

## **Intero Real Estate Services, Inc. makes new, more efficient real estate office model available to franchisees worldwide**

*The 'Andare'<sup>SM</sup> Office, launched in Silicon Valley, enables real estate brokers to sustain profitability while delivering a compelling customer experience*

CUPERTINO, SILICON VALLEY, USA – May 4, 2010 -- Intero Real Estate Services (<http://www.interorealestate.com>), a leading U.S. real estate brokerage that has recently expanded its brand globally, as a franchisor, through Intero Franchise Services, Inc. and Intero International Franchise Services, LLC, has announced that its groundbreaking Andare office model is now available to companies choosing to affiliate with the Intero brand.

The Andare model, first piloted by Intero in Silicon Valley, re-wrote the book on what a real estate office should be: a cost-efficient operation that delivers a memorable experience to agents and consumers alike. Gone are the seldom-used cubicles, replaced with wired pods for agents who drop-in and head out. Gone are the fax machines, file cabinets and copiers, replaced with wireless Internet and Web-based transaction management. The Andare office is an environment built for today and tomorrow, not yesterday.

A multimedia presentation of the Andare office can be [viewed online](#).

'The economics of a real estate brokerage today are different than a few years ago - that's a fact that cannot be ignored' said Gino Blefari, President and CEO of Intero Real Estate Services. 'The real estate office as we have known it needed to change, so we reinvented it completely with Andare.'

Intero has developed a turnkey plan for franchisees around the globe to create their own Andare offices. Research, floor plans, operational and management practices and consulting are available to Intero affiliates that wish to open Andare offices in their markets.

'Andare was a big part of my decision to affiliate with the Intero brand because it gave me something new and exciting to bring to the marketplace and will put me on a profitable track from day one,' said Sandy Miller, the owner of the soon to be built Intero Rancho San Diego, California branch. 'There's a lot of talk about innovation in real estate right now, but Intero was the only company that delivered substance.'

### **About the Intero® brand**

Founded in 2002 Intero Real Estate Services, Inc. has quickly become one of the premier real estate brands in the U.S. The company is private and headquartered in California's Silicon Valley.

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