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Better Homes and Gardens Real Estate Named As Finalist for Two Inman Innovator Awards

PARSIPPANY, N.J., July 30, 2009 – Better Homes and Gardens Real Estate LLC announced today it is a finalist for two 2009 Inman Innovator Awards, including Most Innovative Blog and Most Innovative Brokerage or Franchise. The awards, which honor companies using technology and innovation to enhance the real estate transaction process and improve the overall experience for consumers and real estate professionals, will be presented during Inman News' Real Estate Connect Conference in San Francisco on Aug. 7.

"As the Better Homes and Gardens Real Estate franchise system enters its second year of operation, we are proud to be recognized as a leader in the industry, alongside more tenured brands," said Sherry Chris, the company's president and CEO. "Being named a finalist for these two awards in particular is important for us, as we establish ourselves as an 'apple pie' brand married with Web 2.0 sensibilities."

Better Homes and Gardens Real Estate differentiates its franchises through its technology, agent recruitment strategies, broker business building systems and comprehensive consumer lifestyle value proposition. Currently, Better Homes and Gardens Real Estate has franchisees in 10 states with approximately 70 offices, and more than 2,100 agents.

Its Clean Slate Blog (<http://bhgrealestateblog.com/>), one of the most followed blogs in the industry, was launched in February 2008 and has since been met with much success. Written by executives across the company, the blog incorporates thoughtful editorial content with video, photos and an "Ask Sherry Chris" feature, where readers can submit questions to get her insights on the industry.

"Better Homes and Gardens Real Estate is uniquely positioned to serve today's home buyer as the only national consumer lifestyle brand in the real estate market," said Chris. "In this unprecedented time in real estate history, we are helping to define the next-generation agent by communicating traditional real estate know-how through smart and innovative technologies."

The Real Estate Connect Conference runs from Aug. 5-7.

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 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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