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Realty ONE Group's New Website Focused on Local Market Customization:

*Realty ONE Group streamlines and updates its website
to give buyers a complete home-buying experience
with its Lifestyle Home Search*

IRVINE, Calif. (July 2, 2013) – Realty ONE Group's [redesigned website](#), launched today, brings more functionality and customization to its clients with a modern look and a revamped "lifestyle search" that emphasizes its agents' expertise in local markets.

"Our agents can't wait to pass on the information they have about the different communities where they live, work and play," says Kuba Jewgieniew, CEO and Founder of Realty ONE Group Inc. "Our newly revamped, modern website offers everything our customers need to make a decision that fits them and their lifestyle."

The website allows clients to filter down to the lifestyle and community that best suits their home-buying need and reinforces its agents' intimate knowledge of local communities and neighborhoods.

The lifestyle search feature allows users to use a sliding scale rating system that ranks neighborhoods based on the relative importance of ten possible qualities – from great schools, to an easy commute to music, art and theater options.

In addition to an updated website, Realty ONE Group has debuted a free high-definition app that further supports the current needs of today's home buyer.

Features of the seamless home search application include up-to-date listings in real time; simple sharing options to social outlets and email; an option to save favored listings for later; direct e-contact to agents on their listings, information on neighborhood amenities, GPS mapping of listings and more, all in a sleek design with user friendly navigation.

Over the past few months, Realty ONE Group has signed multiple agreements with top industry firms including [OnBoard Informatics](#), Zillow, [Trulia](#), Smarter Agent and [Homes.com](#), to help simplify the search process for clients.

The website's advanced functionality is complemented by a fresh, updated logo and its new brand tagline: "Homes Lives Dreams," which conveys the company's vision of unlimited possibilities for consumers, agents and employees.

The contemporary look of the rebrand is in response to the company's increased profile in its key markets and nationwide. Realty ONE Group was recently named [No. 7 in REAL Trends' national rankings](#) and is a four-time winner of [INC. 500's fastest-growing company designation](#).

The company has had a strong first half of 2013, with incredible growth in sales, agents and offices – both company owned and franchised. Realty ONE Group now has 17 company-owned branches and [14 franchises](#).

Its reputation for offering "more" to its agents -- more technology, more marketing, more education, more support and more compensation – has allowed it to attract top-performing agents and potential franchisees who are eager to affiliate with the successful firm and the resources it offers.

"Our rebrand and cutting-edge website and other technology that cater to the needs of both client and agent are evidence of our commitment to build a successful future for the entire team," says Jewgieniew.

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.