



## **For Immediate Release**

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## **Stark Company Realtors® Expands Presence Beyond Dane County Through Merger with Coldwell Banker McCann Realty**

1025 Eighth Street, Baraboo, WI Wednesday, September 27, 2006

Stark Company Realtors® (2980 Arapaho Dr., Fitchburg) is pleased to announce the addition of its new Baraboo office, formerly Coldwell Banker McCann Realty. Stark Company Realtors® President Dave Stark states: “I have the utmost respect for Jim and the way he has run his company. They have excellent sales associates, and a solid market share to get us started”.

Mr. Stark goes on further to state: “Stark Company Realtors® has been looking at the Baraboo and Wisconsin Dells markets for some time and this merger with Mr. Jim McGann’s team of sales associates and the civic presence they have crafted over the years, provides us an ideal avenue to enter the market”.

The new Baraboo branch will continue to be located at its current offices located at 1025 Eighth Street. Bonnie Atkinson (formerly of our East office) will be our branch manager. Cassie Schreiber and Rosie Holloway will remain as support staff. The office will continue to serve the Sauk County communities of Baraboo, West Baraboo, North Freedom, Rock Springs, Reedsburg, along with Merrimac, Lake Wisconsin and Wisconsin Dells, as well as across the Wisconsin River into Columbia County.

The addition of McGann Realty further strengthens Stark Company Realtors® commitment to South Central office. The Baraboo office adds an immediate and substantial presence into Sauk and Columbia Counties, providing contiguous growth from it’s almost 100 year Dane County roots.

A fourth generation company founded in Madison, Wisconsin in 1908, Stark Company Realtors® is one of the oldest and most trusted names in real estate and has sold more homes than any other firm in Dane County. With its rich heritage, great grandfather Albert C. Stark and Paul E. Stark, grandfather of current company President David K. Stark, grew the company based upon strong principals including commitment to the community and personal service, much like our Habitat for Humanity community involvement today. Additionally, where Dave Stark is currently serving as the United Way of Dane County’s “Campaign Vice-Chairman” (for 2005 & 2006), the company raised \$47,681 in their 2006 spring campaign. In 2007, Dave will be the Dane County Campaign Chair.

Stark Company Realtors® has more than 300 professionals located in eight offices throughout South Central Wisconsin, now including a strong presence in Sauk and Columbia Counties. Visit [www.starkhomes.com](http://www.starkhomes.com) for more information.

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