

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 for Second Consecutive Year

IRVINE, CA (Jan. 15, 2015) – 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 2014-'15 [Swanepoel Power 200](#) list for the second consecutive year.

Swanepoel Power 200 recognizes who its organizers describe as the 200 most powerful individuals in residential real estate including industry executives, thought leaders and innovators. The ranking is based on several key factors including an individual's personal influence; his or her tenure in the industry; the office he or she holds; the decision-making power of that 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 the candidates' recent activities, growth and potential. In short, power is defined simply as "the ability to make things happen," according the Swanepoel Power 200 web page.

"We are proud of Bob and the entire Real Living Real Estate team," said Gino Blefari, CEO of HSF Affiliates LLC. "Under Bob's direction the network continues to blossom as an industry leader in customer satisfaction. Real Living is the ideal brand for companies & agents that believe in a customer satisfaction culture, and need proven and powerful business systems to fuel their growth."

McAdams, who ranked #67 on the list and has been with Real Living since 2002, said: "My recognition on the Swanepoel Power 200 speaks for the quality and progress of Real Living Real Estate," he said. "I'm honored to lead the network and its top-quality brokerages around the country."

Other executives honored from within the HSF Affiliates family and its HomeServices of America, Inc., parent include:

- Ron Peltier, chairman and CEO of HomeServices of America, Minneapolis, MN; #3
- Robert Moline, president and COO of HomeServices of America; #10
- Gino Blefari, president and CEO of HSF Affiliates, Irvine, CA; #22

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- Stephen Phillips, COO of HSF Affiliates; #58

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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