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## **Locally Based Real Estate Giant Branches Out of Arizona** *HomeSmart Opens Franchises in Southern California*

**(PHOENIX)** – Local real estate brokerage firm [HomeSmart](http://HomeSmart) is continuing to grow by opening franchises in California. The nationwide company based in Phoenix recently began making its way to other cities across the United States offering one of the most attractive business models in the real estate industry.

Since opening in January 2000, HomeSmart has had tremendous success by growing to over 4,300 agents in Arizona. Such unparalleled growth has catapulted HomeSmart to rank as the largest real estate brokerage in the southwestern United States and among the top ten brokerages in the country.

This month, HomeSmart has launched franchises in California including Santa Rosa, Modesto, and Palm Springs, as well as local offices in Ahwatukee and Green Valley. The brokerage also has international operations in Beijing, China. Their goal is to open franchises in the top metropolitan cities in the United States

“We are excited to grow nationwide and for the future of HomeSmart,” said Founder Matt Widdows, who ranks in the Top Five National Independent Companies. “Our strong growth has driven us to begin franchising a year ago and we have seen our model and technology work in both small and large markets. We have built our reputation on exceptional customer service with our unique franchise package that gives our brokers and agents a competitive advantage in this industry.”

HomeSmart’s proprietary software puts its franchise partners ahead of the curve. Developed by Widdows and his development team, the reputable systems are proven to save business owners huge costs attributed to web hosting, lead generation and back office systems. This allows the franchise owners to provide the technology to their agents for free while allowing them to keep 100 percent of their commissions. Other advantages to HomeSmart’s franchise program including a virtual receptionist, generous fee structure, and online continuing education classes.

HomeSmart prides itself on successfully blending technology with a personal touch, something that is often lost in the industry. They continue to implement new technologies that empower its agents to provide outstanding service to their clients. This summer, HomeSmart will launch a new mobile application allowing residents to access market information at their fingertips. Users can take notes, rank properties, and share properties they like on social networking sites with friends.

The local brokerage donates time and money to many local charities, including Phoenix Children’s Hospital, Ronald McDonald House Charities, Back to School 4 Kids, American Diabetes, Make a Wish Foundation and more.

For more information on HomeSmart, its franchise opportunities, and community outreach, please visit [www.homesmartinternational.com](http://www.homesmartinternational.com). Follow HomeSmart on Facebook at [www.facebook.com/homesmart](http://www.facebook.com/homesmart).

### **About HomeSmart International**

Founded in 2000 by local entrepreneur Matt Widdows, HomeSmart International is the fastest growing real estate brokerage firm in Arizona providing valuable residential real estate by a network of more than 4,300 sales agents in over 13 offices. HomeSmart is ranked one of the largest brokerages in the United States. Based in Phoenix, HomeSmart continues to strive on the fundamental principles of efficiency and innovation by offering the systems and technologies necessary to sustain success in today’s real estate industry. For more information on HomeSmart and on their newly offered franchise opportunities, visit their website [www.homesmartinternational.com](http://www.homesmartinternational.com).

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