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Georgia's Largest Real Estate Broker, Metro Brokers, Joins Better Homes and Gardens Real Estate

Addition of Atlanta-based Brokerage Doubles Size of Better Homes and Gardens Real Estate Network, Adding 28 New Office Locations, Nearly 2,300 Agents

PARSIPPANY, N.J. and ATLANTA (Dec. 7, 2009) – Better Homes and Gardens Real Estate LLC today announced it has doubled the size of its franchise network with the new affiliation of Metro Brokers, Georgia's largest real estate brokerage. The Atlanta-based company signed a long-term franchise agreement and will now operate under the name Better Homes and Gardens Real Estate Metro Brokers. This is one of the largest franchising agreements in recent years within the real estate industry and adds 28 office locations and nearly 2,300 agents to the Better Homes and Gardens Real Estate network.

"Metro Brokers truly embodies the 'next generation brokerage,' a concept we stress with growing importance, as real estate consumers' needs adjust and the industry shifts along with them," said Sherry Chris, president and CEO of Better Homes and Gardens Real Estate LLC. "With Metro Brokers' contagious spirit and zest for success, this partnership is a natural one that will help our brand grow dramatically. We are proud to welcome such an innovative and imaginative partner to the brand."

Better Homes and Gardens Real Estate Metro Brokers will continue to operate under the direction of its president and CEO, Kevin Levent, who took over leadership of the company in 1996. Earlier this year, *REALTOR® Magazine* ranked Metro Brokers in the Top 50 nationally in transaction sides and in the Top 80 nationally with \$1.1 billion in closed sales volume for the 2008 calendar year.

"We have proven to be the leader in our region and it only makes sense we partner with one of the fastest growing brands in the industry," said Levent. "This affiliation will allow us to build on the solid momentum we have gained in the last five years and will propel our company into the next decade, helping us to grow strategically and sustainably."

He added, "Buying and selling a home is almost always the result of a lifestyle event – a new job, a baby, a marriage and so on. This means today's consumer is more emotionally invested than financially invested. No brand realizes this more than Better Homes and Gardens Real Estate."

Better Homes and Gardens Real Estate Metro Brokers offers a wide range of real estate services, including residential sales; pre- and post-license training; corporate relocation; new home sales and marketing; and related services. The company has more than tripled in size during the previous five years with nearly 2,300 licensed sales associates, making the company the largest residential real estate firm in the state of Georgia, according to active agent count numbers from the Georgia Real Estate Commission.

The new relationship will enable Better Homes and Gardens Real Estate Metro Brokers (www.MetroBrokers.com) access to best-in-class marketing, next-generation technology and Web tools to continue to build on their current offerings and expand within the north Georgia and Atlanta communities to provide clients with exceptional service. All metro Atlanta and north Georgia MLS listings, including those from Better Homes and Gardens Real Estate Metro Brokers, will now be accessible through www.bhgreaalestate.com, which offers homebuyers and sellers comprehensive content and resources.

“Today is a momentous day for both Metro Brokers and Better Homes and Gardens Real Estate,” Levent said. “I have every confidence that together we will grow into the largest and most successful real estate brand in the nation, combining the most sophisticated real estate technologies and techniques with main street sensibilities and values. Today’s announcement only marks the beginning.”

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens Real Estate LLC is an international real estate brand that offers a full range of services to brokers, sales associates and home buyers and sellers. Using innovative technology, sophisticated business systems and the broad appeal of a lifestyle brand, Better Homes and Gardens Real Estate LLC embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Gardens Real Estate LLC is a subsidiary of Realty Corporation, a global provider of real estate and relocation services. The growing Better Homes and Gardens Real Estate network includes more than 100 offices and more than 4,200 sales associates serving home buyers and sellers in California, Florida, Georgia, Illinois, Kentucky, Pennsylvania, Maine, Massachusetts, New Hampshire, New Jersey, New York, Tennessee, Vermont and Washington. For more information, please visit www.BHGRealEstate.com.

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