



## Blanton Turner

For Immediate Release

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### **Blanton Turner Opens Office in Eugene Announces New Property Management Approach Featured Speaker at Annual Trends Conference**

December 5, 2012, Seattle - a new, leading property management firm comprised of known industry experts has launched in the Pacific Northwest, with offices in Seattle and Eugene, Oregon. The firm, Blanton Turner, plans to change the way property management is done in Eugene.

Specializing in lease-up and management of multi-family and student housing properties, Blanton Turner plans to take their experience and focus on an integrated property management approach. Blanton Turner already manages 2,200 units in the Pacific Northwest including Broadway Place and Boulders on the River in Eugene, with seventeen employees.

“We plan to set leasing trends that not only maximize returns on investment but successfully marry buildings to their location,” said Barry Blanton, principal of Blanton Turner. “We think like owners and with our depth of knowledge we can find the trends and emerging sweet spots.”

Their new approach is garnering attention. Barry Blanton will be a guest speaker at the 27th Annual Trends Conference in Seattle. TRENDS is the largest one-day rental housing ownership/management conference and trade show on the West Coast with over 1,400 attendees. Blanton has been asked to share his new approach in this new economy and what he sees as trends in Seattle and Eugene.

“I’ve been involved with the Eugene real estate community since the 1980s and this is a time to make some shifts in our industry, stated Blanton.” “There are a lot of moving parts involved in successfully leasing and managing mixed-use properties. The days of cookie-cutter leasing are gone - today you need to be creative with new modes of marketplace communication such as twitter and Facebook. Real estate needs to act more like retail.”

For more on emerging trends in the market go to the media page on Blanton Turner’s website at: [www.blantonturner.com](http://www.blantonturner.com)

#### **About Blanton-Turner**

Blanton Turner is a principal-owned, leading property management firm which currently oversees properties throughout greater Seattle, Washington and Eugene, Oregon. Blanton-Turner offers real estate developers and owners solutions that span pre-development, launch lease-ups, repositioning, office/retail and financial services with extensive expertise in student and multi-family housing. For more information visit:

[www.blantonturner.com](http://www.blantonturner.com)