



Innovative Real Estate Franchise Model Hitting It Big

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HomeSmart Evergreen Realty, a business in Irvine, CA, was recently highlighted in RISMedia discussing a revolutionary approach in real estate. Starting out as a successful traditional broker, Tina Rector did not like the idea of giving a broker 50 percent of her commission. CEO, Randy Rector, joined the family owned company in 2012, with the mission of building a substantial brokerage in agent count using the flat-fee model. In the article Randy Rector states, "Because of the brokerage's flat-fee structure, it's an entirely different mentality, the hierarchy is gone. While we have everything that the big national brands have, including better compensation, adjusting to the flat-fee structure was a true paradigm shift ... we've grown from 15 agents our first year to 1,100 agents today."

The complete interview with Rector on the background of his innovative methods was recently featured on the HomeSmart blog.

Todd Sumney from HomeSmart International says: "Randy's story is fascinating and illustrates how the flat-fee real estate brokerage model not only works, but can achieve scaleable, sustainable growth. He explains it best in his own words, which can be seen on the post."

Thanks to embracing the innovative flat-fee model, HomeSmart Evergreen Realty has experienced rapid

growth in just a few years. Furthermore, in 2016 the company was nationally recognized in multiple industry brokerage rankings as one of the best performing brokerages in the country. The growth strategy is nothing short of aggressive, but it works. In fact, Rector aims to grow his brokerage by 4,000 more agents in the near future. He encourages people to consider this strategy outlined in the RISMedia article here.

Top performing agents or brokers looking for the next step in their business can learn more about the flat-fee, transaction based model and are encouraged to visit the HomeSmart website. There people can review the five key principles of running a successful real estate business in today's competitive world, have a full understanding of the technology, tools and other full service amenities available, including videos from many of the top nationally recognized HomeSmart brokers. Bryan Brooks, Senior Vice President at the company, says: "Whether you are a top performing agent or broker looking to truly evolve your business, it all comes down to changing direction - which is driven by first assessing where you are, where you want to be and then implementing a new direction in your business to achieve your goals."

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For more information about HomeSmart Evergreen Realty, contact the company here: HomeSmart Evergreen Realty Carrie Hartunian Smith 480.695.7913 carrie@smartmarketingconsulting.com 9901 Irvine Center Drive Irvine, CA 92618

HomeSmart Evergreen Realty

HomeSmart Evergreen Realty has been serving the needs and meeting the expectations of thousands of home buyers, sellers and investors throughout California since 1993.

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