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REALTY EXECUTIVES ALBERTA ELITE EXPANDS TO EDMONTON AND CALGARY

PHOENIX – August 9, 2017 – Red Deer-based brokerage Realty Executives Alberta Elite is expanding, with plans to open offices in both Edmonton and Calgary. Formerly known as Realty Executives Red Deer, the company is led by real estate veteran and Broker/Owner Cindy Price. Price has 25 years of experience in the real estate industry, including commercial and residential real estate, acreages, investments, and property management.

“Cindy is a seasoned entrepreneur with an unparalleled knowledge of the local housing market. We’re excited to partner with her as we develop our Western Canada territory and expand throughout Canada,” says David Tedesco, CEO of Realty Executives International.

“The timing of our expansion couldn’t be any better. We’re in an excellent position to grow our presence in Central Alberta and we’re looking to significantly increase our market share,” says Price.

“Realty Executives gives agents the brand image, tools and support that they need to build their career, while also giving them more capital to invest back into their business, it’s ideal for top-notch, highly motivated real estate professionals who want to concentrate on their clients,” she continues.

Realty Executives Alberta Elite will serve Edmonton, Red Deer, Calgary and South Alberta, including Medicine Hat and Lethbridge. The brokerage currently has 14 Executives, with plans to double in size as new agents are recruited over the coming weeks.

Realty Executives Alberta Elite will join a growing list of Realty Executives franchises, with the brand planning to invest millions of dollars across Canada over the next few years. True North Companies, the investment firm that owns Realty Executives International, already owns and operates a diverse set of brands in the country. The firm has over 20 locations and nearly 100 employees in Canada, as well as hundreds of agents and Brokers. Realty Executives is the sole real estate brand in the True North Companies portfolio.

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.

About Realty Executives Alberta Elite

Founded in 1999, Realty Executives Alberta Elite is a full-service brokerage serving Edmonton, Red Deer, Calgary and all surrounding areas. With experts in residential, rural, farm, and commercial real estate, the firm offers a full suite of information, including full MLS® access and access to special industry reports to both buyers and sellers. Realty Executives Alberta Elite believes strongly that clients should have access to services quickly, reliably and professionally, making it Central Alberta's premier real estate resource. For additional company information visit www.RealtyExecutivesAlbertaElite.com.