

***FOR IMMEDIATE RELEASE***

**Premier New York Firm Joins Sotheby's International Realty® Network**

PARSIPPANY, N.J. and SARATOGA SPRINGS, N.Y. (August XX, 2007) – Sotheby's International Realty Affiliates LLC today announced that Saratoga National Realty, a leading real estate firm in Saratoga, N.Y., has joined the *Sotheby's International Realty* real estate network.

The firm is owned by Harold Reiser, Shane Newell, Bill Parker and John Burke and now will do business as Saratoga Sotheby's International Realty.

“Saratoga National Realty enjoys strong leadership and displays an in depth knowledge of the beautiful and historic Saratoga home market,” said Michael R. Good, president and chief executive officer, Sotheby's International Realty Affiliates LLC. “The ownership team is seasoned and highly-respected in the local community.”

Reiser believes the affiliation will strengthen the firm's marketing efforts. “We believe that our region is ripe for the international exposure this brand can bring. And in a time when the real estate market is softening nationally, bringing a unique marketing platform to our region will give our clients a marketing advantage which will help insulate us from the national trend. Our expectation is to launch several other locations on the heels of a successful Saratoga market share. As a firm, we pride ourselves on our networking and marketing abilities, joining the *Sotheby's International Realty* network will reinforce this and allow us to provide an even higher level of service to our clients.”

The *Sotheby's International Realty* network has more than 8,000 sales associates located in more than 400 offices in the U.S. and 25 other countries and territories. Saratoga Sotheby's International Realty listings will be marketed on the sothebysrealty.com global Web site. In addition to the referral opportunities and great exposure generated from these sources, the firm will benefit from an association with the Sotheby's auction house and worldwide *Sotheby's International Realty* marketing programs.

Saratoga Sotheby's International Realty's sales associates provide their service and expertise to clients of distinctive and unique properties in the Greater Capital region and the Adirondacks of NY state with a core focus in Saratoga County. The main office is located at 432 Broadway, Suite 7, Saratoga Springs, New York. The phone number is (518) 580-8500.

**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, the world's largest real estate franchisor, entered into a long-term strategic alliance with Sotheby's Holdings, Inc. 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](http://www.sothebysrealty.com).

###

## **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](mailto:Jennifer.Zimmerman@sothebysrealty.com)