

Steinborn GMAC Real Estate Launches New Homes Division

Steinborn GMAC Real Estate

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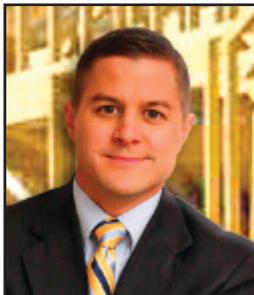
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John Hummer
Owner,
Qualifying Broker



Quint Lears
Associate Broker,
Coordinator of the
New Homes Division

Steinborn GMAC Real Estate is pleased to announce the launching of their New Homes Division. Steinborn's New Homes Division is the largest builder services division of any real estate firm in Southern New Mexico. The New Homes Division is currently responsible for the sales and marketing of more than 31 new home, townhome and mixed use development builders or communities throughout the greater Las Cruces region. Our services will range from marketing and sales training to business planning and consulting, just to name a few.

The New Homes Division was launched in recognition that new home construction, sales and marketing is a unique specialty within residential real estate and that home buying customers and builders deserve REALTORS® who are specialized and well trained. Steinborn's New Homes Division is a member of the National Association of Home Builders (NAHB) and the Building Industry Association of Southern New Mexico (BIA).

Quint Lears, Associate Broker, has been selected to lead the New Homes Division. Lears received a BA degree in Communication Studies, with honors, from New Mexico State University. Lears is also a Master Certified New Homes Sales Professional (Master CSP), Residential Construction Certified (RCC), Certified New Homes Specialist, New Homes Sales Unlimited – Hyland Bay, Recipient of "Top Gun" Sales Award – Hyland Bay, and has studied new home sales management with Richey Resources. Lears was also recently featured in the book *Epic Tales of Home Sales* written by new-home legend Tom Richey. Being featured by Richey, a new-home professional with over 50 years of experience, is quite an honor since Richey was named 2006's Legend of Residential Sales & Marketing by the National Sales & Marketing Council of the National Association of Home Builders.

John L. Hummer, Owner/Broker of Steinborn GMAC Real Estate states, "It was Quint Lears who brought forward this idea and vision for a New Homes Division. Quint is passionate about new home sales and increasing training and education amongst his fellow REALTORS®. He is a team player and I'm genuinely excited about working with Quint and supporting the growth and development of our New Homes Division."

With a strong commitment to its home buying customers, builders, developers, REALTORS® and cooperating REALTORS® within the community, the New Homes Division in partnership with the Real Estate Institute, will be strengthening its commitment to education. Steinborn's New Homes Sales Division will be bringing to Las Cruces some of the nation's most progressive and advanced instructors for new homes sales training, education and certifications.

Quint Lears, Coordinator of the New Homes Division, states, "I am excited to be a part of the development of this new and valuable resource for our community. I am grateful to be in an industry that I enjoy and appreciate the opportunity to be of service to my fellow real estate professionals throughout Las Cruces."

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– **Quint Lears**

Coordinator of the
New Homes Division

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