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**SOTHEBY'S INTERNATIONAL REALTY® BRAND HONORED BY
FRANCHISE BUSINESS REVIEW**

Guadalajara, Jalisco (March 30, 2010)— Sotheby's International Realty Mexico, a luxury real estate firm based in Guadalajara, Jalisco, today announced that the *Sotheby's International Realty* brand won *Franchise Business Review's* Best in Category for Real Estate Franchisee Satisfaction award for the third year in a row.

The Best in Category award measures franchisee satisfaction with their franchisors and is part of the 5th annual Franchisee Satisfaction Awards presented by [Franchise Business Review](#). Sotheby's International Realty Affiliates LLC also was ranked third overall among all franchise categories with more than 200 locations. This is the third year that the *Sotheby's International Realty* brand was rated in the top 10 of all award categories.

"We are so honored to receive this recognition for the third year in a row," said Michael R. Good, president and chief executive officer, Sotheby's International Realty Affiliates LLC. "It demonstrates we are continuing to provide our franchisees with the support, tools and resources they need to excel. The fact that this award is based on direct feedback makes it very significant for us and a true testament to the value we provide our members."

Franchise Business Review surveyed franchisees from more than 500 leading systems, representing more than 100,000 franchisees, for the 5th 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.

"We have surveyed thousands of franchisees, representing almost all of the leading brands in the real estate sector," said Eric Stites, president, Franchise Business Review. "The *Sotheby's International Realty* brand's owner satisfaction is exceptionally high and a direct reflection of the unique business opportunity created by their team and parent company, Realogy Corporation."

"This brand offers our firm the support we need to reach a global audience and provide our clients with the best possible service," said Carlos Gonzalez, President and Chief Executive Officer, Sotheby's International Realty Mexico. "Sotheby's International Realty Mexico joined the network 5 years ago and with the *Sotheby's International Realty* brand behind us, we are building a solid foundation for success in the second homes market in Mexico."

The *Sotheby's International Realty* network currently has more than 10,600 sales associates located in more than 500 offices in 38 countries and territories worldwide. Affiliations in the *Sotheby's International Realty* 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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