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Realty ONE Group To Expand its Successful Model into Franchising

Veteran Real Estate Professional Rick Hudson to Aggressively Seek Strategic Alignments as Director of Franchise Development

ORANGE COUNTY, Calif. (June 14, 2012) – Realty ONE Group today announced plans to expand its successful model of a unique compensation plan backed by a full suite of marketing, technology and educational support, into franchise opportunities.

“We will offer a non-conventional franchise partner agreement that is as opposite from today’s outdated industry norms as our compensation and other systems are,” said Kuba Jewgieniew, CEO and owner of Realty ONE Group.

With this ground-breaking paradigm, Realty ONE Group will allow select business partners to utilize the company’s successful business model, propriety paperless technology and support systems -- all with zero royalty and annual fees.

“We will essentially be ‘giving away’ these components that have allowed us to flourish. We will avoid the ‘nickel and diming’ culture of traditional franchise agreements, and instead focus on one clear cut goal: we will be intertwined in the success of these franchisees by investing in them and our relationship with them for the long-term. We will be very selective in the process of strategically aligning only with those who will represent our brand, image and reputation.”

Franchising offers an additional direction for Realty ONE Group’s torrid pace of growth. Previously, the firm had expanded by either opening new offices or making

strategic acquisitions in its core markets of Arizona, California and Nevada. In May it joined forces with Orange County real estate leader eVantage Home Team, and in August 2011, it teamed with Arizona powerhouse John Hall and Associates.

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.

“Quite simply, we attract the best in the business because of the support we provide our agents. We have found a winning model with our unique compensation plan that allows agents to keep more money in their pocket, while still retaining the resources that allow them to thrive, from high-end offices to marketing support to the latest in technology.”

Jewgieniew stressed that this will not affect the existing company-owned branches, and that the firm would continue to build this foundation via organic growth while blending in the franchise opportunity.

Orange County real estate veteran Rick Hudson will helm the efforts as director of franchise development, with initial plans to seek opportunities in the western and southern regions, with an eventual eye toward expanding nationally.

Hudson has more than 20 years of sales experience, with a specialization in franchise sales and development. He has served on the management teams of Realty Executives International and Realogy, top franchisors of the best-known brands in residential real estate, including Century 21, Coldwell-Banker, ERA and Better Homes & Gardens.

“I know what the real estate community wants and needs from a franchisor perspective, having presented to thousands of brokers and agents,” Hudson said.

He cites four compelling factors that underscore his belief that the Realty ONE Group model has the potential to grow far beyond its existing boundaries. These value propositions include:

- Its **agent commission/fee structure** that is so attractive that agents are likely to find it exceedingly easier to build a successful business with Realty ONE Group than with the legacy franchisor’s model

- Its **turn-key technology** platform that helps brokerage owners effectively manage and control their business all in one tool, rather than using multiple tools and vendors
- Its excellent track record for **recruiting and training brokers**.
- Its goal of **allowing franchisees to be as successful** with its business model and structure as Realty ONE Group itself has been.

“I have complete confidence in Rick because his style complements ours so well,” said Jewgieniew. “Our managers are known for being available to the sales team 24/7, and Rick has demonstrated this same "in the trenches" leadership style that fosters confidence from his team, who respect him for his hard-driving, but balanced, approach of empowerment and accountability.”

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.