

FOR IMMEDIATE RELEASE

Sotheby's International Realty Brand Strengthens Presence in Central New Jersey

PARSIPPANY, N.J. (Jan. 10, 2012) – [Sotheby's International Realty Affiliates LLC](#) today announced that Henderson Sotheby's International Realty in Princeton, N.J., has merged with N.T. Callaway Real Estate, LLC to create Callaway Henderson Sotheby's International Realty with its headquarters in Princeton.

The newly combined firm will operate five offices located in Princeton, Pennington, Cranbury, Montgomery and Lambertville. Pete Callaway, Norman Callaway, Karen Callaway Urisko, Jud Henderson, Matt Henderson and Jane Henderson Kenyon all will maintain leadership roles.

“Callaway Henderson Sotheby's International Realty is built on two longstanding traditions of integrity and service,” said Philip White, president and chief operating officer, Sotheby's International Realty Affiliates LLC. “Both firms are family-owned businesses that have a deep understanding of Princeton real estate and a combined 100 years of experience.”

According to Judd Henderson, both firms share the same core values, and the merger was a natural step that creates one united, powerful presence in the market. “The sharing of all resources will allow each agent to better serve their customers,” he said. “Callaway Henderson Sotheby's International Realty clients will benefit from our uniquely intimate local market knowledge and the *Sotheby's International Realty* network's global reach among the world's most prestigious clientele.”

The *Sotheby's International Realty* network currently has nearly 12,000 sales associates located in approximately 590 offices in 44 countries and territories worldwide.

“This merger offers us the cutting-edge marketing resources and global exposure of the *Sotheby's International Realty* network,” said Callaway. “We are proud to have the distinction of having been one of the brand's first affiliates in 1976 and are thrilled to rejoin this global network. The greater Princeton market is an extraordinary area that benefits from having one of the world's top academic institutions in our own backyard. Titans of industry, the world's most intelligent thinkers, award-winning theatre and easy commuting routes to both Manhattan and Philadelphia provide a quality of life in Princeton not found anywhere else in the world. We are proud to come together to offer our market the very best service and expertise.”

Callaway Henderson Sotheby's International Realty listings will be marketed on the [sothebysrealty.com](#) global website. 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.

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CONTACT

Jennifer Zimmerman
Director, Public Relations and Communications
Sotheby's International Realty Affiliates LLC
1 Campus Drive
Parsippany, NJ 07054
(973) 407-6375
Jennifer.Zimmerman@sothebysrealty.com