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SELLSMART[®] REAL ESTATE OPENS NEW OFFICE IN RIVERSIDE

SAN DIEGO, CA, August 8, 2005– SellSmart[®] Real Estate announced the opening of another new office in Southern California. The new office for SellSmart[®] Star is based in Riverside, and will be operated by Albert Navarro.

Navarro, who has more than 12 years experience in real estate sales, was initially attracted to the innovative structure and business model of SellSmart[®] Real Estate. His strengths are in his “readiness to make a commitment to the consumer, extensive neighborhood expertise, and ability to embrace the tools of technology without losing the personal touch.” After working within the traditional commission-based model, he is excited about being able to provide sellers with an opportunity to realize substantial savings.

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. 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.”

In addition, although it is a low set fee real estate company, SellSmart® remains committed to maintaining a positive relationship within the industry by continuing to respect standard commission rates with outside buyer agents.

SellSmart® license sales commenced in 2002 upon approval of the trademark. Today SellSmart® has approximately 60 locations in 4 states. A privately-held enterprise, SellSmart® Real Estate recently converted to a franchise, due to the successful growth of their licensed offices.

The new office is already open to the public at 6141 Riverside Avenue, Suite #1 in Riverside. For more information, please call 951-683-0310, or visit the website at www.SellSmartStar.com.

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