

FOR IMMEDIATE RELEASE

**Sotheby's International Realty Brand Enters Barcelona,
Strengthening its Brand Presence in Spain**

PARSIPPANY, N.J. and BARCELONA (Jan. 26, 2012) – [Sotheby's International Realty Affiliates LLC](#) today announced its luxury real estate services now are available in Barcelona, Spain with the opening of Barcelona Sotheby's International Realty.

The office is jointly owned by Markus Thoene and Christoph Toelle, who also operate [Costa Brava Sotheby's International Realty](#), which serves the high-end real estate market in the coastal region of Girona. The Sotheby's International Realty® network already has firms in Madrid, Gibraltar, Costa del Sol, Costa Blanca and the Balearic Islands of Mallorca and Ibiza.

“Our expansion across Spain continues our commitment to providing access to the *Sotheby's International Realty* network's exclusive real estate services in key countries around the world,” said Michael R. Good, chief executive officer, Sotheby's International Realty Affiliates LLC. “This affiliation, which strengthens our presence in Spain, offers us entrance into the exciting Barcelona market. We are very pleased that our global clientele will have access to our services in this historic and beautiful city.”

Thoene and Toelle are confident the *Sotheby's International Realty* brand will attract many qualified, international buyers into Barcelona, a city globally famous for its outstanding architecture, art, cultural highlights and Mediterranean lifestyle. “After several years of economic downturn, Spain this year will face nationwide restructuring processes before the economy is expected to improve in 2013,” said Thoene. “This situation offers a unique opportunity for international buyers to purchase luxury real estate in top locations in Barcelona, which in other market conditions either would not be on sale or would be significantly more expensive. Our professional team of experienced, international real estate consultants looks forward to helping our global clients buy extraordinary properties in Barcelona city and its coasts.”

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

###

MEDIA CONTACTS

David Russell

Director, International Marketing and Public Relations
Sotheby's International Realty Affiliates LLC
Thorpe Hall, Fylingthorpe, YO22 4TT, United Kingdom
+44208 123 1985
David.Russell@sothebysrealty.com

Markus Thoene

Managing Partner

Barcelona Sotheby's International Realty
Paseo de Gracia, 41, 2º-1ªA, Casa Amatller | E-08007 Barcelona | Spain
t +34 93 467 58 10 | f +34 93 272 42 55 | m +34 626 380 353
markus.thoene@barcelona-sir.com
www.barcelona-sothebysrealty.com