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CITY BUSINESS

Homebuyer's Guide 2011

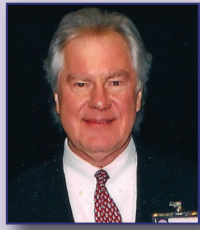
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Signs of the time

Realtors say there's no better time to buy
despite tighter lending standards



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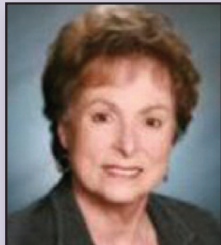
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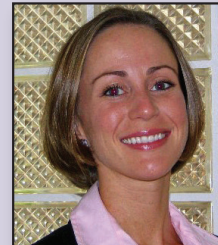
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2011 Homebuyer's Guide

Inside:

Introduction:

Obstacles in way of successful buyer's market 4

Market breakdowns:

East Jefferson 5
 West Jefferson 6
 Orleans East Bank 7
 Orleans West Bank 8
 Plaquemines Parish 9
 River Parishes 10

St. Bernard Parish 11
 East St. Tammany 12
 West St. Tammany 13

Lists:

Top real estate producers 18
 Homebuilders 25
 Mortgage companies 26
 Property and casualty insurance agencies ... 28
 Real estate title companies 29
 Residential real estate companies 30



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Introduction

Obstacles in way of successful buyer's market

BUY, BUY, BUY.

Whether it's prices and interest rates reaching lows not seen in years or the weak market with slow sales, Realtors throughout the New Orleans area are telling potential homeowners now is the best chance to get into the house they want.

The same message was sent last year, with the \$8,000 first-time homebuyer's tax credit and other incentives making it easier to purchase a home in addition to historically low interest rates and falling prices.

Yet the number of homes sold in the metropolitan region was down for the third straight year in 2010. The 7.3 percent decline was more than the 2.5 percent drop in 2009 but less severe than the 23 percent crash in 2008.

On the upside, the average selling price was up 4.4 percent to \$210,793 in 2010, and the average time it took to sell a home also dropped 4 percent to 96 days.

So what's keeping more buyers from taking the plunge?

While the market is prime for buyers, there are still many obstacles locking out potential homeowners.

Realtors say an increase in foreclosures — a na-

tional trend that is making its way into the New Orleans area — combined with short sales are making figures somewhat fuzzy.

Adding to the problem is an economy that is still recovering, which has many potential buyers on edge as finances are scrutinized and job security remains shaky.

Flood insurance, though temporarily shored up for another few years, still weighs heavy on potential buyers in terms of acquiring it and then being able to afford it.

Leading the list of roadblocks is the tighter lending restrictions born

out of the financial sector collapse and ensuing overhaul. Many would-be buyers are still having trouble meeting credit requirements and coming up with the mandatory down payments.

But Realtors are working around those issues with clients, educating them in hopes of finding the perfect home and closing a



Christian Moises
News Editor

sale. Some are even going so far as to schedule classes to inform shoppers of what they will need before hitting the streets.

Agents have reported a flurry of activity in the past few months, and the pieces are there for homebuyers to get in on the action. The challenge now is figuring out how to close the deal. •

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Market at a glance

The New Orleans area — Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John and St. Tammany parishes — saw the average selling price of homes drop nearly 3 percent between 2008 and 2009.

	2009	2008	Change
Homes sold	8,098	8,301	(2.4 percent)
Average selling price	\$201,872	\$207,994	(2.9 percent)
Volume	\$1.6 billion	\$1.7 billion	(5.9 percent)
Average days on market	100	95	5.3 percent

Source: New Orleans Metropolitan Association of Realtors (decrease)

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Jerome Weber discusses selling points on a home in River Ridge with his wife and Keller Williams agent Peggy Weber.

East Jefferson

MARKET AT A GLANCE

East Jefferson

	2010	2009	Change
Homes sold	1,403	1,549	(9.4 percent)
Average selling price	\$218,639	\$217,866	0.36 percent
Volume	\$306.75 million	\$337.5 million	(9.1 percent)
Average days on market	95	99	(4 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)

FOR THE FIRST TIME in several years, Linda Martin is seeing what she describes as “the wonderful experience of having multiple offers — backup offers” on properties in Kenner and Metairie.

“I could not be more surprised,” said Martin, a Realtor with Prudential Gardner Realtors in Kenner. “But it’s been happening with enough frequency for it to be noticeable and has really been a very nice change of pace.”

Complicating matters, Martin said, is financing.

“Even if things are picking up in certain places, we are still having problems with the lending aspect and appraisals because appraisers, of course, go by deals that have already closed,” she said.

And if those deals were at a depressed price and the appraiser is using that as a benchmark, it’s going to affect sales today, she said.

Wayne Songy, president and owner of Wayne Songy and Associates, said the East Jefferson market has remained resilient throughout the recent recession, particularly for houses listed at \$160,000 or less.

“Right around there seems to be a good number,” Songy said.

“And the reason is that almost 95 percent of the market can qualify for a house priced at \$160,000 or less.”

He said there are very few people in today’s economy who can qualify for a mortgage of more than \$300,000 given the current underwriting conditions.

But there are still more listings than buyers, despite the fact that the East Jefferson market favors purchasing, said Peggy Weber, a Realtor with Keller Williams Realty who focuses on Metairie and Kenner.

“I’ve seen quite a few people who have had their property on the market for quite some time with no buyers,” Weber said. “Their property is not going to turn over in just a month the way it might have a couple of years ago.”

Weber said a realistic seller is one who knows it will more than likely take more than a month to move. And while she said listings sitting on the market for up to a year is not common, she has heard of some lasting that long.

The growing threat of foreclosures and short sales is also leaving its mark on East Jefferson.

“We are one of the largest brokers in town for Freddie

By Garry Boulard
Contributing Writer
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Mac foreclosures,” said Songy, who has about 70 listings for bank-owned properties. “And the large number of foreclosures and short sales is the market right now in Jefferson Parish.”

But the depressed seller’s market has created a buyer’s heaven in Jefferson Parish.

“I would imagine that many people are finally realizing this market is, in many ways, a chance of a lifetime,” Martin said. “And with the prices and interest rates being as low as they are, they need to take advantage of it.”

For the first three months of this year, Martin has noticed the most robust part of the East Jefferson market is priced between \$175,000 and \$300,000.

“There are also still houses available in both Metairie and Kenner for \$150,000 or less for people who want to get that first, nice starter home,” she said.

Songy, who’s been in the residential real estate market for 35 years, said he has never seen a better time for buyers than right now.

“It’s a time when both the interest rates and home prices are going down together. Usually one is going up, while the other is going down.”

West Jefferson

HOMEBUYERS ARE CAUTIOUSLY coming out again, bumping up residential sales in West Jefferson to levels not seen in three years.

Home sales in the area peaked at 77 in February, the most active February since 2008, according to the New Orleans Metropolitan Association of Realtors.

By Anne Berry
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“I’m encouraging friends who have rented forever to buy,” said Lauren Whitman, Realtor and

consultant with Avalor Realty. “They can get a house for the same amount.”

Home prices nationwide are the lowest they have been since 2002, according to the National Association of Realtors. Even though West Jefferson saw a post-Hurricane Katrina low average selling price of \$116,248 in February, Keller Williams Realtor and associate broker Diana Klotz said she doesn’t think the industry has hit rock bottom.

Some potential buyers are waiting for that bottoming out while others feel the residual effects of the national economic meltdown.

One challenge they have is inadequate buying power.

The Federal Housing Administration, historically a sanctuary for buyers with troubled credit, raised its minimum credit score in March 2009 from 580 to 620. Last fall, the FHA increased the minimum again to 640.

Some buyers who would have qualified two years ago aren’t able to go through with a sale now, Whitman said.

Those credit-strapped clients often have to rent while rebuilding their credit score. Such was the case for a couple working with Jan Mackie, an agent with Century 21 Investment Realty.

“They can afford the mortgage and have the down payment but not the credit score,” Mackie said. “I see a lot of that.”

Other stalled homebuyers can’t get out of their current mortgage, owing more than the homes are worth.

“If they’re upside-down on their mortgages, most sellers will ignore market value,” Whitman said. “They’re the main ones overpricing right now.”

Such homes are lingering on the market and pushing up the overall sell time. In the past six months, the average time to move a house in Jefferson Parish increased from 137 to 164 days, Whitman said.

A predicted glut of foreclosed homes will make the market



photo by Frank Aymami

Avalor Realty agent and consultant Lauren Whitman, right, walks Toni Hampton through the process of putting her Old Gretna home on the market.

even less stable. Last fall, banks throughout the country halted foreclosures and evictions while re-evaluating their own questionable practices such as “robo-signing.” As those reviews end, banks will release millions of foreclosed homes back into the market.

“That kind of inventory makes prices go down,” said Klotz, who predicts home foreclosures will also rise in the Avondale area when Northrop Grumman closes in 2013.

Foreclosures are the biggest challenge Whitman faces, she said, not only for their depressing effect on the market but because banks are notoriously hard to deal with on those sales.

“I might not know for a week if there’s a counter-offer,” she said. “On one short sale, I didn’t hear from the bank for a month.”

Among those who are ready and able to buy, remodeling seems to be a popular option.

“Young people who are diehard West Bankers are buying old houses, revamping them and making Old Gretna more upscale,” said Mackie.

But Whitman sees many buyers simply downsizing. One of her clients, a professional couple, was aiming for a pricey mega-home until the wife was laid off from her job.

“Five thousand square feet is not the way to go anymore,” Whitman said. “People don’t want to stress about finances and competing with everyone else. They don’t want to struggle.”

MARKET AT A GLANCE

West Jefferson

	2010	2009	Change
Homes sold	964	1,040	(7.3 percent)
Average selling price	\$134,657	\$141,638	(4.9 percent)
Volume	\$129.8 million	\$147.3 million	(11.9 percent)
Average days on market	84	86	(2.3 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)



Keller Williams Realtor Lynda Nugent Smith has heard from many first-time buyers that tougher loan policies and higher down payment requirements are locking them out of the homebuyer's market.

Orleans East Bank

MARKET AT A GLANCE Orleans East Bank

	2010	2009	Change
Homes sold	1,682	1,920	(12.4 percent)
Average selling price	\$269,688	\$220,864	22.1 percent
Volume	\$453.6 million	\$424.1 million	7 percent
Average days on market	93	98	(5.1 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)

PROSPECTIVE HOMEBUYERS should jump into the market on the East Bank of Orleans Parish before prices and interest rates rise in the coming year, Realtors say.

"The real estate market appears to be primed for value appreciation. We are seeing more instances of multiple offers because of low inventory, which will result in higher sale prices that will support higher list prices, especially in the price range below \$350,000," said Conrad Abadie, a Latter and Blum Realtor. "The interest rates are still incredibly low, the bottom has hit and the bounce is coming. Get in now before the interest rates possibly rise."

Other Realtors agree, pointing out that first-time homebuyers will face more challenges trying to take advantage of a good thing in a poor economy.

Keller Williams Realtor Lynda Nugent Smith said tougher loan qualifying standards and larger down payments are shutting many first-time buyers out of the market. Federal Housing Administration loans even require larger down payments and a higher credit rating than a year ago.

"They continue to make it just a little more difficult,"

Smith said. "Ultimately some of the (changes) will probably bode well for us, but now it's making it pretty difficult for us to sell houses. When people have been out of work, the credit rating is the first thing to go."

While home sales are up in the first quarter of this year, that's not indicative of homes in the lower price ranges, Abadie said.

"The more restrictive credit score requirements and higher down payment demands have eliminated a large percentage of first-time buyers who historically have fueled the real estate market," he said. "First-time homebuyers buy the homes of those former first-time buyers who are ready to move up. This has resulted in fewer sales in those lower price ranges."

Patrice Milton, a Prudential Gardner Realtor who moved to part-time status because of the sales slump a year ago, said New Orleans is suffering peripherally from the national mortgage crisis, considering that the majority of the notoriously poor financing was made in other states.

"We're paying the penalty for other parts of the country when it comes to subprime lending. That's not indicative of our area," she said.

"We're paying the penalty for other parts of the country when it comes to subprime lending. That's not indicative of our area," she said.

By Diana Chandler
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Latter and Blum Realtor Stephanie Benson visits with client Butch Buhler, who is selling his home in Algiers Point.

Orleans West Bank

MARKET AT A GLANCE

Orleans West Bank

	2010	2009	Change
Homes sold	292	306	(4.6 percent)
Average selling price	\$161,356	\$172,905	(6.7 percent)
Volume	\$47.1 million	\$52.9 million	(11 percent)
Average days on market	100	126	(20.6 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)

HOMES IN ALGIERS are reasonably priced, but potential buyers remain reluctant and new construction is limited, area Realtors say.

“People are still hesitant to shop for a house because of worries about the economy, and last year it was the oil spill,” said Jay Susslin, a Realtor with Keller Williams on the West Bank. “I noticed a drop in phone calls after the computer snafu at the (Orleans Clerk of Court’s) office in the fall. Without information from that office, closings took 60 to 90 days and longer, instead of the customary 30 to 45 days.”

Now that the computer issues have been rectified, Susslin said most sales are proceeding on time. He said selling prices in Old Algiers and Algiers Point lag pre-Hurricane Katrina levels, while English Turn and Aurora Gardens prices meet or exceed pre-storm values and rising.

“However, with so many affordable houses, it’s a buyers’ market,” he said.

But Stephanie Benson, a Realtor with Latter and Blum in Algiers, said low interest rates haven’t even been enough to boost home sales.

“People are unemployed, and high foreclosures have

forced prices down, though we haven’t had the rate of foreclosures as some other parts of the country,” she said. “Buyers aren’t sure if the Algiers market has bottomed out, and lending requirements are stringent.”

Susslin said potential buyers often think they can qualify with no money down.

“Unfortunately, many of those creative financing deals are a thing of the past,” he said.

“The minimum requirement for a Federal Housing Administration loan is 3.5 percent of the sales price.”

Benson said homeowner’s insurance can be expensive in Algiers and southeast Louisiana, but she noted that state Insurance Commissioner Jim Donelon has attracted more insurers to foster competition.

