



Sotheby's International Realty Affiliates LLC  
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***FOR IMMEDIATE RELEASE***

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

PARSIPPANY, N.J. (March 17, 2011) – [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 fourth year in a row.

The Best in Category award measures franchisee satisfaction with their franchisors and is part of the 6th annual Franchisee Satisfaction Awards presented by [Franchise Business Review](#). Sotheby's International Realty Affiliates LLC also was ranked fourth overall among all franchise categories with more than 200 locations. This is the fourth year that the Sotheby's International Realty® brand was rated in the top 10 of all award categories. The brand also ranked eighth in the Best of the Best Overall Top 50, a new category this year.

"We are dedicated to providing the highest level of quality service to our affiliates, so this is a true testament to our success in achieving that goal," said Michael R. Good, chief executive officer, Sotheby's International Realty Affiliates LLC. "To receive this award for the fourth year in a row is an accomplishment we are very proud of, and a reflection of the value our affiliates find in the support services we offer."

*Franchise Business Review* surveyed franchisees from more than 500 leading systems, representing more than 100,000 franchisees, for the 6th 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](http://www.FBR50.com).

"Franchisee satisfaction and performance is what separates the very best franchise systems from all the rest," said Eric Stites, Franchise Business Review president and chief executive officer. "The *Sotheby's International Realty* brand is in a very elite group of franchise opportunities, and their high satisfaction ratings reflect the commitment to their franchisees' success."

The *Sotheby's International Realty* network currently has more than 11,700 sales associates located in approximately 550 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](http://www.sothebysrealty.com).

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