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RealtyOne Thrives in Spite of Sagging Market

As foreclosure rates continued to soar throughout 2008, Nevada experienced the highest rate of defaulted property loans for 23 months straight. This spelled disaster for many local real estate companies, resulting in slashed profits and even the closing of dozens of offices across the state.

Defying the odds is the RealtyOne group, one of the few real estate providers that have enjoyed continued expansion and profitability. "Other real estate companies are struggling, consolidating, or closing, but we continue to enjoy a sustained level of demand," says Kuba Jewgieniew, President of RealtyOne.

Seemingly impervious to the sagging market and ailing economy, RealtyOne has continued to recruit talented new associates and open new office branches. Most recently, the company announced the opening of their newest location in the Southwest region of Las Vegas, marking their unparalleled growth in the Southwestern real estate industry. RealtyOne's team of 2,000 seasoned associates works out of 11 prestigious office locations throughout Las Vegas and Nevada.

According to Jewgieniew, one of the keys to his company's success is "providing our agents with the tools they need to best serve their clients." Reflecting this mission, RealtyOne has recently revamped their back-office administration tool, myROG.com. Launched in 2006, the web-based administrative solution allows associates to manage all of their day-to-day activities, including billing, invoicing, and marketing.

"Building a strong online presence is critical to gaining a competitive edge," Jewgieniew points out. "The web is our biggest medium for reaching our customers and providing them with the information they need." The company has just completed a graphic refresh of their corporate websites, www.RealtyOneLV.com and www.RealtyOneAZ.com. The new sites offer a more streamlined navigational structure, expanded buying and selling resources, more efficient management of data, and a more professional look and feel.

Currently, the RealtyOne Group is proud to be ranked as the #1 real estate provider in Nevada and the fastest growing company in Arizona. Through continuous self-education and expansion, the company's management team foresees sustained and strategic growth.

