



FOR IMMEDIATE RELEASE

**Seattle Real Estate Firm Joins Sotheby's International Realty Network
Brokerage Establishes Key Resale Affiliations in Anticipation of In-City Market Rebound**

SEATTLE (Feb. 23, 2010) – [Sotheby's International Realty Affiliates LLC](#) today announced that Realogics Brokerage, LLC, in Seattle is the newest member of its luxury real estate network.

The firm, owned by Dean and Stacy Jones of Realogics, Inc., now will do business as Realogics Sotheby's International Realty. Sam Cunningham will serve as the designated broker and co-owner. The firm will service the Greater Seattle area in western Washington.

“The executive team behind Realogics Brokerage has built a strong foundation in Seattle based on core market knowledge, marketing excellence and unparalleled client service over the past decade,” said Michael R. Good, president and chief executive officer, Sotheby's International Realty Affiliates LLC. “Their success is derived from the exceptional properties they represent and the quality of their agents and staff.”

Currently located at 217 Pine Street, Suite 700, in Seattle, the brokerage will relocate to a new retail storefront it owns at 2715 First Avenue in downtown Seattle's popular Belltown neighborhood. The firm has 17 licensed sales associates, which include top-producing agent teams managed by Moira E. Holley and James H. Stroupe, as co-founders of the company's new Resale division. Resale services will be offered to buyers and sellers of condominiums, town homes and single-family residences throughout the region.

“Realogics Sotheby's International Realty draws upon market research and consumer trends to accurately position its properties. By understanding our clients' goals and carefully analyzing the fundamentals, our agents are experts at realizing their objectives with proven results in all market conditions,” said Dean Jones, “Our team has been recognized with more than 125 regional and national awards for sales and marketing excellence. Having affiliated with the Sotheby's International Realty brand, we now have access to a global marketplace, providing our agents and our clients with every possible advantage available in the industry.”

Realogics, through a separate operating company, offers specialization in new construction project marketing for condominiums and town homes, condo conversions and strategic repositioning services for bank-owned real estate including bulk sales and foreclosure reintroduction in outlying areas. Adding a Resale division and gaining a world-wide marketing platform is timely, according to Sam Cunningham.

“As the new construction pipeline closes out we'll see a sustained surge in resale activity,” said Sam Cunningham. “We monitor supply and demand closely and we'll apply these insights for buyers and sellers at all price points and product types.”

While Jones cites a significant increase in demand for in-city residences from interstate and international buyers over recent years, he's diversifying. “It's a key buyer pool but it's not the only one we're focused on,” he said. “Like many peers in our industry, we're evolving to meet the demands of a dynamic marketplace.”

The Sotheby's International Realty® network currently has more than 10,600 sales associates located in approximately 500 offices in 38 countries and territories worldwide. Realogics Sotheby's International Realty listings will be marketed on the sothebysrealty.com global Web site. In addition to the referral opportunities and

widened exposure generated from this source, the firm's brokers and clients will benefit from an association with the Sotheby's auction house and worldwide *Sotheby's International Realty* marketing programs.

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.

About Realogics Brokerage, LLC

Having represented a majority of the new construction condominium closings in downtown Seattle in 2008 and 2009, Realogics Brokerage has emerged as the local leader for sales and marketing performance in the city. The firm's recent affiliation with Moira E. Holley and James H. Stroupe will further the company's mission to provide excellence into the resale marketplace including multi-family, single family and estate residences throughout the Seattle metropolitan area and beyond. Managed by Realogics, Inc., the collective presents the region's only vertically integrated real estate solution comprised of market research, product development, full-service marketing and sales. With 70 years of combined real estate experience, the firm's executive team represents more than 175 listings in excess of \$150 million of inventory available. Its principals regularly contribute to the local media, industry interests and non-profit organizations. Realogics Sotheby's International Realty is independently owned and operated by Realogics, Inc. For more information, visit www.RealogicsSothebysRealty.com or www.Realogics.com.

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