

**FOR IMMEDIATE RELEASE**

**Heather Croner Real Estate Sotheby's International Realty to Target China's Wealthy with New Juwai.com Alliance**

MILLBROOK, N.Y. (Sept. 16, 2016) – [Heather Croner Real Estate Sotheby's International Realty](#), a luxury real estate firm based in Millbrook, New York, today announced the *Sotheby's International Realty* brand's alliance with Juwai.com, designed to promote the brand's luxury listings among China's wealthy.

As part of the alliance, *Sotheby's International Realty* listings will appear on Juwai.com and in its real estate search results. Juwai.com's Chinese-language team is located in mainland China, enabling them to respond to consumer inquiries in real time, translate the inquiries into English and forward them to the appropriate *Sotheby's International Realty* sales associate.

A *Sotheby's International Realty* overview page contains information about the brand, a contact form and the network's listings. As well, the brand's banner advertisements will run on the Juwai.com homepage, promoting the company's new brand page and listings to Juwai.com's audience.

“We are constantly looking for opportunities to expand globally by adding new distribution opportunities that showcase properties to affluent consumers in key growth markets,” said Wendy Purvey, chief marketing officer, Sotheby's International Realty Affiliates LLC. “The alliance with Juwai.com achieves that by giving us better access to a market that is already one of our most important, and which promises great future growth. One of Juwai.com's key advantages is that it is hosted on both sides of China's internet firewall, so its listings are visible online both within China and outside of China.”

According to Heather Croner, owner, Heather Croner Real Estate Sotheby's International Realty, the alliance puts her firm's listings in front of Juwai.com's audience of high net worth Chinese international property buyers. “China is already the second-largest source of visits to sothebysrealty.com, only after the United States, and accounts for one out of every 10 visitors, underscoring the importance of this relationship to our business,” she said. “Having Juwai.com's team respond to leads in timely fashion overcomes the cultural and time-zone challenges of working with overseas buyers. That's a huge competitive advantage to our clients.”

**About Heather Croner Real Estate Sotheby's International Realty**

Heather Croner Real Estate Sotheby's International Realty, established in 1980, provides real estate brokerage, marketing and consulting services throughout the Hudson Valley of New York state, known for its historic small towns, fine arts, farm-to-table cuisine and country lifestyle.

The brokerage's resources include four multiple-listing services focused on Dutchess, Columbia and Ulster counties as well as the Sotheby's International Realty® global network. With its principal office in Millbrook, New York, in the heart of the Hudson Valley, the firm is less than two hours north of New York City.

### **About Sotheby's International Realty Affiliates LLC**

The *Sotheby's International Realty* network currently has more than 19,000 affiliated independent sales associates located in approximately 850 offices in 65 countries and territories worldwide. Each office is independently owned and operated.

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. Sotheby's International Realty Affiliates LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. In February 2004, Realogy entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the Sotheby's International Realty name and the development of a full franchise system. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit [www.sothebysrealty.com](http://www.sothebysrealty.com).

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