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HOMESMART INTERNATIONAL REACHES GROWTH MILESTONE EXCEEDING 10,000 AGENTS

(SCOTTSDALE, AZ) – [HomeSmart International](#) recently announced the franchising company has exceeded the 10,000 agent mark in its United States-based franchises. The milestone comes off of several consecutive years of positive growth trends since the company first began franchising in 2009. Additionally, 77% of the franchises under the HomeSmart brand posted net positive agent growth numbers for 2015. As of March 31, the company stands at 10,130+ agents in 86 offices across 15 states.

“We believe the growth HomeSmart is seeing across our franchise system can be attributed to the adaptability of our model in any market for a variety of different brokerage types,” said Ashley Bowers, president and chief operating officer at HomeSmart International. “Additionally, we launched a new program last year which is designed to take the weight of agent recruiting off the individual broker by enabling our franchise support team to help brokers manage this aspect of their businesses.”

The abovementioned Centralized Services program HomeSmart International launched in February 2015 involves comprehensive marketing, a fully staffed call center and agent hiring experts who are able to manage agent recruiting and support brokerage growth for individual franchisees. The voluntary program frees broker/owners up to focus more on helping agents grow their businesses. Currently, just under 50% of all HomeSmart franchisees are participating at some level in the Centralized Services initiative.

HomeSmart International also launched an aggressive franchise sales and merger/acquisition campaign in the fourth quarter of 2015 as part of its overall growth strategy. Over the last six months, HomeSmart International has increased its office count by nearly 10% via franchise sales and new branch offices nationwide with several more slated to open throughout second quarter 2016.

“We’re committed to expanding the HomeSmart brand into new markets all over the U.S. and are doing so through a strategic combination of franchise sales, conversions, mergers and acquisitions,” said Bryan Brooks, senior vice president of franchise sales for HomeSmart International.

About HomeSmart International:

Founded in 2000 by entrepreneur Matt Widdows, HomeSmart International is ranked as one of the top real estate franchises in the United States by the *Entrepreneur* 500 and *INC* 5000. 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 the evolving real estate industry. Today, the brand has nearly 90 offices in 15 States and upwards of 10,000 agents nationwide with additional offices and agents in China. For more information on HomeSmart International, visit www.HomeSmart.com. Follow HomeSmart International on [Facebook](#), on [Twitter](#) (@HomeSmartIntl) and on [Instagram](#) (@HomeSmartIntl).

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