

Media Contact:
Denise C. Hood, Director
Visionary Marketing
434-817-9439

Real Estate III Joins Better Homes and Gardens Real Estate

CHARLOTTESVILLE, Va. (April 8, 2010) —Real Estate III, a Charlottesville-based real estate firm that sells more residential property in central Virginia and the Shenandoah Valley than any other company, announces an affiliation with Better Homes and Gardens Real Estate. Real Estate III will now operate as Better Homes and Gardens Real Estate III. A newly redesigned website offering resources for every real estate need can be found at www.realestateiii.com.

Better Homes and Gardens Real Estate III will remain locally owned and operated (continue to be owned by the Kessler Family) under the leadership of Jeff Gaffney, CEO and Chairman, and Art Pearson, President and Principal Broker.

“We have always embraced change, philosophically, and we are always looking at strategic moves that can benefit our associates and our clients,” said Gaffney. “Partnering with a world class franchisor that is always looking to the future is a natural fit for us. It positions us for growth and further boosts our ability to deliver the best real estate transaction experience in Central Virginia.”

With over 200 agents, a stellar reputation and a strong commitment to clients and community, Better Homes and Gardens Real Estate III is Central Virginia’s and the Shenandoah Valley’s trusted leader in new home development and resale listings. They will continue their commitment to excellence, offering the highest level of unwavering service to their clients. Better Homes and Gardens Real Estate III consistently holds more than 30% of the market share in the region – more than any other real estate firm in the area. They offer the most comprehensive range of services including relocation, mortgage, senior specialists, and first-time homebuyers. “The market has changed and the way that buyers look for homes has changed,” says Gaffney. “This affiliation with Better Homes and Gardens will provide our associates with state of the art technology, marketing, and systems that will give them the competitive advantage.” “We see this affiliation as partnering with a media company,” continues Gaffney. “The Meredith Corporation (which owns the Better Homes and Garden brand) owns 23 magazines and 12 television stations and they have 40 million engaged consumers per month. They are a media giant. Through our affiliation with Better Homes and Garden, we feel we can double our website traffic. We have been working for many months creating the opportunity to re-invent and to re-launch at a time when others are attempting to simply rely on past success”.

“Today is a great day for Real Estate III,” said Art Pearson, President and Principal Broker for Better Homes and Gardens Real Estate III, who has been with the firm since it’s inception in 1972. “Our founder Frank Kessler was renowned for his visionary marketing and progressive strategies. This announcement is a page out of his playbook.”

With this new affiliation, the Better Homes and Gardens Real Estate network expands into Virginia and numbers more than 110 offices and 4,600 sales associates in 14 states.

“Real Estate III has a rich tradition of superior customer service spanning several generations and lots of changes in the Greater Charlottesville and Shenandoah Valley housing market,” said Sherry Chris, president and CEO of Better Homes and Gardens Real Estate LLC. “We look for partners who can move ahead of the times, a ‘Next Generation

Brokerage' that remains relevant regardless of the market cycle. That is what Real Estate III has shown year after year."

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 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 more than 100 offices and more than 4,600 sales associates serving home buyers and sellers in California, Florida, Georgia, Illinois, Kentucky, Pennsylvania, Maine, Massachusetts, New Hampshire, New Jersey, New York, Tennessee, Vermont, Virginia and Washington. For more information, please visit www.BHGRealEstate.com.

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