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Media Contact:

Gina Kaegi

Marketing Communications Manager

HomeSmart International LLC
3131 E. Camelback Road, Suite 120
Phoenix, AZ 85016
602.889.2179
gkaegi@hsmove.com

HomeSmart International Welcomes 120 Intero Agents

Phoenix, Ariz., February 17, 2012 — HomeSmart International LLC announced today the joining of 120 Intero Palm Springs and Intero La Quinta agents as their newest members of the HomeSmart brand offering. The new affiliate will do business as HomeSmart Professionals.

The official launch of HomeSmart Professionals will be personally announced today at the California Desert Association of Realtors® office located in Palm Desert where 120 agents are expected to attend, warmly welcomed by Chuck Lemire, CEO/President of HomeSmart.

“The immediate change for these top Realtors® is an increase in their compensation. HomeSmart does not take a percentage from the agents’ commission. This allows our professionals to invest in their own marketing and promotions, serving their clients, invest in personal and professional development, or invest in long term savings for themselves and their families”, said Chuck Lemire. “The move to HomeSmart ensures that everyone actually does win and benefit from brokerage systems, tools and technology which we give to the agents at no additional fee. A company is only as good as the agents that are within its membership. We are a better company today through this partnership of each of the 120 Realtors® that have recently joined us.”

“After a decade in the real estate industry it is a great honor to finally partner with a progressive franchise like HomeSmart,” announced Darryl Ouellette, accomplished franchisee and real estate consultant. “They’re in sync with my philosophy of allowing agents to keep all of their commission in addition to providing them with world class tools necessary for exceptional service. I’m excited to see extreme growth in our Desert Cities operations as we already have agents operating in Orange County, CA and we look forward to the next couple of weeks where we will expand across the country into Atlanta, Georgia.”

According to Rich La Rue, Designated Broker, “I have a commitment to providing an environment for our agents where they receive 100% commission and have the tools and technology to be able to service their customers to the best of their ability. It’s refreshing to partner with HomeSmart because of their passionate commitment to providing solid value, systems, tools and technologies without all the hidden fees like most other companies in the industry.”

About HomeSmart

HomeSmart International was founded in 2000 by Arizona entrepreneur Matt Widdows, a technology visionary, who continues to serve as Chairman revolutionizing the way real estate is bought and sold. Founded on the fundamental principles of systems, tools and innovative technology, HomeSmart is the fastest growing real estate provider of residential real estate in Arizona attracting a network of over 4,300 sales professionals located within 13 offices. The HomeSmart International brand, led by Chuck Lemire HomeSmart CEO/President, formerly COO with RE/MAX Europe, is responsible for International franchise development with current operation expansion into multiple locations within Arizona, California and China. The HomeSmart franchise blueprint focuses on offering true brokerage systems and technologies necessary for scalability, sustainability and transferability in today's real estate industry. For more information, visit www.HomeSmartInternational.com.

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