



**JANE HOFFMAN**  
REALTY



**COLDWELL BANKER**  
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## **Jane Hoffman Group Grows Into “Coldwell Banker Jane Hoffman Realty Ltd.”**

- #1 Team for Coldwell Banker Canada becomes a Coldwell Banker Franchise -

**Kelowna B.C., October 15, 2019**

After a year of change in the real estate industry in British Columbia, Jane Hoffman saw an opportunity to grow with the change. Over the past year Jane Hoffman worked diligently with Coldwell Banker Horizon Realty, Coldwell Banker Canada and a team of professional advisors to create an affiliated organization that will meet client’s needs today, tomorrow and into the future, regardless of industry or regulatory change.

“Together, we found a solution to work with the same franchise, same brand and create more accessible real estate services. We are dedicated to adapting our approach and services to best meet our clients’ needs; that is why we have recently transitioned from Jane Hoffman Group to Coldwell Banker Jane Hoffman Realty” Jane Hoffman, President, Realtor – Coldwell Banker Jane Hoffman Realty Ltd.

In 2018 the Provincial Government introduced measures to regulate the real estate landscape in British Columbia. “Increased regulations and taxes have resulted in a changing real estate industry in our Okanagan Region and we saw this change as an opportunity to grow and adapt to our new environment.” says Hoffman.

“This is truly an exciting time for our organization as we become Coldwell Banker Jane Hoffman Realty. I built Jane Hoffman Group by staying true to my core beliefs. I care about people, their futures and our community. I have grown my personal passion for real estate into a team of real estate professionals that has been recognized as Canada’s #1 Team for Coldwell Banker for the past 16 years. Our opportunity now is to grow our legacy as a real estate brokerage in both our community and in our nation and stay a leader in real estate.” Jane Hoffman.

Coldwell Banker Jane Hoffman Realty Ltd. is a full-service real estate brokerage that provides excellence in real estate services. It will continue to provide real estate services throughout the Okanagan to both buyers and sellers. With over 35 years in the Okanagan real estate market and with a long-standing reputation as #1 Team in Canada for Coldwell Banker, Jane Hoffman and the real estate professionals at her brokerage are committed to be the benchmark for excellence in real estate services.

[www.janehoffman.com](http://www.janehoffman.com)

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