



FOR IMMEDIATE RELEASE
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HomeSmart International Expands into Southern California

HomeSmart Continues to Expand Nationwide

(PHOENIX) – This month, [HomeSmart International](http://www.homesmartinternational.com) announced partnership with Southern California's fastest growing companies, Evergreen Realty with 6 offices and 1000 agents. HomeSmart based in Phoenix, Arizona recently began franchising by offering one of the most attractive business models and technology in the real estate industry.

Founded in January 2000, HomeSmart has had tremendous success by growing to over 6,700 agents in 5 states and 2 countries. Nearly half of that total has come in the last 18 months. 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.

Randy Rector, CEO of Evergreen Realty commented:

"After meeting Matt Widdows (Founder) and Chuck Lemire (CEO) and hearing the shared vision of a changing industry, the collective synergy of an Evergreen/HomeSmart partnership was inevitable. Operational efficiency is a driving force behind the successful growth of our models. The HomeSmart technology platform is the missing component we need to dominate our marketplace. With the combination of our companies' proven, successful systems; we are poised and ready for great success in California."

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 agents to keep 100 percent of their commissions. Other advantages to HomeSmart's franchise program include a virtual receptionist, and a full suite of branding and marketing products.

"HomeSmart offers large independents what they need in technology, systems, and value at an investment that make sound business sense. When you have well experienced business people like Tina and Randy Rector join with their 6 offices and 1000 agents it is clear that they found something other will realize," Chuck Lemire, CEO and President. "No one provides more for less than HomeSmart International. "

In April 2012, HomeSmart launched franchises in California including Santa Rosa, Modesto, and Pasadena. 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 6,700 sales agents in over 35 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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