



**FOR IMMEDIATE RELEASE**  
**August 5, 2014**

**Contact:** Marissa Leon  
**Phone:** (602) 810-2234  
**Email:** [publicrelations@hsmove.com](mailto:publicrelations@hsmove.com)

## **HOMESMART RECEIVES HONORS AS TOP RESIDENTIAL BROKERAGE IN PHOENIX**

**(PHOENIX, AZ)** –HomeSmart International’s founding franchise, HomeSmart Phoenix, was recently recognized by the *Phoenix Business Journal* in its annual Book of Lists as the top residential real estate brokerage firm in the Metropolitan Phoenix area based on both sales volume and closed transaction sides in 2013. The brokerage giant and its 4,500+ sales agents closed more than \$4.8 billion in sales volume and 19,382 transaction sides last year. This achievement more than triples closed transactions and nearly doubles sales volume compared to the second place competitor.

Over the last four years HomeSmart Phoenix, the company’s founding brokerage, increased its production and placement in the Book of Lists by an astounding \$2.3 billion (a 95% increase) in closed sales volume and 6,524 (a 51% increase) in closed transaction sides, a feat no other Phoenix-based company has been able to do during that same time period.

“Our Phoenix brokerage is such a phenomenal example of how internal brokerage systems and technologies help agents close transactions more effectively,” said Matt Widdows, owner and CEO of HomeSmart Phoenix and the HomeSmart International franchising company. “The rapid growth and market share increases we’ve seen in Arizona are a testament to what agents are looking for in a brokerage company today and we will continue to innovate and provide what our agents need to be successful.”

In 2013, the 24 brokerages named in the Book of Lists closed 81,812 transaction sides of which HomeSmart agents closed nearly 24% of those transactions.

“Real estate brokerages need to provide the highest levels of service and support to a widespread agent population so those agents can efficiently and expertly provide that same service to their clients,” said Trudy Moore, designated broker at HomeSmart Phoenix. “At HomeSmart, our daily performance metric is to respond to all emails and calls within five minutes. We know the importance of helping our agents through potential challenges before they occur. Throughout 2014, our average response time has been 4.2 minutes, and most calls are answered on the first ring. It’s just one way we serve our agents.”

HomeSmart Phoenix is on track to be the top residential brokerage in Phoenix for the third year in a row in 2014.

For more information on HomeSmart and its franchise opportunities, visit <http://www.homesmartfranchise.com/>. Follow HomeSmart on Facebook at [www.facebook.com/homesmart](http://www.facebook.com/homesmart), Twitter at <https://twitter.com/HomeSmartIntl>.

### **About HomeSmart International:**

Founded in 2000 by entrepreneur Matt Widdows, HomeSmart International quickly became the fastest growing real estate brokerage firm in Arizona and still holds that distinction today. HomeSmart International is ranked as one of the top 20 real estate brokerages in the United States, and was recently ranked as the number one brokerage firm in the Metropolitan Phoenix market. From its international franchising headquarters based in Phoenix, HomeSmart International began franchising in 2010, and continues to grow by offering franchisees efficiency and innovation coupled with the systems and technologies necessary to succeed in today’s evolving real estate industry. For more information on HomeSmart International and its array of franchise opportunities, visit <http://www.homesmartfranchise.com>.