



FOR IMMEDIATE RELEASE

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CONTACT:

Lynda Cook 800-919-2950

Lynda@sellsmartrealestate.com

SELLSMART REAL ESTATE OFFERS TRANSACTIONPOINT® TO FRANCHISEES

SAN DIEGO, CA –March 14, 2007 – SellSmart Real Estate announced this month that it now offers TransactionPoint®, a powerful transaction management solution from Fidelity National Real Estate Solutions®, as the official transaction management platform for its rapidly expanding franchise network. In addition to being offered to all new franchisees, the Web-based automated transaction management tool is now being integrated into approximately 50 SellSmart locations in California, Nevada, Texas and the District of Columbia.

Transactions initiated by SellSmart's affiliated agents will now be handled by the TransactionPoint platform, reducing costs while providing increased security, efficiency and accuracy. With TransactionPoint's tracking of each escrow, SellSmart customers have online access to status and documents for appraisals, inspections, repairs and other required services.

Founded in 2001 by 40-year industry veterans John and Lynda Cook, San Diego-based SellSmart (www.sellsmartrealestate.com) began offering franchises in 2005 to meet increasing broker demand in a highly competitive industry. SellSmart has already gained market share in the discount real estate market by combining cutting-edge technology with innovative marketing strategies that promote properties directly to buyers in the marketplace.

Widely recognized for its consumer-driven business model, SellSmart Real Estate 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. Their knowledge and use of cutting-edge technology, effective marketing techniques and innovative business model enable SellSmart's brokers to operate more efficiently without reducing services and they have opted to pass these savings on to the consumer.

“Sellers have been waiting for an alternative to traditional high commissions,” says Lynda Cook. “Our competitive lower optional fee structure fills a long-awaited niche in the real estate industry, and the efficiencies resulting from our partnership with Fidelity National Real Estate Solutions provide us with yet another opportunity to pass on the savings to consumers.”

With integration to online forms, popular customer relationship management products and back office accounting systems, TransactionPoint offers real estate agents, brokers and transaction coordinators a single, centralized platform that streamlines the process as it permanently logs all transaction-related messages, documents, key dates and activities. While minimizing the risk of an item falling through the cracks, the platform also eliminates redundant data entry and wasteful paper usage. Clients gain real time access to transaction status and pertinent documents. TransactionPoint imports property data directly from MLS, manages contacts, provides standard reports and insures that compliance requirements are met.

For more information regarding SellSmart contact 800-919-2950 or email franchise@SellSmartRealEstate.com. For more information regarding Fidelity National Real Estate Solutions or TransactionPoint contact XXX-XXX-XXXX or email CONTACT@fnres.com.

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