



**FOR IMMEDIATE RELEASE**  
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## **HomeSmart International Opens Newest Franchise in McAllen, Texas** *Arizona Real Estate Firm Continues to Expand its Network Across the U.S.*

(PHOENIX) – Real estate firm [HomeSmart International](http://www.homesmartinternational.com) continues its nationwide growth with the opening of its newest franchise in McAllen, Texas. HomeSmart, based in Phoenix, began franchising two years ago, offering one of the most attractive business models in the real estate industry.

HomeSmart CEO and President Chuck Lemire believes this new partnership will continue the exciting growth of the company and provide great brokerage services through the franchise owner's leadership and experience in southern Texas.

Since opening in January 2000, HomeSmart has had tremendous success by growing to over 7,500 agents nationwide. HomeSmart provides their Franchise Partners with specific systems and technology that create efficiency in operations and keep costs down while allowing exponential growth.

McAllen franchise owner Dendea L. Balli has built a name for herself in the local real estate industry over the years. She was looking for something that excites, motivates and encourages professionals in the industry and that is what led her to HomeSmart.

“Combining Dendea’s principle and value-based leadership with HomeSmart’s systems and technologies will provide an environment that real estate agents will love and that will support them in best serving their clients,” said Lemire. “Like a true Texan, she approaches her business with a direct honesty and sincerity that is refreshing in today’s industry environment.”

HomeSmart emphasizes the importance of being aware of client needs and exceeding their expectations, which in turn builds strong relationships with the buyers and sellers in every market. HomeSmart’s proprietary software also positions its franchise partners ahead of the curve. Created 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 the agents 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.

HomeSmart continues to open new offices and add jobs across the United States, with offices throughout ten states and international operations in Shanghai, China. They added approximately 3,500 new jobs in 2012, and their goal is to continue to grow nationally and internationally in 2013.

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

### **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 7,500 agents in over 38 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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