“You hear on the news on any given day that the federal flood insurance program is under threat of expiring, expired or about to be extended before it expires,” Susslin said. “When flood insurance isn’t available to satisfy the condition of a loan, the closing doesn’t happen.”

Houses in Algiers can be found for less than \$200,000, making the area one of the best-kept local secrets, he said, but new construction is rare.

By Susan Buchanan
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Pivach Real Estate Realtor Michael Vincent, left, talks with Becky and Ronald Bateman talk about selling their Belle Chasse home and building a new one.

Plaquemines Parish

MARKET AT A GLANCE

Plaquemines Parish

	2010	2009	Change
Homes sold	74	68	8.8 percent
Average selling price	\$226,444	\$302,976	(25.26 percent)
Volume	\$16.8 million	\$20.6 million	(18.4 percent)
Average days on market	137	111	23.4 percent

Source: New Orleans Metropolitan Association of Realtors (decrease)

FLOOD INSURANCE — who needs it and how to straddle the line between affordability and coverage — is still impacting home sales in Plaquemines Parish.

“You think people would be dying to buy homes because of low interest rates, but that’s not happening because insurance rates are still high here,” said Michael Vincent, a Realtor with Pivach Real Estate.

He has worked with a Belle Chasse client who carries \$200,000 of flood insurance and pays \$1,700 a year in premiums. In lower Plaquemines, Vincent said more people are buying mobile homes with cash, which means they don’t have to carry flood insurance at all.

But rates have come down as more carriers enter the Plaquemines market, said Tammy Randles, an associate broker with Specialized Real Estate Services.

Vincent agreed that more companies are willing to write insurance but said it’s still not an affordable rate for most homeowners.

Buyers seem to be returning to the Plaquemines housing market, though, where sales inched up 7 percent between 2009 and 2010 according to the New Orleans Metropolitan Association of Realtors.

“It’s definitely a good time to buy and to get into a bigger

house that they couldn’t before,” Randles said. “There are opportunities for move-up homebuyers, for sure.”

Those openings come by way of artificially lower prices.

In Plaquemines, the average selling price dropped 25 percent in 2010 from \$302,976 to \$226,444. Driving that plunge were local foreclosures that more than doubled during the same period from four to

10. Although the number is still low compared with more populated parishes, sales of bank-owned properties still made up 12 percent of all homes sold in Plaquemines last year, Randles said.

“That percentage is still smaller than in other parishes,” she said.

Higher turnover, and thus more frequent assessments, could lead to higher taxes, but the current property tax rate in Plaquemines is among the lowest in the state at 63 cents per \$100.

“You can spend more money on the house because you’re saving in taxes,” Latter and Blum Realtor Jo Ann Kennedy said.

The low tax rate makes new planned communities such as The Parks of Plaquemines even more appealing, where Kennedy has sold several lots. Available property runs about

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\$100,000 per lot, and construction has already started.

“These large lots are like living in the country, and they’re starting to fill up,” Kennedy said. “It’s going to be a strong area in the coming years.”

Custom homebuilding is picking up, she said, driven by low interest rates and buyers with definite tastes.

And global buyers are showing interest in the area, discovering lower Plaquemines through media coverage of last year’s Gulf of Mexico oil spill.

“We’re finally starting to see investors bringing money into the area,” said Randles, who has worked with buyers from as far away as Japan. “Plaquemines has been brought to the forefront, with its wetlands and water, and people are always attracted to that.”

In general, landowners are paying more per square foot to build on smaller lots. “People want to downsize, but it’s not affordable to build small homes on estate-sized lots,” Vincent said.

However, homebuyers in Plaquemines have creative loan options, especially seller financing. Because the parish has extensive farm and fishing communities, parish residents qualify for the U.S. Department of Agriculture’s Guaranteed Rural Housing Loan Program, allowing local homebuyers to obtain nearly 100 percent financing. •



Alnessa and Jonathan Goodwin talk about a house in Ashton Plantation in Luling with Eliza Eugene, a broker with River Region Realty.

River Parishes

MARKET AT A GLANCE

River Parishes

	2010	2009	Change
Homes sold	525	646	(18.7 percent)
Average selling price	\$173,141	\$177,604	(2.5 percent)
Volume	\$90.9 million	\$114.7 million	(20.75 percent)
Average days on market	97	105	(7.6 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)

FEW PEOPLE ARE buying homes in the River Parishes because of the economy and more stringent lending guidelines, Realtors say.

Local real estate figures show sales declines between 16 and 22 percent within the past year in St. Charles, St. John and St. James parishes, said Eliza Eugene, a broker with River Region Realty in LaPlace.

"In all three, there's been a tremendous decrease in sales," Eugene said. "More than anything, it's the economy. We're seeing an overflow of foreclosures."

Six months ago, St. John Parish was seeing one foreclosure a day, she said. But everything is in place for the situation to turn around, Eugene and others say.

At least one Realtor, Teresa O'Neil of Coldwell Banker TEC in Luling, said she's been busy in St. Charles Parish, as people are attracted to the parish's school system.

"These last two to three weeks have picked up tremendously compared to the first part of the year," O'Neil said in early March. "That's a good sign for us that things are more typical of what occurs here."

O'Neil said 90 homes were sold in the tri-parish area

through the first two months of the year, with 22 selling in St. Charles alone. More than 200 homes are on the market in both St. Charles and St. John, while there are less than 30 in St. James, according to multiple listing service numbers that possibly exclude private sales.

More than anything, Realtors say, buyers need counseling on programs available to help them purchase homes and the assets they'll need to do so, and Realtors are scheduling training classes to meet the need.

To help potential buyers, Eugene scheduled a Moneywise seminar in May.

"I realized that something had to be done," Eugene said. "We had to find a way to assist them."

Buyers typically don't realize they will often need down payments of 20 percent for conventional loans, O'Neil said, nor are they aware of the closing costs and rising mortgage insurance rates that add to the buyer's burden.

State bond money is often available to assist first-time buyers with down payments and closing costs, and Federal Housing Administration and U.S. Department of Agriculture Rural Development loans can also help.

Regina Allemand, a Prudential Gardner Realtor in

Boutte, said foreclosures have ushered in a new normal, with homebuyers facing more stringent credit criteria and background checks into their employment history.

"I'm not saying that's bad. That's very good," she said. "It's probably something that should have been done forever. It had just been put on the side."

Last year, 114 bank-owned foreclosed properties sold in the River Parishes, while 62 remain on the market, Allemand said, which may not include short sales on homes with a value less than the mortgage balance.

Allemand and O'Neil said buyers often have unrealistic expectations when entering the market, expecting no-money-down deals and help with closing costs from sellers.

"For the last several years, it's been said to them that it's a buyer's market with help from tax credits," Allemand said. "They just assume that that's how it should be. It becomes an education for all parties."

Allemand advises prospective buyers to get pre-approved for loans, know the required down payment and their estimated mortgage note insurance and closing costs before searching for homes.

"Shop within your range," she said. "State your criteria to your Realtor but be flexible."•

By Diana Chandler
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Specialized Real Estate Services Realtor Lara Schultz, left, and broker Sandie Krider-Bondi with Real Estate 4-U stage a home for sale in Chalmette.

St. Bernard Parish

NO DOWN PAYMENTS, new schools and increased floor protection are attracting homebuyers to Chalmette and other parts of St. Bernard Parish as the area recovers from Hurricane Katrina-related damage, Realtors in the area say.

“We’re showing like crazy in Arabi, Chalmette and Meraux, partly because of the USDA Rural Development’s 100 percent loan program,” said Lara Schultz, a Realtor with Specialized Real Estate Services Inc. in Chalmette. “Prices per square foot here are a fraction of what they are in Metairie and other places, making our community a great deal.”

Average home prices range from \$100,000 to \$135,000, she said.

Under the U.S. Department of Agriculture’s Rural Development housing program, homebuyers in St. Bernard Parish work with local banks and mortgage lenders to secure federally guaranteed loans with no down payment and no need for private mortgage insurance.

“Considering that Katrina flooded all but five homes in Chalmette, the community has recovered beyond our wildest expectations,” Schulz said. “Historically, home ownership has always been high in the parish. We’re seeing that trend continue as new owners become vested in this community.”

Claudette Reuther, a Realtor with Prudential Gardner in Chalmette, said the market has been very hot since February, which signifies a turnaround, and some people are jumping in because of the threat of interest rates rising.

“Last spring, the oil spill decreased business, but we’re definitely showing property now,” Reuther said.

The first half of the year is often good for Realtors as interested buyers hope to be in a new home by August before school starts, she said.

Reuther said homebuyers and residents in St. Bernard feel better protected because of the U.S. Army Corps of Engineers’ recent work on floodwalls, including work to close

the Mississippi River Gulf Outlet.

“Former residents are coming back, and we have new people coming in,” said Reuther’s husband, Cliff Reuther, a manager and broker at Prudential Gardner in Chalmette. “I’m getting inquiries from the North Shore, from people who want to be closer to work in New Orleans. People say they’re not up for long commutes and time away from family anymore, and gasoline prices are rising.”

But potential buyers looking to move into St. Bernard are having trouble selling their home, Cliff Reuther said.

Schulz said many of her clients are young couples looking for a place to raise a family. She points to a progressive parish government, an innovative school board and new schools, rebuilt recreation areas and a low crime rate as key selling points.

“In the past five years, our parish has rebuilt its entire infrastructure — pump stations, streets, sidewalks and fire stations,” Schulz said. “While the fishing community and related businesses took a hit during last year’s oil spill, many members are rebounding.” •

MARKET AT A GLANCE

St. Bernard Parish

	2010	2009	Change
Homes sold	284	315	(9.8 percent)
Average selling price	\$102,763	\$100,764	2 percent
Volume	\$29.2 million	\$31.7 million	(7.9 percent)
Average days on market	132	107	23.4 percent

Source: New Orleans Metropolitan Association of Realtors (decrease)

ABEK Real Estate broker Beth Kobeszko says homes priced less than \$200,000 in Slidell are selling for close to their listing price.



MARKET AT A GLANCE

East St. Tammany

	2010	2009	Change
Homes sold	882	875	0.8 percent
Average selling price	\$172,091	\$174,944	(1.6 percent)
Volume	\$151.8 million	\$153.1 million	(0.8 percent)
Average days on market	93	99	(6.1 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)

East St. Tammany

REALTORS IN EAST St. Tammany say a sign of the bad news to come for sellers can be found in the housing activity reports and average home sales price listings they provide to clients during an initial listing meeting. It's a process they say is being played out with increasing frequency.

"I try to educate them about market conditions," said Beth Kobeszko, broker and owner with ABEK Real Estate in Slidell. "What sellers would like to get from a property is one thing, but what we can realistically get for them based on market conditions may be another."

But that's promising news for buyers, said Kobeszko, who said houses priced at less than \$200,000 are still selling competitively.

"With the prices being what they are and the interest rate as low as it is, we are seeing more value package deals, and that's very good for the buyer," she said.

Even in a section of the parish that includes the normally booming Slidell, the asking price for listings is depressed, a direct result of a national recession and home prices that were inflated in 2006 and 2007.

By Garry Boulard
Contributing Writer
mail@nopg.com

"The big profits for sellers ended more than two years ago," said Marcelle Clement-McCarthy, office manager and associate broker with Coldwell Banker TEC Realtors in Slidell. "Now we are seeing a lot more foreclosures hitting the market and, of course, short sales where the owner just has to get out. It's a tough experience for someone trying to sell a house right away."

Short sales, in which a bank mortgage holder agrees to lower the loan balance on a house for it to be listed at a more competitive market price, have also hit Pearl River, a historically stable real estate market.

"Short sales have been around for years," said Robert Reed, owner of Lake Realty Inc. in Pearl River. "But only in the last couple of years have they become prevalent."

Reed said he recently was working on a short sale and faxed in an authorization to release information from a client. He said he didn't follow up on it for a couple of days and the lender ended up calling him to ask if he was still working that case.

"A couple of years ago, I would have been waiting a long time for anyone to call me back on a short sale," he said.

Adding to the problem, Clement-McCarthy said, is the

amount of time homeowners are staying in their houses.

"They're not staying as long as they used to, and that only makes things more challenging," she said, adding that if a person stays in a home for only four years, they're not going to have the equity in it that they would if they bought it 15 years ago and allowed their investment to grow.

Even so, houses are starting to move in East St. Tammany, including Venetian Isles, said Debbie Vititoe, an agent with Keller Williams Realty Professionals in Slidell.

"I think people are just tired of waiting," Vititoe said. "They have been hearing about the bad market conditions for several years and held off selling. Now they want to take the plunge and just see what happens, even if it means that they are not going to get the price they may have gotten several years ago."

There is also a weather component.

Vititoe said that even though the market in Slidell was strong after Hurricane Katrina, a lot of people were afraid to move there because of the hurricanes.

"But the waterfront is always going to be something that people want. And because we haven't had a bad storm in several years, people are interested again in that type of property." •

West St. Tammany

A LARGE PROPERTY supply on the market in West St. Tammany has set the stage for buyers to get a steal of a deal — if only they have the confidence to enter the market, Realtors say.

By Diana Chandler
Contributing Writer
mail@nopg.com

Increases in foreclosures and bank-owned properties have raised competition among sellers. To improve their chances against the competition, Realtors say banks are renovating foreclosed properties before putting them on the market.

“You can’t ignore the 300-pound gorilla in the room,” said Lois Karno, a Coldwell Banker TEC Realtor in Covington, of bank-owned properties entering the market. Those properties, in turn, are lowering appraisals and prices.

St. Tammany Parish had 1,946 filings for homes in some stage of foreclosure in 2010, resulting in a rate of one filing in every 50 housing units, up 51.56 percent from 2009.

Of the 1,250 homes for sale in West St. Tammany in March, 67 or 5.3 percent are real estate-owned, said David Holloway, a broker at Smith and Core Real Estate. Another 25 foreclosed properties, which banks term real estate owned or REOs, are pending sale.

Of all sales in the area so far this year, 20 percent have been REOs, he said, citing Multiple Listing Service figures.

Holloway estimates roughly a year’s worth of inventory is available based on sales from previous months.

