**FOR IMMEDIATE RELEASE**

**Date: July 7, 2021**

Introducing the NEW . . .

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**Effective August 2021, Homes & Land of Atlantic & Cape May Counties will merge with Homes & Land of Burlington Camden and Gloucester Counties to form a new magazine called** **Homes & Land of SOUTHERN NEW JERSEY.**

It will be distributed in the five counties of Atlantic, Cape May, Burlington, Camden and Gloucester.

Homes & Land is a national franchise, and franchisees are often family-owned businesses. **Homes & Land of SOUTHERN NEW JERSEY** is owned by *Don Bender*, his daughter *Trisha Mansfield*, and his wife *Inna Shames*. They have been publishing Homes & Land in the area since 2006, so have seen the real estate business through several economic cycles.

They are convinced that changes in communications technology, social media, and work/life balance, along with expanded housing options accelerated by the 2020 Covid epidemic, have made the real estate business far less local and more regional. The new **Homes & Land of SOUTHERN NEW JERSEY** reflects these market changes.

“Our advertisers have broadened their reach over the years. Many successful agents now have teams, and often one or more team members live and/or do business outside of their traditional core market” says Don Bender. “We therefore believe that this new magazine will provide our advertisers with a far greater readership and prospecting base than ever before. And, of course, our national website [www.homesandland.com](http://www.homesandland.com), as well as our network of premier online partnerships, gives our advertisers exposure far beyond the southern New Jersey region.”

**The premier issue of this new magazine will debut on or around August 1, 2021**

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