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GLOOR REALTY JOINS BETTER HOMES AND GARDENS REAL ESTATE NETWORK

*Third generation Chicago-area brokerage signs long-term franchise agreement to operate under the
Better Homes and Gardens® Real Estate brand*

PARSIPPANY, N.J./CHICAGO, III. (Oct. 29, 2008) – Today, Better Homes and Gardens Real Estate LLC announced that Gloor Realty – an independent, family-owned company with firmly established roots in the Oak Park, River Forest and Chicagoland area – has signed a long-term franchise agreement to operate as Better Homes and Gardens Real Estate Gloor Realty Company. This affiliation adds significant brand value and substantial resources to Gloor, a brokerage established in 1946 with a current market presence encompassing 13 Chicago-area communities.

“Throughout the past 60 years, Gloor has established itself as one the leading brokerages in the area,” said A. Richard Gloor, broker/owner, Better Homes and Gardens Real Estate Gloor Realty Company.

“This agreement gives us additional marketing might and a systematic approach towards future growth – something that will help us nurture our well-established connection with the surrounding communities.”

In 2007, the brokerage’s total approximate sales volume reached over \$100 million while its network of 35 sales associates continually demonstrates an exemplary rate of professional real estate designations.

“Gloor Realty has prospered in the Chicago-area for decades and, as a progressive organization, has achieved a high standard of excellence,” said Sherry A. Chris, president and CEO, Better Homes and Gardens Real Estate LLC. “With the Gloor team, we have found a brokerage that shares our passion for this business and our vision for making connections with consumers that go beyond any single transaction.”

Three generations of Gloor family members have owned and operated Gloor Realty. At one time or another, a member of each generation of company leadership has served as president of the Oak Park Area Association of Realtors. Over the years, the brokerage has created a reputation based on the delivery of customer service excellence, particularly in the high-end market segment.



“We’ve had many offers to join franchise systems in our history,” said Richard C. Gloor, broker/owner, Better Homes and Gardens Real Estate Gloor Realty. “Yet, none of those offers presented the same advantages offered by Better Home and Gardens Real Estate – an organization that brings greater strength to our marketing, technology and financial modelling capabilities to help our business attain its long-term goals.”

As part of the Better Homes and Gardens Real Estate franchise system, sales associates with Gloor Realty will now have access to innovative tools, services and training that will enable them to deliver even higher customer service levels. The company’s property listings will be marketed through BHGrealestate.com, an online real estate destination designed to both inform and inspire consumers through rich content and market intelligence. The site’s management and design leverages online marketing muscle to give greater exposure to client property listings, building on Gloor’s key value proposition of unparalleled client service.

This is the third franchise agreement announced by Better Homes and Gardens Real Estate since its launch this summer. The growing network includes Better Homes and Gardens Real Estate Wilkins & Associates with offices in Pennsylvania, and Better Homes and Gardens Real Estate The Masiello Group with offices in Maine, New Hampshire, Vermont and Massachusetts.

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens® Real Estate 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 embodies the future of the real estate industry while remaining grounded in the tradition of home. Better Homes and Garden Real Estate LLC is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. For more information, please visit www.bhgrealestate.com.

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