



## NEWS RELEASE

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### Collin County Association of Realtors Unveils New Name to Reflect Membership

PLANO, Texas — Collin County Association of Realtors (CCAR) is pleased to announce its new name, Collin County Area Realtors (CCAR), a change that reflects the organization's growing membership that spans beyond Collin County.

The decision to rebrand as the Collin County Area Realtors is an effort to reflect the Association's diverse membership and the communities they serve. By broadening its name, CCAR aims to ensure all members are reflected in the Association's brand and unified voice.

"The real estate landscape across the metroplex has evolved significantly, and our organization must adapt to reflect our membership," said Shana Acquisto, President of the Collin County Area Realtors. "Our new name reflects our commitment to inclusivity, growth, and supporting the real estate industry across Collin County as well as the surrounding areas."

The transition to the Collin County Area Realtors will be accompanied by a refreshed brand identity, including a new logo. While the Association's name and logo have changed, the staff, leadership, website, locations, advocacy efforts, and drive to provide its members with the tools and resources they need to succeed have not. Existing CCAR members can expect a seamless transition, with all current benefits and services remaining intact.

For more information about the Collin County Area Realtors and its services, please visit [www.ccar.net](http://www.ccar.net) or contact [bri@ccar.net](mailto:bri@ccar.net).



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Affiliated with Texas REALTORS® and the National Association of REALTORS®, the Collin County Association of REALTORS® is the source for professional and reliable real estate information. Information contained in this release is based on Texas REALTORS® MarketViewer reports for Collin County.