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HomeSmart International Expands Network in California *Arizona Real Estate Firm Opens Newest Franchise in Sacramento, CA*

(PHOENIX) – Real estate firm [HomeSmart International](#) continues its nationwide growth with the opening of one of its newest franchises in Sacramento, California. Based in Phoenix, HomeSmart 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 international growth of HomeSmart and provide great brokerage services through the franchise owners leadership and experience in northern California. Sacramento is the nation's 35th largest city and HomeSmart is the number one independent brokerage firm in the Southwest.

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.

Sacramento franchise owner Isom Coleman brings seven years of real estate experience and more than 19 years of management experience to HomeSmart. Coleman brings over a team of 10 agents and the franchise will operate as HomeSmart ICARE Realty.

“With the systems and technologies we offer to our business partners, Isom will be able to provide high quality service at an efficient pace throughout Sacramento, and potentially beyond its borders,” said Lemire. “We are proud to say ‘Welcome Home!’ to Isom and his partners.”

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. Follow HomeSmart on Facebook at 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.

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