



April 11, 2013 10:59 AM Pacific Daylight Time

## Realty ONE Group Affiliates, Inc., Continues Torrid Growth: Three New Practices Join, Drawn to its Agent-Centric Culture

IRVINE, Calif.--(BUSINESS WIRE)--Realty ONE Group Affiliates, Inc., today announced that it has attracted eight new franchises in as many months since it began offering the program. Announcing their affiliation this month are:

- Realty ONE Group American in Fremont, Calif., run by Rana Atwal
- Realty ONE Group Elite in Antioch, Calif., run by Mona Phillips
- Realty ONE Group Great American in Chandler, Ariz., run by Tom Coury

"We knew that other firms would appreciate our model and reputation, and we are delighted that Realty ONE Group can be a catalyst to improve the real estate industry. Clearly others are hungry to replicate the incredible success we have achieved by our agent-centric focus," said Kuba Jewgieniew, CEO and owner of Realty ONE Group.

Each of the franchises echoed their interest in the firm's ability to attract and retain motivated real estate professionals. "We are focused on just one thing: our agents," said Rick Hudson, Realty ONE Group's executive vice president of franchise development. "Everything we provide, from cutting-edge technology to a compensation model that allows agents to keep more of their hard-earned money, is designed to appeal to these top-performing professionals."

**"Everything we provide, from cutting-edge technology to a compensation model that allows agents to keep more of their hard-earned money, is designed to appeal to these top-performing professionals."**

Realty ONE Group sets itself apart from other firms with its singular focus on its agents and their needs: from a full suite of support in the form of education, training, technology and marketing systems, to its luxurious office spaces and attractive compensation plan.

"I was this close to signing with another franchise, but at the last minute learned about Realty ONE Group. They were so responsive to my questions and embody the same philosophy as I do. They are all about their people," said Phillips. "I need a partner who understands the distinct laws in California, believes in training as I do and realizes that since agents work so hard in this environment, they deserve to keep more of their pay."

"My area is ripe for this model," said Coury, who was familiar and impressed with Realty ONE Group's professional reputation through its history in the Arizona area. "My current agents are excited and I am confident that I will be attracting top-tier associates immediately."

Realty ONE Group American's Atwal said that he too had been courted by other potential franchisees but knew that the Realty ONE Group model was far superior. "It creates a new concept that marries the best of other cultures: a 100 percent commission plan, but one that is backed by the support and technology you would expect from a traditional firm."

Nothing succeeds like success and Realty ONE Group's best "advertisement" is its first franchisee, Barbara Baker, who has achieved amazing growth since joining Realty ONE Group Affiliates in October 2012. She has met with each of the potential franchisees to answer their questions and mentor them in their transition. "Her enthusiasm has been contagious," Coury said.

Hudson said there are plans to announce other franchises shortly, citing extreme interest in Realty ONE Group through its [non-conventional franchise partner agreement](#).

The franchise opportunity will allow Realty ONE Group to grow exponentially, both in existing markets and nationwide, supplementing the rapid growth it has attained through company-owned offices.

REAL Trends, Inc. just named Realty ONE Group, Inc., as No. 7 in its national rankings, and [INC. 500](#) recently named it one of the fastest-growing companies for the fourth consecutive year.

### **About Realty ONE Group, Inc.**

Realty ONE Group, Inc., is a full-service real estate brokerage firm with more than 4,000 associates. Its corporate offices are in Irvine, Calif., with offices throughout California and in Arizona and Nevada. 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](http://www.RealtyOneGroup.com).

### **Contacts**

Realty ONE Group, Inc.  
Cathie Ericson, 503-539-6772  
[media@realtyonelv.com](mailto:media@realtyonelv.com)

