



**CONTACT: Lauri Ladd, 410-975-3018, LauriLadd@ChampionRealty.com**  
**For Immediate Release: February 6<sup>th</sup>, 2012**

## **Top Realtor® Lori Gough Joins Champion Realty**

**Annapolis, MD:** Champion Realty announced today that Lori Gough, #6 in sales volume out of more than 2,300 REALTORS® in Anne Arundel County, has joined Champion Realty as an Associate Broker in their Annapolis office at 711 Bestgate Road. Gough selected Champion because the company uses innovative technology and is always looking to better serve clients and customers, she said.

"I need the tools to properly showcase my listings locally, nationally and internationally, and Champion Realty stays on the cutting edge of Internet and marketing technology," Gough said. "Champion has always enjoyed an excellent reputation in the local community, and I've admired the company for years."

Champion's role as a partner of HomeServices of America, Inc., a Berkshire Hathaway affiliate, was another factor in Gough's decision. "The backing of such a high-caliber company is important to me," she said. "I'm proud that a majority of my business is repeat business. People come back because they're happy with me and my professionalism, market knowledge and contract savvy. Buying or selling a home is very emotional for people, and they appreciate that I can put them at ease. I need a strong company behind me to help me deliver the results my clients expect from me, and Champion was the clear choice."

Gough received the prestigious Legend Award in 2007, which goes to only those achieving the Chairman's Circle for five years for exceptional standards of sales, education and overall customer satisfaction at a national franchise. "Real estate is in my blood," she said, explaining that her mother was also a successful agent in Maryland and taught her many valuable lessons.

"We're like a family here, and from the moment I met Lori, I could tell she was a perfect fit," said Pat Savani, manager of the Champion Realty Annapolis office. "She's professional and productive, and she's easy to feel comfortable with."

"Lori is already amazing, and we couldn't be more excited about the potential she has, with her experience and our marketing tools and systems, to achieve even greater success in the future," said Jon Coile, CEO of Champion Realty, Inc. "By my calculations she ranks in the top tenth of the top one percent of agents in the United States. In this economy, there's a real

undercurrent in the agent population to make a flight to quality, and we've been gearing up our offices to take on more of the best, smartest, and most customer-service-oriented agents. Lori is an excellent real estate professional and we are very pleased to have her join our company."

Lori Gough can be reached at the Champion Annapolis office at 410-224-0624 or at [LoriGough.com](http://LoriGough.com) for all your real estate needs.

### **About Champion Realty, Mortgage, Title and Insurance**

The Champion family of companies comprises Champion Realty, Champion Realty Mortgage, Champion Realty Title and Champion Realty Insurance—all working together to create a full range of real estate services and products and providing a one-stop shopping solution for buyers and sellers in Maryland. Based in Severna Park, Champion Realty serves the Chesapeake Bay Region with eight branch offices and over 300 sales associates. Champion Realty is part of the second-largest home services provider in the U.S.—HomeServices of America, Inc., a Berkshire Hathaway affiliate. This elite network of companies encompasses 22 market-leading residential and real estate brands, more than 15,000 agents and over 375 offices across the nation. A strong Champion Realty brand combined with the superior resources of HomeServices enhances our ability to deliver the full suite of integrated homeownership services.

