



EXECUTIVE REAL ESTATE JOINS BETTER HOMES AND GARDENS REAL ESTATE SYSTEM AS THE NETWORK'S FIRST FRANCHISE IN WASHINGTON STATE

PARSIPPANY, N.J. AND BELLEVUE, Wash. (March 3, 2009) — [Better Homes and Gardens® Real Estate LLC](#) today announced the affiliation of its first residential real estate brokerage in Washington state, Executive Real Estate, Inc. The brokerage, headquartered in Bellevue, Wash., has signed a long-term agreement with Better Homes and Gardens Real Estate and will operate under the name Better Homes and Gardens Real Estate Executive. The affiliation provides the brokerage with significant resources, brand identity and Web 2.0 tools, which will help to expand the business and deliver an exceptional consumer experience.

“Our decision to affiliate with Better Homes and Gardens Real Estate has us exceptionally well-positioned for future growth,” says Keith R. Nelson, designated broker and principal owner, Better Homes and Gardens Real Estate Executive. “We met with various marketing companies and design houses on how to freshen our brand. Better Homes and Gardens Real Estate was the first and only option that offered a comprehensive package, including an emphasis on new technologies, an iconic brand, a deep commitment to exceptional service, agent training and a focus on green aspects of the home.”

Better Homes and Gardens Real Estate Executive believes in the real estate industry’s transition from the traditional ‘brick and mortar’ brokerage to a virtual one. The company serves the greater Puget Sound Area with 260 sales associates in six offices in Bellevue, Everett, Bothell, Kent, Burlington and Seattle. The move to affiliate with Better Homes and Gardens Real Estate gives the company the advantage of an award-winning national brand that embodies innovative and forward-thinking real estate practices.

“In Executive Real Estate, we found a partner that believes in innovation as much as we do,” explains Sherry Chris, president and CEO, Better Homes and Gardens Real Estate. “We are thrilled to welcome the company to our network and are looking forward to Keith Nelson’s input in further developing and expanding our brand so that it meets the needs of present and future generations of homebuyers.”

Better Homes and Gardens Real Estate Executive advocates the importance of environmentally friendly real estate practices. “Our offices have always been designed with efficiency in mind and we are continuously taking efforts to be even more efficient and further reduce our carbon footprint,” explains Nelson.

The brokerage’s property listings will now be accessible through www.bhgrealstate.com, which offers homebuyers and sellers comprehensive content and resources. Similarly, Better Homes and Gardens Real Estate Executive sales associates will now have access to best practice tools and information on the Better Homes and Gardens Real Estate Extranet.

“From day one, when we founded the company in 1991, we chose to break from the pack by giving our agents the autonomy and independence to personalize sales and rapidly respond to clients’ needs,” says Nelson. “This partnership is the next logical step for us to ensure that we will grow the business for years to come.”

For more information, please go to <http://www.exre.com>

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.

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Media Contact:

Michael Fischer
646-747-8238
michael@mcipr.com