“For buyers making the excuse, ‘I’m just sort of waiting. I don’t think the market’s bottomed out,’ that’s a poor excuse,” he said. “If you are buying and you’re qualified, now is the time to buy.”

Holloway said most of his sales are financed with government-backed loans, such as through the Federal Housing Administration and the U.S. Department of Agriculture’s Rural Development program.

FHA loans are available with as little as 3 percent down and Rural Development loans are available with no money down for first-time homebuyers. Credit scores for both may be as low as 620.

Karno points to the FHA’s 203K program, which targets properties in need of repair that include those repair costs in the mortgage.



photo by Frank Aymami

David Holloway, a broker at Smith and Core Real Estate, has noticed an increase in private financing, including owner financing, lease purchases and rent-to-own deals.

MARKET AT A GLANCE

West St. Tammany

	2010	2009	Change
Homes sold	1,398	1,375	1.7 percent
Average selling price	\$254,561	\$256,311	(0.7 percent)
Volume	\$355.9 million	\$352.4 million	1 percent
Average days on market	98	103	(4.85 percent)

Source: New Orleans Metropolitan Association of Realtors (decrease)

Private financing is also on the rise in West St. Tammany, Holloway said, including owner financing, rent-to-own deals and bond-for-deed transactions, in which the owner keeps the title in their name until the buyer’s monthly payments accumulate to a specified amount.

Still, none of the trends have worked to move the market as well as last year’s \$8,000 federal tax credit for homebuyers.

“People are loosening up,” said Debbie Alexander, a Realtor with Keller Williams. “But I think the biggest problem is getting a confident buyer out there ready to buy.”

Alexander said the more stringent lending criteria are helping to stabilize the market that poor lending standards damaged in 2008 and 2009.

“For a while if you could fog a mirror, you could get a loan,” she said, adding that people were leveraging the equity in their homes at previously unseen rates. “Many were using their homes as ATM machines. When that ended, people had to really get serious about tightening their belts. I believe within 2010 it actually saw some stabilization.”

Those able to buy can get great deals, she said.

“Most of the people who are buying today realize they probably can’t rent for what they’re buying for,” Alexander said. “Today we’re kind of still seeking our new normal.”

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/ designations
Brooke Arthurs Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 259-8311 cell 865-1574 barthurs@latterblum.com	\$28.4 million	42	Uptown, Garden District, Lakefront, Old Metairie, University area, French Quarter, Warehouse, English Turn	residential sales, luxury homes, relocation, condominiums	CRS, Top Ten Agent Award NOMAR, Life Time "Top of The Latter Club" Member
Eleanor Farnsworth Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-1142/861-6400 891-1148/891-0228 sold@eleanorfarnsworth.com efarnsworth@prudentialgardner.com	\$25.1 million	21	Garden District, Uptown, French Quarter, Garden District, Uptown, University, French Quarter, Warehouse District, Central Business District, Old Metairie	luxury homes	GRI, CRS, ABR, BRC, HRS, Prudential National-2009 Chairman's Gold Award, 2009 NOMAR Platinum Award Winner, Super Star Individual GCC-7th Place
Stevie Mack* ERA Stirling Properties 1321 W. Causeway Approach Mandeville 70471	(985) 626-5687 (985) 626-4112 NA	\$25 million	49	North Shore, Old Covington, Old Mandeville, Madisonville, Folsom	waterfront, estate, equestrian, acreage, gated communities, historic properties, acreage	No. 1 North Shore sales 2002-08, No. 1 greater New Orleans sales 2004, 2006, 2007, Top 10 Agent ERA Nationally, ERA Stirling Ruby Award
Tommy Crane Tommy Crane Group Inc. 3702 Bienville St. New Orleans 70119	899-8666 281-4842 info@tommycrane.com	\$24.5 million	77	New Orleans and Metairie	residential	NA
Chris Smith Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 cmsmith@prudentialgardner.com	\$23.5 million	92	greater New Orleans, Uptown, Garden District, University area, Mid. City, CBD		Prudential National - 2009 Chairman's Platinum Award, NOMAR Board Super Star Assisted GCC-1st Place, Super Star Assisted Transactions-2nd Place & Platinum Award Winner
Karen S. Prieur Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	250-8000 834-3253 ksprieur@aol.com	\$23.1 million	39	Old Metairie, Garden District	luxury homes, new construction, condos	No. 1 RE/MAX agent in metro New Orleans, 2002-09
Margaret Lewis Stewart Latter and Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 616-4154 cell 865-1574 mlstewart@latterblum.com	\$21.3 million	41	Uptown, Lakefront, Old Metairie	residential, condo, investment sales, luxury property	Life Member VIP Club, L&B Top Of the Latter Club
Britt Galloway Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	862-4122 208-2827 britt@brittgalloway.com	\$21.1 million	35	Uptown, Garden District, Lakefront, Warehouse District, French Quarter, Old Metairie	buyer and seller agent	NOMAR Multi-Year Platinum Award winner, Keller Williams Realty New Orleans Multi-Year Top Producing Agent
Team Tangie: Tangie Stephens, Jessica Jambon, Lynne Doubleday, Tammy Latour, Robert Stephens Keller Williams 4550100 4725 Veterans Blvd. Metairie 70006	338-7653 455-0322 teamtangie@kw.com	\$21.1 million	119	metro New Orleans	marketing specialist, luxury homes, residential, multi and condos	NOMAR Super Star Award 3+ member team, Associate Leadership Council
Bonnie Schulz Team Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70006	887-7878 889-7725 bonnieschulz@cox.net	\$21 million	46	River Ridge, Harahan, Metairie, East Jefferson Parish		NOMAR Board 2009 Platinum Award
Letty Rosenfeld Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 865-1574 office; 236-6834 cell lcrosenfeld@latterblum.com info@lettyr.com	\$20.6 million	47	Uptown, Lakefront, Old Metairie, Garden District	residential sales, investment property	BRC, CRS, GRI Life Membr VIP Club, Latter & Blum Presidents Club
Glenda Bach Latter & Blum Inc. 2734 Prytania St. New Orleans 70130	895-4663 895-2524 gbach3@aol.com	\$20.2 million	43	West Bank, Uptown, Garden District, Warehouse District	luxury homes, condos, multi-family	BRC
Jeff and Pam Puckett Team Prudential Gardner Realtors 1300 Gause Blvd., Suite C1 Slidell 70458	(985) 641-1201 (985) 641-1276 ThePuckettTeam@Prudentialgardner.com	\$19.3 million	95	North Shore, greater New Orleans		Prudential National - 2009 President's Circle Award, NABOR Board 1st Place Platinum 2-3 Team Award
Michael Wilkinson French Quarter Realty 1041 Esplanade Ave. New Orleans 70116	363-1103 949-0707 wilkinson66@hotmail.com	\$18.7 million	21	French Quarter	commercial and residential sales	NA
Bonnie Buras Coldwell Banker/TEC Realtors 9526 Highway 23 Belle Chasse 70037	392-0022 391-0022 bonnieburas@aol.com	\$18.1 million	137	Belle Chasse, West Bank New Orleans, Gretna, Terrytown, Harvey, Marrero, Westwego, Plaquemines Parish	residential, buyer and seller agent, relocation, new construction	GRI, CRS, associate broker, Cartus Relocation Specialist
Mat Berenson Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 232-1352 cell 865-1574 matberenson@yahoo.com	\$16.4 million	26	Uptown, Garden District, Lakefront, Old Metairie, Warehouse, French Quarter, Marigny	residential and luxury homes, condos	BRC, CRS, Life Member "Top of the Latter Club", "Top Ten" NOMAR Award Winner

*Latter and Blum acquired ERA Stirling Properties residential division Jan. 18. The information above is provided by the real estate companies. The list only includes producers whose sales volume for 2010 was \$4 million or higher. NA = not available. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005.

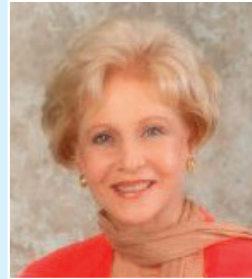
Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Jennifer Rice* ERA Stirling Properties 1321 W. Causeway Approach Mandeville 70471	(985) 626-5687 (985) 626-4112 www.jenniferrice.net	\$15.6 million	43	West St. Tammany Parish, Lewisburg, Old Mandeville, Covington, Folsom, New Orleans area, French Quarter	waterfront, equestrian, estate and historic properties, country land, commercial properties, townhouses and condos	Diamond and Emerald awards
Ernesto Caldeira and David Abner Smith Dorian Bennett Sotheby's International Realty 2340 Dauphine St. New Orleans 70117	944-3605 948-3401 ernestocaldeira@aol.com or dasalpha@aol.com	\$14.6 million	21	French Quarter, Uptown, Lakefront, Old Metairie, Garden District, Natchez	luxury properties, condominiums, residential, commercial, leasing	Platinum Award winner
Carolyn Talbert Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	330-0901 459-3535 carolyn@metairiehomes.com	\$14.6 million	63	metro New Orleans	residential sales, luxury homes, new construction, relocation	Top 1 percent of Realtors in the nation, NOMAR VIP award, Associate Leadership Council, Keller Williams Board of Directors
Carol Jambon Latter & Blum 3621 Veterans Blvd. Metairie 70002	888-4585 455-7913 cjambon@latterblum.com	\$14.3 million	46	Old Metairie, Metairie, Jefferson, greater New Orleans	residential	Life Member
Polly Eagan Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	862-4123 862-0102 pollyeagan@aol.com	\$14 million	43	metropolitan area	residential and country estates	GRI, CRS
Kimberly Higgins Keller Williams Realty Services 1522 W. Causeway Approach Mandeville 70471	(985) 727-7000 (985) 727-7001 kimhiggins@kw.com	\$13.6 million	75	St. Tammany Parish	residential, new construction, first time home buyer, relocation	North Shore Area Board of Realtors- Platinum Award
Ricky Lemann Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	460-6340 862-0102 rlemann@cox.net	\$13.4 million	31	Uptown, Garden District, Lakefront, Old Metairie	buyer and seller agent	2009 Keller Williams Top Producer. 2009 Gambit Weekly Best Male Real Estate Agent
The Roberts Team Avalar Realty Louisiana 1200 W. Causeway Approach, Suite 27 Mandeville 70471	(985) 674-7789 (985) 674-7655 rick.roberts33@me.com	\$12.4 million	49	North Shore, greater New Orleans	residential, commercial	2011 Louisiana Realtors President Elect, ABR, GRI
Eric Wilkinson French Quarter Realty 1041 Esplanade Ave. New Orleans 70116	782-6883 949-7070 eric@fqr.com	\$12 million	28	Uptown, Marigny, French Quarter, Bywater, CBD	residential and commercial sales	NA
L. Bryan Francher and Leslie Perrin Team Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 francherperrin@aol.com	\$11 million	32	historic areas, Uptown, French Quarter, Garden District, Marigny, Bywater	historic home specialist	Master of Preservation Studies, Historic House Specialist, Prudential National - 2009 Honor Society Award, NOMAR Board Gold Award Winner
B.J. Murphey (Barbara) Prudential Gardner Realtors 1300 Gause Blvd., Suite C1 Slidell 70458	(985) 641-1201 (985) 641-1276 bjmurphey49@gmail.com	\$10.9 million	95	greater New Orleans, St. Tammany		Prudential National-2009 Chairman's Gold Award, NOMAR-2009 Super Star Assisted Transactions 3rd Place, Super Star Assisted 3rd Place & Platinum Award Winner
Byron LeJeune Keller William Realty Crescent City Westbank Partners 2600 Belle Chasse Highway, Suite G Gretna 70056	207-2007 207-2077 reorehab@bellsouth.net	\$10.8 million	114	New Orleans metro area	REO/foreclosures	NOMAR Platinum Award
Ched Edler Latter & Blum Inc. 1101 W. Airline Highway LaPlace 70068	(985) 652-5556 (985) 359-9906 cjedler@latterblum.com	\$10.8 million	68	River Parishes	residential	CRS, GRI
Shaun McCarthy Team Prudential Gardner Realtors 523 Metairie Road Metairie 70005	889-7777 207-1608 smmrealty@bellsouth.net	\$10.8 million	16	Old Metairie, greater New Orleans		Prudential National-2009 President's Circle Award, NOMAR-2009 Gold Award
Lynda Nugent Smith and Lesha Nugent-Freeland Team Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	455-0100 455-0322 lfreeland@cox.net lynda@kw.com	\$10.8 million	52	greater New Orleans and the River Region	residential, buyer/ seller agent, relocation, luxury homes	Agent Leadership Council, Nomar VIP Recipient Gold Award, Keller Williams Board of Directors, MARPAC Trustees
Michael O' Brien Prudential Gardner Realtors 1300 Gause Blvd., Suite C1 Slidell 70458	(985) 641-1201 (985) 641-1276 mikeobrien22@gmail.com	\$10.7 million	92	St. Bernard		Prudential National-2009 Chairman's Platinum Award, NOMAR Board Super Star Individual Transactions-2nd Place, Super Star Individual Award- 6th Place & Platinum

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SOME OF THE GREAT PRUDENTIAL AGENTS SERVING THE METRO NEW ORLEANS AREA



Sylvia Roy
Manager
957-9444



Linda/J Babineaux
Uptown
504-957-8014/813-8460

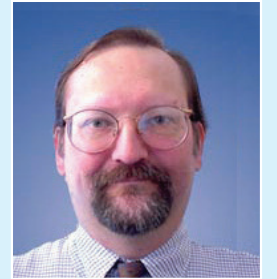
Garden District
1820 St. Charles 70130
504.891-6400



