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HOMESMART INTERNATIONAL ATTRACTS TOP INDUSTRY TALENT TO LEAD FRANCHISING COMPANY

Todd Sumney and Brad Clayton join ranks with aggressive plans for company growth already under way

(PHOENIX, AZ) – HomeSmart International is pleased to announce that two well-known, top executives in the real estate industry, Todd Sumney and Brad Clayton, have joined its senior leadership team as Chief Marketing Officer and Vice President of Sales, respectively. Both Sumney and Clayton come to HomeSmart International with more than 20 years of combined experience in the real estate industry.

Since launching its strategic approach to real estate franchising in 2010, HomeSmart International has made a name for itself amongst other large franchisors. The additions of Sumney and Clayton to the company's senior leadership is intended to further cultivate growth and enhanced branding across the company's more than 63 brokerage offices in 13 states across the U.S.

"We are thrilled to have both Todd and Brad joining our team. Not only do they both bring an incredible amount of experience to our thriving company, but they also have unique ideas which fit well into our strategic approach to growth throughout the remainder of 2014 and into the future," said Ashley Bowers, chief operating officer at HomeSmart International.

Sumney is joining the HomeSmart International team after nearly a decade as the vice president of marketing for Realty Executives International where he led the brand redevelopment and launched many of that company's tools, systems and platforms which supported franchisees and sales during his tenure.

"I am thrilled to be a part of such an innovative and forward-thinking franchise organization which enables franchisees to replicate the most successful brokerage in the country. The proprietary HomeSmart software and systems were built by a broker who was experiencing first-hand the many challenges today's traditional brokerage model fails to address. Through our forthcoming branding initiatives, I look forward to spreading the word about how this franchising system can benefit brokers across the country," said Sumney.

Clayton comes to HomeSmart International after working with Better Homes & Gardens Real Estate leveraging his expertise in mergers and acquisitions to grow the company's presence in Canada. Prior to his position at Better Homes & Gardens, Clayton also previously held positions and exceeded sales goals under other Realogy Corp. brands like Coldwell Banker Real Estate.

"I'm excited about sharing the HomeSmart opportunity with brokers nationwide. Our model for franchisees introduces an entirely new approach to an industry which is primarily based on an antiquated business model for brokers," said Clayton. "At HomeSmart, our brokers find that we are dedicated to providing long-term sustainability and scale which enables them to become and stay profitable under the umbrella of a strong franchisor that has walked in their shoes."

HomeSmart's mission is to become the #1 residential real estate brand by delivering low-fee, high-value services through fully integrated software and systems which enable end-to-end operational efficiency and support. Since HomeSmart began its franchise offering, it has created a like-minded family of progressive franchisees who emulate its unique brokerage model and service in communities across the Nation.



For more information on HomeSmart and its franchise opportunities, visit <http://www.homesmartfranchise.com/>. Follow HomeSmart on Facebook at www.facebook.com/homesmart, Twitter at <https://twitter.com/HomeSmartIntl>.

About HomeSmart International:

Founded in 2000 by entrepreneur Matt Widdows, HomeSmart International quickly became the fastest growing real estate brokerage firm in Arizona and still holds that distinction today. HomeSmart International is ranked as one of the top 20 real estate brokerages in the United States, and was recently ranked as the number one brokerage firm in the Metropolitan Phoenix market. From its international franchising headquarters based in Phoenix, HomeSmart International began franchising in 2010, and continues to grow by offering franchisees efficiency and innovation coupled with the systems and technologies necessary to succeed in today's evolving real estate industry. For more information on HomeSmart International and its array of franchise opportunities, visit <http://www.homesmartfranchise.com>.