

Colonial Commercial sold to Knox Company

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August 11, 2009 – One of Knoxville’s largest commercial real estate companies, Sperry Van Ness/R.M. Moore, LLC is acquiring the commercial division of Colonial Real Estate, Inc. in Sevierville, Tenn.



Roger Moore (left) and David Gothard.

“We’ve had a significant presence in Sevierville for the last four or five years,” says Roger Moore, founder and president of Sperry Van Ness/R.M. Moore. R.M. Moore opened an office there in 2005 and assigned three brokers to the area. “We got to know the folks up there really well; it’s been a tremendous market for us.” Through his work in Sevier County, Moore met Steve Lane, the owner of Colonial Real Estate, and formed a friendship. Lane founded Colonial Real Estate, Inc. in 1983 and divided the company into the residential and commercial divisions in 2006.

As for why Lane is selling Colonial Commercial, “I practiced what I preached for so many years and invested in real estate,” says Lane. “Selling the commercial division to Roger will allow me to focus on those investments.” Lane says this deal makes sense because of R.M. Moore’s recent affiliation with the national real estate company, Sperry Van Ness.

“We recognized the advantages of being part of a network of top commercial real estate firms across the country,” says Moore. “It’s paying off in a number of ways; this acquisition is just another example.” Lane agrees and says, “The marketing and technology that Sperry Van Ness provides is exactly what the Sevierville market needs.”

With the acquisition of Colonial Commercial, Sperry Van Ness/R.M. Moore will have more than 100 listings in the Sevierville area. “That’s a credit to Steve’s folks at Colonial and their local expertise, as well as our hardworking brokers who are there day in and day out,” says Moore.

Currently, Colonial Commercial’s sales staff is led by Principal Broker, David Gothard.

“This market has really matured over the last decade,” says Gothard. “Being affiliated with Sperry Van Ness will make a huge difference, as it will lend that national credibility to all that we do in Sevierville.” All brokers and affiliate brokers from Colonial Commercial will stay on with Sperry Van Ness/R.M. Moore. “It’s our hope that we will need to add brokers to the Sevierville office as our presence in this region grows,” says Moore.

While Sperry Van Ness/R.M. Moore's headquarters will remain at 4713 Papermill Drive in Knoxville, the real estate company will have a branch office at Colonial Commercial's current location, 963 Dolly Parton Parkway in Sevierville. In addition to property sales, leasing and full brokerage services, Sperry Van Ness/R.M. Moore has considerable expertise in property management and will continue to emphasize this important service.