

# PRESS RELEASE



## FOR IMMEDIATE RELEASE

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### **Local property management company rebrands itself**

**SOUTH BEND, Ind. – November 23, 2011** – Real Estate Management Corporation, northern Indiana and southwest Michigan’s leading 3<sup>rd</sup>-party, residential property management company, announced they are adopting Bradley Residential Management as the new company name. The name change better reflects and capitalizes on the relationship between Bradley Residential Management and sister company CBRE | Bradley, the region’s leading commercial real estate firm. The name change will build a stronger, unified footprint for both brands while maximizing continuity.

The new visual identity will go into effect November 23, 2011 and includes a new logo, website redevelopment ([www.bradleyco.com](http://www.bradleyco.com)) and marketing strategy. The branding refreshment intends to strengthen and modernize how Bradley Residential Management represents its network of clients and its presence in the communities in which it operates.

“As Bradley Residential Management and CBRE | Bradley continue to grow, we want clients to easily recognize the unity between the two. This new branding will further distinguish our services, consistent with our quality and industry expertise,” said Brad Toothaker, President and CEO. “We are pleased to have completed this brand transition and look forward to growth of our relationships with current clients as well as building relationships with new clients through our multifamily property management services.”

Operating for over 30 years by providing award-winning property management services to clients, Bradley Residential Management plans to continue to build on that success through this brand change. Clients can expect the same top-notch service provided by staff of experts to remain the same. All future business will operate under the new name.

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### **About Bradley Residential Management**

Founded in 1978 under the name Real Estate Management Corporation, Bradley Residential Management is the largest third-party, for-fee, residential real estate management company in northern Indiana and southwest Michigan, with housing units throughout South Bend, Mishawaka, Plymouth, Argos, Bremen, Logansport, Milford,

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Elkhart, Angola, Kendallville, Mentone and Columbia City, Indiana, and Buchanan, Edwardsburg and Union Pier, Michigan. Bradley Residential Management specializes in the property management of residential apartment communities and homeowner's and condominium associations. Currently, our portfolio consists of an array of different types of residential communities including Section 202, Section 236, Section 515, Section 811, Section 8, homeowner's and condominium associations and conventional, market rate apartments. Headquartered in South Bend, Bradley Residential Management is also a sister company to the locally-owned CBRE | Bradley. For more information, please visit [www.bradleyco.com](http://www.bradleyco.com).