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Arizona Real Estate Giant Opens New Franchise in Ahwatukee *HomeSmart Continues to Expand Nationwide*

(PHOENIX) – This month, real estate brokerage firm [HomeSmart](http://www.homesmart.com) will open its newest franchise in Ahwatukee. The nationwide company based in Phoenix, Arizona recently began franchising by 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.

Franchise owners Ben Quillinan and Rachael Richards are set to open their new business later this month in Ahwatukee. The duo joined HomeSmart after leaving Keller Williams.

“Joining HomeSmart was a smart financial decision,” said Quillinan. “We now have a suite of technology to serve our customers and manage our business that comes with the franchise affiliation. This gives us a competitive advantage given that it is not outsourced. We are now able to invest in even greater marketing and resources for our agents and their clients.”

HomeSmart’s proprietary software puts its franchise partners ahead of the curve. Developed by Founder and Chairman Matt 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 include a virtual receptionist, generous fee structure, and a full suite of branding and marketing products.

“We are excited and proud to have Ben and Rachael join the HomeSmart family,” said Widdows. “They exemplify the quality and leadership we expect at HomeSmart. There are hundreds of successful teams like theirs across the nation that will experience the benefits from our technology and our network.”

In April 2012, HomeSmart launched franchises in California including Santa Rosa, Modesto, and Palm Springs, as well as an office in Green Valley, Arizona. The brokerage also has international operations in Beijing, China. Their goal is to open franchises in the top metropolitan cities across the United States.

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

About HomeSmart International

Founded in 2000 by 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.

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