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HOMESMART INTERNATIONAL GROWS IN SOUTHERN CALIFORNIA

HomeSmart Prima Properties joins expanding brand as franchisee

(Scottsdale, AZ) – HomeSmart International is pleased to announce its newest franchisee to align with the fast-growing brand in Southern California. HomeSmart Prima Properties (www.HomeSmartPrimaProperties.com), which is owned by Luanne Prima, just joined the ranks of other top brokers in the real estate industry who call HomeSmart their brand of choice. Prima's first HomeSmart office is in the bustling Santa Monica area where Prima was an agent for nearly a decade. This office will serve the cities of Santa Monica, Venice, Silicon Beach, Marina Del Rey, Pacific Palisades and Culver City. Future plans include an office in Beverly Hills which will serve the surrounding markets.

"We're thrilled to add HomeSmart Prima Properties to our company," said Ashley Bowers, chief operating officer at HomeSmart International. "Our entire team is committed to supporting [Luanne] and her brokerage team in the growth and success of their HomeSmart franchise."

Prior to opening her HomeSmart franchise, Prima owned and operated as an unaffiliated brokerage in Palm Springs and the NoHo Arts District/Burbank for five years. During that time Prima assembled a team of knowledgeable and sophisticated real estate professionals. These stellar individuals are focused entirely on providing a high level of service and support to consumers so they may achieve their real estate goals.

"Joining HomeSmart is a natural progression in my career as a real estate broker and business owner because I have aspirations to continue growing my company and HomeSmart International provides my company and our clients with unparalleled support, high quality service and the best integrated technology platforms in the real estate marketplace," said Prima.

Since 1997 Prima has been engaged in various aspects of the real estate industry including as a residential investor, in building and development and in commercial real estate. Her experience coupled, with the HomeSmart brand, will undoubtedly result in exponential growth in the various Southern California markets her company serves. Prima is the daughter of show business legends Louis Prima and Keely Smith.

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 Scottsdale, 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. Today, the brand has offices in 15 States and nearly 10,000 agents nationwide. For more information on HomeSmart and its franchise



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