



FOR IMMEDIATE RELEASE

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SELLSMART® LONE STAR OPENS NEW OFFICE IN SAN ANTONIO, TEXAS

SAN DIEGO, CA, March 16, 2007 – SellSmart Real Estate announced the grand opening of a new office in San Antonio, Texas. The new office for SellSmart Lone Star Real Estate is the first to open in Texas, marking a significant milestone as the company continues to expand through its successful franchise program. The San Antonio office will be operated by Don Conkright, Bill Bobadilla, Joe Corwin, and Mike Sandoval, who together have more than 33 years of combined real estate experience, along with strong military and business backgrounds.

The group has had experience with traditional real estate chains, and so is enthusiastic about becoming a part of the growing discount niche that is welcomed by consumers. “The real estate business models that are willing to adapt to market demands will have a clear edge on the competition,” notes Bobadilla, who plans to expand his territory as the business grows. All of the agents at SellSmart Lone Star are committed to the national corporate mission to provide full real estate service, savings, and results to clients.

Widely recognized for its consumer-driven business model, SellSmart Real Estate provides home sellers with professional expertise throughout the entire cycle of home selling without paying

the standard industry commission. Through use of innovative marketing approaches, sellers are able to realize substantially more savings. Understanding that technology, effective marketing techniques, and an innovative business model enables them to operate more efficiently without reducing services, SellSmart Real Estate has opted to pass the savings on to the consumer. “Sellers have been waiting for an alternative to traditional high commissions,” says Lynda Cook, the co-founder of the company. “Our competitive lower optional fee structure fills a long-awaited niche in the real estate industry.” Today SellSmart Real Estate has approximately 50 locations opened, mostly in California and Nevada.

The San Antonio office will be open mid-February, and is located at 15028 San Pedro (Hwy 281 & Brook Hollow), San Antonio, Texas 78232. For more information, please call (210-494-SELL) or visit the website at www.SellSmartLoneStar.com.

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