



FOR IMMEDIATE RELEASE

March 1, 2005

CONTACT:

Lynda Cook 800-919-2950

corp@SellSmartRealEstate.com

SELLSMART[®] REAL ESTATE CONVERTS TO NATIONAL FRANCHISE

SAN DIEGO, CA, March 1, 2005– SELLSMART[®] Real Estate announced last month that its new franchise business model became effective in January, marking another milestone in the company's response to meeting the fast-growing consumer demand for full-service at a low set fee cost.

SELLSMART[®] license sales commenced in 2002 upon approval of the trademark, and to date, SELLSMART[®] has opened 50 locations in 4 states. A privately-held enterprise, SELLSMART[®] Real Estate chose to convert to a franchise, due to the unqualified success of their licensed offices.

Franchisees will also have the opportunity to earn additional commissions and ongoing royalties through the Royalty Builder Program, an innovative opportunity not offered by other real estate companies. This unique program allows participants to become business builders and sell franchises without investing in regional or master franchises. Business builders earn immediate commissions and ongoing royalty income from offices sold, an unprecedented offer to participate in the exciting growth of a company.

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.

The initial franchise fee for a storefront operation is \$12,500; a secondary storefront within the same territory is \$7,500; and subsequent same-territory storefronts are \$5,000 each. Franchise offices pay a 6% royalty to the corporate office, with no monthly advertising or administrative fees assessed. SELLSMART® will offer first option for franchise conversions to existing licensed offices.

For more information about obtaining a franchise, please call 800-919-2950 or visit the website at www.SellSmartRealEstate.com.

###