Uptown/University
7934 Maple St. 70118
504.861-7575



Diane Ballantine/Susan Sawyer
Uptown
504-458-3753/416-0368



Terry Roff
Manager
251-0883



Gaby Barnett
Uptown
504-273-8599



Jeanne Boughton
Garden District
504-669-4773



Pat Bozeman
Garden District
504-319-7976



Rae Bryan
Garden District
504-908-9155



Fred Buras
Garden District
504-427-6292



John Burke
Garden District
504-813-3515



Kim Cantalano
Uptown
504-462-0734



Rowena Christensen
Garden District
504-259-0635



Theresa Dejarrette
Garden District
504-957-6816



Dibbie Dickinson
Uptown
504-237-5593



Charlotte Dorion
Uptown
504-237-8615



Mike Fitzgerald
Garden District
504-237-6401



Corinne Fox
Garden District
504-239-1481



Bryan Francher/Leslie Perrin
Garden District
504-251-6400/722-5820



Babs Gibbons
Uptown
504-232-8836



Sheila Gomez
Uptown
504-913-3106



James Henry
Garden Dist
504-400-9270



Marlene Moises Huber
Garden District
504-460-9444



Joni Jenkins
Garden District
504-453-1435



Josee Francher Kantak
Garden Dist
504-427-3333



Kim Kantrow
Garden District
504-453-4507



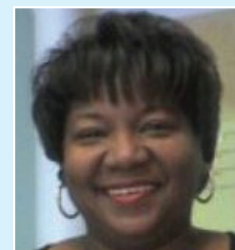
Jane Leach King
Uptown
504-914-5123



Tricia King
Garden District
504-722-7640



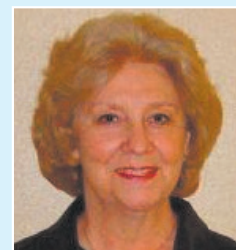
Irene LABiche
Garden District
504-909-6541



Deborah Laurent
Uptown
504-451-2600



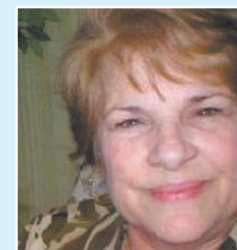
Louis Lederman
Uptown
504-874-3195



Jan Locander
Garden District
504-450-3444



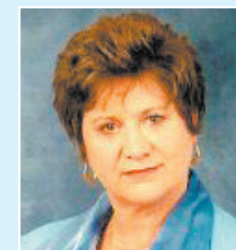
Micah Loewenthal
Garden Dist
225-205-8552



Melamie O'Neill
Garden Dist
504-460-7875



Clara Paletou
Garden District
504-858-5837



Diana Parsons
Garden Dist
504-858-3953



Skye Price
Garden District
504-388-7593



Susan Price
Garden District
504-908-3317



Brett Rector
Garden District
504-453-2277



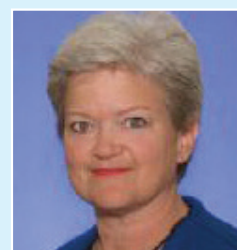
Libbie Reiss
Garden District
504-813-1104



Cynthia Riggs
Uptown
504-701-5893



Terri Romano
Garden District
504-782-0690



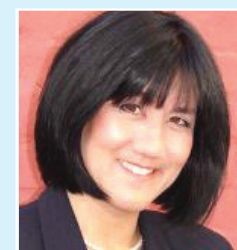
Isabel Sanders
Garden District
504-615-1401



Roy Schneider
Garden dist
504-813-9750



Cynthia Sciortino
Uptown
504-236-4578



Karen Sepko
Garden District
504-460-9540



Jim Stratton
Uptown
504-914-5049



Sheri Thompson
Garden District
504-256-9450



Lala Toye
Uptown
504-650-6204



Eileen Wallen
Uptown
504-250-5656



Joshua Walther
Garden District
504-717-5612



Katie Witry
Garden District
504-919-8585



Maria Zuniga-Lott
Uptown
504-377-7547

PRUDENTIAL GARDNER, REALTORS

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Danny Lyons* ERA Stirling Properties 1321 W. Causeway Approach Mandeville 70471	(985) 626-5687 (985) 262-4112 danny@dannylyons.com	\$10.4 million	49	Mandeville, Covington, Madisonville, Abita Springs, Folsom, Slidell	Internet marketing, marketing seller homes, corporate relocations, luxury homes, waterfront homes, new construction sales and purchase, land and lots	Real Estate Board Silver Award, Leadership Team Award, Stirling Properties Gold Award, New Orleans Ad Club Executive of the Year, ABR, CRS, GRI, ERA Relocation Specialist, Sirva, Cartus, and USAA Relocation Certified
Brigitte Fredy Latter & Blum Inc. 840 Elysian Fields Ave. New Orleans 70117	616-4044 529-1469 bfredy@latterblum.com	\$10.3 million	24	French Quarter, Marigny, Garden District, Warehouse District, Esplanade, Lakefront	residential, commercial	CRS
Jodi Bruno Power Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	261-5247 or 455-0100 281-4622 jbpower1@cox.net	\$10 million	40	greater New Orleans	residential, commercial, multi- family, condos	consistent top sales producer in Keller Williams, city of New Orleans and Gulf States region
Cindi Raymond Coldwell Banker/TEC Realtors 103 Beau Chene Blvd. Mandeville 70471	(985) 845-2001 (985) 845-8406 cindi@cbtec.com	\$9.9 million	53	Mandeville, Madisonville, Covington, Abita Springs, Slidell, areas of the South Shore	buyers and sellers agent, relocation, military and corporate moves, new construction, luxury homes, golf course homes, rural properties and acreage	ABR, GRI, Certified Relocation Specialist, CRRS, Coldwell Banker Previews International Property Specialist, Cartus Mobility Specialist
Cheryl Fuselier* Stirling Properties 1321 W. Causeway Approach Mandeville 70471	(985) 626-5687 (985) 626-4112 NA	\$9.5 million	37	North Shore, Mandeville, Covington, Madisonville, Abita Springs, Folsom, Slidell	residential sales and services, certified relocation specialist for GMAC, CIRVA, Cartus, USAA, Weichert	Life Member Million \$ Club, ERA 1st in Service Award, NABOR Platinum Award, ERA Leadership Circle, ERA Stirling Platinum Award
Samara Poché French Quarter Realty 1041 Esplanade Ave. New Orleans 70116	319-6226 949-0707 sam@fqr.com	\$9.4 million	26	greater New Orleans	sales, management, leasing	NA
Debbie Ferrante Latter & Blum Inc. Realtors 3621 Veterans Blvd. Metairie 70002	888-4585 455-7913 daferrante@latterblum.com	\$9.4 million	17	Metairie, Old Metairie, Jefferson, greater New Orleans	residential	CRS, LIFE
Sarah Martzolf Latter & Blum Inc. 2734 Prytania St. New Orleans 70130	895-4663 895-2524 sgrossman@latterblum.com	\$9.3 million	29	Garden District, Uptown, Warehouse District	residential, condos, multi-family	NA
Lynn Morgan Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	473-8320 613-4651 lsm4900@aol.com	\$9.3 million	20	Uptown, Garden District, Metairie		NOMAR Platinum Award Winner
Bryan D. Pigeon Prudential Gardner Realtors 800 N. Causeway Blvd., Suite 1A Mandeville 70448	(985) 626-8589 (985) 626-1623 Bryan@Commercialprops.info	\$9.3 million	5			NA
Eric Bouler Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70006	887-7878 889-7725 ericbouler@prodigy.net, ebouler@prudentialgardner.com	\$9.3 million	43	Warehouse District, French Quarter, Uptown, Old Jefferson, Harahan, River Ridge, Destrehan, Metairie, Kenner	condominium specialist	Prudential National-2009 President's Circle, NOMAR Board 2009 Platinum Award
Samara Poche Wilkinson and Jeansonne French Quarter Realty 1041 Esplanade Ave. New Orleans 70116	319-6226 949-0707 sam@fqr.com	\$9.2 million	30	French Quarter	historic properties, condominiums	platinum
Debbie Vititoe Keller Williams Realty Professionals 2053 E. Gause Blvd., Suite 100 Slidell 70461	(985) 707-5170 (985) 605-1569 debravititoe@gmail.com	\$9.1 million	31	St. Tammany Parish, Orleans, St. Bernard	residential, commercial, relocation, waterfront property, multi-family, St. Tammany Parish	No. 1 agent Northshore Board of Realtors 2008, and Keller Williams 2006, 2007, 2009, sold volume more than any other agents in four states 2006 Keller Williams
Merritt & Nickie Lane Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 450-1904 cell 865-1574 twolane@bellsouth.net	\$8.8 million	16	Uptown, Garden District, Old Metairie, French Quarter, Lakeview, Bywater, Algiers	residential and luxury Sales, CBD office leasing	BRC, Life Member NOMAR VIP Club, L&B Presidents Club
Lou Wise & Rhonda Wise-Maestri Team Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70006	887-7878 889-7725 rleighw@cox.net	\$8.6 million	53	New Orleans metro area		Prudential National-2009 Chairman's Gold Award, NOMAR Board 2009 Super Star Team 2 Members Award- 2nd Place & Platinum Award
Sandra Green Prudential Gardner Realtors 132 Robert E. Lee Blvd. New Orleans 70124	288-4100 282-2212 sandragreenrealtor@gmail.com	\$8.3 million	36	greater New Orleans metropolitan area		Prudential National-2009 President's Circle Award, NOMAR Board 2009 Super Star Assisted Transactions 4th Place & Platinum Award

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Frank Barrett Re/Max Real Estate Partners Inc. 4141 Veterans Blvd., Suite 100 Metairie 70002	258-0375 288-4776 fob523@aol.com	\$8.3 million	35	Lakeview, Lakefront	marketing and sales	NA
Randie Leggio Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70006	887-7878 889-7725 rkl458@aol.com	\$8.2 million	45	greater New Orleans metropolitan area		Prudential National-2009 President's Circle Award, NOMAR Board 2009 Gold Award
Jim Lark* ERA Stirling Properties 1321 W. Causeway Approach Mandeville 70471	(985) 626-5687 (985) 626-4112 NA	\$8.1 million	22	North Shore	seller agent, commercial sales/ leases, new construction, golf communities, waterfront	CCIM, CRS
Robert Santopadre Prudential Gardner Realtors 800 N. Causeway Blvd., Suite 1A Mandeville 70448	(985) 626-8589 (985) 626-1623 rsantopadr@aol.com	\$8.1 million	27	North Shore, Mandeville, Covington, St. Tammany Parish	executive homes, relocation and listing specialist	Prudential National - 2009 Leading Edge Award, NABOR Board Gold Award
Brett Rector Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	861-6400 891-0228 brettinla@aol.com	\$7.9 million	18	greater New Orleans		Prudential National - 2009 Leading Edge Society Award, NOMAR-2009 Gold Award Winner
Gayle Sisk Prudential Gardner Realtors 800 N. Causeway Blvd., Suite 1A Mandeville 70448	(985) 626-8589 (985) 626-1623 gsisk@prudentialgardner.com	\$7.7 million	24	North Shore, Uptown, New Orleans	first time homebuyers, executive homes, relocation, buyer's representative, listing specialist	Prudential National - 2009 President's Circle Award, NABOR Board Platinum Award
Tammy Whitehead Latter & Blum 1151 N. Causeway Blvd. Mandeville 70471	(985) 626-5695 (985) 626-5866 tammywhitehead@gmail.com	\$7.6 million	34	West St. Tammany	residential	ABR
Bebe & Walter Babst Team Prudential Gardner Realtors 800 N. Causeway Blvd., Suite 1A Mandeville 70448	(985) 626-8589 (985) 626-1623 wmbabst@bellsouth.net	\$7.6 million	28	West St. Tammany	executive properties, Beau Chene	ABR, Prudential National-2009 Leading Edge Award, NABOR Board 2009 Gold Team Award
Evelyn Randle Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 813-1225 cell 865-1574 erandle@latterblum.com	\$7.5 million	15	Uptown, Garden District, Warehouse, Old Metairie	residential, historic, condominiums, luxury property sales	Latter & Blum Presidents Club, NOMAR VIP Award Winner
Isabel Reynolds Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	451-0903/895-0903 895-0906/866-7800 isareynolds@cox.net	\$7.5 million	13	Garden District, Uptown, Warehouse District, French Quarter	historic homes, condominiums, luxury homes	GRI, historic house specialist
Janet Favrot Coldwell Banker/TEC Realtors 3938 Magazine St. New Orleans 70115	899-4040 899-7337 jfavrot@bellsouth.net	\$7.4 million	61	New Orleans, Metairie, Mandeville, Covington	buyers and sellers agent, relocation, first-time homebuyers	CRS, Previews International Specialists, accredited staging professional
Joey Walker Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	610-5637 273-4323 joeywalker@kw.com	\$7.3 million	29	Uptown, Garden District, downtown historic districts, Old Metairie, Lakefront	historic house specialist	Platinum Award
Charlotte Dorion Prudential Gardner Realtors 7934 Maple St. New Orleans 70118	861-7575 861-6417 cdorion@prudentialgardner.com	\$7.3 million	21	Uptown, Lakeview, Old Metairie		Prudential National - 2009 Honor Society Award, NOMAR Board Gold Award
Dale Dixon CENTURY 21 Investment Realty 2160 E. Gause Blvd., Suite 100 Slidell 70461	(985) 643-4200 (985) 643-6167 DaleDixon@bellsouth.net	\$7.3 million	32	Slidell, Mandeville	residential sales and leasing, corporate relocation	GRI, CENTURY 21 CENTURION Award Winner, CENTURY 21 Diamond Award Winner, Consistent Top Agent in Office
Tiffani Robins Keller Williams Realty Services 1522 W. Causeway Approach Mandeville 70471	(985) 727-7000 (985) 727-7001 tiff@tiffanirobin.com	\$7.3 million	49	greater New Orleans area	residential	NA
Nina Loup Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70005	887-7878 889-7725 nloup@prudentialgardner.com	\$7.2 million	42	greater New Orleans		ABR, CCIM, Prudential National-2009 President's Circle Award, NOMAR 2009 Platinum Award Winner
Barry and Darlene Gurievsky Prudential Gardner Realtors 800 N. Causeway Blvd., Suite 1-A Mandeville 70448	(985) 626-8589 (985) 626-1623 gurievsky@realtor.com	\$7.2 million	25	North Shore, specializing in St. Tammany Parish	new construction, corporate relocation, executive homes, acreage, buyer representative and country estates	BS-Marketing, LSU, Prudential National - 2009 President's Circle Award, NABOR Board 5th Place Platinum Team 2-3 Award
Phoebe Whealdon Coldwell Banker/TEC Realtors 103 Beau Chene Blvd. Mandeville 70471	(985) 845-2001 (985) 845-8406 phoebe@phoebewhealdon.com	\$7.1 million	28	Mandeville, Madisonville, Covington, Folsom, Slidell, Abita Springs, Metairie, Lacombe	residential, golf course properties, executive homes, horse farms, vacant land, townhomes/ condominiums, retirement and investment properties	GRI, CRS, ABR, Cartus Mobility Marketing Specialist, CMIS, CMRS

