

# Real estate brokerage firms swap assets

By Jason Hildago, Reno Gazette-Journal

Two area real estate brokerage firms swapped assets through branch acquisitions, as part of a strategic realignment that focuses and increases market share for both companies in their respective areas.

The Select Group Real Estate Services and Better Homes and Gardens Real Estate Mason-McDuffie acquired offices from each other in the greater Reno area and Truckee on Nov. 16.

As part of the deal, The Select Group acquired Better Homes and Gardens' Reno and Sparks operations. In exchange, Better Homes and Gardens acquired The Select Group's Truckee operations.

"This strategic realignment allows us to focus more on Northern Nevada and Lake Tahoe and allows them to focus and expand their market share in the Truckee area," said Dan Jacuzzi, owner of the The Select Group. "It's a positive for both of our companies."

The Select Group is always on the lookout for opportunities to expand its operations, Jacuzzi said. The operations that The Select Group acquired are significantly larger than what the company sold to Better Homes and Garden.

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