



MEDIA CONTACT
Rock The Status Quo for HomeLovers
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Revolutionary Property Management Franchise Launched Nationwide By Successful Arizona Real Estate Firm

*Backed by Heavyweight Industry Consultant iFranchise, HomeLovers
Plans to Rapidly Dominate the Home Rental market*

Glendale, Ariz. (July 28, 2010) – The nation may continue to struggle with economic woes, but one Arizona residential real estate company is enjoying [explosive growth](#) and taking it nationwide. [HomeLovers](#) home rental and property management is launching a [HomeLovers franchise](#) opportunity to entrepreneurs based on proprietary systems proven successful in Arizona. HomeLovers has been cash positive since its first year, growing a remarkable 850+ percent in its second year. The firm is leveraging industry consultant heavyweight [iFranchise](#) to assist in the franchise endeavor.

"While the commercial property management market is more defined, research showed that the residential side of the market is very fragmented with lots of small and medium-sized players. For example, if you Google residential property management, you get over 133 million websites," said iFranchise Group Senior Consultant Tommy Clark, CFE. "I believe that residential property management is a market waiting on a dominant national brand and I believe that brand could be HomeLovers."

Managing rental properties is often done in a haphazard manner by those with little-to-no experience who manage only a small handful of properties. The typical property manager collects rent but is not an expert at handling rental properties and building strong real estate investment portfolios. They have hundreds of inefficient, labor-intensive manual processes.

HomeLovers' robust investment in automating tasks and migrating basic account management online has created a model that is revolutionary for the industry. It will allow its franchisees to keep costs minimal, improve customer service and upgrade staff from manual tasks to maintaining client relationships - all critical for franchise success.

"We started HomeLovers in 2008 to validate if a franchise model would be successful for property management," stated HomeLovers Co-Founder David Zundel. "Every task and technology application was

created to work in that environment. We are tremendously excited by its potential to transform property management across the United States."

For more information, please visit HomeLoversFranchise.com.

About HomeLovers

Established in early 2008, HomeLovers is one of Arizona's most rapidly growing home rental and property management companies. It was founded on the premise of creating a drastically improved property management agency model, including full disclosure in a market prone to "junk fees," unexpected costs and inexperienced agents.

HomeLovers leverages proprietary tools and applications to assist investors with avoiding purchasing mistakes, maximizing return on their investments and attracting ideal, long-term tenants. It was one of the first property management agencies to offer real-time online accounting, documentation and reporting for its homeowners. For more information, please visit their website at www.homelovers.com or their blog at www.TheInvestmentPropertyExperts.com.

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