

Saratoga

Sotheby's
INTERNATIONAL REALTY

432 Broadway, Suite 7
Saratoga Springs, NY 12866
t 518 580 8500
f 518 580 8511
saratogasothebysrealty.com

FOR IMMEDIATE RELEASE

CONTACT:

Erica Dingeman
518-580-8500
erica.dingeman@sothebysrealty.com

**SARATOGA SOTHEBY'S INTERNATIONAL REALTY PARTICIPATES IN LUXURY
REAL ESTATE CONFERENCE**

SARATOGA SPRINGS/ LAKE PLACID, NY (June 4, 2008) – Saratoga Sotheby's International Realty, a luxury real estate firm based in Saratoga Springs/Lake Placid, NY, recently participated in the 3rd Annual Sotheby's International Realty® Global Networking Event.

This dynamic, three-day event provided a unique opportunity for all sales associates, managers and owners who are members of the *Sotheby's International Realty* network to connect, exchange ideas and forge relationships designed to help build their businesses and drive new leads to their listings.

“The Global Networking Event provides enormous value to our firm,” said Bill Parker, “Having the ability to share ideas and expertise with such an outstanding group of our professional peers highlights the true strength of the *Sotheby's International Realty* network. We plan on utilizing many new strategies and concepts presented at this event.”

The event was held May 19 to 22 at the Boca Raton Resort & Club, Boca Raton, Fla.

Saratoga Sotheby's International Realty has offices Saratoga Springs and Lake placid that represent surrounding regions including the Adirondacks, Finger Lakes and Catskills. Saratoga Sotheby's International Realty's offices offer exclusive *Sotheby's International Realty* marketing, advertising and referral services designed to attract well-qualified buyers to the firm's property listings. In addition, the firm and its clients benefit from an association with the Sotheby's auction house, which allows sales associates access to real estate referral opportunities with auction house clientele.

As a *Sotheby's International Realty* affiliate, the firm also has the unique ability to refer its real estate clientele to the auction house for jewelry, art, unique furniture and collectible appraisal services. All property listings from Saratoga Sotheby's International Realty also are marketed on the sothebysrealty.com global Web site, as well as on the firm's local Web site, www.saratogasothebysrealty.com .

“Our annual Global Networking Event represents a unique opportunity for outstanding professionals to gather and share the finest collective insight and experience in the industry,” said Michael R. Good, president and chief executive officer, Sotheby's International Realty Affiliates LLC. “Every individual attending this conference truly is committed to helping us grow the *Sotheby's International Realty* network, and we genuinely appreciate their ongoing dedication and enthusiasm.”

Saratoga Sotheby's International Realty is located at 432 Broadway, Suite 7 Saratoga Springs, NY 12866. For additional information, please contact 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.

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