

Real Living Real Estate

News Release



18500 Von Karman Ave., Suite 400, Irvine, CA 92612

www.realliving.com

FOR IMMEDIATE RELEASE

1st Choice Realtors Joins Real Living Real Estate

Loveland, CO-based brokerage now operates as Real Living 1st Choice Real Estate Services

LOVELAND, CO (July 23, 2014) – Real Living Real Estate, one of the nation's leading real estate franchisors and a member of the HSF Affiliates LLC family of real estate brokerage networks, today announced that 1st Choice Realtors in Loveland, CO has affiliated with the network and is operating as Real Living 1st Choice Real Estate Services. The full-service brokerage firm is led by Broker/Owners Steven Hayes and Cathy Forsythe.

Hayes and Forsythe said they chose Real Living for its brand appeal, comprehensive suite of tools and technology, and commitment to quality service. “In terms of core values, it was an ideal fit,” said Forsythe. “Our new affiliation with Real Living will help us uphold our reputation for excellence in customer satisfaction and service.”

Additionally, Hayes said the appearance of the brand—from the signage to the marketing materials—was well-suited to his company. “When choosing a brand, we were determined to find one that truly reflected our agents’ professionalism and expertise,” he said.

Bob McAdams, president of Real Living Real Estate, congratulated Real Living 1st Choice Real Estate Services on their recent affiliation. “I am honored to welcome Steven, Cathy and their terrific sales professionals into our Real Living family,” he said. “The brokerage will be an ideal ambassador of the brand with a solid management team and a strong reputation for customer satisfaction.”

Looking forward, Hayes said the brokerage will continue to maintain the intimacy of a small firm while capitalizing on the powerful tools and products offered by the Real Living network. “Real Living focuses on innovation so I can focus on helping my agents grow their business,” he explained. “With their great tools and our experienced sales professionals, we will bring our business to a whole new level of production and growth.”

Real Living 1st Choice Real Estate Services bases operations at 1661 N. Estrella Ave., Loveland, CO 80538; (970) 669-9696. Visit www.realliving.com/real-living-1st-choice-real-estate-services.

--more--

2-2-2

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.

###

Contact:

Kevin Ostler
949-794-7980
kevinostler@hsfranchise.com

Matt Kaufman
224-532-7631
mattkaufman@hsfranchise.com