

FOR IMMEDIATE RELEASE

Sotheby's International Realty Brand Welcomes Southern California Firm

PARSIPPANY, N.J. (Sept. 30, 2011) – [Sotheby's International Realty Affiliates LLC](#) today announced that HÔM Real Estate Group, headquartered in Newport Beach, Calif., has joined its luxury real estate network.

The firm now will operate its three offices in Newport Beach, Laguna Beach and Balboa Island as HÔM Sotheby's International Realty with Mike Shapiro as chairman and Bob Bonanno as president. Also, the offices formerly operated by Coast Sotheby's International Realty in Rancho Santa Fe and Laguna Beach will be operated by HÔM Sotheby's International Realty in the near future.

"HÔM Real Estate Group has built an extraordinary presence in the Orange County market," said Philip White, president and chief operating officer, Sotheby's International Realty Affiliates LLC. "We are proud to have them represent our brand in Orange County and Northern San Diego County."

According to Shapiro, the affiliation offers his company the opportunity to reach a broader consumer base. "We have built a very strong name in our local market but to reach the next level we needed the backing of an international brand," he said. "The *Sotheby's International Realty* brand offers us the international reach we were looking for combined with a renowned name and referral opportunities through a worldwide network of experts."

The *Sotheby's International Realty* network currently has more than 12,000 sales associates located in approximately 580 offices in 42 countries and territories worldwide. HÔM 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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