

Two of Houston's largest residential real estate brokerages merge



Mark Woodroof is managing partner at Better Homes and Gardens Real Estate Gary Greene.
Courtesy

By [Jeff Jeffrey](#)
– Reporter, Houston Business Journal
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Two of Houston's largest residential real estate firms have joined forces to create a combined firm that represents nearly 6 percent of the metro area's market share.

Better Homes and Gardens Real Estate [Gary Greene](#) announced Aug. 27 that it has merged with Heritage Properties Texas. The combined firm will continue to operate under the Better Homes and Gardens Real Estate [Gary Greene](#) brand.

"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 news release. "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."

In May, BHGRE [Gary Greene](#) was No. 1 on two Houston Business Journal Lists ranking the largest Houston-area residential real estate brokerages [by 2018 transaction sides](#) and [by 2018 sales volume](#). In 2018, BHGRE [Gary Greene](#) was involved in 8,299 sides of real estate transactions, with a total local sales volume of \$2.52 billion. Meanwhile, Heritage Properties Texas was involved in 3,413 transaction sides, ranking No. 5 in that metric, and had a total local sales volume of \$1.12 billion, ranking No. 7.

The combined firm will boast 24 local offices, employing more than 1,300 real estate agents. The firm will continue to serve customers in Houston, Memorial, Cypress, Katy, Galveston, the Bay Area, Lake Conroe, Kingwood, The Woodlands, Sugar Land, Pearland and elsewhere.

The combined [Gary Greene](#) will maintain its headquarters at 5120 Woodway Drive in the Decorative Center of Houston. The Post Oak and Memorial Green offices of the legacy Heritage firm will become boutique locations for [Gary Greene's](#) "Distinctive Collection" luxury brand.

In the release, the firms said the combination of the two local powerhouses will offer customers expanded international resources and the ability to establish deeper local roots and stronger bonds in the communities they serve.

[Gary Greene](#) was founded nearly 57 years ago with one office in southwest Houston. It has since grown to have 21 offices across the greater Houston area. Last year, the firm expanded south of Houston with a new office in League City. In 2018, [Gary Greene acquired Blake Wilcox Properties](#), a 28-agent brokerage covering north Houston and Montgomery County.

The firm also was No. 15 among large companies in [HBJ's 2018 Best Places to Work Awards](#), and Woodroof was named one of [HBJ's Most Admired CEOs for 2018](#).

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Heritage Properties Texas was founded in 1976 and currently has 14 offices in Texas