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PRESS CONTACT:

Cindy Wiley

Robinson Sotheby's International Realty

513.321.6000

## **Robinson Sotheby's International Realty Honors One Year Anniversary**

**CINCINNATI, Ohio (October 20, 2011)** – On October 7, 2011, one of Greater Cincinnati's highest achieving real estate companies honored a one year anniversary as a partner with one of the world's most prestigious Real Estate firms. Employees gathered for brunch and shared some wonderful stories about the business of real estate over the course of their careers.

It was one year earlier that Lee Robinson shook hands with Philip White, President of Sotheby's International Realty, and agreed to represent them in the Cincinnati area. At that moment, Southwest Ohio and Northern, Kentucky gained access to some of the most sophisticated marketing tools through a world-wide marketing powerhouse.

Say's Lee Robinson: *"In some respects, the decision to partner with Sotheby's International Realty was a 'no brainer'. They have cutting edge marketing tools, excellent continuing education programs, world-wide exposure, and a brand that has international respect. I have really come to appreciate the support and camaraderie from some key members of the 12,000 agents in over 550 offices around the world. A surprising number of referrals are exchanged throughout this network – something we are very grateful for – especially in this challenging real estate market."*

Lee goes on to say: *"One exciting bit of technology that we have acquired from Sotheby's International Realty is the SIR Mobile app. It's quite remarkable. Once this free app is downloaded to your SmartPhone, you can access detailed information on any home for sale in the Greater Cincinnati area – or nationwide! Say you are driving in a neighborhood you like and you spot a home for sale. Once you click on the SIR Mobile app, every home for sale will pop up onto your phone. It's organized through a GPS, so homes will be displayed in order of proximity. If you're next to the home for sale, it's likely to be the first home displayed. This is something we could have never offered to clients prior to joining forces with Sotheby's International Realty."*

The partnership has been very beneficial to our agents. As an example, Elizabeth 'Dizzy' Burk, has dramatically increased her business since joining our team late in 2010. This is all the more impressive given the state of the market.

Says Elizabeth: *"I came from a real estate company where there was a real disconnect with the support staff. The company was just so huge. Now, I work hand in hand with both the marketing staff and quality control. It's a great system. I always know my clients are getting the most thorough, quality minded service. And, our connection with Sotheby's International Realty means that – no stone is left un-turned. If there's a buyer for one of my listings, I know that the entire world is seeing it. It's a good feeling. I'm very excited by the future."*

Robinson Sotheby's International Realty remains an independently owned and operated company. As such, it continues to employ the same quality-minded business practices that caused Sotheby's International Realty to take notice; a commitment to Total Quality Management that includes superior photography, quality marketing materials, and the thorough, professional service from dedicated agents.

If you would like the free SIR Mobile app mentioned above, go here: <http://m.sir.com/m/sothebys/sir/>

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