

Sotheby's International Realty wins best in category in franchisee satisfaction for ninth year

William Pitt and Julia B. Fee Sotheby's International Realty announced the Sotheby's International Realty brand won Franchise Business Review's best in category for real estate franchisee satisfaction award for the ninth year in a row.

The best in category award measures franchisee satisfaction with their franchisors and is part of the 11th annual Franchisee Satisfaction Awards presented by Franchise Business Review.

In addition to earning the top real estate ranking, the Sotheby's International Realty brand also came in fourth in the overall top 50 and second among the Top 50 "systems with 250 or more units," which is a ranking of all franchise systems across all categories with more than 250 locations.

"We are so proud to receive this distinction for

the ninth year in a row," said Philip White, president and CEO of Sotheby's International Realty Affiliates. "We are committed to always helping our network achieve greater levels of success and we are so pleased that our affiliates hold us in such high regard within the ranking system. The reason the Franchise Business Review recognition is so rewarding is because it is measured by input from our most important asset: our affiliates."

Franchise Business Review surveyed more than 28,000 franchisees representing 339 franchise brands for the annual Franchisee Satisfaction Awards.

Franchises were evaluated in five areas: training and support, franchise system, franchisor/franchisee relations, financial opportunity and overall satisfaction.

Additionally, demo-

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graphic and lifestyle questions gave a 360-degree view of the franchise ownership experience. Franchise Business Review is a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences.

For a complete list of this year's award winners, go to www.FBR50.com.

"Sotheby's International Realty continues to impress with higher franchisee satisfaction scores than benchmark in every category of Franchise Business Review's annual survey," said Franchise Business Review president

Michelle Rowan. "The brand particularly excels in 'training and support,' with an overall 31 percent higher satisfaction rating than benchmark."

"This brand offers our firm the tools, resources and support we need to reach a global audience of consumers and provide our clients with the best possible service," said Paul Breunich, president and CEO of William Pitt and Julia B. Fee Sotheby's International Realty. "We are proud to be part of this network of extraordinary professionals, and to represent this fine brand in Connecticut, Westchester County, N.Y. and the Berkshires, Mass."