

NEWS RELEASE

FOR IMMEDIATE RELEASE

October 20, 2004

Contact:

Lynda Lane, President and CEO
Real Estate Temps
llane@realestatetemps.com

Ed Lohnes
Ka-Boom Communications
elohnes@ka-boom.com

Real Estate Temps expands into Reno market with acquisition of Carson City-based Tract Temps

Real Estate Temps President Lynda Lane says similar operations, business philosophy will provide a “seamless” transition for builders

IRVINE, Calif. — Real Estate Temps, the nation’s largest new home sales staffing company with offices in California, Arizona and Nevada, has expanded into the Reno area market with the acquisition of Tract Temps, a Carson City-based company that also provides licensed real estate agents to homebuilders for temporary assignment or permanent placement.

The purchase of Tract Temps, an eight-year-old firm serving some 20 builders at more than 75 new home developments, was announced by Lynda Lane, president and CEO of Newport Beach-headquartered Real Estate Temps.

Real Estate Temps is a 15-year-old company that was the first in the industry to exclusively specialize in providing licensed sales personnel to homebuilders on a straight-fee basis. Before its acquisition of Tract Temps, Real Estate Temps provided sales staffing to more than 350 builder clients and over 1,600 new home communities in three states.

“The acquisition of Tract Temps is an ideal fit for Real Estate Temps since it enables us to expand into the fast-growing Northern Nevada new home market with our feet already on the ground,” commented Lane. “Tract Temps has an established record as a well-run company with an outstanding reputation for meeting the sales staffing needs of homebuilders in the Reno area, and we are committed to building on that reputation.”

Lane said Real Estate Temps has retained all employees of Tract Temps, which will now operate as Real Estate Temps. Carol Allen, founder and owner of Tract Temps, has announced her retirement and is no longer active in the company.

“Since the operations of Tract Temps and Real Estate Temps are so similar—and because both companies share a commitment to providing the highest quality sales staffing possible—current Tract Temp builder clients can be assured of a smooth and seamless transition,” Lane emphasized.

In conjunction with the acquisition of Tract Temps, Lane announced that Sally McKinney, who serves as director of business development and broker for Real Estate Temps in the Las Vegas area, will also assume similar responsibilities for Northern Nevada. She will be assisted by Chuck Harper, manager for Real Estate Temps in Reno.

“Sally and Chuck are highly experienced in the Nevada new home market and are very knowledgeable about the Reno area,” Lane explained. “They will aggressively seek to expand our builder business in the area, as well as step up the recruitment of new home sales agents.”

Real Estate Temps was founded in 1990 to provide homebuilders with licensed temporary and permanent sales personnel for their on-site sales offices, thereby reducing or eliminating employment overhead costs for clients. To ensure its sales personnel have the specific knowledge and training builders require, every agent hired by Real Estate Temps is required to attend an intensive new home sales training program designed to improve communications skills, interviewing techniques and customer service abilities.

About Real Estate Temps

Founded in 1990, Real Estate Temps was the first company to exclusively specialize in providing licensed real estate sales agents for new home sales offices on a straight-fee basis, thereby reducing or eliminating employment overhead costs for its builder clients. Today, the company serves nearly 500 builders at 1,825 new home communities throughout California, Arizona and Nevada. In addition to temporary staffing, Real Estate Temps annually places more sales professionals with homebuilders for full-time and permanent employment than any other new home staffing company.

In addition to homebuilders, Real Estate Temps provides its sales agents to resale home brokerage firms for open house coverage, to foreclosure and home auction companies for a wide range of sales-related activities and to mortgage companies for escrow administration assistance.

More information on the company is available at www.realestatetemps.com.

###