

Open the most rewarding checking account in America. \$150+ TRIPLE ThankYou® in Gift Cards Points for a Year. Get rewarded for virtually everything you do. Learn more



Search: Forbes.com Quotes Video Web Blogs Advanced

- HOME BUSINESS TECH MARKETS ENTREPRENEURS LEADERSHIP PERSONAL FINANCE FORBESLIFE LISTS OPINIONS
- Video Blogs E-mail Newsletters Org Chart Wiki People Tracker Portfolio Tracker Special Reports Widgets CEO Network

E-mail | Request Reprints | E-Mail Newsletters | My Yahoo! | RSS

ADVERTISEMENT

Business Wire - Press Release

Realserv to Service Over 150,000 of Nation's Real Estate Agents



06.16.08, 6:34 PM ET

Most Popular Stories

- [Young Billionaires](#)
- [Easily Overlooked Tax Deductions](#)
- [The No-Tech Hacker](#)
- [Job Hunting In A Downturn](#)
- [How To Tap Lenders When Credit Is Tight](#)

Popular Videos

- [China's Aging Population](#)
- [Making The Happening Happen](#)
- [Embrace The Groundswell](#)
- [The Future Billionaire: 50 Cent](#)
- [Wine Fuels NASCAR](#)

The Economic Development Coalition for Asheville-Buncombe County (E.D.C.) and Realserv, L.L.C., announced today significant advances in product development and investment which will enable Realserv to service customers beginning with approximately 150,000 real estate agents around the country. This is made possible through strategic partnerships developed among the North Carolina Association of Realtors(R) subsidiary Realfast Inc., the Pennsylvania Association of Realtors(R) and First American Corporation, an \$8 billion publicly traded company providing multiple listing service to over 680,000 real estate agents around the country. Realserv, L.L.C., has had a presence in Asheville since 2005 when this location was selected as the company headquarters by the oldest and largest trade association in the state, The North Carolina Association of Realtors(R) (N.C.A.R.). The company chose Asheville as its headquarters due to

the city's emergence as a hub of technological industrialism. Realserv will continue its expansion plans this year as it evaluates locations for its new customer service facility. Asheville is under consideration for the location of this facility, and this would have a major impact on the local market as it may employ up to 630 skilled employees with backgrounds in the real estate industry. Realserv is currently conducting its due diligence and expects to make its final announcement shortly.

Bottom line results of Realserv's significant investment in research and development over the past three years include a state-of-the-art web-based platform that integrates the core systems used on a daily basis by real estate professionals. User benefits include single-point access to required forms, individual property reports, multiple listing services, transaction management, and connection to the world of service providers required for listings, sales, and property management transactions. The company's main focus is parallel to that of its 87-year old parent (N.C.A.R.), and is driven by their common purpose of enhancing real estate agents' professional image and maximizing agents'

Sponsored by Microsoft. BUSINESS VISIONARIES VIDEO INTERVIEW SERIES. Interactive interviews. Powerful content. Muhammad Yunus, Nobel Peace Prize Winner, Founder of Grameen Bank and author of 'Creating a World Without Poverty: Social Business and the Future of Capitalism'. Continue video >

Trading Center

Brought to you by the sponsors below



ForbesAutos.com

Forbes TRAVELER .COM. ULTIMATE LUXURY SEXY DESTINATIONS UNIQUE ADVENTURES

Small Business

[more >](#)

value to consumers in the marketplace.

"We are well-pleased with the overwhelming support offered by local groups wanting to locate the customer service facility here in our own backyard," said Shannon Van Etten, local resident and C.E.O. of Realserv. "We are starting to see more action than talk, as a handful of formidable companies are stepping up to make this a reality."

The first big win on the local front was the recent announcement that Woodward McKee, manager of a \$30M+ private equity fund in Asheville had formed a separate holding company, RealCap Partners, L.L.C., to secure a \$5M equity block in Realserv. "My investment partners are a pretty sharp bunch, and it didn't take us long to realize the benefit of capital partnership with Realserv," said McKee. "With an arrangement to service over 10% of the nation's real estate transactions through their e-commerce portal, I think they're off to a pretty good start, and RealCap's growing membership most definitely intends on being there when it pays off."

Additionally, a \$5M block was secured by local investor, Kimmel Development Group, affiliated with The Kimmel Eblen Group and Kimmel & Associates executive search firm, both of which are dedicated to driving local employment growth and improving our community in areas of education, humanities, and philanthropy. "Kimmel Development Group is honored to be able to participate with Realserv at the ground level of a technological endeavor that will have such a tremendous impact on the national real estate industry," said Brad Galbraith, President and partner. "As well, we are very pleased that this company is being headquartered in Asheville, and if Realserv ultimately decides to bring its customer support center to Buncombe County, this will certainly bring substantial economic and employment opportunities to our area."

Other investors and stakeholders representing over \$1M in contributions include for-profit subsidiaries of the Asheville Board of Realtors(R), the Pennsylvania Association of Realtors(R), and other private and publicly traded technology companies from outside the area.

"We commend Realserv for embracing technology that will ensure the continued evolution of the real estate industry. It's exciting that an Asheville-based company is at the helm in improving the transaction management process which positively affects millions of people," E.D.C. board chair, Bob Roberts, commented.

Realserv, L.L.C., was established in 2005 in Asheville, N.C., by Transaction First, L.L.C., and N.C. Management Corp., a wholly-owned subsidiary of the North Carolina Association of Realtors(R) (N.C.A.R. - est. 1921). Realserv is responsible for providing integrated document and transaction management solutions to real estate agents across 17 states subscribing to N.C.A.R.'s proprietary web-based real estate forms software system Realfast (RF2Go), to the 70,000+ collective Members of N.C.A.R. and P.A.R., and to selected portions of the 680,000 M.L.S. customers served by First American Corporation's MarketLinx. More information about the company can be found at Realserv.com.

The First American Corporation is a Fortune 500(R) company that traces its history to 1889. With revenues of approximately \$8.2 billion in 2007, it is America's largest provider of business information. First American combines advanced analytics with its vast data resources to supply businesses and consumers with valuable information products to support the major economic events of people's lives, such as getting a job, renting an apartment, buying a car or house, securing a mortgage and opening or buying a business. The First American Family of Companies, many of which command leading market share positions in their respective industries, operate within five primary business segments, including: Title Insurance and Services, Specialty Insurance, Information and Outsourcing Solutions, Data and Analytic Solutions, and Risk Mitigation and Business Solutions. More information about the company and an archive of its press releases can be found at www.firstam.com. More information about the First American - Realserv partnership can be found at FirstAm Realserv Newswire.



The Entrepreneur Library

Ten books that no entrepreneur should be without.

Sponsored By

CEO Book Club

	<p>Harford Vs. Friedman Asher Hawkins In Tim Harford's new book, he dismantles Thomas Friedman in just a few pages. If only Harford had a longer attention span. READ REVIEW</p>
	<p>The Sound Of Silence Paul Maidment Having trouble managing your business? Maybe you talk too much. READ REVIEW</p>

