

**Launch of Better Homes and Gardens Real Estate LLC
Press Conference – July 23, 2008
Speaker Biographies**



**Sherry A. Chris
President and CEO
Better Homes and Gardens Real Estate LLC**

Sherry Chris was appointed President and CEO of Better Homes and Gardens Real Estate LLC in October of 2007. Her appointment followed Realogy's announcement that it had entered into a 50-year agreement with Meredith Corporation to license the Better Homes and Gardens® name to launch a new and dynamic global residential real estate brand.

Sherry was most recently Chief Operating Officer for Coldwell Banker Real Estate LLC. Overall, Sherry has more than 27 years of real estate experience, including, significant senior management positions in the areas of sales and marketing and new technologies, and franchise management. A native Canadian, she began her real estate career in Canada and held increasingly senior positions with Royal LePage for 16 years before taking on executive roles with Real Living (Ohio) and Prudential CA/NV/TX Realty. She joined Realogy in 2006.

Well known within the real estate industry, Sherry is a frequent speaker at real estate and technology conferences. She serves on Zillow's broker advisory board and has served on a number of industry- and technology- related advisory boards, including Trulia and Google Real Estate. She is also a past chairman of The Realty Alliance. Sherry is a graduate of The University of Western Ontario, and earned an MBA from the Ivey School of Business.



**Alexander E. Perriello, III
President and CEO
Realogy Franchise Group**

Alexander E. Perriello, III, has served as president and CEO of the Realogy Franchise Group since April 2004. Realogy is the largest franchisor of residential and commercial real estate brokerage offices in the world. Perriello oversees the Better Homes and Gardens® Real Estate, CENTURY 21®, Coldwell Banker®, Coldwell Banker Commercial®, ERA® and Sotheby's International Realty® real estate brands, which combined currently have approximately 16,000 franchised and company-owned offices and 305,000 brokers and sales associates worldwide. In addition, Perriello is responsible for Realogy's shared support services, including domestic and international franchise sales, administration, finance, business development, information technology, learning and human resources.

Perriello previously served as president and CEO of Coldwell Banker Real Estate Corporation from 1997 to 2004. Perriello, who began his career as a sales associate, has worked in almost every facet of the real estate business. He shares the entrepreneurial spirit of his affiliates as a one-time independent real estate broker and owner of a chain of retail stores. After joining Coldwell Banker in 1983, Perriello held management positions in product development, real estate services, marketing and operations. He played an integral role in the restructuring and development of Coldwell Banker following its 1996 acquisition by Cendant (then HFS) and its relocation to Parsippany, New Jersey.



Gayle Butler
Editor-in-Chief
Better Homes and Gardens

Gayle Butler is the senior vice president and editor-in-chief of *Better Homes and Gardens* magazine, a position she has held since June 2006. Under Gayle's leadership, the magazine, which reaches 38 million monthly readers, has received a number of prestigious awards, including being named the "2007 Magazine of the Year" by *Advertising Age*. Gayle also led the magazine through a complete redesign, refreshing its appearance for 2007.

After joining Meredith in 1983, Gayle quickly rose through the ranks, holding various senior editorial positions with the company. Gayle served as the editorial director at *Better Homes and Gardens* Special Interest Publications and Creative Collection, a portfolio of over 200 publications covering home design, building and remodeling, gardening, food and health, holidays and crafts; previously, she worked as editor-in-chief of the Building/Remodeling Special Interest Publications. Prior to joining Meredith, Gayle was responsible for shareholder and employee publications for Potomac Electric Power Company in Washington, D.C. She also served as a press secretary for a member of the U.S. House of Representatives.



Thomas R. Wilkins, CCIM, CRB, GRI
Chief Executive Officer
Better Homes and Gardens Real Estate Wilkins & Associates

Thomas R. Wilkins is the CEO of Better Homes and Gardens Real Estate Wilkins & Associates, the first brokerage to join the Better Homes and Gardens Real Estate franchise system. Wilkins' company is a full-service brokerage including residential sales and rentals, short-term rentals and a full time relocation department. The firm has 110 sales associates and associate brokers across seven offices.

Wilkins founded his real estate brokerage company in 1988 with a sales force of three people in Mt. Pocono. Prior to starting his own brokerage, he was with Coldwell Banker where in 1985, as a manager, he was responsible for expanding their offices and creating a Commercial Investment Division. Before entering the real estate industry, Tom worked in the resort and hospitality business for 15 years, during which he was Director of Sales, General Manager and a participating member of the executive committee for the Caesars Pocono Resorts. His career in real estate has included the brokering of thousands of residential and commercial properties, estates, farms and businesses.

A native of the Pocono Mountains, Tom is one of the founding members of the Monroe County Landlord Association and holds the position of treasurer. He is also a past donor to the Pocono YMCA as well as an Ambassador Society contributor to the Pocono Health Foundation and appointed member to the Monroe County Affordable Housing Committee, a position he has held the last seven years.