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CONTACT:

Lynda Cook 800-919-2950

corp@SellSmartRealEstate.com

SELLSMART® REAL ESTATE ANNOUNCES TOP PRODUCER AWARD

PALMDALE, CA, April 21, 2004– SELLSMART® Real Estate announced the winner of their award for the Top Producing Office. Peter Gagnon is the proud recipient of the SELLSMART® Award for the Top Producing Office across the United States. Gagnon, who operates SELLSMART® ASSOCIATES, located in Palmdale, California, generated the most number of closings over the last year, with just two agents.

Although Palmdale is one of the fastest growing communities in California, Gagnon says that his success is largely a result of his emphasis on marketing, by capitalizing on Internet presence, color flyers, newspaper advertising, and follow-through on listings. He added, if he could improve anything that he has done, it would be to “brag more, to ride the sale with more advertising that features the individual sellers’ savings.” He feels the SELLSMART® message is just too strong to ignore.

He markets beyond the traditional methods, however, and applies creative techniques to his marketing toolbox. Currently, he is putting together materials to generate a “sample check” for

neighborhood sellers to show them how much they can save by using SELLSMART® ASSOCIATES.

But Gagnon feels this is just the tip of the iceberg. He plans on expanding his success by hiring more agents and replicating that success through them. “They can be successful with just a little education in marketing, and then simply sticking to the basics.” He has already begun a successful year by hiring another agent, and plans to continue expanding his office throughout the next year.

Gagnon also points out that he was able to sell the majority of his listings for the \$2,950 set fee. He notes that the strongest feature of being a SELLSMART® affiliate is the savings message. “Getting listings is easy, since you have the seller’s undivided attention when you mention a bottom line that just screams out.”

SELLSMART® Real Estate was founded in 1999, and license sales commenced in 2002 upon approval of the trademark. Today SELLSMART® has more than 25 locations operating in 3 states. 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.

A privately-held enterprise, SELLSMART® Real Estate’s business model differs from existing real estate programs as professionals purchase a license instead of a franchise, enabling brokers and agents to operate using the SELLSMART® trademark. Licensees also have the

opportunity to earn additional commissions and ongoing royalties through the Business Builder Program.

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.”

For more information, please call 760-727-7171, or visit the website at www.sellsmartrealestate.com.