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Jo Ann Kennedy Latter & Blum Inc./Realtors 3001 Gen. De Gaulle Drive New Orleans 70114	362-1823 367-2496 jkennedy@latterblum.com	\$7.1 million	24	West Bank, Stonebridge, Barkley, Magnolia Trace	residential sales	BRC, CRS
Karen Sepko Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 karenssepko@gmail.com	\$7.1 million	23	Warehouse District		MBA, Prudential National-2009 Leading Edge Society Award, NOMAR Board Gold Award Winner
Haj Langford Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 261-0282 cell 865-1574 hlangford@latterblum.com	\$6.9 million	23	Uptown, Garden District, CBD, French Quarter, Old Metairie, Lakeview	residential, condo, investment property sales	Life Member NOMAR VIP Club, L&B Presidents Club
Catherine Witry Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 cwitry@prudentialgardner.com	\$6.9 million	33	Holy Cross to Old Jefferson, French Quarter, Central Business District, Uptown, Mid. City	historic home specialist, affordable home buyer specialist	Prudential National-2009 Leading Edge Award, NOMAR Board Gold Award
Helen Katz Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 236-6825 cell 865-1574 hakatz@latterblum.com	\$6.8 million	11	Uptown, Garden District, Lakefront, Old Metairie	residential and luxury homes, condominiums	CRS, BRC Latter & Blum Chairman's Club
Louise Brady Latter & Blum Inc. Realtors 1151 N. Causeway Blvd. Mandeville 70448	(985) 626-5695 ext. 22122 (985) 231-1848 lbrady@latterblum.com	\$6.7 million	27	North Shore, Mandeville, Madisonville, Covington, Abita Springs	residential, golf community, developments, lease, commercial, vacant land	CRS, ABR, SRES
Louis Williams Keller Williams Realty Services 1522 W. Causeway Approach Mandeville 70471	(985) 727-7000 (985) 727-7001 klrw94@kw.com	\$6.7 million	52	St. Tammany and Tangipahoa Parishes	residential	NA
Darryl Glade Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	451-8960 866-7800 darrylglade@remax.net	\$6.7 million	20	Uptown, Warehouse District, Lakeview	luxury homes, condominiums	NA
Patsy Lang Keller Williams Mandeville 1522 W. Causeway Approach Mandeville 70471	(985) 727-7000 (985) 727-7001 www.patsylang.yourkwagent.com	\$6.7 million	14	North Shore, metropolitan New Orleans		CRS, GRI, ABR
Sheri Thompson Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 sherijthompson@yahoo.com	\$6.7 million	25	greater New Orleans	NOMAR 2009 Gold Award, 2009 Prudential National Leading Edge Society	NA
Michele Pietri Branigan Latter & Blum Inc./Realtors 3801 Williams Blvd. Kenner 70065	443-3300 466-1699 mbranigan@latterblum.com	\$6.6 million	34	Jefferson Parish, metro New Orleans	residential, resale, leasing, relocation, new construction	NOMAR Rookie of the Year, Latter & Blum Rookie of the Year
Michael Espersen Coldwell Banker/TEC Realtors 4051 Veterans Blvd., Suite 101 Metairie 70002	456-3522 456-3523 michaele@cbtec.com	\$6.6 million	46	metro New Orleans, including North Shore, South Shore and River Parishes	first-time buyers, military, buyers and sellers, relocation	Cartus Network Affinity Specialist, Internet Specialist
Carol Upton Sieverding* ERA Stirling Properties 1321 W. Causeway Approach Mandeville 70471	(985) 626-5687 (985) 262-4112 cuptonsieverding@gmail.com	\$6.6 million	29	St. Tammany, Washington and Tangipahoa parishes	residential, new construction, resale and vacant land	GRI, SRS, Board of Directors for NABOR
Patricia Arnold* ERA Stirling Properties 701 Metairie Road, Suite 2B-201 Metairie 70005	837-9711 NA NA	\$6.5 million	14	Metairie, New Orleans, Harahan, River Ridge		NA
Becky Weber Re/Max Real Estate Partners 4141 Veterans Blvd. Metairie 70002	457-2601 457-3700 beckyweber@cox.net	\$6.5 million	43	River Ridge, Metairie, Harahan, Old Metairie, Kenner, Old Jefferson, Lakeview, Lakefront, Mid. City, Uptown, Destrehan, Luling	residential, investment	Re/Max 100 percent Club, NOMAR Gold Award, Platinum Award, 27 years experience
Jean Michel Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 jgmichel@prudentialgardner.com	\$6.5 million	18	greater New Orleans	residential	Prudential National - 2009 Honor Society Award, NOMAR Board Gold Award Winner
Raisa Galper Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70006	887-7878 889-7725 raisahouse@hotmail.com	\$6.5 million	23	greater New Orleans		CCIM, Prudential National-2009 Leading Edge Award, NOMAR-2009 Gold Award Winner
Earl and Marilyn Mendoza Team Prudential Gardner Realtors 800 N. Causeway Blvd., Suite 1A Mandeville 70448	(985) 626-8589 (985) 626-1623 hometeam@bellsouth.net	\$6.5 million	18	North Shore	luxury homes, new home construction	CRS, CLHMS, CRB, GRI, ARB, NABOR Board Bronze Award
Mike Humphrey Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	756-3133 297-2638 mike@realmike.com	\$6.4 million	30	Orleans Parish	historic properties	PRC Historic House Specialist, NOMAR Platinum Award

*Latter and Blum acquired ERA Stirling Properties residential division Jan. 18. The information above is provided by the real estate companies. The list only includes producers whose sales volume for 2010 was \$4 million or higher. NA = not available. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005.

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
John Rareshide Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	343-1698 866-7800 johnrareshide@remax.net	\$6.3 million	14	Garden District, Uptown, Warehouse District, Old Metairie	luxury homes, condos and investment property	CRS, HHS
Mary Mitten Keller Williams Realty Services 710 SW Railroad, Suite C Hammond 70403	(985) 318-1400 (985) 318-1418 marymitten@kw.com	\$6.3 million	37	Tangipahoa Parish	residential	NA
Sandy Domico Prudential Gardner Realtors 3725 MacArthur Blvd. New Orleans 70114	366-4511 366-4519 sd@sandydomico.com	\$6.2 million	22	West Bank of Jefferson and Orleans	new construction and subdivision development	GRI, Prudential National-2009 Leading Edge Society Award, NOMAR Board Gold Award
Toni Thompson Latter & Blum Inc. 2734 Prytania St. New Orleans 70130	895-4663 895-2524 tthompson@latterblum.com	\$6.2 million	8	Garden District, Uptown, Warehouse District, Metairie	residential, condos, multi-family	NA
Eileen Wallen Prudential Gardner Realtors 7934 Maple St. New Orleans 70118	861-7575 861-6417 eileenwallen@yahoo.com	\$6.2 million	12	greater New Orleans	historic home specialist, residential and multi-family	GRI, CRS, CRB, HHS, Prudential National-2009 Honor Society, NOMAR Board Gold Award
Tricia King Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 pking@prudentialgardner.com	\$6.2 million	19	Uptown, Lakeview, Old Metairie, Garden District	historic, luxury and investment property	Prudential National - 2009 Leading Edge Society Award, NOMAR Board Gold Award Winner
Cindy Schupp Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 258-5196 cell 865-1574 cschupp@latterblum.com	\$6.2 million	21	Uptown, Garden District	residential and investment properties	Life Member NOMAR VIP Club, L&B Chairman's Club
Terry Fitzsimmons Keller Williams Realty Services 710 SW Railroad, Suite C Hammond 70403	(985) 318-1400 NA terryfitzsimmons@kw.com	\$6.2 million	50	Tangipahoa Parish	residential	NA
Ryan Wentworth Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	352-3357 866-7800 rwentworth@remax.net	\$6.1 million	35	Uptown, Warehouse District, Mid-City, Metairie	condos, luxury properties, historic properties	RE/MAX 100 percent Club
Patricia Kahn and Roy Guste Dorian Bennett Sotheby's International Realty 2340 Dauphine St. New Orleans 70117	944-3605 948-3401 patkahn@aol.com or guste4681@bellsouth.net	\$5.9 million	12	French Quarter, Uptown, Garden District, Lakefront, Algiers, Old Metairie	luxury properties, condominiums, residential, commercial, multi- family, leasing	Silver Award Winner
Mary Cullen Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	896-9086 897-4940 marycullen@remax.net	\$5.9 million	24	Uptown, Lakeview, Old Metairie	luxury homes, new construction, multi- family, condos	NA
Shelley Lawrence Latter & Blum Inc. 840 Elysian Fields Ave. New Orleans 70117	948-3011 948-4044 slawrence@latterblum.com	\$5.8 million	12	French Quarter, Uptown, Marigny, Warehouse District, Lakefront, Garden District	residential, commercial	NA
Marcy Miller ReMax Real Estate Partners 4141 Veterans Blvd. Metairie 70002	231-4906; 888-9900 887-2187 marcymiller1@cox.net	\$5.8 million	17	Metairie, New Orleans, North Shore	residential, luxury and new construction homes	NA
Lane Lacoy Latter & Blum Inc. 840 Elysian Fields Ave. New Orleans 70117	948-3011 948-4044 llacoy@latterblum.com	\$5.8 million	26	Bywater, Marigny, French Quarter, Mid-City, Warehouse District, Esplanade	residential, investment	NA
Wayne Wilkinson French Quarter Realty 1041 Esplanade Ave. New Orleans 70116	430-7630 949-0707 waynew@fqr.com	\$5.8 million	20	French Quarter, Marigny, Bywater, CBD	residential sales and leasing	NA
Babineaux & Babineaux - Real Estate Partners Prudential Gardner Realtors 7934 Maple St. New Orleans 70118	861-7575 861-6417 realtorlb1@aol.com	\$5.7 million	15	Uptown, Old Metairie, Lakefront, River Ridge, Harahan		NOMAR-2009 Silver Award Winner, GRI, ABR
William "Billy" Borrouso Jr. Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	228-4601 613-4840 billyb@remax.net	\$5.7 million	41	Old Metairie, greater New Orleans	historic property, luxury homes	CRS
Mary Ann Casey and Sarah Gilberti (Team) Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	862-5401/616-3181 866-7800 sarahgilberti@yahoo.com	\$5.7 million	24	Uptown, Lakeview, Old Metairie	luxury homes, condos, renovated property	Casey: CRS, GRI; Gilberti: HHS
Ellen Berry Coldwell Banker TEC Realtors 103 Beau Chene Blvd. Mandeville 70471	(985) 845-2001 (985) 845-8406 ellen.berry@cbtec.com	\$5.6 million	27	Covington, Mandeville, Madisonville, Abita, Folsom, Old Metairie, New Metairie, Lakeview, French Quarter, Warehouse District	listing, selling, relocation	certified relocation specialist having worked with Cartus and Weichert

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Yvonne Perry McCulla Latter & Blum, Inc. 7039 Canal Blvd. New Orleans 70124	282-2611 286-8608 yperry@latterblum.com	\$5.4 million	25	Lake Vista, Lakefront, Lakeview, Gentilly	residential	NA
Lesha Nugent-Freeland Keller Williams Realty Metairie 4725 Veterans Blvd. Metairie 70006	455-0100 455-0322 lfreeland@cox.net	\$5.4 million	30	greater New Orleans and the River Region	residential, buyer/ seller agent, relocation, luxury homes	Associate Leadership Council, Nomar VIP Receptient Gold Award, Keller Williams Board of Directors, NOMAR Board of Directors, MARPATrustee
Kathy Stiles Coldwell Banker/TEC Realtors 103 Beau Chene Blvd. Mandeville 70471	(985) 845-2001 (985) 845-8406 callstiles@cbtec.com	\$5.4 million	20	Mandeville, Madisonville, Covington, Estates of Northpark, Beau Chene	relocation, new construction, luxury homes, golf course homes, vacant land and acreage, estate properties, waterfront properties	ABR, CRS, Coldwell Banker Previews International Property Specialist, Cartus Mobility Specialist
Dawn Morales Latter & Blum Inc./Realtors 13322 Highway 90 / P.O. Box 1299 Boutte 70039	(985) 785-4455 (985) 785-8855 dmorales@latterblum.com	\$5.3 million	26	St. Charles and Jefferson parishes	resale, new construction, relocation	CSP
Tuesday Edwards Keller Williams Realty Services 710 SW Railroad, Suite C Hammond 70403	(985) 318-1400 NA tuesday.edwards@kw.com	\$5.3 million	30	Tangipahoa Parish	residential	NA
Amy Burke Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	234-3001 455-0322 amyburke@kw.com	\$5.3 million	33	metro New Orleans	residential single family	NOMAR GCC Gold Award Recipient
Angi Bell Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	416-2687 455-0322 angi@angibell.com	\$5.3 million	27	greater New Orleans	buyer specialist, luxury homes	NOMAR GCC Gold Award
John Weil Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 512-6339 cell 865-1574 jweil@latterblum.com	\$5.2 million	15	Uptown, Garden District, French Quarter, Lakeview, Metairie, Jefferson, West Bank	residential, commercial, investment	GRI, CID, Latter & Blum Top of The Latter Club
Nancy Arnoult Prudential Gardner Realtors 4140 Williams Blvd. Kenner 70065	443-6464 443-9220 Narnoult@prudentialgardner.com, narnoult@aol.com,	\$5.2 million	31	greater New Orleans, North Shore and Tangipahoa		GRI, ABR, Prudential National - 2009 Leading Edge Society Award & NOMAR Board Gold Award Winner
Isabel Sanders Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	861-6400 891-0228 isabelwsanders@gmail.com	\$5.2 million	12	Uptown, Downtown, French Quarter, Garden District		NOMAR-2009 Gold Award, Prudential National Leading Edge Society
Liz Boudoin Keller Williams Realty Professionals 2053 E. Gause Blvd., Suite 100 Slidell 70461	(985) 774-9788 (985) 649-9792 lizwiz101@charter.net	\$5.1 million	13	St. Tammany Parish, Orleans, Jefferson, St. Bernard	residential, commercial, relocation, waterfront property, multi-family	recipient of Gold Award with the Northshore Area Board of Realtors
Anthony Grosch Prudential Gardner Realtors 3725 MacArthur Blvd. New Orleans 70114	366-4511 366-4519 anthonygrosch2@Juno.com	\$5.1 million	56	greater New Orleans, West Bank		Prudential National - 2009 Honor Society Award, NOMAR Board Silver Award Winner
Suzanne Whann Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 865-1574 office; 427-6037 cell smwhann@cox.net	\$5.1 million	8	Uptown, Garden District, Old Metairie, River Ridge	residential sales, condominiums	CRS, GRI, ABR, Life Member NOMAR VIP Club, L&B Presidents Club
Image Hasselbeck Coldwell Banker TEC Realtors 70380 Highway 21, Suite 8 Covington 70433	(985) 892-1443 (985) 892-1451 image.hasselbeck@cbtec.com	\$5.0 million	57	New Orleans, St. Tammany, Tangipahoa and Washington parishes	foreclosures, investment properties	Equator Platinum Agent Certification, Equator REO Agent Certification, REO Certified, REO Specialist
Eve Wolfe Re/Max Real Estate Partners 4141 Veterans Blvd., Suite 100 Metairie 70002	457-2612 457-3700 eve@evewolfe.com	\$4.9 million	15	metro New Orleans	residential/commercial	CRS, ABR, e PRO
Terez Harris Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	975-1033 455-0322 terezharris@cox.com	\$4.9 million	19	Metairie, Kenner, Harahan, River Ridge, Destrehan, North Shore	buyers and sellers, investors	Accredited Buyers Representative Certified, Sellers Representative Certified, Graduate Realtor Institute, Associate Leadership Council, Keller Williams Board of Directors
Michelle Sartor Latter & Blum Inc. 7835 Maple St. New Orleans 70118	866-2785 865-1574 office; 723-8057 cell msartor@latterblum.com	\$4.9 million	17	Uptown, Garden District, Lakeview, Mid-City	residential, buyer and seller agent, first-time homebuyers	Lifetime VIP Club, Latter & Blum Presidents Club
Theresa Rowe Avalar Realty Louisiana 1200 W. Causeway Approach, Suite 27 Mandeville 70471	(985) 674-7789 (985) 674-7655 theresarowe@bellsouth.net	\$4.8 million	23	metropolitan area	residential, commercial	NA

