

Heritage Texas Properties merging with Better Homes and Gardens

By [Nancy Sarnoff](#)

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Better Homes and Gardens Real Estate (BHGRE) Gary Greene celebrated the grand opening of its new location on Thursday, October 23, 2014. After the ribbon cutting a celebration followed which included door ... more

Better Homes and Gardens Real Estate Gary Greene and Heritage Texas Properties are combining to take a nearly 6 percent share of the Houston-area market, the companies announced Tuesday. "As a leading real estate firm throughout the region, expanding and increasing our footprint just made natural sense," Mark Woodroof, managing partner of Gary Greene, said in a statement. "And, as members of the combined leadership team worked together, it was abundantly clear how similar we are in terms of culture, support and family — it only made sense to join forces and grow that family."

The combined company, which will take the Gary Greene name, will have 24 offices with more than 1,300 agents serving the greater Houston area, stretching to Galveston and Lake Conroe. It will be headquartered at the Decorative Center on Woodway. The Post Oak and Memorial Green offices of Heritage will become boutique locations for Gary Greene's "Distinctive Collection" luxury brand.

Based on the the [Real Trends 500 ranking](#), the brokerages last year would have had a combined sales volume \$3.65 billion. Gary Greene and Heritage were ranked No.1 and No. 5, respectively, in this market based on transactions.

"Mark, Marilyn (Eiland, Co-Managing Partner of Gary Greene) and I have known each other for over 25 years. We were among the first companies in Houston real estate to successfully pioneer emerging technologies for our agents, and over the years we've had many conversations around real estate and innovation. So, when opportunity presented itself to join forces, it made perfect sense," Robin Mueck, CEO of Heritage, said.