

Browns

Sotheby's
INTERNATIONAL REALTY

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Press Release
Tuesday 7th April 2009
Immediate Release

Browns Sotheby's International Realty, based in Queenstown, New Zealand, 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 second year in a row.

The Best in Category award measures franchisee satisfaction with their franchisors and is part of the 4th annual Franchisee Satisfaction Awards presented by Franchise Business Review. Sotheby's International Realty Affiliates LLC also was ranked No. 7 for all franchise categories with more than 200 locations. This is the second year the brand was rated in the top 10 of all franchise categories.

"Our goal is to provide our franchisees with the resources they need to better serve their clients and remain leaders in their markets," said Michael R. Good, president and chief executive officer, Sotheby's International Realty Affiliates LLC, "For us to receive this recognition two years in a row demonstrates that we have built a service and support platform our franchisees find valuable. I consider that a true measure of our effectiveness and success."

Franchise Business Review surveyed franchisees from more than 400 leading systems, representing nearly 100,000 franchisees, for the 4th annual Franchisee Satisfaction Awards. Franchises were evaluated in five areas: training and support, franchise system, franchisor/franchisee relations, financial opportunity and overall satisfaction.

"With all the doom and gloom news about the economy lately, it's great to see that the very best franchise systems are still performing well for their franchise owners," says Eric Stites, president and chief executive officer, Franchise Business Review. "It is still a good time to buy a franchise business, assuming you choose the right one. This year's 115 award-winners have a proven record of success and are clearly some of the top investment opportunities in the marketplace today."

"The Sotheby's International Realty brand has offered us the support we need to expand our global reach and provide our clients with the best possible service," said Peter Newbold, General Manager.

"Browns Sotheby's International Realty joined the network four years ago with the goal of providing our clients with a global reach," said Newbold. "With the Sotheby's International Realty brand behind us, we are building a solid foundation for success in the New Zealand luxury real estate market."

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.

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Fast facts:

Browns Sotheby's International Realty:

Founded in May 2005 by Julian Brown and Mark Harris, Browns Sotheby's International Realty is a specialist agency that focuses on the sale of premium property throughout New Zealand via quality international marketing platforms. BSIR opened its first office and headquarters in Queenstown in May 2002, Auckland in late 2007 and Christchurch in July 2008.

Sotheby's International Realty: The global brand

Since the founding of the auction house in 1744 the Sotheby's name has gained a reputation as a marketer for many of the world's most valuable and prestigious possessions.

The Sotheby's International Realty organisation began in 1976 and was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. It soon became known for representing extraordinary luxury real estate throughout the world and is responsible for over \$2.5 billion USD in property sales annually across the globe. The Sotheby's International Realty network currently has 10,700 sales associates located in 500 offices in 39 countries and territories worldwide.

Contact

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