



Corporate Fact Sheet

Founded 2001

Corporate Headquarters San Diego, California

Web Presence www.SellSmartRealEstate.com

Office Locations The company has sold 63 exclusive locations, with 44 offices operating in California, Nevada, Texas and DC. SellSmart has had phenomenal growth in comparison to the development stage of comparable franchised models for the same time period. The company anticipates even stronger growth with the new Area Franchises to be offered mid-2006 for those who want to control and develop larger areas outside California.

Real Estate Services The SellSmart® program is based on Premium Service and Savings™ for sellers. SellSmart offers brokers a competitive business model without compromising their image. The program merges the professional image and services of full commissioned models, with consumer savings options of discount models. Exclusive office locations are established, with each office setting its own low set fee or percentage. Most all properties are placed in the multiple listing services with a commission offered to the broker representing the buyer. The BuySmart® program included with a franchise, offers a system for working with buyers and features a rebate program to offset buyer costs.

Franchise Opportunities Brokers may obtain a franchise for \$14,950 to open or convert their company to the SELLSMART® trademark. A turnkey package provides everything needed for an immediate start-up, ongoing marketing support, and expert assistance. Area franchises are also available for capitalized investors who are interested in developing the brand in new regional areas throughout the United States.

Organization Founders Originally founded by John and Lynda Cook, long time brokers experienced in real estate and franchise operations, and developers and trainers of real estate training programs and systems. Richard Cook joined the company to commence rollout of the franchise operation in late 2004, and the corporate office and state-of-the-art training center was opened late 2005 in La Jolla, CA. The company is privately owned.