

For immediate release

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Brad Daugherty Signs On With Realserv as Corporate Spokesperson; Company Details Job Increases and Search for Corporate Campus

ASHEVILLE, N.C. (January 30, 2009) – Brad Daugherty has agreed to become Realserv’s corporate spokesperson and Strategic Development Officer, according to Shannon Van Etten, Realserv CEO. In this capacity, Daugherty will spearhead the company’s public relations efforts as a public speaker, participate in building Realserv brand awareness and help the company build strategic alliances.

In announcing the agreement today, Realserv CEO Shannon Van Etten said, “Brad’s expertise and talent will be well served in the areas of partner relations and in increasing overall public awareness of Realserv’s value proposition to the real estate industry at large.”

“I’m excited about my affiliation with Realserv and I’m committed to investing my time, energy, efforts and resources to help ensure its success. It’s a great company with a superb business plan, and its growth has tremendous potential to drive regional economic development and bring high-paying new jobs to Asheville. Creating jobs for the people of our community is my primary focus,” Daugherty said.

Daugherty is a native of Western North Carolina and a graduate of Owen High School. He played basketball at UNC Chapel Hill under legendary coach Dean Smith, where he was an All-American. The first pick in the NBA draft, Daugherty played eight seasons for the Cleveland Cavaliers, and was a five-time NBA All-Star. After retiring from the NBA, Daugherty joined ESPN, where he was a basketball analyst before joining the network’s NASCAR broadcast team. He is President of Daugherty Management, Inc. and a partner in JTG/Daugherty Racing, where he will be the first African-American co-owner of a NASCAR Sprint Cup team in 2009.

Corporate Campus and Job Creation

In an update to a previously announced figure of 600-plus jobs to be created by Realserv at its permanent campus, Van Etten now puts the figure at more than 1600 jobs that may be created over a five-year period based on new service agreements and planned company acquisitions.

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Daugherty signs 2-2-2

Van Etten said that Realserv's corporate headquarters will remain in Asheville, along with a temporary facility to handle the company's early-phase operations. He said several local options are under consideration for the temporary support facility, which will be used until a decision is made on the location of a 400,000 square-foot permanent campus.

In addition to Asheville, locations in other states have been considered for the permanent customer support center, based on economies of scale associated with potentially joining Realserv partners in these facilities, coupled with significant incentives that are available in those states, Van Etten said.

"We are confident that we can meet the criteria for a North Carolina Job Development Investment Grant (JDIG). We were impressed with what NC JDIG did for the Volvo organization not too long ago, and the impact it had on employing approximately 300 people here in WNC. With the support we're now feeling from partners in the local sector, we should be able to show a strong financial position with a sizable investment back to the community, and according to our legal and business analysts, we are certainly aligned with the State's employment objectives. "

Daugherty echoed Van Etten's sentiments regarding keeping Realserv's permanent corporate campus and associated jobs in Asheville: "One of the essential criteria for my involvement with a local enterprise is its ability to bring new, high-paying jobs to Asheville. The very real possibility of Realserv accomplishing that goal ~ in the hundreds ~ is why I'm on board," Daugherty said. "Strategic Development Officer is more than just my title at Realserv; it's a mandate to help shape the future of the company and Asheville."

Local businessman John Mark Stroud has made a substantial investment in Realserv. "I'm proud to see that local leaders in the investment community have taken a serious step to see that this project comes to fruition in our own back yard," Stroud said.

"Realserv has the kind of sustainable business model that we've been looking for in these challenging times, and several formidable partners and I intend to see that this community benefits from the opportunity. The leaders of Realserv could locate almost anywhere based on their own technology infrastructure, and I would be remiss if I allowed them to walk to a competing community that wrapped its arms around the owners of the project," Stroud said.

Realserv is an Asheville-based provider of integrated technology solutions used by real estate professionals. For more information visit realserv.com.

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Attached: photo, Brad Daugherty

