



For Immediate Release
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Contact: Greg Harris/Kristi Betz
Weinberg Harris & Assoc.
(410) 243-1333 x 222/225
gharris@weinbergharris.com
kbetz@weinbergharris.com

THE STRATA GROUP ANNOUNCES
STRATA NEW HOME SALES AND CONSULTING

-New Division Creates Partnerships with Builders, Developers, and Investors-

BALTIMORE, MD – The Strata Group, a full-service real estate organization providing extensive real estate, legal and financial services in Maryland, announces the formation of Strata New Home Sales and Consulting. The new division will offer innovative sales and marketing services for new residential communities, provide key executive and operational consulting for home builders, and strategically match land opportunities with developers, home builders, and investors. Joseph Dunworth will be leading the new division, according to a recent announcement from Strata Group CEO William Yerman.

“Builders and developers create the structure, but Strata New Home Sales and Consulting will create the brand,” said William Yerman. “Because of our strong and successful real estate sales and marketing background, we are uniquely qualified to match the builder with the right product in the perfect location. Then, our team of marketing and sales professionals take over to generate sales and build excitement.”

Mr. Dunworth has extensive senior management and leadership experience with some of the best publicly traded and privately held homebuilders in the Mid-Atlantic region, including The Craftmark Group, Grayson Homes, Toll Brothers, and Winchester Homes. These companies have received a myriad of national and regional awards, and Mr. Dunworth has held executive, leadership, or consulting relationships with six winners of the *National Housing Quality Award* or the *America’s Best Builder Award*, along with numerous personal awards for exceptional achievement. Most recently serving as President of The Vanguard Consulting Group, LLC, Mr. Dunworth will now transition into his new role leading Strata New Home Sales & Consulting.

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first add....The Strata Group

“Although this is an especially difficult economic time in our industry, we have a highly-driven and experienced team in place with a track record of great success, excelling even in the most challenging environments,” said Joseph Dunworth. “Our team of award-winning professional builders and developers are well suited to carefully guide our builder, developer, and investor partners with detailed planning, successful implementation, and proven profit strategies.”

About The Strata Group (www.mystratagroup.com <<http://www.mystratagroup.com>>):

The Strata Group, established in 2006, is a full-service real estate collaboration providing extensive real estate, legal and financial services in Maryland. The Strata Group currently consists of six distinct companies: Yerman Witman Gaines & Conklin Realty, Real Estate Mortgage Funding, Real Estate Title & Escrow, Strata Law, Strata Financial Services and Strata New Homes Sales and Consulting, with offices in Federal Hill, Baltimore Metro, Bel Air Canton and Phoenix. Each company exists as a separate entity, yet is joined under one roof to streamline the customer’s experience, making the home buying and selling process convenient, efficient and cost-effective. For more information, please call 410.583.1110 or visit www.mystratagroup.com <<http://www.mystratagroup.com>>.