



COLDWELL BANKER

FARLEY COMPANY

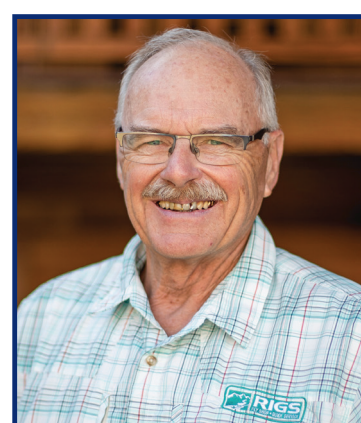
**WE ARE EXCITED TO ANNOUNCE
COLDWELL BANKER
WHITNEY & ASSOCIATES IS NOW
COLDWELL BANKER
FARLEY COMPANY**



Jef Farley



Jim Farley



Jim Whitney

In 1970 my father, James L. Farley, managing broker for Sherwood and Roberts hired a new agent, James L. Whitney as their newest sales associates. Within the next few years Jim Whitney went out on his own and started Whitney and Associates Inc. Jim Farley did the same and opened The Farley Company, Investment Real Estate. Both companies were very successful and a legacy began. In 1985 Jim Farley passed away from Leukemia and the Farley Company went dormant. In 1991 I, Jef Farley, began my real estate career with The Lutz Snyder Co. in Portland, OR. In 1994 I moved back to Pendleton and joined Whitney and Associates. In 1997 Whitney and Associates affiliated with the Coldwell Banker franchise and continued to grow the company. In 2007 I became a partner in ownership of the company and added managing to my list of duties. In October of 2019 I completed the purchase of the company.

I grew up with real estate in my blood. I was surrounded by the best of the best my whole life. People like Jim Whitney and countless others have mentored, advised and supported me throughout my career. With this foundation of experience and support I have decided to change the name of the company. As recognition of my father who passed way too young and with the greatest reverence for Jim Whitney and the company he built, we are changing the name to Coldwell Banker Farley Company. The same amazing agents, staff and great service, just a new name and a fresh look. - Jef Farley

**A LEGACY OF GREAT SERVICE 50 YEARS IN THE MAKING!
COLDWELL BANKER FARLEY COMPANY.**



Jef Farley



Vicki Dick



Marsha Morgan



Cari Volger



Kevin Hale



Jerry Baker



Jason VanNice



Jed Hummell



James Baker

We at Coldwell Banker Farley Company are committed to give you the highest level of service for any of your real estate needs. Located in Pendleton, OR our agents and staff are part of the fabric of our great community. We know the people, neighborhoods and unique personalities of Pendleton and our neighboring communities. Our area knowledge and connections along with our experience and professionalism will assist in forging the smoothest path to your best result!



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