

Real Living Real Estate

News Release



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FOR IMMEDIATE RELEASE

Real Living Real Estate President Robert McAdams Jr. Named to Swanepoel Power 200 List of Most Powerful People in Real Estate

IRVINE, CA (Feb. 3, 2014) – Real Living Real Estate, one of the nation's leading national real estate franchisors and a member of the HSF Affiliates LLC family of real estate brokerage networks, announced that President Robert McAdams Jr. has been named to the inaugural 2013 [Swanepoel Power 200](#) list.

Swanepoel Power 200 recognizes leaders in residential real estate including company chieftains, thought leaders and innovators. The ranking is based on several key factors including the individual's personal influence; tenure in the industry; the office he or she holds; the decision-making power of the office; the financial resources of his or her company or organization; that company or organization's significance and contribution to the industry; the company's geographic reach; and his or her recent activities, growth and potential.

"We congratulate Bob for being honored on this list," said Earl Lee, CEO of HSF Affiliates LLC. "Under Bob's guidance, Real Living has maintained an industry-leading customer satisfaction score and is one of the most respected real estate franchises in the nation. Bob's inclusion on the list represents his expertise in the industry and exceptional leadership abilities, as well as the strength of the Real Living network."

McAdams, who ranked #27 on the list and has been with Real Living since 2002, said: "My presence on the Swanepoel Power 200 list really serves as recognition of the power of the Real Living Real Estate brand, and of the spirit and innovation of our brokers and agents nationwide. I'm honored to be included alongside so many industry leaders and so many of my colleagues."

Other executives honored from within Real Living, HSF Affiliates and their parent, HomeServices of America, Inc., include:

- Ron Peltier, chairman and CEO, HomeServices of America (Minneapolis, MN) - #2
- Earl Lee, CEO of HSF Affiliates (Irvine, CA) - #15
- Robert Moline, president and COO, HomeServices of America (Minneapolis, MN) - #17

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- Stephen Phillips, COO of HSF Affiliates (Irvine, CA) - #69
- Mark McLaughlin, CEO, Pacific Union International (San Francisco, CA) - #83
- Saul Cohen, president and co-founder, Hammond Residential Real Estate (Brookline, MA) - #98
- Nancy Nagy, president and CEO, Koenig & Strey (Skokie, IL) - #100

To view the entire Swanepoel Power 200 list and judging criteria, visit

www.swanepoel.com/power200/

About Real Living Real Estate

Real Living Real Estate is a full-service real estate brokerage franchise company with a comprehensive and integrated suite of resources for franchisees and their sales professionals, as well as for consumers who work with them. The Real Living brand and its innovative concepts were recognized by Entrepreneur magazine; have won Inman Innovator Awards, and been named “the Most Promising New National Brand” by the Swanepoel TRENDS Report. Real Living Real Estate is a network brand of HSF Affiliates LLC, majority owned by HomeServices of America, Inc., a Berkshire Hathaway affiliate. For more information, visit www.RealLiving.com.

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