Black29 Group acquires real estate training company

Black29 Group, the parent of real estate marketing and training companies such as Goodfellow Coaching, Artifakt Digital, and Pro R.E.A. Staffing, has announced a new real estate company under its wing.

The Canadian real estate group has acquired Kathleen Metcalf Team Coaching & Training, named for a former agent who launched the company to provide training services to real estate professionals who work in groups. As part of the acquisition, the company will shift the focus away from Metcalf's name by rebranding to Atlas Real Estate Coaching + Training. It will also expand to include a greater variety of coaching and training services.

"Through Atlas, we'll be able to provide a lot more online training, interactive workshops, etc, and increase our offerings based on what today's modern real estate agents need," Black29 partner Andre Bodnar told Inman. He added that while the rebranded company will still provide Metcalf's original administrative training sessions, it will also expand to include online training, interactive traveling workshops and various other real estate seminars.

The acquisition is Black29 Group's fourth over the past year. In August, the Toronto-based group acquired the American real estate recruiting company Pro R.E.A. Staffing. Bodnar told Inman the company is considering more opportunities for growth as it expands its training, marketing and recruitment services.

"With this acquisition our goal is to bring the exceptional service and knowledge we are known for to an entirely new level of agent while helping them stay on the cutting edge of the real estate industry," Black29 Group CEO Scott Goodfellow said in a prepared statement.

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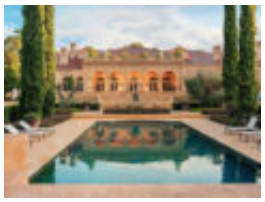

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