



**FOR IMMEDIATE RELEASE**

July 18, 2005

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

**SAN DIEGO, CA, July 18, 2005**– SellSmart<sup>®</sup> Real Estate announced the opening of another new office in Northern California. The new office for SellSmart<sup>®</sup> Services is based in Manteca, California, and will be operated by Kathryn Grimm.

With more than 20 years in the real estate business, Grimm has a plethora of experience in all facets of the home buying and selling process. Now she can offer consumers full service while saving them money. SellSmart<sup>®</sup> Services provides home sellers with professional expertise throughout the entire cycle of home selling without paying the standard industry commission. Grimm believes that “sellers have been longing for an option to conventional high commissions and high fee structures. SellSmart<sup>®</sup> is now taking its long-expected place in the industry, saving sellers millions.”

Agents Janna Brocchini, Maurice West, and Paul Gonzalez are recognized not only for their dedication to buyers and sellers, but also for maintaining a positive relationship within the industry by continuing to respect standard commission rates with outside agents.

Brocchini left her teaching position to join SellSmart<sup>®</sup> Services as a co-owner. She was drawn to SellSmart<sup>®</sup> because of its superior marketing system and commitment to client satisfaction. Brocchini sees SellSmart<sup>®</sup> as the “new, upcoming, innovative real estate concept of the future.”

SellSmart<sup>®</sup> license sales commenced in 2002 upon approval of the trademark. Today SellSmart<sup>®</sup> has 50 locations opened in 4 states. A privately-held enterprise, SellSmart<sup>®</sup> 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<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. Through use of innovative marketing approaches, sellers are able to realize substantially more savings.”

The new office is already open to the public at 965 East Yosemite Avenue, Suite 23A, in Manteca. Grimm stated, “Business is unbelievable.” For more information, please call 209-823-3137, or visit the website at [www.SellSmartServices.com](http://www.SellSmartServices.com).

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