

► announcement!

Making Home Management A Cinch, HMS National Announces Rebrand

The Newly Rebranded Company Makes it Easier than Ever to Build Your Business While Giving Top-Tier Service to Clients



is now...



For more than 40 years, real estate professionals have looked to HMS National as a trusted partner, with thousands of agents and brokers around the country lauding the company's commitment to making selling and buying real estate an easier, more efficient process.

Now, Cinch Home Services — the HMS team's new brand image — is making things even more straightforward for consumers, while driving the entire industry forward.

Built upon more than four decades of proven experience and success, Cinch brings a refreshed approach to home management. Combining its predecessor's legendary customer-first philosophy with a host of modern tools, Cinch makes home care easy and pain-free, all while continuing to bring value to its countless national partners.

"Recent years have seen major changes in our industry, with turnkey, on-demand home management solutions becoming even more important to homeowners," said Steve Upshaw, CEO of Cinch. "We've dedicated considerable time and resources to meeting and anticipating these evolving needs, and now, after years of exponential growth, it was time to update our brand image to better match with our refreshed approach."

With long-standing connections and relationships with countless real estate organizations around the country, Cinch's real estate partners remain a key component of its business.

Boasting over 900 full-time staff members, Cinch has numerous highly specialized teams solely dedicated to ensuring agents and brokers win more and worry less. The company also makes things easier for real estate professionals and their clients through:

Easy-to-use online tools: from electronic forms to a digital dashboard everything real estate professionals need is at their fingertips

Marketing and sales support: local account executives and customizable marketing collateral help drive business

Affordable coverage: flexible, budget-friendly plans offer the right coverage for home buyers and sellers

National network: thousands of reliable, pre-screened service professionals

24/7 customer service: online and over the phone

When asked about the significance of this brand change, Upshaw stated, "Cinch represents the start of a new chapter for our team and the industry as a whole. We've made some incredible strides in recent years and we look forward to continuing to advance as a company and provide stellar service and offerings."

To discover more about Cinch's approach to home protection, visit their Facebook, YouTube, and the *Easy Living by Cinch* blog. Real estate professionals can also go to www.cinchhomeservices.com/real-estate-pros to learn how Cinch can help grow your business.