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## **HomeSmart International Expands With First East Coast Office** *Arizona Real Estate Firm Opens New Franchise in Tampa, Florida*

**(PHOENIX)** – Real estate firm [HomeSmart International](#) continues its nationwide growth with the opening of one of its newest franchises in Tampa, FL. 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 Florida. The four-county area of Tampa is composed of roughly 2.9 million residents, creating an ideal location for a HomeSmart franchise.

Since opening in January 2000, HomeSmart has had tremendous success by growing to over 7,000 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.

Tampa Franchise owner Lisa Thiessen brings 14 years of real estate sales experience to HomeSmart, and is joined by co-franchise owners Jonathan Cochran and John Gerhart. Thiessen is excited about the “buzz” that the team has created in establishing HomeSmart’s initial East Coast presence. The franchise will operate as HomeSmart Premier.

“The East Coast offers great opportunity for HomeSmart and our new leadership in Florida is excited about providing the systems and efficiencies in the brokerage business that so many other brands simply do not offer,” said Lemire. “This HomeSmart franchise partnership will now allow agents across Florida to have an end to end paperless system supported with cutting edge technology to serve the needs of their customers and clients.”

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 eleven 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](http://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 7,000 agents in 52 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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