing success.”

Morrow provides a wealth of real estate experience and skills to his new position. He served as a new business development consultant for one of the largest independently owned real estate companies in the U.S. and assisted in the creation of its New Homes Division. Within an eighteen month period, Morrow was instrumental in assisting the firm in the acquisition of new construction developments which totaled more than 4,000 units resulting in \$1.5 billion in gross sales.

Throughout his career in sales, marketing, property management and business ownership, Morrow has consistently increased business and sales volume for each firm he has worked for including small start-up companies and larger firms. He has increased profits and maintained targeted profit margins for numerous

firms through successful new business procurement and sales. He is highly proficient in working with all levels of a company's team from upper management to its sales force, and has been actively involved in training numerous award winning sales teams. He is also the author of a number of sales training manuals and on-site community sales manuals. As the owner of Distinctive Modular Homes, he created more than 50 cost effective and efficient new modular homes throughout Hunterdon and Warren Counties.

Morrow is a licensed real estate broker in New Jersey, Pennsylvania, North and South Carolina and Georgia. He also holds an Accredited Buyers Representative (ABR) designation and is a founding member of the National Association of Realtors' Property Management Division. He serves as Chairman of the Califon Borough Planning Board and has basic land use law and planning skills.

For additional information on how Bruce Morrow can assist you in your new business development or sales and marketing plans, please contact him at Coldwell Banker in Bernardsville at (908) 766-2900 ext. 226 or on cell at (862) 219-2911. To learn more about Coldwell Banker New Homes & Condominiums, please contact Vice President David Schoner at (973) 407-5460 or visit its award winning website www.cbnewhomesandcondos.com.

About Coldwell Banker New Homes & Condominiums

Coldwell Banker New Homes & Condominiums currently supervises the sales and marketing of more than 100 sites in New Jersey and New York. During 2009 the division was responsible for more than 400 new home sales in excess of \$250 million. During the last 15 years, the division has been responsible for the sales and marketing of more than 25,000 new homes and condominiums ranging from custom single family homes to multi unit townhome and condominium communities.

Coldwell Banker New Homes & Condominiums was formed to create a relationship with the builder community that would be mutually beneficial and devoted to furthering the professionalism of the sales and marketing aspect of the residential construction business. As part of its efforts to achieve this goal, the division's employees are constantly investing in new tools and developing new strategies to provide the best new home sales and marketing services available. They understand the specific needs of individual builder partners and work with them to construct custom programs to meet their goals. Its employees are also active members of several state and local Builder Associations.

The division also formed Coldwell Banker Auction Division (www.1800UCanBid.com) to assist both buyers and sellers in an accelerated sales approach to reduce marketing time and expenses. For additional information on Coldwell Banker Auction Division, please visit the website at www.1800ucanbid.com or call Division Manager Joseph Zidek at 1-800-U-CAN-BID (1-800-822-6243.)

Coldwell Banker New Homes & Condominiums is an integral part of Coldwell Banker Residential Brokerage in New Jersey and Rockland County, New York, a leading residential real estate brokerage company, which operates 60 offices with more than 3,600 sales associates serving communities from Rockland County, N.Y. to Monmouth County, New Jersey. Coldwell Banker Residential Brokerage in New Jersey and Rockland County, N.Y. (www.coldwellbankermoves.com) is part of NRT LLC, the nation's largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy's company-owned real estate brokerage offices.

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Coldwell Banker New Homes & Condominiums is an integral part of Coldwell Banker Residential Brokerage in New Jersey and Rockland County, New York. The award winning firm provides strategic marketing, sales and trend analysis for the new home industry.

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City/Town Parsippany
State/Province New Jersey
Zip 07054
Country United States
Industry [Real Estate, Business, Services](#)
Tags [Coldwell Banker](#), [New Homes In Nj](#), [Real Estate In Nj](#), [New Home Sales](#), [Real Estate Sales](#), [Real Estate Marketing And Sales](#)
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