



Sotheby's International Realty Affiliates LLC
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FOR IMMEDIATE RELEASE

Sotheby's International Realty Brand Wins 'Best in Category' for Fifth Consecutive Year in Franchise Business Review's Franchisee Satisfaction Awards

PARSIPPANY, N.J. (March 5, 2012) – [Sotheby's International Realty Affiliates LLC](#) today announced it won [Franchise Business Review's](#) Best in Category for Real Estate Franchisee Satisfaction award for the fifth year in a row.

The Best in Category award measures franchisee satisfaction with their franchisors and is part of the 7th annual Franchisee Satisfaction Awards presented by Franchise Business Review. In addition to its real estate ranking, the brand also came in second overall among the Top 50 Large Franchise Systems, which is a ranking of all franchise systems with more than 200 units across all categories.

“We are very proud to earn this honor for the fifth year in a row,” said Michael R. Good, chief executive officer, Sotheby's International Realty Affiliates LLC. “We are dedicated to providing the best service we can to our valued network members, whom we hand select to affiliate with our brand. This recognition is a testament to the value we provide them in making their businesses more prosperous and successful.”

Franchise Business Review surveyed more than 22,000 franchisees from more than 300 leading systems for the 7th annual Franchisee Satisfaction Awards. Franchises were evaluated in five areas: training and support, franchise system, franchisor/franchisee relations, financial opportunity and overall satisfaction. Additionally, demographic and lifestyle questions gave a 360-degree view of the franchise ownership experience. Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences. For a complete list of this year's award winners, go to www.FBR50.com.

“What impresses me most about the *Sotheby's International Realty* brand is that they really ‘get’ the value of their franchisee satisfaction data,” said *Franchise Business Review* president Michelle Rowan. “Despite being at the top of our awards list every year, they take the time to thoroughly digest their data and use it to improve their franchisee satisfaction year after year.”

The Sotheby's International Realty® network currently has nearly 12,000 sales associates located in approximately 590 offices in 44 countries and territories worldwide.

About Sotheby's International Realty Affiliates LLC

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the *Sotheby's International Realty* network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. In February 2004, Realogy Corporation, a global provider of real estate and relocation services, entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the *Sotheby's International Realty* name and the development of a full

franchise system by Realogy's subsidiary, Sotheby's International Realty Affiliates LLC. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit www.sothebysrealty.com.

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