

***FOR IMMEDIATE RELEASE***

**Sotheby's International Realty Brand Expands Presence in Mexico**

PARSIPPANY, N.J. and SAN MIGUEL, MEXICO (Feb. 8, 2012) – [Sotheby's International Realty Affiliates LLC](#) today announced the signing of an exclusive master franchise agreement to develop the Sotheby's International Realty® brand throughout Mexico's San Miguel de Allende region with the opening of San Miguel Sotheby's International Realty.

Adrian Toscano and Larry Stebbins serve as co-founders of the firm, which expands the brand's current presence in Guadalajara, Los Cabos and the Riviera Maya.

“San Miguel is an exciting and vibrant market for the *Sotheby's International Realty* brand to be showcased, and a powerful addition to our already strong presence in Mexico,” said Michael R. Good, chief executive officer, Sotheby's International Realty Affiliates LLC. “San Miguel Sotheby's International Realty represents another key step forward in our international growth, and I am confident that under their current leadership, the company will bring quality service to *Sotheby's International Realty* clients worldwide.”

According to Toscano, the *Sotheby's International Realty* brand's global reach complements his firm's local expertise. “We provide our clients with individualized attention, ensuring their level of comfort with the process of buying or selling a home,” he said. “Our goal is to develop long-term relationships based upon trust, integrity and knowledge. All properties are listed exclusively, which permits the property to be marketed locally, nationally and internationally through the *Sotheby's International Realty* brand's global network.”

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