

Alterra Capital Group names Cardet associate

Morgan Cardet joins Miami-based Alterra Capital Group, a \$70 million real estate investment company, as associate. A graduate of George Washington University, Cardet worked in real estate advertising and public relations prior to joining Alterra. He works under the principals in the finance and operations departments.

"We are very happy to have Morgan as part of the team," said Adam Singer, principal of Alterra. "He has already proven to be a valuable asset."

For more information on Alterra, visit www.alterracapitalgroup.com.

CTL launches website to help 'College Towners' find housing and more

College Town Living ("CTL"), a subsidiary of RE/MAX Advanced Realty, has announced the launch of its website CollegeTownLiving.com designed to assist the local community with both its temporary and permanent residential needs.

After seeing a lack of real estate services and information provided to students, parents, employees, property owners and other "College Towners" within Coral Gables, College Town Living was founded to fill this void in the marketplace. The President of CTL, Corey Schwartz, is an active alumnus and former employee of the University of Miami and has been a resident of Coral Gables for 12 years.

Currently, College Town Living is assisting over 100 College Towners with their property search and home sales. Its staff is primarily composed of University of Miami students and alumni who execute the company's marketing plan which caters specifically to people who live and work in the Coral Gables area.

College Towners include:

- Students - who want to live off-campus.
- Parents - who want to buy investment property for their college-aged children.
- Employees - who work in a college community.
- Alumni - who choose to remain in the area to live and/or work.
- Property Owners - who want to lease property to other College Towners.
- Young Professionals - who stay in the community or are new to a college environment.

• General Clients - who want to buy their first home and/or investment property.

"If you are a college student who wants to live off-campus with a few friends, we will help you find a place", said CTL Co-Founder Corey Schwartz. "If you just received a job offer within the University, we will help you relocate. The best part of working with us is that many of the services that we provide are absolutely free."

College Town Living looks to become the primary and most recognizable provider of real estate services within the local University community by utilizing integrity and professionalism to offer superior customer service to every client. Using the city of Coral Gables as its business model, College Town Living hopes to expand its specialized services to other college towns within the state of Florida and eventually throughout the country.

CollegeTownLiving.com, developed by Coral Gables-based KabooKaboo Marketing, provides detailed information regarding the home buying and selling process and offers a "Property Search" feature which completely integrates Multiple Listing Service (MLS) properties into its website. Other services include the "Chalkboard" where users can advertise - free of charge - a home or room for rent and the "Community Information" section which helps clients find local information such as utility companies, restaurants and sporting event schedules. For more information, visit www.CollegeTownLiving.com or email Info@CollegeTownLiving.com.

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