*Latter and Blum acquired ERA Stirling Properties residential division Jan. 18. The information above is provided by the real estate companies. The list only includes producers whose sales volume for 2010 was \$4 million or higher. NA = not available. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005.

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Christine Morris Keller Williams Realty Services 1522 W. Causeway Approach Mandeville 70471	(985) 727-7000 (985) 727-7001 chrismorris@kw.com	\$4.8 million	23	St. Tammany Parish	residential	NA
Carolyn LeBlanc Latter & Blum Inc. 5291 Westbank Expressway, Suite 115 Marrero 70072	340-7003 340-9598 cbleblanc@latterblum.com	\$4.8 million	27	West Bank of Jefferson Parish	residential	BRC, CRS, GRI
Jerome Winder Prudential Gardner Realtors 7100 Read Blvd. New Orleans 70127	242-9500 244-2525 jwinder@prudentialgardner.com	\$4.7 million	39	greater New Orleans		Prudential National - 2009 Honor Society Award, NOMAR Board Gold Award
Gina Lupo Keller Williams Realty Services 1522 W. Causeway Approach Mandeville 70471	(985) 264-0837 (985) 231-4710 realtorlupo@bellsouth.net	\$4.7 million	39	St. Tammany Parish, Tangipahoa Parish, greater New Orleans	residential, commercial	North Shore Area Board of Realtors- Silver Award
Margaret Maxwell Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	862-0100 862-0102 mm@margaretmaxwell.com	\$4.7 million	14	Uptown, French Quarter, Lakefront, Mid-City and Old Metairie	residential	NOMAR Gold Award Winner
Nita Naquin* ERA Stirling Properties 150 Ormond Center Court, Suite R Destrehan 70047	(985) 764-8744 (985) 764-8749 nnaquin@stirlingprop.com	\$4.7 million	27	St. James and St. John parishes		ERA Stirling Gold Award
Steve Ehlinger Latter & Blum, Inc. 7835 Maple St. New Orleans 70118	866-2785 office; 650-6770 cell 865-1574 Sehlinger@latterblum.com	\$4.7 million	14	Uptown, Garden District, Lakeview, Old Metairie	residential and investment property	L&B Chairman's Club, Life Member NOMAR VIP Club
Toni Benoit* ERA Stirling Properties 701 Metairie Road, Suite 2B-201 Metairie 70005	837-9711 837-9775 tbenoit@stirlingprop.com	\$4.7 million	13	Metairie, New Orleans, River Ridge, Harahan		NOMAR Silver Award, ERA Stirling Silver Award
Steve MacKenzie CENTURY 21 Investment Realty 2160 E. Gause Blvd., Suite 100 Slidell 70461	(985) 643-4200 (985) 643-6167 spm752002@yahoo.com	\$4.6 million	26	New Orleans metro, North Shore	residential sales and leasing, corporate relocation	GRI, ABR, SRS, CENTURY 21 Royal Award Winner
Fran Meyers Latter & Blum Inc. Realtors 1101 W. Airline Highway LaPlace 70068	(985) 652-5556 (985) 359-9906 femeyers@latterblum.com	\$4.6 million	35	River Parishes	residential	CRS, GRI
Patti Gracianette Prudential Gardner Realtors 4509 Veterans Blvd. Metairie 70006	887-7878 889-7725 patti504@bellsouth.net	\$4.6 million	23	greater New Orleans area	residential	Prudential National - 2009 Honor Society Award, NOMAR Board Gold Award Winner
Shaun Talbot Talbot Realty Group 747 Magazine St., Suite 7 New Orleans 70130	525-9763 524-2402 sktalbot@talbot-realty.com	\$4.6 million	10	New Orleans	residential, condominiums	NA
John Scully Re/Max Real Estate Partners Inc. 4141 Veterans Blvd. Metairie 70002	888-9900 457-3700 jscully@remax.net	\$4.6 million	43	Metairie, Kenner, River Ridge, Harahan	residential sales	100 Percent Club, Hall of Fame Inductee
Scott Brannon Latter & Blum, Inc./Realtors 3001 Gen. De Gaulle Drive New Orleans 70114	362-1823 367-2496 sbrannon@latterblum.com	\$4.5 million	37	West Bank, Algiers, Gretna, Harvey, Marrero	residential sales	Power Agent
Rita Rebouche Prudential Gardner Realtors 78341 Highway 25 Folsom 70437	(985) 796-5959 (985) 796-3112 rrebouche@prudentialgardner.com	\$4.5 million	20			NABOR Board Bronze Award Winner
Susan Hardeman* ERA Stirling Properties 701 Metairie Road, Suite 2B-201 Metairie 70005	837-9711 837-9775 NA	\$4.5 million	18	Metairie, New Orleans, River Ridge, Harahan		NOMAR Silver Award, ERA Stirling Silver Award
Debra Valentino Counce Latter & Blum Inc. 2734 Prytania St. New Orleans 70130	895-4663 895-2524 dvcounce@latterblum.com	\$4.5 million	13	Uptown, Garden District, Warehouse District, Metairie, Lakefront	residential, condo, multi-family	NA
Susan Angelle Latter & Blum Inc./Realtors 1151 N. Causeway Blvd. Mandeville 70471	(985) 789-4651 (985) 845-0565 susnanagelle@realtor.com	\$4.4 million	13	West St. Tammany Parish	relocation, residential properties	CRS, ABR, Life Member of Latter & Blum's Top of the Latter Club
Kim and Stacy Catalano Prudential Gardner Realtors 7934 Maple St. New Orleans 70118	861-7575 861-6417 scatalano@prudentialgardner.com kcatalano@prudentialgardner.com	\$4.4 million	20	greater New Orleans, Orleans, Jefferson, St. Charles		CRS, GRI, CSP, ABR, Prudential National - 2009 Honor Society Award, Saints Board Super Gold Fleur De- Lis' Award, Million Dollar Club, CSP Life Member

*Latter and Blum acquired ERA Stirling Properties residential division Jan. 18. The information above is provided by the real estate companies. The list only includes producers whose sales volume for 2010 was \$4 million or higher. NA = not available. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005.

Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Micah Loewenthal Prudential Gardner Realtors 1820 St. Charles Ave. New Orleans 70130	891-6400 891-0228 micahsells@gmail.com	\$4.4 million	22	Baton Rouge, Prairieville, Gonzales, Mandeville, Covington, Slidell		EPRO, Green
Sharron Demarest Keller Williams Realty 4725 Veterans Blvd Metairie 70006	250-6497 455-0322 demarests@bellsouth.net	\$4.4 million	23	greater New Orleans, North Shore, River Region	luxury homes, residential, condominiums, duplexes	NOMAR VIP Award recipient, Associate Leadership Council, Keller Williams board of directors
Ann Farmer Re/Max Real Estate Partners Inc. 710 Brownswitch Road, Suite 3 Slidell 70458	(985) 690-1528 (985) 690-1501 annfarmer@remax.net	\$4.3 million	24	St. Tammany Parish	residential, new construction, development	ABR, CRS, GRI, Life member Million Dollar Club, Multi Million Dollar Producer, Re/Max 100 Percent Club, Re/Max Hall of Fame
Michelle Hill Coldwell Banker/TEC Realtors 103 Beau Chene Blvd. Mandeville 70471	(985) 845-2001 (985) 845-8406 michelleh@cbtec.com	\$4.3 million	15	New Orleans North Shore, Mandeville, Madisonville, Covington, Abita Springs, Slidell and areas of the South Shore	buyers and sellers agent, new construction, golf course homes, condominiums	Realtor
Suzanne Lapin Latter & Blum Inc. 2734 Prytania St. New Orleans 70130	895-4663 895-2524 slapin@latterblum.com	\$4.3 million	7	Garden District, Uptown, Warehouse District, Metairie	residential, condo, multi-family	NA
Bart Gillis Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	915-1961 613-4823 bartgillis@kw.com	\$4.3 million	36	New Orleans	historic districts	historic house specialist
Lisa Greenleaf Prudential Gardner 800 N. Causeway Blvd., Suite 1A Mandeville 70448	(985) 626-8589 (985) 626-1623 GreenleafL@yahoo.com	\$4.3 million	19	North Shore, Mandeville, Covington and Green Leaves subdivision		Prudential National - 2009 Honor Society Award, NABOR Board Silver Award
Linda Forest Prudential Gardner Realtors 523 Metairie Road Metairie 70005	889-7777 207-1608 Lforest@cox.net	\$4.3 million	11	Old Metairie, Lakefront		NA
Wendy Benedetto* ERA Stirling Properties 150 Ormond Center Court, Suite R Destrehan 70047	(985) 764-8744 (985) 764-8749 wbenedetto@stirlingprop.com	\$4.2 million	28	Destrehan, St. James Parish		ERA Stirling Gold Award
John Schaff Latter & Blum Inc. 2734 Prytania New Orleans 70130	895-4663 895-2524 jlschaff@latterblum.com	\$4.2 million	14	Garden District, Uptown, Warehouse District, Metairie	residential	CRS
Betty Poche Prudential Gardner Realtors 3725 MacArthur Blvd. New Orleans 70114	394-1968/366-4511 394-1963/366-4519 bettypoche@aol.com	\$4.2 million	13	West Bank, Uptown	residential	GRI, Prudential National - 2009 Honor Society Award, NOMAR Board Silver Award Winner
Andrea Chambers Prudential Gardner Realtors 7100 Read Blvd. New Orleans 70127	242-9500 244-2525 achambers@prudentialgardner.com	\$4.2 million	37	greater New Orleans		NOMAR Board 2009 Super Star Rookie of the Year Award Winner
Christine Mottinger Keller Williams Realty Professionals 2053 East Gause Blvd., Suite 100 Slidell 70461	(985) 649-6333 (985) 649-9792 chrismottinger76@bellsouth.net	\$4.2 million	20	St. Tammany Parish	residential	Top 100
Conrad Abadie Latter & Blum Inc. 7039 Canal Blvd. New Orleans 70124	282-2611 286-8608 cabadie@latterblum.com	\$4.2 million	20	Bayou St. John, historic districts, Lakefront, Metairie, Lakeview, Gentilly	residential	CRS, ABR, e-PRO
Courtney Kattengell Prudential Gardner Realtors 3725 MacArthur Blvd. New Orleans 70114	366-4511 366-4519 ckattengell@cox.net	\$4.2 million	18	greater New Orleans		NA
Theresa Mendelson Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	504 455-0322 theresamendelson@kw.com	\$4.2 million	17	greater New Orleans	luxury homes, residential, multi family	Associate Leadership council, NOMAR VIP Award
Beverly Rambo Prudential Gardner Realtors 3820 Lapalco Blvd. Harvey 70058	340-9211 340-9226 beverlyrambo1@aol.com	\$4.1 million	25	greater New Orleans		NOMAR-2009 Silver Award Winner
Judy Walker Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	251-4142 455-0322 judywalker@gmail.com	\$4.1 million	15	North Kenner, greater New Orleans	luxury Homes, residential, condos, multi	NOMAR VIP Award
Khalid Alahmed Coldwell Banker/TEC Realtors 70380 Highway 21, Suite 8 Covington 70433	(985) 892-1443 (985) 892-1451 khalida@cbtec.com	\$4.1 million	35	New Orleans, North Shore, Covington, Mandeville, Madisonville, Abita Springs	residential, investment, commercial	Realtor

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Top real estate producers

(ranked by 2010 volume among agents with at least \$4 million in sales)

