

Realty ONE Group Welcomes the eVantage Home Team:

Orange County real estate leader is drawn to Realty ONE Group for its core values of agent support and success through cutting-edge technology

ORANGE COUNTY, Calif. (May 30, 2012) – Realty ONE Group today announced that Nick Roshdieh and Vincent Bindi, owners of the eVantage Home Team, will be joining Realty ONE Group, along with their team of accomplished professionals.

Already an Orange County powerhouse, Realty ONE Group manifests many of the same qualities as eVantage, including early adoption of cutting-edge technology; an agent-centered approach to training and marketing; a desire to be a resource for both buyers and sellers on the intricacies of the market and real estate purchases; and a commitment to ethics and professionalism.

“The synergies were too great not to pursue,” Roshdieh said. “Our team has always combined our real estate expertise with the power of computer technology to better serve home buyers and sellers. We realize – and Realty ONE Group does too – that by effectively utilizing technology, we ultimately save our customers time and money, as we reduce the cost and complexity associated with home buying and selling.”

Roshdieh, a nationally recognized expert in the Southern California real estate market and well-known real estate coach, has built the bulk of his business on referrals from satisfied clients. A savvy negotiator, he has sold over 900 homes in his career. In 2008 Roshdieh and Bindi founded eVantage, which grew to 40 agents.

“We shared a long-term vision of a brokerage driven by technology, where mastery of internet real estate marketing would drive business,” Bindi says. This manifests itself in strong online branding, powerful e-based marketing campaigns for listings and an active social media presence.

Bindi holds a Master’s of Science degree in computer engineering from Purdue University and has more than 15 years in residential and commercial real estate experience. He created eVantage’s strong internet marketing strategy which consists of multiple websites, search engine optimization (SEO), pay-per-click advertising, social

networking, and Web portal banner ads designed to maximize the advertising exposure of eVantage's listings.

According to Roshdieh, Realty ONE Group was appealing not only for its clear success in embracing technology, including a newly revamped website (realtyonegroup.com) and an active social media presence, but because of its core focus on agent empowerment: from a profitable cost and overhead structure to its high-end physical offices. In addition, Realty ONE Group's broker-manager Tony Faulkner and Roshdieh have known each other for more than 10 years and share core professional values.

"We were delighted they approached us to join our team since we share agent satisfaction as a cornerstone value," said Kuba Jewgieniew, CEO and owner of Realty ONE Group.

"Our successful business model is based on attracting quality real estate professionals and empowering them by offering more resources for less money. Time and time again we are pleasantly surprised that what matters to many agents are the 'extras,' those things we offer that our competitors don't. From a comfortable office where you can meet your clients in privacy, to marketing and educational support, our agents overwhelmingly agree that we provide what they need to be successful."

Despite industry conditions, Realty ONE Group has been expanding by both opening new offices and making strategic acquisitions. REAL Trends, Inc. ranks Realty ONE Group as No. 11 in its national rankings, and INC. 500 has named it one of the fastest-growing companies for three consecutive years.

The full-service firm recently finished 2011 -- its second year in Orange County -- as the fourth-largest real estate brokerage in the market based on sales volume; up 693% in total sales and 641% in closed transactions.

In August 2011, it joined forces with Arizona powerhouse John Hall and Associates, a real estate leader for more than 30 years, and the firm is actively seeking other similar synergies, in addition to exploring franchising in Florida and Texas.

About Realty ONE Group

Realty ONE Group is a full-service real estate brokerage firm with more than 3,500 associates, headquartered in Las Vegas, Nevada, with offices in Arizona and California. It focuses on providing ethical, professional and results-oriented services to property

owners and prospective real estate buyers. Since its inception in 2005, the company has grown to become the largest real estate brokerage in Nevada and the fastest growing real estate company in Arizona and California.

For more information, visit www.RealtyOneGroup.com or www.SearchOCHomes.com

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