

Jamie Troke opens fourth largest real estate firm in Quinte area

2,500 April 26/05

By Henry Bury
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There is a new player in the real estate industry in the Quinte area.

It is Coldwell Banker Ekort Realty and, in its first two months of operation, has already grown to become the fourth largest real estate firm with the Quinte and District Real Estate Board.

Jamie Troke is the broker/owner of the new realty company that is headquartered in the former liquor store at 65 Station St.

"We now have 26 agents and 10 staff in three different locations in Belleville, Madoc and Tweed," he said. "My goal is to establish offices in Picton and Trenton by the end of the year and add another 20 agents so that, in effect, we can serve the entire Quinte area."

Troke has 15 years' experience in the local real estate industry. For the past decade, he has been specializing in industrial and commercial transactions such as the sale of the original Corby's Distillery site and Prince Edward Heights in Picton.

He was working for Re/Max Empire Realty Ltd. when he decided to buy the Tweed and Madoc operations in mid-February from Jim and Dave Denison. The firm had agents working in Belleville, Madoc, Tweed and Marmora markets.

Subsequently, Troke purchased the Coldwell Banker residential and commercial franchise rights for the Quinte Region and began his new company.

"I have converted a majority of the former Re/Max Empire agents to Coldwell Banker and established this office on Station Street as the head office for operations," he said.

Troke is leasing 2,000 square feet of space in the Station Street building that was retrofitted by

service to the customer and live up to our motto," he said.

The new firm provides a seller and buyer guarantee and exceptional marketing materials "to help people buy and sell their homes."

The Belleville operation can be reached at 969-9901.

Troke said he chose to align himself with Coldwell Banker because of its reputation as a quality organization. The company has 115,000 agents throughout North America and its motto is "we keep our promise or you don't keep us."

"Our goal is to provide ultimate

Upper Canada Office Systems. The new company handles residential and commercial properties.

"We do a substantial amount of new home sales with Mirtren Builders and we're hoping to establish additional relationships with other new home builders," he said.