Agent Company Address	Phone Fax E-mail	Sales volume	Sales closed	Geographic focus	Specialty	Professional awards/designations
Victoria Broussard Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	(337) 344-3732 (888) 460-3111 vbroussard@kw.com	\$4.1 million	25	greater New Orleans to Lafayette	investments and foreclosures	ABR, Certified Foreclosure Servicing Specialist
Carey Lambert and Anna Pepper Team Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	455-0100 455-0322 careylambert@cox.net apepper2@bellsouth.net	\$4.1 million	20	Lakeview, Metairie, Kenner	residential, multi- family, luxury homes	Agent Leadership Council, NOMAR VIP Award
Jo Ann Broussard Latter & Blum Inc. 7039 Canal Blvd. New Orleans 70124	282-2611 286-8608 jbroussard@latterblum.com	\$4.1 million	22	Lakefront, historic districts, Mid-city, Lakeview, Gentilly, Uptown	residential	NA
Sandy Ward Re/Max Real Estate Partners Inc. 4141 Veterans Blvd., Suite 100 Metairie 70002	259-2616 457-3700 sandymward@aol.com	\$4 million	26	Jefferson and Orleans Parish	residential and condominium sales	NA
Sissy Sullivan Re/Max N. O. Properties 8001 Maple St. New Orleans 70118	858-8140 866-7800 sissysullivan@hotmail.com	\$4 million	15	Uptown, Garden District, French Quarter	historic homes, condos, renovated properties	NA

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Homebuilders

(ranked by the number of local starts)

Company Address	Phone Fax	Local starts in 2010	Average square feet per home (living area)	Average home price	Local full-time employees Contract laborers	Top local executive Title	Primary service areas	Headquarters Year founded
Southern Homes 59101 Amber St. Slidell 70461	(985) 643-0123 (985) 643-6364	114	2,000	\$198,000	26 2	Adrian Kornman CEO	St. Tammany Parish, Ponchatoula, Baton Rouge, Lafayette, New Orleans	Slidell 1990
Paradise Homes of Slidell 573 J.F. Smith Ave. Slidell 70460	(985) 960-7777 (985) 607-0193	50	4,000	\$500,000	10 20	Thomas Benasco CEO	St. Tammany and Orleans parishes	Slidell 2004
New Orleans Area Habitat for Humanity 7100 St. Charles Ave. New Orleans 70118	861-2077 866-6004	45	1,100	\$80,000	33 4	Jim Pate executive director	Orleans, Jefferson, St. Charles, St. Bernard and Plaquemines parishes	New Orleans 1983
C&G Construction of Louisiana Inc. 2700 Sharon St., Suite B Kenner 70062	464-1800 464-0282	27	1,300	WND	9 0	CJ Minor president	New Orleans metro area	Kenner 1984
W L Wyman Construction Company Inc. 113 Jarrell Drive Belle Chasse 70037	393-8656 NA	24	2,500	\$190,000	9 250	Wesley Wyman president	Orleans, Jefferson, Plaquemines and St. Tammany parishes	Belle Chasse 1983
Conbeth Inc. P.O. Box 1150 Abita Springs 70420	(985) 898-2214 (985) 898-3690	19	2,300	\$340,000	4 109	Randy C. Meyer president and CEO	St. Tammany Parish	Abita Springs 1985
Habitat for Humanity St. Tammany West 1400 North Lane Mandeville 70471	(985) 893-3172 (985) 893-2822	17	1,239	\$83,000	20 23	Jeff St. Romain president and CEO	West St. Tammany	Mandeville 1981
Reve Inc. 325 Belle Terre Blvd., Suite B LaPlace 70068	(985) 652-4663 (985) 652-8279	14	1,800	\$195,000	5 100	Randy Noel president	metro New Orleans	LaPlace 1985

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Homebuilders

(ranked by the number of local starts)

Company Address	Phone Fax	Local starts in 2010	Average square feet per home (living area)	Average home price	Local full-time employees Contract laborers	Top local executive Title	Primary service areas	Headquarters Year founded
East St. Tammany Habitat for Humanity 747 Old Spanish Trail Slidell 70458	(985) 639-0656 (985) 605-1030	10	1,125	\$80,000	8 0	Debbie Crouch executive director	East St. Tammany	Slidell 1992
Guastella Homes 354 Fremaux Ave. Slidell 70458	(985) 649-4984 (985) 649-4942	9	2,400	\$325,000	4 0	Ross Guastella president	St. Tammany Parish	Slidell 1954
Mederos Construction /Daryl Mederos 77488 Donnie Road Folsom 70437	(985) 796-9586 (985) 796-9586	8	1,900	\$165,000	1 12	Daryl Mederos CEO	St. Tammany Parish	Folsom 1996
Titan Construction 4440 Chastant St., Suite D Metairie 70006	455-5411 648-3242	7	3,500	\$550,000	0 20	Stephen Fleishmann owner	greater New Orleans	Metairie 1996
Savoie Construction and Development 3735 Pontchartrain Drive Slidell 70458	(985) 643-9546 (985) 781-0215	7	3,000	\$425,000	4 15	Ross Savoie chief operating officer	greater New Orleans	Slidell 1975
Guidry Custom Homes Inc. 308 Rio Vista Ave. Jefferson 70121	218-5455 218-5456	5	2,300	\$285,000	3 225	Joseph P. Guidry III president	greater New Orleans	Jefferson 1996
All Star Premier Homes 735 Little Farms Ave. Metairie 70003	287-3706 737-7976	4	2,675	\$403,750	2 10	Roy Brocato Jr. president	Orleans, Jefferson, St. Tammany, St. Charles	Metairie 2009
David Champagne Construction 124 Kilgore Court Slidell 70461	236-6058 / (985) 643-5251 (985) 649-0594	2	3,160	\$392,000	2 44	David M. Champagne president	St. Tammany Parish, New Orleans, Pearl River County, Miss.	Slidell 1985

The above information was provided by the companies themselves. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005.

New Orleans-area mortgage companies

(ranked by 2010 loan volume)

Name Address	Telephone Fax	2010 loan volume Loans closed in 2010	Loan officers Full-time employees	Top local executive Title E-mail Website	Percent of volume: Residential Commercial Multifamily	Year established locally Headquarters
Whitney Bank Mortgage 404 E. Kirkland Covington 70433	838-6300 849-6736	\$766 million 3,367	50 110	Walter Kelly senior vice president wkelly@whitneybank.com www.whitneybank.com	100 percent 0 percent 0 percent	1883 New Orleans
Standard Mortgage Corp. 701 Poydras St., Suite 300 Plaza New Orleans 70139	569-3702 569-3702	\$589 million 3,613	17 104	Edgar Bright president ebright@stanmor.com www.stanmor.com	100 percent 0 percent 0 percent	1964 New Orleans
NOLA Lending Group 1180 W. Causeway Approach Mandeville 70471	(985) 951-8479 (985) 951-7938	\$457 million 2,414	50 111	Richard LaNasa Ashton Noel managing partners rl@nolalending.com an@nolalending.com www.nolalending.com	100 percent 0 percent 0 percent	2002 Mandeville
Gulf Coast Bank & Trust Mortgage Division 101 W. Robert E. Lee Blvd., Suite 400 New Orleans 70124	599-5720 599-5725	\$357 million 1,986	30 62	Guy Williams president judypelitere@gulfbank.com www.gulfbank.com	100 percent 0 percent 0 percent	1990 New Orleans
Eustis Mortgage Corp., residential unit 1100 Poydras St., Suite 2525 New Orleans 70163	586-0075 561-7849	\$173 million 962	20 45	Robert Eustis CEO robert@eustismortgage.com www.eustismortgage.com	100 percent 0 percent 0 percent	1956 New Orleans
America's Mortgage Resource 3317 N. I-10 Service Road, Suite 200 Metairie 70002	833-2111 831-6707	\$128 million 771	13 26	M. Andrew Remson president dremson@amr-no.com www.amr-no.com	100 percent 0 percent 0 percent	1996 Metairie

New Orleans-area mortgage companies

(ranked by 2010 loan volume)

Name Address	Telephone Fax	2010 loan volume Loans closed in 2010	Loan officers Full-time employees	Top local executive Title E-mail Website	Percent of volume: Residential Commercial Multifamily	Year established locally Headquarters
Florida Parishes Bank 1300 W. Morris Ave. Hammond 70403	(985) 345-1880 (985) 269-7113	\$94 million 689	13 62	Ronnie Fugarino president and CEO WND www.bankfpb.com	75 percent 23 percent 2 percent	1922 Hammond
FBT Mortgage 909 Poydras St., Suite 100 New Orleans 70112	586-2625 584-5902	\$84 million 537	11 18	Valerie Galle' president vgalle@fbtonline.com WND	100 percent 0 percent 0 percent	2001 New Orleans
Essential Mortgage Co. 3621 Veterans Blvd. Metairie 70002	888-3858 888-8305	\$72 million 409	7 4	Marlene Rouen vice president mrouen@essentialmtg.com www.essentialmtg.com	100 percent 0 percent 0 percent	1998 Metairie
Bank of New Orleans 1600 Veterans Blvd. Metairie 70005	834-1190 837-1632	\$66 million 203	3 63	Lawrence J. LeBon president, CEO and chairman info@bnoinfo.com www.bankofneworleans.net	73 percent 27 percent 39 percent	1909 Metairie
Premier Lending 4141 Veterans Blvd., Suite 215 Metairie 70002	888-4104 888-4109	\$52 million 308	12 18	James L. Talbot president James@PremierLending.org www.PremierLending.org	95 percent 5 percent 15 percent	1988 Metairie
Integra Lending Group 385 Highway 21, Suite 301 Madisonville 70447	(985) 206-0960 (985) 206-0965	\$44 million 224	5 7	Lance P. Scott Guy V. Jones managing owners Info@IntegraLendingGroup.com www.IntegraLendingGroup.com	100 percent 0 percent 0 percent	2002 Madisonville
Fifth District Savings Bank 4000 Gen. DeGaulle Drive New Orleans 70114	363-6505 363-6526	\$33 million 184	3 72	Michael E. Nolan president loan@fifthdistrict.com www.fifthdistrict.com	100 percent 0 percent 0 percent	1926 New Orleans
Sterling Financial Services 4520 York St. Metairie 70001	889-0737 456-9950	\$32 million 147	6 2	Michael M. Schenck michael@sterlingrates.com www.sterlingrates.com	100 percent 0 percent 10 percent	1999 Metairie
Eureka Homestead 1922 Veterans Blvd. Metairie 70005	822-0650 822-0855	\$31 million 142	4 19	Alan Heintzen Rhea L. Gonczi president and CEO vice president chaskins@eurekahomestead.com www.eurekahomestead.com	100 percent 0 percent 5 percent	1884 Metairie
Eustis Commercial Mortgage Corp. 1010 Common St., Suite 2400 New Orleans 70112	620-0626 565-5233	\$27 million 5	2 3	John W. Sibal Thomas A. Kehoe Jr. president and CEO executive vice president john@emcno.com www.eustiscommercialmortgage.com	0 percent 77 percent 23 percent	1956 New Orleans
Fidelity Homestead Savings Bank 201 St. Charles Ave., 20th floor New Orleans 70170	569-5011 WND	\$19 million 103	17 250	Alton K. McRee president and CEO WND www.fidelityhomestead.com	81 percent 8 percent 1 percent	1908 New Orleans
Miller Home Mortgage 2815 Division St., Suite 200 Metairie 70002	455-7002 455-3722	\$14 million 66	2 2	Ross L. Miller president ross@millerhomemortgage.com www.millerhomemortgage.com	100 percent 0 percent 0 percent	1998 Metairie
Bayou Mortgage 3053 Mercedes Blvd. New Orleans 70114	367-5776 361-3288	\$7 million 38	3 2	Rory Askin owner info@bayoumortgage.org www.bayoumortgage.org	80 percent 5 percent 15 percent	2004 New Orleans

Companies who are not rated did not provide information for the survey. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005

Property and casualty insurance agencies

(ranked by premiums written in the New Orleans area)

Company Address	Phone Fax	Premiums written in the New Orleans area	Areas of specialty	Percent of volume: Commercial Personal Other	Year founded Headquarters	Top local executive Title
Hub International Gulf South Ltd. 3510 N. Causeway Blvd., Suite 200 Metairie 70002	834-2424 834-2995	\$230 million	commercial insurance: energy/marine, construction and transportation, employee benefits, personal lines	69 percent 9 percent 22 percent	2006 Chicago	Steven C. Terry president
USI Insurance Services 3900 N. Causeway Blvd., Suite 1300 Metairie 70002	355-5000 210-4491	\$152 million	marine and energy, large commercial property, expertise in employee benefits	96 percent 4 percent 0 percent	1974 Briar Cliff, N.Y.	Donald P. Callais CEO of Louisiana operations
Arthur J. Gallagher Risk Management Services Inc. 111 Veterans Blvd., Suite 1130 Metairie 70005	888-1100 888-1299	\$144 million	marine, construction, public entity, hospitality	91 percent 9 percent 0 percent	1927 Chicago	Bumpy Triche area president
Eustis Insurance Inc. 1340 Poydras St., Suite 1900 New Orleans 70112	586-0440 565-5219	\$132 million	manufacturing, hospitality, education, heavy construction, financial services, high-valued homes, bonds, loss control services, human resource outsourcing	86 percent 14 percent 0 percent	1946 New Orleans	Tommy McMahon president and CEO
Eagan Insurance Agency Inc. 2629 N. Causeway Blvd. Metairie 70002	836-9600 836-9621	\$95 million	professional offices, marine insurance, hospitality, retail/wholesale, public entity, condominiums, financial institutions	60 percent 30 percent 10 percent	1954 Metairie	Marc F. Eagan president
Gillis, Ellis & Baker Inc. 1615 Poydras St., Suite 600 New Orleans 70112	581-3334 587-0766	\$72 million	health care, manufacturing and distributing, auto dealerships, professional/management liability, hospitality, complex property, oilfield services, loss control/risk management	75 percent 15 percent 10 percent	1933 New Orleans	R. Parke Ellis chairman
Hartwig Moss Insurance Agency 2626 Canal St. New Orleans 70119	525-9901 569-9900	\$65 million	auto dealerships, large commercial property owners, hospitals, nursing homes, home-health agencies	70 percent 20 percent 10 percent	1871 New Orleans	Hartwig Moss III CEO
Aparicio, Walker & Seeling Inc. 4501 W. Napoleon Ave. Metairie 70001	883-4111 883-4100	\$43 million	contractors and contractor bonds, professional risks, service industry, wholesalers and distributors, retailers, hotels, restaurants, public entities, maritime, benefits	60 percent 30 percent 10 percent	1987 Metairie	Buddy Seeling president
Morrison Insurance Agency Inc. 4444 York St., Suite 201 Metairie 70001	888-9393 888-9996	\$38 million	commercial property and casualty, wholesalers, distributors, contractors, retail, service industry, manufacturing	95 percent 5 percent 0 percent	1952 Metairie	Paul R. Maddox Jr. president
Daul Insurance Agency Inc. 94 Westbank Expressway Gretna 70053	362-0667 362-0699	\$25 million	commercial, property and casualty, marine and oilfield service, public entity, health care and employee benefits	98 percent 1 percent 1 percent	1960 Gretna	Gerald C. Daul president
First Insurance Inc. 909 Poydras St., Suite 1750 New Orleans 70112	586-2832 258-3091	\$25 million	marine and energy, on- and offshore construction, film production, transportation, restaurants, captive programs, waste disposal and financial institution	97 percent 3 percent 0 percent	1999 New Orleans	Burnett Tappel NA
Dan J. Burghardt Insurance Agency Inc. 3008 David Drive Metairie 70003	455-7283 454-3988	\$23 million	contractors, builder's risk, vacant property, retailers, commercial property, commercial vehicles, workers' compensation, general liability, professional liability, bonds, group and individual health, life, auto, home, RV, flood, dental, rental	26 percent 73 percent 1 percent	1984 Metairie	Daniel J. Burghardt president
Southern Insurance Agency 3801 N. Causeway Blvd., Suite 302 Metairie 70002	836-0841 837-9980	\$7 million	restaurants, bars, commercial properties and all other commercial liability in all Gulf coast states	95 percent 5 percent 0 percent	2001 Metairie	Louis Faust member and manager
Experitas Group 109 New Camellia Blvd, Suite 200 Covington 70433	481-6062 NA	\$6 million	national franchise programs, construction, hotel, restaurant, retail strip center and shopping mall	60 percent 20 percent 20 percent	2010 Covington	Jay Fielder CEO and president

