



Better Homes and Gardens Real Estate LLC
Corporate Fact Sheet
July 23, 2008

Overview

Better Homes and Gardens® Real Estate 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 national lifestyle brand, Better Homes and Gardens Real Estate embodies the future of the real estate industry while being grounded in the tradition of home ownership.

History

In 1978, Meredith Corporation, one of the nation's leading media and marketing companies and publisher of *Better Homes and Gardens* magazine, launched the former Better Homes and Gardens Real Estate Service. Meredith Corporation owned and operated the company for 20 years and grew the business into a highly respected name in the real estate industry. Meredith Corporation sold its real estate business in 1998 while retaining long-term ownership of the Better Homes and Gardens Real Estate brand name. In October 2007, Realogy Corporation announced it had entered into a long-term agreement to license the Better Homes and Gardens Real Estate brand from Meredith Corporation. The licensing agreement between Realogy and Meredith Corporation is for a 50-year term, with a renewal option for another 50 years. Better Homes and Gardens Real Estate officially launched its new franchise system on July 23, 2008.

Headquarters

Better Homes and Gardens Real Estate LLC
1 Campus Drive
Parsippany NJ, 07054

Web site

www.bhgrealestate.com

Blog

<http://bhgrealestateblog.com/>

Executive Team

Sherry Chris, President and CEO
S. Nicolai Kolding, Chief Operating Officer
Scott Schubiger, Senior Vice President, Membership Development
Wendy Forsythe, Vice President, Broker Services & Product Development

Parent Company

Realogy Corporation (www.realogy.com)
Richard A. Smith, President and CEO, Realogy Corporation
Alex Perriello, President and CEO, Realogy Franchise Group

More about Better Homes and Gardens Real Estate LLC

Corporate

- The Better Homes and Gardens Real Estate franchise system launched on July 23, 2008 with Better Homes and Gardens Real Estate Wilkins & Associates as its first affiliated brokerage firm.
- Better Homes and Gardens Real Estate is Realogy's fifth residential real estate franchise brand and sixth overall. Realogy Corporation is the world's largest real estate company.
- The Better Homes and Gardens name is licensed from Meredith Corporation, the publisher of *Better Homes and Gardens* magazine. The licensing agreement between is for a 50-year term, with a renewal option for another 50 years. Founded in 1924, *Better Homes and Gardens* magazine has a monthly readership of nearly 40 million and a subscription base that reaches one out of every five American homeowners.
- Online on www.bhgrealstate.com, franchisee property listing Web sites will be linked with the online companion to *Better Homes and Gardens* magazine (www.bhg.com) and its nearly 5 million visitors each month.
- Internationally, Better Homes and Gardens Real Estate will expand by building a network of quality master franchisors through the efforts of a special, international membership development team.

Value Proposition

- For brokers, affiliating with the Better Homes and Gardens Real Estate brand offers an investment in the future. Brokers and their sales associates benefit from innovative technology, business building systems and advanced tools to help support the growth and operation of their brokerages. Better Homes and Gardens Real Estate also provides detailed financial and operational analysis and counsel to all brokers on a one-on-one basis. Furthermore, brokerages are provided with exclusive tools that provide demographics from Meredith's database of 85 million consumers for targeted marketing campaigns. No other real estate brand can make these connections for its brokers and agents.
- For agents, Better Homes and Gardens Real Estate provides business planning, extensive training and career development programs, the latest Web tools and resources, and breakthrough branding. Better Homes and Gardens Real Estate combines the heritage of an iconic brand with leading edge innovation and technology to deliver a new, custom-built value proposition for real estate professionals – one that is tailored to the changing market and designed to help achieve a new level of personal and professional success.
- The Better Homes and Gardens Real Estate Web site (www.bhgrealstate.com) was designed to help make the online real estate experience a more rewarding one for homebuyers and sellers. The site provides property listings, online tools to research community information, market data and home valuations, and articles on topics ranging from living green and kitchen remodeling to mortgages, negotiating advice, and home buying checklists.

A Green Company

- The Better Homes and Gardens Real Estate visual system reflects the trust consumers have in the Better Homes and Gardens brand and showcases our innovation in a modern, stylish way. The green logo stands out amidst the others in the industry and symbolizes many elements of the company's value proposition, including a commitment to practicing and promoting high environmental standards.
- Internally, Better Homes and Gardens Real Estate has an employee environmental committee that engages in various initiatives around its corporate headquarters in Parsippany, N.J. The company has added battery and cell phone recycling points, uses lunch totes to replace carton boxes and runs an employee electronics recycling drive. Additionally, Better Homes and Gardens Real Estate is developing the following green initiatives for its brokers, agents and consumers:
 - **Training** – The brand is building relationships with training companies and developing programs in house to make it easy for franchisees to become educated in green housing issues.
 - **Green Home Seminar** – The brand is continuing to develop a seminar that sales agents can present to home buyers and homeowners to teach them the variety of things they can do to “green up” their home, save money on utilities and reduce their home's environmental impact.
 - **Consumer Discount Programs** – The brand is in the process of negotiating discount programs with home improvement companies so that home buyers and sellers will be able to take advantage of savings on energy efficient lighting and appliances.
 - **Corporate Social Responsibility** – The brand is exploring relationships with organizations that are working towards improving the health and safety of our environment.
- Externally, the company is a sponsor of the Better Homes and Gardens Living Green Tour, which showcases innovative, earth-friendly options throughout the home in 15 cities across the nation. Before the year ends, the tour will be appearing in cities such as Phoenix, Miami, Washington D.C. and Chicago before finishing at Grand Central Station in New York.

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