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REALTY EXECUTIVES LAUNCHES NEW BROKERAGE IN VENTURA COUNTY, CALIFORNIA

PHOENIX – July 5, 2017 – Rick Pena, a 25-year real estate veteran, has left his position of Associate Broker at Keller Williams Realty to join the Realty Executives network. Pena is launching Realty Executives California Coast, a new brokerage with almost 10 agents.

“When I was looking to find a real estate company that could provide the support that I needed, Realty Executives was the obvious choice. I remembered Realty Executives from back when I was in the title business – I liked the brand and the agents who worked there were very productive. Realty Executives’ CEO David Tedesco and I are also very much on the same page in terms of where the real estate industry is going, so Realty Executives was a natural fit us,” says Pena.

Pena will serve as Broker/Owner of Realty Executives California Coast, co-managing the firm with Business Manager Jodie Pena.

“Rick is a lifelong resident of Camarillo, so he’s intimately familiar with the market and genuinely invested in developing the community and local economy. He is exactly the type of real estate professional we want to attract and the reason that our agents are 47% more productive than the industry average,” says Tedesco.

Rick and Jodie are deeply involved in the community and are the founders of the Miracle League of 805, a baseball league for children and adults with disabilities. They will continue to run the league in addition to managing the brokerage.

Realty Executives California Coast will service Ventura County, Santa Barbara and LA County, specializing in both residential and commercial real estate. The brokerage boasts a competitive commission structure, as well as the benefits of a national franchise with a small office feel.

The launch of Realty Executives California Coast, the company’s newest California franchise, is part of Realty Executives International’s aggressive growth campaign. The company has begun acquiring franchisors and large-scale brokerages across the country and in Canada, and is expected to grow to 25,000 to 30,000 agents within the next few years.

About Realty Executives Intl. Svcs. LLC

Established in 1965, Realty Executives International is one of the largest and most established real estate franchise systems in the world, with over 8,000 agents and 500 offices globally. The company offers disruptive pricing models particularly attractive to top performing agents. Its unrivaled mobile technology, business tools, training and concierge service are coupled with protected territories and financing for qualified franchisees. The Scottsdale-based, privately held company has been ranked as a leader in the real estate industry by publications like *Entrepreneur*, *Success* and *Inc.* magazines. For additional company information visit www.RealtyExecutives.com.