



## NEWS RELEASE

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### **FOR IMMEDIATE RELEASE**

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#### **Prudential Realty Companies Expand into Osprey**

Sarasota, Florida – February 8, 2011 – Prudential Palms Realty and Prudential Lakewood Ranch Realty, sister companies operating in the Sarasota area, announced their expansion into the southern Sarasota area with the opening of a tenth office in Osprey. The owners, Lauden and Hansel Pitts, of the former well-known Century 21 Sorrento Realty firm have decided to close their doors and join the local Prudential Realty Companies as sales associates.

Lauden and Hansel Pitts, a father-and-son team, are recognized for their many accomplishments in the field of real estate. Together, the Pitts have developed and sold over 1,600 units in more than 15 separate developments in South Sarasota's Sorrento neighborhoods over the past 28 years. This includes the Pitts' family purchase and development of the peninsula that became Sorrento Shores back in the early 1960s.

"My family and I have operated one of Sarasota's most established and well-respected real estate firms since 1962," stated Hansel Pitts, the newest associate broker for Prudential Realty Companies. "We joined the Prudential team because of the firm's ability to provide clients with quality service and the integrity of the name."

"I am thrilled to have Hansel and Lauden Pitts join the Prudential family," said Helen Sosso, president and CEO of Prudential Realty Companies. "Their solid reputation, vast knowledge of the area and real estate expertise will enable us to better serve our clients in South Sarasota."

Along with the Pitts team, several sales associates of the former Century 21 Sorrento Realty firm have also decided to affiliate with Prudential Realty Companies. "We are very excited to have these sales associates affiliate themselves with our team," added Sue Jordan of Prudential Palms Realty, manager of the new Prudential Osprey location. "The tools and systems we can bring to the table will enable them to provide more services to our customers. They are an enthusiastic group of sales professionals that we are proud to have within our firm."

#### **About Prudential Palms Realty and Prudential Lakewood Ranch Realty**

Prudential Lakewood Ranch Realty and Prudential Palms Realty are sister companies offering comprehensive real estate services in residential and commercial real estate, rentals and property management, short sale services and an international division. Prudential Palms and Prudential Lakewood Ranch serve Sarasota and Manatee Counties. For more information, visit [www.prudentialpalmsrealty.com](http://www.prudentialpalmsrealty.com).



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***Grapevine Communications is a full-service, award-winning advertising, marketing and public relations firm based in Sarasota, Florida, and serving clients nationwide. The firm was recently awarded the 2010 Frank G. Berlin, Sr., Small Business Award by the Greater Sarasota Chamber of Commerce. For more information on Grapevine Communications, contact Jamie M. Smith at 941-351-0024 or email [pr@grapeinc.com](mailto:pr@grapeinc.com).***

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