

# Beverly-Hanks announces expanded office

The Asheville-based regional real estate brokerage and marketing firm Beverly-Hanks and Associates announces plans to expand and transform its presence in Biltmore Park Town Square. By the end of the year, the transformation of the expanded space into a real estate discovery center will feature a coffee house style atmosphere, media-rich property search devices, and an environment destined to provide meaningful interactions with consumers.

Neal Hanks, president of Beverly-Hanks and Associates, explained, "The dramatic growth of social and mobile connectivity and the manner in which consumers are engaging real estate professionals have created incredible opportunities for us. We believe our new discovery center will provide consumers with a much more interesting way to explore WNC real estate."

After national research and carefully considering our clients needs we created the

Beverly-Hanks Real Estate Discovery Center. Through a media rich, consumer-guided experience "The Discovery Center" interactively introduces our region's rich lifestyle and provides insightful analysis of the real estate markets, for each individual client.

"We don't believe this approach to delivering real estate services exists anywhere else in Western North Carolina," said Executive Vice President, Debbie Williams.

The decision to locate "The Discovery Center" in Biltmore Park was obvious. In just a few short years, Biltmore Park has become the heart of the south Asheville community and is emerging as the center of the Asheville and Hendersonville markets given its location in the middle of the expanding I-26 corridor.

"Since Beverly-Hanks opened its office in Biltmore Park 10 years ago, the growth of both south Buncombe and north Henderson County has been significant. With



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**EXPANDED OFFICE** — Neal Hanks, president of Beverly-Hanks and Associates, and Jack Cecil, president of Biltmore Farms, LLC work together to expand the Beverly-Hanks office in Biltmore Park Town Square by creating a real estate discovery center.

in a 15-minute drive of Biltmore Park Town Square, the population has increased by nearly 40 percent since 2001. Beverly-Hanks expansion into a 7,000 sq. ft. Real Estate Discovery Center provides an exciting atmosphere for

consumers and Realtors® to benefit from technology, a comfortable environment, and the ability to interact with the thousands of visitors coming to Town Square," said Jack Cecil, president of Biltmore Farms, LLC.