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## **Better Homes and Gardens Real Estate LLC Selects Kwittken & Company As Public Relations Agency of Record**

NEW YORK, July 13, 2009 – Kwittken & Company (KCO), the intelligent communications agency, today announced it has been selected by Better Homes and Gardens Real Estate LLC to lead its public relations efforts nationally both to business and consumer audiences.

Better Homes and Gardens Real Estate LLC, now in its second year of operation, has experienced phenomenal growth since the launch of its franchise network in July 2008. With new offices opening across the country, KCO will help the brand move into its next phase of growth, as it works to communicate effectively with potential home buyers and emerge as a trusted leader in the industry.

“We selected Kwittken & Company as our communications agency of record for its unique and inventive insight into our business and brand,” said Camilla Sullivan, SVP marketing, Better Homes and Gardens Real Estate LLC. “As we look to build our brand and reach our desired audiences, we needed a partner who could develop fresh and relevant tactics that would resonate with today’s unique homebuyers, while at the same time communicating effectively to the real estate industry as a whole. We’re looking forward to a fruitful and long-term relationship.”

The agency will support the brand’s efforts through a variety of communication tactics, including national business, consumer and trade media relations; social media programming; event coordination and management; and company-wide branding and program initiatives.

“The economic environment presents a brand like Better Homes and Gardens® Real Estate with both obstacles and opportunities,” said Jason Schlossberg, president of Kwittken & Company. “Together we will work to execute an aggressive public relations and marketing campaign that educates sellers about the realities in today’s real estate market, while arming potential home buyers with the information they need to take advantage of the current buyer’s market.”

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 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](http://www.BHGRealEstate.com).

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**About Kwittken & Company**

Kwittken & Company (KCO) is an independent, employee-owned public relations and marketing services firm that partners with some of the world's leading companies to serve their unmet marketing and communications needs. KCO works with blue chip brands in the media, publishing, healthcare, beverage, technology, human capital, financial services, retail and consulting sectors. The agency, headquartered in New York City and founded by Aaron Kwittken in 2005, has three main practice areas: corporate reputation management, consumer marketing and executive communications coaching. In 2009, KCO was named one of the best boutique PR agencies in the country by *PRWeek*. For more information, please visit <http://www.kwitco.com>.

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