



News Release
FOR IMMEDIATE RELEASE

Preserving Homeowner Equity In Challenging Times

EL DORADO HILLS, CA – October 7, 2009 – Capital Valley Realty Group, Inc. (CVRG) has launched a new and innovative program to help home sellers preserve more of their equity when they sell their homes. The new **CAPAdvantage** program enables homeowners to save thousands on sales commissions without sacrificing any of the customer service they expect from their real estate agent.

“Homeowners have seen an enormous amount of equity evaporate in a very short period of time,” noted Doug Hus, Broker of Record for CVRG. “Our **CAPAdvantage** program is designed to help homeowners with equity preserve it by reducing the fees they pay when they sell their property.”

Homes that qualify for the program will receive a special designation that home buyers will soon recognize. When buyers see the sign, “This home is **CAPAdvantage Qualified**,” they will know they are getting a special-value home.

Properties must meet certain criteria and the homeowner must comply with specific requirements to ready the property for sale for a home to be **CAPAdvantage Qualified**. CVRG will provide all of the same brokerage services afforded its full commission rate customers to those participating in the **CAPAdvantage** program.

“Real estate as we know it has changed. Real estate companies no longer control the way homes are bought and sold, consumers do. We believe the real estate industry is experiencing a paradigm shift and we want to lead the way,” added Mr. Hus. “Our **CAPAdvantage** program gives even more power to home sellers by giving them more control over the fees they pay when they sell their homes.”

About Capital Valley Realty

1020 Suncoast Lane, Suite 105, El Dorado Hills, CA 95762
Office: (916) 939-5350 Fax: (916) 258-0358 · Email: info@capitalvalleyrealty.com
Website: www.capitalvalleyrealty.com

Founded in 2005, Capital Valley Realty Group, Inc. is a residential and commercial real estate company serving the Greater Sacramento Metropolitan Area. CVRG offers a full range of real estate services including buying, selling, investing, distressed property management, consulting/development and leasing in residential, commercial and foreclosure markets. CVRG was ranked #22 in September 2009 by The Sacramento Business Journal top Residential Real Estate Firms list. More information on CVRG can be found on the web at www.capitalvalleyrealty.com.

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For more information, contact Doug Hus at 916-939-5353, or dhus@capitalvalleyrealty.com.

Website: www.capitalvalleyrealty.com