

FOR IMMEDIATE RELEASE
PRESS CONTACT:
Cindy Wiley
Robinson Sotheby's International Realty
513.321.6000

Robinson Sotheby's International Realty Participates in Luxury Real Estate Conference

CINCINNATI, Ohio (Dec. 22, 2010) – Robinson Sotheby's International Realty recently participated in an orientation conference held for companies that have recently joined the Sotheby's International Realty® network of residential real estate brokerages.

While remaining independently owned and operated, the firm became a *Sotheby's International Realty* affiliate on October 7, 2010, and is part of a luxury real estate network that includes more than 11,000 sales associates located in over 500 offices in 44 countries and territories worldwide.

Says Lee Robinson: *“Our focus has always been to provide the highest quality service that best serves our clients. Affiliating with Sotheby's International Realty permits us to refine our marketing delivery to an even greater extent. For us, it's all about providing superior marketing and personal service.”*

The orientation conference was held Dec. 7 to 10 and included business meetings in Short Hills, N.J., and a networking event at the Sotheby's Auction House in New York City.

Sotheby's International Realty enables local affiliates to offer marketing, advertising and referral services that are designed to attract well-qualified buyers to the firm's property listings. In addition, the firm and its clients benefit from an association with the Sotheby's Auction House, allowing the firm's sales associates to benefit from real estate referral opportunities with auction house clientele.

As a *Sotheby's International Realty* affiliate, the firm also has the unique ability to refer its real estate clientele to the auction house for appraisal services for jewelry, art, antique furniture and collectibles. Property listings from Robinson Sotheby's International Realty also are marketed on the Sotheby's Realty website as well as on the firm's local website, RobinsonSIR.com. *(See links below)*

“Our luxury network helps connect the finest independent real estate companies to the most prestigious clientele in the world,” said Michael R. Good, chief executive officer, Sotheby's International Realty Affiliates LLC. “Our orientation program helps our network's brokers effectively use the exclusive line of *Sotheby's International Realty* products to better serve their clients' needs.”

Robinson Sotheby's International Realty is located at 2724 Observatory Avenue in Hyde Park. For additional information, please call 513.321.6000

To visit the Robinson Sotheby's International website: www.RobinsonSIR.com

To visit the Sotheby's International website: www.SIR.com

###