



**FOR IMMEDIATE RELEASE**

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**SELLSMART<sup>®</sup> REAL ESTATE OPENS NEW OFFICE IN OAKLAND**

**SAN DIEGO, CA, July 3, 2006**– SellSmart<sup>®</sup> Real Estate announced the opening of another new office in Northern California. The new franchise office for SellSmart<sup>1®</sup> Unison Realty is based in Oakland, and will be operated by Katie Son.

Son has been serving the real estate needs of Californians for 25 years. She began her career as a real estate agent and seven years ago founded her own mortgage brokerage company, Unison Financial. Recognizing that new technology-driven business models are changing the real estate industry, Son opted to expand her loan business by adding the SellSmart premium service discount program to her portfolio of client services. She explains, “The difference between SellSmart and other real estate companies is not what we do, its what we charge. SellSmart Unison Realty provides the service and expertise you deserve, at the savings you want.”

Widely recognized for its consumer-driven business model, SellSmart<sup>®</sup> 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<sup>®</sup> 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 set fee structure fills a long-awaited niche in the real estate industry.” Today SellSmart<sup>®</sup> has approximately 50 locations opened, mostly in California and Nevada.

The new office is open to the public at 311 Oak Street, Suite 115 in Oakland. For more information, please call 510-463-2727, or visit the website at [www.sellsmartunisonrealty.com](http://www.sellsmartunisonrealty.com).

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