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Better Homes and Gardens Real Estate Network Enters New York City with Addition of Staten Island Brokerage

PARSIPPANY, N.J. and STATEN ISLAND, N.Y. - (Nov. 22, 2011) – Better Homes and Gardens® Real Estate today announced that its network has entered New York City with the addition of Safari Realty, a Staten Island-based brokerage owned by Fran and Frank Reali. The 23-year-old brokerage, comprised of more than 50 agents, will now do business as Better Homes and Gardens Real Estate Safari Realty.

"The Realis and their team empower home buyers and counsel home sellers during every step of a real estate transaction," said Sherry Chris, president and CEO of Better Homes and Gardens Real Estate LLC. "Their commitment to their consumers and the surrounding community has earned them a fantastic reputation in the Staten Island area, and we are thrilled to have them join our brand's growing network as our first New York City brokerage."

Better Homes and Gardens Real Estate Safari Realty is made up of an award-winning team of real estate professionals serving Staten Island and the New York metropolitan area. Through the brokers' implementation of a unique integrated marketing strategy, including social media, high impact sponsorships, advertising and networking, they have helped their team reach or surpass their goals. The company will continue its mission to ensure that their passion, commitment, knowledge and dedication to customer service leads to an exceptional real estate experience.

"We found Better Homes and Gardens Real Estate to be a refreshing voice in the industry," said Fran Reali. "The increasingly informed consumer seeks a highly trained real estate professional, and our affiliation with Better Homes and Gardens Real Estate will provide high-level training, tools and resources that will continue to give us an edge in the market."

Philanthropic efforts are an important focus to the team at Better Homes and Gardens Real Estate Safari Realty. In addition to the company's support of numerous local charities, the Realis recently founded the Frank J. Reali III Family Foundation in memory of their son. The foundation provides supportive funds for echocardiograms and heart baseline testing for children prior to participating in high school sports.

About Better Homes and Gardens Real Estate LLC

Better Homes and Gardens Real Estate LLC is a dynamic 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 LLC 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. The growing Better Homes and Gardens Real Estate network includes approximately 7,000 sales associates and more than 200 offices serving homebuyers and sellers in Canada and 24 U.S. states: Alabama, Arizona, California, Florida, Georgia, Illinois, Indiana, Pennsylvania, Maine, Massachusetts, Minnesota, New Hampshire, New Jersey, New York, Nevada, North Carolina, Ohio, Oregon, South Carolina, Texas, Tennessee, Vermont, Virginia and Washington. For more information, please visit www.BHGRealEstate.com.

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