

SRS Team Celebrates Milestone of 1,111 Homes Sold Since Launching in 2017

SRS Houses, a Massachusetts and New Hampshire real estate team powered by CB Realty, reached a significant milestone: 1,111 homes sold since launching in 2017.

LEOMINSTER, MA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- LEOMINSTER, Mass. — The SRS Team, a Massachusetts and New Hampshire real estate team powered by Coldwell Banker Realty, has reached a significant milestone: 1,111 homes sold since the team launched in 2017.

For Broker and SRS Team founder Matthew Straight, the milestone reflects more than transaction volume. It represents years of building a collaborative real estate organization designed so every client benefits from the collective strength, experience, knowledge and support of the entire team.

“Reaching 1,111 home sales since launching the SRS Team in 2017 is deeply meaningful to me. I grew up in real estate, watching my parents serve their clients with integrity, and that foundation ultimately inspired me to build SRS. What I’m most proud of today is the team we’ve created—experienced, well-trained professionals who genuinely care about their clients. This milestone



SRS Houses Top Rated Real Estate Broker Leominster



COLDWELL BANKER
REALTY

A collage of three images: a large house with a green lawn, a living room interior with a fireplace, and a kitchen interior with white cabinets. Overlaid on the collage is the text "OPEN HOUSE CANCELLED!!" in large, bold, red letters.

**OPEN HOUSE
CANCELLED!!**

OFFER ACCEPTED!!!

15 Bennett Street, Hudson, MA 01749

4 Beds | 2.5 Baths
Offered at \$739,000

SRS Houses Top Rated Real Estate Broker Lunenburg

belongs to the entire team and to the clients who have trusted us over the years," said Matthew Straight, Broker and founder of the SRS Team.

A Team Built Around the Client

The SRS Team operates around a simple philosophy: when a client works with one SRS agent, they benefit from the strength and experience of the entire team.

Real estate transactions involve many moving parts, including pricing, marketing, financing, inspections, appraisals, negotiations, attorneys, contractors, deadlines and communication between multiple parties.

Open House

**SATURDAY JULY 25TH
11:00AM- 12:30PM**

**361 Mulpus Rd.
Lunenburg, MA**

Listed By:
Matt Straight

THE SRS TEAM
COLUMBIA SQUARE REALTY

Hosted By:
Jenna Gaudette

SRS Houses Top Rated Real Estate Broker Fitchburg ma

Rather than relying on one individual to manage every responsibility alone, SRS has developed a collaborative structure in which team members understand their roles, communicate throughout the transaction and are prepared for the next step.

That structure provides continuity for clients. Real estate transactions do not stop because an individual agent is unavailable, attending another appointment or dealing with a personal obligation. The goal is to keep information moving, responsibilities clear and the transaction progressing.

SRS agents also regularly communicate about transactions, negotiation strategies, technology, changing market conditions and ways to improve client service. Knowledge gained by one team member can therefore benefit the entire organization.

Negotiation Tailored to the Client

SRS emphasizes that effective negotiation is not simply about pushing for the lowest or highest possible number.

Every buyer and seller has different priorities.

For a buyer, those priorities may include price, timing, inspections, repairs, financing conditions or coordinating a purchase with the sale of another home.

For a seller, the strongest offer is not always the highest offer. Financing strength, contingencies, inspection terms, closing dates and the likelihood of successfully reaching closing can all affect the quality of a transaction.

SRS agents work to understand each client's circumstances and tailor their negotiation strategy accordingly.

A Comprehensive Approach to Marketing Homes

For sellers, the SRS Team uses a marketing strategy that extends well beyond placing a home in the Multiple Listing Service.

Depending on the property, marketing may include professional photography, staging and home preparation, drone and aerial video, interior and exterior video, 3D virtual tours, floor plans, property brochures, email marketing, single-property websites, social media promotion, targeted online advertising and YouTube advertising.

Three-dimensional tours and floor plans can be especially useful for buyers relocating from another state or evaluating homes remotely. They allow buyers to better understand the flow, dimensions and layout of a property before arriving for an in-person showing.

SRS agents also personally participate in promoting listings through video and social media, helping properties reach audiences beyond buyers who discover a listing through traditional real estate searches.

Technology Supported by Personal Service

Although SRS uses technology extensively, the team's approach remains centered on communication.

Clients need to understand what is happening throughout a transaction, what comes next and whether anything requires their attention. Internally, team members also need to know the status of a transaction so the person responsible for the next stage is prepared.

The combination of technology, collaboration and communication is designed to make transactions more organized, reduce unnecessary uncertainty and help identify potential problems earlier.

Building Relationships Beyond the Closing

The SRS Team serves buyers, sellers, investors and property owners throughout Massachusetts and New Hampshire.

Our professional full-time team of Buyer's Agents and Listing Agents are licensed in MA & NH and represent clients and properties in Lunenburg, Sterling, Lancaster, Fitchburg, Leominster, Westminster, Ashby, Ashburnham, Gardner and throughout Central Massachusetts.

The team has also built a strong public reputation through hundreds of positive client reviews and completed transactions.

For SRS, however, the objective is not simply to complete another sale.

The team works to build long-term client relationships so that someone who buys or sells a home today feels comfortable returning years later or referring a family member, friend or colleague.

The 1,111-home milestone represents those relationships accumulated one transaction at a time.

More Than One Agent

While Straight's experience and leadership helped establish the SRS Team, the organization's growth has depended on building a team in which experienced, well-trained professionals can rely on one another and work toward the same standard of service.

When a client hires an SRS agent, they are not simply hiring one individual with a team somewhere in the background. They are hiring a real estate team designed to bring its collective experience, communication, technology and professional resources to every transaction.

About the SRS Team

The SRS Team is a real estate team affiliated with Coldwell Banker Realty serving buyers, sellers and investors throughout Massachusetts and New Hampshire. The team provides residential, multifamily, commercial, luxury, land, lakefront and new-construction real estate services and offers comprehensive property marketing including professional photography, 3D virtual tours, video, floor plans, social media and targeted digital advertising.

Media Contact

Julia Queeney
SRS Team / Coldwell Banker Realty
4 Monument Sq.
Leominster, MA 01453
julia.queeney@cbrealty.com
(978) 799-3560

Dale Shadbegian

Atra Velum

+1 774-228-4022

[email us here](#)

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