

Real Living Real Estate

News Release



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www.realliving.com

FOR IMMEDIATE RELEASE

Real Living Hake Realty Celebrates a Century in Business

Worland, WY-based brokerage is a centennial mainstay in Northwestern Wyoming

WORLAND, WY (Nov. 3, 2015) – 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 congratulated Real Living Hake Realty for surpassing 100 years in local business.

Hake Realty was founded in 1915 when Ray Hake Sr. began selling insurance and brokering real estate from his downtown Worland office. Today, the company dominates the Worland market with 61% market share and is a real estate staple in the small, mountain town of 5,400 residents. In fact, Landis Benson, president of Real Living Hake Realty, said Worland is only a few years older than the brokerage itself.

"It's a privilege to be a part of such a long-standing and respected company," said Benson. "Our team is thrilled to reach the 100-year milestone because it means 100 years of sustainable success serving our community."

Benson credits the brokerage's longevity to a simple business model: "I provide support, encouragement, education and training for our agents to help them achieve more in their business," he explains. "I don't worry about the company being successful because I know that if I can make our agents more productive and able to better service our clients, the rest naturally follows."

To commemorate the anniversary, Hake Realty has adopted a new slogan: "A golden past ... A gleaming future," and Benson says the future couldn't be brighter for Hake Realty. "Our goal is to always dominate the Worland market," he said. "The business changes a lot; technology changes a lot but when it comes down to it, it's still superb professional service that matters and that's what we'll focus on for years to come."

Bob McAdams, president of Real Living, applauded Hake Realty milestone. "This achievement is a testament to a hard-working, professional team that truly cares for the local community," he said. "We're proud to call them a member of our Real Living family."

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Hake Realty is located at 744 Big Horn Ave., Worland, WY 82401; (307) 347-3271.

About Real Living Hake Realty

Hake Realty was founded in 1915 and continues to provide top-quality, professional service in residential and commercial real estate in Worland, WY and the surrounding region. Visit www.realliving.com/Hake-Realty.

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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