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Realty Executives International Climbs in Entrepreneur Magazine's Franchise 500® Ranking
International real estate franchising company places among top 3 real estate brands

PHOENIX – February 29, 2016 – Realty Executives International has continued to climb in the ranks of *Entrepreneur Magazine's* [Franchise 500® List](#), the most comprehensive annual worldwide report that takes account of leading franchising companies poised for growth. The Scottsdale-based, international real estate franchising company came in at #166 overall and placed among the top three real estate brands included in the 2016 Franchise 500®. According to *Entrepreneur*, the 2016 Franchise 500® encompasses 462,585 individual businesses in 17 different categories.

“A franchise that is run well is the key to success, and those in the ranking have a strong foundation that can survive in a changing marketplace. They can be excellent opportunities for entrepreneurial leaders ready to take on their next venture,” said Amy Cospers, VP and editor in chief of *Entrepreneur* in a [press release](#) announcing the latest rankings.

The most significant advancements Realty Executives International has made to the business over the past year include launching a suite of proprietary technology tools with a critical focus on service and training.

“To address the needs of our real estate professionals, we developed a set of essential, proprietary digital marketing resources, including a new intranet with website services, lead management, contact management, email campaigns, email broadcasts and on-demand marketing via SMS. We will continue to build tools on a modern technology platform to meet the demands of mobile Executives and consumers. Our new proprietary technology is faster, more reliable, mobile accessible, fully integrated and backed by top-level, in-house customer support for a seamless experience,” said David Celaya, director of training at Realty Executives International.

The complete Franchise 500® report and list are compiled annually with strict consideration given to criteria that includes financial strength and stability, growth rates and size of the

franchising system, company objectives and length of time franchising. All data are analyzed by an independent CPA, and final rankings are determined via *Entrepreneur's* exclusive formula.

Realty Executives International boasts a 50-year legacy of innovation, a foundation that has attracted generations of the industry's leading agents. For more information, real estate professionals interested in joining Realty Executives may head to the [company website](#) or contact JoinUs@RealtyExecutives.com.

About Realty Executives Intl. Svcs. LLC

Established in 1965, Realty Executives International is one of the largest and oldest real estate franchise systems in the world today, with over 8,000 agents and 500 offices globally. The company offers disruptive, flexible pricing models for unrivaled mobile technology, business tools, training and service while providing protected territories to qualified franchisees worldwide. 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.

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