



**FOR IMMEDIATE RELEASE**

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**SELLSMART REAL ESTATE LAUNCHES “GET SMART” TOUR**

**SAN DIEGO, CA, June 26, 2006**– SellSmart Real Estate announced last week that they are launching their first Knockbox demo tour, traveling in a 2006 Smart Car Fortwo to tour California SellSmart offices and demonstrate the new Knockbox technology to the general public.

A subsidiary of Daimler-Chrysler, the Smart brand is the leader in the new direction of eco-friendly transportation. Sporting a compact frame and lightweight engine, the Smart Car offers an efficient mode of transportation that SellSmart Real Estate CEO Lynda Cook says “is compatible with our consumer-driven programs. We look for ways that new technology can heighten the efficiency of our business model, and expand upon the effective marketing tools we offer to our valued clients. It is the perfect car from which we can educate people about the Knockbox.” To find out more about the Knockbox tour schedule, the general public is invited to visit the SellSmart blog at <http://sellsmartnews.blogspot.com/>.

A Knockbox is a sleek, self-contained appliance that is placed unobtrusively inside the home for sale. It contains a photographic tour, custom buyer presentation, and other important details about the property that can all be accessed without ever having to enter the home.

A Knockbox property will grab drive-by buyers 24/7 and provide them with an immediate tour of the entire premises. Anyone with WiFi capability will be able to obtain a tour on demand. The self-screening process allows interested buyers to view additional details about the property and access agent contact information, all from the privacy and convenience of any WiFi-capable device. A potential buyer simply connects to the Knockbox wirelessly and opens their web browser.

The partnership between SellSmart Real Estate and Knockbox reflects the SellSmart commitment to meeting the fast-growing consumer demand for premium service with savings. “We use technology to create efficiencies in our business model, that can then be passed on to the consumer in the savings it generates,” said Cook. “We also take pride in our ability to expand the use of those technologies to enhance the total marketing portfolio that we offer to our client base.”

SellSmart Real Estate commenced franchise sales in 2004, and to date SellSmart has opened 50 locations in California, Nevada, and the District of Columbia. A privately-held enterprise, SellSmart Real Estate is widely recognized for its professional image and consumer-driven business model. The SellSmart<sup>®</sup> program 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 initial franchise fee for a SellSmart office is \$12,500. Franchise offices pay a 6% royalty with no monthly minimum payment required. There are no monthly advertising or administrative fees assessed. For more information about obtaining a franchise, please call 800-919-2950 or visit the new website at [www.SellSmartRealEstate.com](http://www.SellSmartRealEstate.com).

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