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Real estate title companies

(ranked by the number of transactions closed in 2010)

Name Address	Telephone Fax	Local transactions closed in 2010	Percent of transactions: commercial residential	Insurance underwriters	Closing attorneys Closing notaries	Full-time employees Local branches	Top local executive Title Year founded E-mail Internet address
Bayou Title Inc. 1820 Belle Chasse Highway, Suite 205 Gretna 70056	393-0315 393-0332	27,658	5 95	Commonwealth Land Title Insurance Co., First American Title Insurance Co.	9 6	40 8	Brent J. Laliberte president 1999 brent@bayoutitle.com www.bayoutitle.com
Delta Title Corp. 3601 N. I-10 Service Road W. Metairie 70002	885-9222 885-0834	3,307	3 97	Fidelity National Title Insurance, First American Title Insurance Co., Chicago Title Insurance Corp.	7 4	35 7	Walter Gray CEO 1963 info@deltatitlecorp.com www.deltatitlecorp.com
Crescent Title 7820 Maple St. New Orleans 70118	866-5151 866-5858	3,179	15 85	Fidelity National, Stewart Title Guaranty, First American Title Insurance Co.	7 9	35 5	Robert J. Bergeron president and attorney at law 2003 bob@crescenttitle.com www.crescenttitle.com
Stewart Title of Louisiana 700 Camp St. New Orleans 70130	525-1491 525-3167	2,232	20 80	Stewart Title Guaranty Co.	4 0	24 5	James E. Smith president and owner 1987 mmechler@stewartla.com www.stewartla.com
Winters Title Agency 725 Fern St. New Orleans 70118	861-2240 861-4069	1,564	1 99	First American Title Insurance Co.	3 5	26 6	Michael E. Winters attorney 1986 uptown@winterstitle.com www.winterstitle.com
Title Management Group Inc. 3421 N. Causeway Blvd., Suite 300 Metairie 70002	834-2977 834-2978	1,025	25 75	First American Title Insurance Co.	2 1	8 1	Joseph C. Coates owner 2003 joe@titlemg.com www.titlemg.com
Homestead Title Corp. 201 St. Charles Ave., Suite 4610 New Orleans 70170	581-6427 581-7087	873	5 95	First American Title Insurance Co.	2 1	9 1	Dominique Espinosa president 2007 info@homesteadtitlecorp.com www.homesteadtitlecorp.com
Stone Title 1600 W. Causeway Approach Mandeville 70471	(985) 624-8045 (985) 626-6991	436	10 90	Commonwealth Land Title	4 2	10 2	Michael T. Stone president 1980 michaelstone@stonetitle.net www.stonetitle.net
Regan Law Firm 3324 N. Causeway Blvd. Metairie 70002	837-2456 837-2459	433	25 75	Commonwealth Land Title/ First American Title Insurance Co.	2 0	6 1	Richard E. Regan owner and attorney 1963 rick@reganlawfirmllc.com
Founders Title Co. 3000 W. Esplanade Ave. N, Suite 200 Metairie 70002	838-6070 838-9097	360	30 70	Fidelity National Title Insurance Co., First American Title Co.	6 7	11 2	Stephen I. Dwyer owner 1994 EHammant@founderstitleco.com www.founderstitleco.com
Mollere, Flanagan and Landry 2341 Metairie Road Metairie 70001	837-4950 837-3221	215	40 60	Fidelity National Title Insurance Co.	2 2	7 1	Raymond B. Landry managing member 1953 rbl@mollereflanagan.com www.mollereflanagan.com
Orleans Title Insurance Agency 201 St. Charles Ave., Suite 3201 New Orleans 70170	582-1199 582-1240	180	50 50	First American Title Insurance Co., Fidelity National Title Insurance Co.	6 3	0 1	Randy Opotowsky attorney 1972 ropotowsky@steeglaw.com www.steeglaw.com
Capital Title Agency Inc. 131 Airline Drive, Suite 201 Metairie 70001	832-0401 832-8155	175	25 75	First American Title Insurance Co.	2 0	3 1	Kevin G. Heigle president 1985 kheigle@aol.com
Warren E. Mouledoux Jr. 833 Fourth St. Gretna 70053	367-4444 366-2973	172	40 60	First American Title Insurance Co.	2 1	4 2	Warren E. Mouledoux Jr. president 1978 wmouledoux@aol.com wmouledoux@wouledouxlaw.com
Gulf Title Corp. 212 Veterans Blvd., Suite 100 Metairie 70005	837-9040 834-6452	140	40 60	First American Title Insurance Co.	1 1	3 1	Stephen J. Broussard president 1979 sbroussard@newmanmathis.com www.newmanmathis.com
Assured Title Agency Inc. 4425 Clearview Parkway, Suite C Metairie 70006	455-7974 455-7977	55	1 99	First American Title Insurance Co.	2 0	2 1	Tony V. Ligi Jr. president 1978 assuredtitle1@aol.com

The above information was provided by the companies themselves. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005.

Residential real estate companies

(ranked by 2010 residential sales volume)

Company Address	Phone Fax	Residential sales volume Units sold	Active agents	Sales offices	Markets served	Top executive Title Website E-mail
Latter & Blum Inc. 430 Notre Dame St. New Orleans 70130	525-1311 569-9336	\$1 billion 5,664	905	26	metro New Orleans, greater Baton Rouge, Mississippi Gulf Coast	Robert W. Merrick chairman and CEO www.latter-blum.com bpenick@latterblum.com
Prudential Gardner Realtors 3332 N. Woodlawn Ave. Metairie 70006	887-7588 889-7783	\$872 million 4,366	938	25	metro New Orleans, greater Baton Rouge, South Mississippi	Glenn Gardner president of operations www.prudentialgardner.com info@prudentialgardner.com
ERA Stirling Properties* 109 Northpark Blvd., Suite 300 Covington 70433	(985) 898-2022 (985) 898-2077	\$290 million 1,405	202	9	North Shore, East Bank, West Bank, Baton Rouge, Lafayette, Gulfport, Miss.	Martin A. Mayer president and CEO www.stirlingprop.com mmayer@stirlingprop.com
Coldwell Banker TEC Realtors 105 Beau Chene Blvd. Mandeville 70471	(985) 845-4511 (985) 845-8348	\$225 million 1,162	181	8	metro New Orleans	Christopher C. Inman president www.cbtec.com realestate@cbtec.com
Keller Williams Realty 4550100 4725 Veterans Blvd. Metairie 70006	455-0100 455-0322	\$181 million 901	204	1	New Orleans, North Shore, Metairie, Jefferson, River Ridge, Harahan, River Parishes	Lucy D'Angelo broker www.kwmetairie.com lucy@kw.com
Keller Williams Realty New Orleans 8601 Leake Ave. New Orleans 70118	862-0100 862-0102	\$140 million 449	100	1	metro New Orleans	Bill Cooper manager and broker kellerwilliamsneworleans.com lindab@kw.com
Re/Max N.O. Properties 8001 Maple St. New Orleans 70118	866-7733 866-7800	\$128 million 501	38	1	Uptown, Lakeview, Garden District, French Quarter, Slidell, North Shore, Metairie	Mary Ann Casey broker and owner www.nola-homes.com remac@bellsouth.net
Century 21 Investment Realty 2160 E. Gause Blvd., Suite 100 Slidell 70461	(985) 643-4200 (985) 643-6167	\$75 million 550	90	2	St. Tammany, Orleans metro, Hammond metro, Baton Rouge metro, South Mississippi	Jeff Breland president www.c21ir.com info@c21ir.com
Keller Williams Realty Services 1522 W. Causeway Approach Mandeville 70471	(985) 727-7000 (985) 727-7001	\$68 million 361	134	2	St. Tammany, Tangipahoa, North Shore	Linda LaRocca broker www.kwrealtyservices.com larocca@kw.com
Keller Williams Realty Professionals 2053 E. Gause Blvd., Suite 100 Slidell 70461	(985) 649-6333 (985) 649-9792	\$67 million 363	84	1	Slidell, Lacombe, Pearl River, Mandeville, Covington	Leah Wartelle team leader www.iloveslidell.com, www.welovelouisiana.com danakelm@kw.com
Dorian Bennett Sotheby's International Realty 2340 Dauphine St. New Orleans 70117	944-3605 948-3401	\$57 million 96	28	1	metro New Orleans, North Shore, Natchez, Miss., Woodville, Miss.	Dorian M. Bennett president www.dbsir.com info@dbsir.com
Wilkinson & Jeansonne French Quarter Realty 1041 Esplanade Ave. New Orleans 70116	949-5400 949-0707	\$56 million 181	26	1	French Quarter	Richard Jeansonne broker www.frenchquarterrealty.com admin@fqr.com
Keller Williams Realty Crescent City Westbank Partners 2600 Belle Chasse Highway Gretna 70056	207-2007 207-2077	\$48 million 380	74	1	greater New Orleans, West Bank, South Shore	Renee Ferrera team leader and CEO www.kwcrescentcity.com mrenee@kw.com
Avalar Realty Louisiana 1200 W. Causeway Approach, Suite 27 Mandeville 70471	(985) 674-7789 (985) 674-7655	\$45 million 224	42	2	North Shore and greater New Orleans	Rick Roberts broker www.avalarrealtylouisiana.com rick.roberts33@me.com
ABEK Real Estate 820 Oak Harbor Blvd. Slidell 70458	(985) 646-2111 (985) 646-2772	\$24 million 130	40	1	St. Tammany Parish, metro New Orleans, Mississippi	Beth Kobeszko broker and owner www.abek.com beth@abek.com
Real Estate Resource Group 90 Louis Prima Drive, Suite A Covington 70433	(985) 898-5888 (985) 898-5898	\$21 million 104	23	1	St. Tammany, Jefferson, Orleans, Washington and Tangipahoa parishes	Beverly Hobbs Shea managing broker www.FERG.com contactus@reg.com
Talbot Realty Group 747 Magazine St., Suite 7 New Orleans 70130	525-9763 524-2402	\$18 million 55	15	1	metro New Orleans	Shaun Talbot vice president talbot-realty.com info@talbot-realty.com

*Latter and Blum acquired ERA Stirling Properties residential division Jan. 18. The above information was provided by the real estate companies themselves. There are some companies who did not choose to be included in this list. Any additions or corrections should be sent on company letterhead to Research, New Orleans CityBusiness, 111 Veterans Blvd., Suite 1440, Metairie 70005

Residential real estate companies

(ranked by 2010 residential sales volume)

Company Address	Phone Fax	Residential sales volume Units sold	Active agents	Sales offices	Markets served	Top executive Title Website E-mail
Wayne Songy & Associates Inc. 4408 Trenton St., Suite B Metairie 70006	455-4500 455-6959	\$15 million 100	9	1	greater New Orleans	Wayne Songy president and owner NA songyw@bellsouth.net
Mirambell Realty 500 Clearview Parkway Metairie 70001	889-9850 617-7469	\$7 million 38	9	1	New Orleans metro area, South Shore, North Shore, River Parishes	Craig K. Mirambell Jr. broker and owner www.MirambellRealty.com Craig@MBellRealty.com
Helene Team Realty 2010 First St. Slidell 70458	(985) 639-3991 (985) 639-3383	\$5 million 28	5	1	residential/commerical	Helene Davis Nunez broker and owner www.heleneteam.com helene@heleneteam.com
Smith & Core Real Estate 82212 Highway 25 Folsom 70437	(985) 796-0300 (985) 796-5588	\$4 million 35	7	1	St. Tammany, Tangipahoa, Washington parishes	David Holloway co-owner www.smithandcore.com david@smithandcore.com
Dempsey Rogers, Realtors 357 Stonehaven Drive Mandeville 70471	488-6631 488-6645	\$1 million 10	6	1	New Orleans, Metairie, Kenner, Mandeville, Covington, Madisonville, Abita Springs, all surrounding areas	Heather Dempsey broker and co-owner www.dempseyrogers.com Hpitard50@hotmail.com

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