



NATIONAL TOP-100 BROKERAGE RAND REALTY JOINS BETTER HOMES AND GARDENS REAL ESTATE NETWORK

*Better Homes and Gardens Real Estate Expands Franchise System into New York State with the
Affiliation of Leading Hudson Valley Brokerage Firm*

PARSIPPANY, N.J. AND NEW CITY, N.Y. (April 22, 2009) — [Better Homes and Gardens Real Estate LLC](#) today announced that Rand Realty – one of the Top 100 real estate brokerage firms in the nation – has signed a long-term franchise agreement and will now operate under the name Better Homes and Gardens Real Estate Rand Realty.

Headquartered in New City, N.Y., Rand Realty is a significant addition for the Better Homes and Gardens Real Estate network, with its 800 agents and 19 offices serving the Greater Hudson Valley, including Rockland, Westchester and Orange counties. Rand Realty was recently ranked No. 60 among the Top 100 firms in the United States according to closed sales volume by *REALTrends* magazine, with more than \$1.3 billion in closed sales volume in 2008. The firm also ranked high nationally in closed transaction sides a year ago (No. 111). Better Homes and Gardens Real Estate Rand Realty is the franchise's first brokerage in New York State. Rand Realty was previously affiliated with Prudential Real Estate.

“A brokerage with the stature of Rand Realty propels our Better Homes and Gardens Real Estate brand to a new level,” said Sherry Chris, president and CEO, Better Homes and Gardens Real Estate. “We have highly complementary business cultures and, together, we form a powerful combination.”

Better Homes and Gardens Real Estate Rand Realty will continue to operate under the leadership of managing partners Greg Rand, Matt Rand and Joseph Rand. Marsha Rand, who founded the family-owned and operated firm in 1984, will remain the company's CEO.

"This is an extraordinary opportunity for our company," said Greg Rand, managing partner with Better Homes and Gardens Real Estate Rand Realty. "The Better Homes and Gardens name is recognized worldwide and our family-owned firm will be able to leverage the power of this brand in many ways. In addition, this affiliation will give us new tools that will allow our sales associates to provide superior service to our clients. Better Homes and Gardens Real Estate shares our values and our connection to Main Street. We look forward to working with them."

This new relationship will enable Better Homes and Gardens Real Estate Rand Realty, currently the leading residential real estate firm in the Greater Hudson Valley, to expand beyond its current borders and continue to serve customers with quality service through the strategic use of an award-winning national brand and next-generation technology and web tools. Locally, Better Homes and Gardens Real Estate Rand Realty is the No. 1 real estate company in Rockland and Orange counties, and No. 3 in Westchester County, based on market share in the Greater Hudson Valley Multiple Listing Service.

Also, in a related announcement today, Better Homes and Gardens Real Estate Rand Realty announced its acquisition of the Wolff & Son, Inc. brokerage firm. Based in White Plains, N.Y., Wolff & Son has 128 agents serving Yonkers, White Plains and Thornwood, and will now operate as Better Homes and Gardens Real Estate Rand Realty.

Matt Rand said he and his colleagues were pleased to join one of the fastest-growing franchise networks in the real estate industry. "Better Homes and Gardens Real Estate has grown dramatically since it was launched nine months ago, and we believe they have a lot of exciting ideas that will help us give home buyers and sellers better service than ever. It's a competitive real estate market, and Better Homes and Gardens Real Estate will give us the resources needed to not just survive, but to thrive."

Better Homes and Gardens Real Estate Rand Realty's property listings will now be accessible through www.BHGRealEstate.com, which offers homebuyers and sellers comprehensive content and resources. Better Homes and Gardens Real Estate Rand Realty (www.RandRealty.com) sales associates will now have access to best practice tools and information on the Better Homes and Gardens Real Estate Extranet.

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 Gardens 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.

Better Homes and Gardens® is a registered trademark of Meredith Corporation licensed to Better Homes and Gardens Real Estate LLC.

Equal Opportunity Company. Equal Housing Opportunity. Each Better Homes and Gardens® Real Estate Office is Independently Owned and Operated.

Media Contacts:**For Better Homes and Gardens Real Estate LLC:**

Michael Fischer/Sabrina Michaeli
646-747-8238
michael@mcipr.com

For Better Homes and Gardens Real Estate Rand Realty:

Bill Madden
845-352-3650
bmadden@maddenpr.com
