



**FOR IMMEDIATE RELEASE**

**Sotheby's International Realty® Network Collaborates with *The New York Times***

**Guadalajara, Jalisco** (March 2010)— Sotheby's International Realty Mexico in Guadalajara, Jalisco today announced that the *Sotheby's International Realty* network has formed a collaboration with *The New York Times* to showcase unique properties from its network's approximately 500 offices in 38 countries and territories worldwide throughout the publication's Web site, [www.nytimes.com](http://www.nytimes.com).

The relationship will promote the *Sotheby's International Realty* network's listings exclusively in slideshows throughout the publication's online real estate section, called [Great Homes and Destinations](#). The brand's offices will be showcased exclusively on select "Style Maps" located on *The New York Times*'s online [T magazine](#) throughout the year.

*Sotheby's International Realty* advertising also will be in "Featured Properties" found throughout the section and in an expanding ad that will feature the brand's latest listings by lifestyle. Finally, consumers that download *The New York Times*'s new Real Estate iPhone application will have access to properties represented by the brand worldwide.

"This relationship brings together two brands renowned for quality in their respective fields," said Wendy Purvey, senior vice president, marketing, Sotheby's International Realty Affiliates LLC. "Our goal is to provide our network members access to the valuable exposure this collaboration offers. It will provide an opportunity to present their many fine listings from all over the world to an international audience."

"This relationship is an exciting tool for Sotheby's International Realty Mexico's clientele, and a key component to our overall marketing strategy for the homes we represent in the second homes market in Mexico," said Carlos Gonzalez, President and Chief Executive Officer, Sotheby's International Realty Mexico. Sotheby's International Realty Mexico is proud to offer its clients such a unique and effective way to position their homes in front of an international audience of well-qualified buyers."

*"Artfully uniting extraordinary homes with extraordinary lives"*. Sotheby's International Realty Mexico is located at Av. Vallarta 6503, 11 Floor, Torre Corey, Concentro, Zapopan, Jalisco. For additional information, please contact +52 (33) 3110-6507 or [info@sirmexico.com](mailto:info@sirmexico.com)

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.

**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).