



Intero Real Estate Services, Inc. expands innovative franchise network in California and Nevada

Leading U.S. brokerage announces franchises in Discovery Bay, Brentwood, San Diego and Minden, NV

CUPERTINO, SILICON VALLEY, USA – July 26, 2010 -- Intero Real Estate Services <<http://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, announced its continued expansion with the conversion of a former Alain Pinel brokerage affiliate in Discovery Bay and Brentwood, CA to the Intero Real Estate brand, and the addition of new franchises in San Diego, CA, and Minden, NV.

More than forty agents will join Intero Discovery Bay and Intero Downtown Brentwood franchise. This office will complement an existing Intero franchise in Brentwood.

“We are pleased to welcome our new franchisees and agents today at a time when our competitors are retrenching,” said Intero Real Estate Services COO Tom Tognoli. “This expansion speaks to our commitment to innovate and thrive in an ever-changing business.”

LeeAnn Hogge, co-owner and manager of what will become the new Intero Discovery Bay and Downtown Brentwood offices, said: “We’re thrilled to become part of the Intero® family, and feel good knowing that we’ll have the technology and expertise needed to win in today’s market.”

Bryan Hogge, co-owner and manager of the future Intero Discovery Bay and Intero Downtown Brentwood offices, added: “We’ve worked hard to build our reputations in this market and the Intero® brand will help us grow and innovate upon that foundation.”

Intero Downtown Brentwood is the second Intero franchise to open in Brentwood, CA, joining the very first Intero franchise at 5541 Lone Tree Way, established in 2005 by owners Denise McGrew and Erin Gonzalez.

Intero also announces two new franchises in San Diego, CA and Minden, NV. Intero El Cajon, will be owned and managed by Sandy Miller, and Intero Minden Nevada, will be owned and managed by Teddy Carlson-Brown.

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.

Contact

Teresa Francis

+1 408 342 3010

tfrancis@interorealestate.com

##