



FOR IMMEDIATE RELEASE

June 28, 2006

CONTACT:

Lynda Cook 800-919-2950

corp@SellSmartRealEstate.com

SELLSMART[®] FRANCHISE LEADS KNOCKBOX MARKETING IN SHASTA COUNTY

SAN DIEGO, CA, June 28, 2006– SellSmart[®] Real Estate announced the first subscription of the groundbreaking Knockbox[™] by its Redding, California office, SellSmart First Choice Realty.

The Knockbox[™] is a sleek, self-contained appliance that sits unobtrusively inside the home for sale, and relays information about the property 24/7. Outside the home, anyone with a WiFi-capable device can view the home's individual webpage, which includes a photographic tour, buyer presentation, and other property details. More information about the Knockbox can be found at www.knockbox.net.

SellSmart First Choice Realty is operated by Ken and Shelley Gilchrist, who believe that “if you're not using us, you just don't know about us!” Widely recognized for its consumer-driven business model, SellSmart[®] 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. The

Gilchrists are dedicated to the SellSmart “premium service with savings” business model, and have expanded their services to include the BuySmart[®] program, as well as a loan program.

With more than 25 years in the real estate industry, Ken Gilchrist holds a Bachelor’s degree in Business Administration, and has previously owned a large independent real estate office. He is attracted to the SellSmart[®] franchise opportunity and is confident the program is timely in meeting today’s consumer demand for service with savings.

Shelley Gilchrist offers her impressive background in marketing and advertising to meet client needs and expectations in selling their homes at an affordable rate. She holds a Theology degree from Shasta Bible College and is committed to providing consumers with real value and professional full service.

A privately-held enterprise, SellSmart[®] Real Estate recently converted to a franchise, due to the unqualified success of their licensed offices. Understanding that technology, effective marketing techniques, and an innovative business model enables them to operate more efficiently without reducing services, SellSmart[®] 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[®] has approximately 50 locations opened, mostly in California and Nevada.

The office is located at 1355 East Cypress Avenue, Suite E, in Redding. For more information, please call 530-221-3407, or visit the website at www.SellSmartFirstChoice.com.

###