



## **Realty ONE Group Growing Strong Despite Weakening Market**

Las Vegas, NV, August 11, 2006 --(PR.com)-- Established in May 2005, Realty ONE Group, Inc. has taken the real estate industry by storm. A calculated plan for strategic growth has fueled significant momentum for the Las Vegas-based firm, attracting top professionals from across the country and prompting an industry-wide re-evaluation of the way traditional real estate companies do business.

The strength of the Realty ONE's innovative business model and its wide-reaching appeal are well evidenced by the company's continued growth despite slowing Las Vegas market conditions. Realty ONE Group's model has brought technology to the forefront through leading-edge management solutions for its 500-plus agents.

"We've emerged as the next generation real estate firm," notes Realty ONE Group President Kuba Jewgieniew, "and the industry's taking notice."

A true firm for the twenty-first century, Realty ONE Group is enjoying marked success that's being recognized by prominent professional organizations, including the 16,000-member Greater Las Vegas Association of Realtors, which honored Realty ONE Group with its first award for best professional appeal at its 2006 annual convention.

With a technological focus designed to streamline agent businesses, Realty ONE Group recently launched myROG.com, a comprehensive back-office solution that provides novel organizational tools for agents and allows each agent to better manage their day-to-day real estate activities. The appeal has been universal among Realty ONE Group agents.

"myROG.com has been extremely well received by our company," says Jewgieniew. "It's played a significant role in allowing us to position ourselves as a key player in the southwestern real estate arena."

With six locations in Nevada and Arizona, offering expertise in commercial, residential and investment development/acquisitions, Realty ONE Group currently holds the honor of being the fastest growing real estate firm in Las Vegas. The Realty ONE brand has become synonymous with integrity and innovation, and its subsidiary mortgage firm, Mortgage ONE, is experiencing similar success and growth, having recently expanded its operations into California after launching in January 2006.

The astute recognition of an emerging trend prompted Realty ONE Group to launch yet another division of its thriving organization: Realty ONE HighRise, one of the first full-service real estate companies in Las Vegas to focus solely on high-rise condominiums.

"The demand for high-rise condominiums has never been stronger," notes Jewgieniew. "We saw a need for a company dedicated to selling these types of developments, and we acted."

As a result of its specialized yet diverse organizational structure, Realty ONE has garnered a notable reputation as a one-stop firm for a full spectrum of real estate needs.



As Jewgieniew explains, “We are the new breed of competition. Traditional real estate firms have been notoriously slow to embrace technology, and their reluctance has allowed us to capitalize on opportunities to provide a higher level of personalized service while lowering fees across the board.”

As their hundreds of agents will attest, Realty ONE Group has staked their claim. To learn more about the Realty ONE vision, visit [www.RealtyOneLV.com](http://www.RealtyOneLV.com).

About Realty ONE Group:

Realty ONE Group, Inc. is a highly respected real estate firm with over 500 professionals in six prominent locations throughout Nevada and Arizona. Dedicated to exploring, researching and structuring exemplary transactions for clients, Realty ONE strives for maximum client satisfaction.

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