

Modern makeover for local family firm

To celebrate 220 years as a family firm in the property business, Force and Sons, the local **team** Estate Agency with three offices - in Exeter, Dawlish and Teignmouth - is having a bit of a makeover. With a new colour scheme and exciting contemporary new logo, this 18th Century business has most definitely embraced the 21st Century in style and technology.



From humble beginnings as a builder in Cathedral Yard, Exeter, the founder, John Force branched into Estate Agency and Undertaking in 1820 - this is when he moved to offices in Sidwell Street just yards from the present head office.

The current senior partner, Arthur Force, and his two sons, David and Stephen, represent the sixth and seventh generations of the family business, in which family members have always been involved. Indeed, Arthur has recently clocked up 50 years with the firm whilst David has 30 years and Stephen 28 years. This gives them unrivalled experience of the property market in the Exeter and South Devon area. Arthur in particular, has seen many changes in estate agency over the years, particularly as far as technology is concerned. He commented: "In the good old days, estate agency was regarded a highly respectable profession to follow - how times change!

Force and Sons opened its office in Dawlish in 1982 and in Teignmouth in 2001 and is an independent business, which strongly believes in always providing a friendly and professional service. All three offices are members of the well-established **team** network of independent estate agents.

Stephen Force said: "The brand new logo and style was developed by Pebble Design of Exeter, which successfully fulfilled the remit to provide an eye catching and visual logo - designed to re-affirm both the independence of the firm and its commitment to continuing as a forward thinking 21st Century business with old fashioned values."

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In the photograph, L-R: Stephen, Arthur and David Force

Digital images are available from bubblepr@mac.com

Notes to editors:

Westcountry **team** is part of **team** Association, the largest organisation for independent estate agents in the UK, with hundreds of members. Westcountry **team** covers Cornwall, Devon and West Dorset, and consists of 70+ members at this time, all of which work together to sell property for clients, and are actively committed to their nominated charity, Macmillan Cancer Support. **team**'s 'blue sky' image, with transparent team logo on a blue sky background reflects the association's and each individual agent's commitment to providing a clear, transparent service to their clients and conducting business in a straightforward, honest and professional way.

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