



BETTER HOMES AND GARDENS REAL ESTATE CEO SHERRY CHRIS NAMED INMAN INNOVATOR OF THE YEAR

PARSIPPANY, N.J., July 16, 2010 – Better Homes and Gardens Real Estate LLC announced yesterday that its president and CEO, Sherry Chris, has been named 2010 Inman Innovator of the Year. The award, which honors individuals going above and beyond the traditional tools used by the real estate industry to enhance the transaction process and improve the overall experience for consumers and real estate professionals, was presented yesterday during the 2010 Inman News Real Estate Connect Conference in San Francisco, Calif.

In the past year, Chris led her two-year-old firm's growth to encompass more than 125 offices and 5,000 sales associates serving home buyers and sellers in 16 states. In addition to brokering deals, she remains a hands-on manager, leading the culture of the firm and guiding by example with her adoption of innovative technology.

In the past year, Chris helped Better Homes and Gardens Real Estate double the size of its network. Simultaneously, she pushed the franchise to the forefront of social media adoption by leveraging her appreciation for innovative and emerging technology. Chris, along with her team, instituted social media boot camp classes for new agents and made her *CleanSlate* blog a beacon of information for those seeking to learn more about the leading technology of the day. Further, she blogs multiple times a week, lending perspective on breaking industry news as well as the emerging social media, technology, marketing and advertising trends.

Chris also developed innovative partnerships outside the world of real estate, announcing in May an agreement with Pantone, the world authority on color. She then oversaw the creation of a series of feature film quality vignettes designed to clearly illustrate the link between color, emotion and the home buying decision process.

Chris accepted the award at The Hilton San Francisco hotel yesterday.

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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