

## Sotheby's International Realty Collaborates With TeedHaze in Launching New Lifestyle Store

**San Francisco, CA – September 19, 2013** – Sotheby's International Realty, Inc., has opened a new San Francisco office in collaboration with the agent team TeedHaze, executives of the firm announced today. Featuring a unique "lifestyle store" design concept, the new office is located at 1934 Union Street and will join the company's existing San Francisco operations at 117 Greenwich Street.

Opened on September 19, 2013, the store utilizes the latest technology and information sharing systems to provide clients with up-to-date knowledge of the current real estate market, with the goal of enabling buyers and sellers to make the most informed real estate investment decisions. Sotheby's International Realty agents Rick Teed and Butch Haze, who lead the TeedHaze team, conceived of the lifestyle store as not only a marketplace for prospective clients, but also an environment to inspire members of the community as well as introduce them to significant developments in the city.

As one example of how Teed and Haze intend to engage individuals from the community, the agents have arranged for the store to host on every Thursday an influential community leader, who will discuss how to improve way of life in San Francisco.

"This launch is the first ever of its kind in San Francisco, representing a fascinating step forward in the world of real estate," said Jeffrey Gibson, Vice President and Brokerage Manager of Sotheby's International Realty's San Francisco brokerage. "As a place of gathering that pushes the experiential and technological boundaries, the store offers an exciting alternative to the traditional model for a real estate boutique."

"Driven by technology and a forward-thinking concept, the new lifestyle store showcases real estate as it's never been seen before," said Teed and Haze. "By highlighting exceptional developments and broadcasting relevant information, our goal is to ensure that this store fast becomes a meeting place for those inspired by innovation."

### **About Sotheby's International Realty, Inc.**

Sotheby's International Realty was founded in 1976 as a real estate service for discerning clients of Sotheby's auction house and represents fine properties at a range of price points. Today, Sotheby's International Realty, Inc. operates brokerage offices in key metropolitan and resort markets, including Manhattan; the Hamptons; Greenwich, Conn.; Cape Cod; Palm Beach, Fla.; Los Angeles; Beverly Hills; Brentwood; Pasadena; Santa Barbara; San Francisco; Sonoma; Monterey Peninsula; and Santa Fe, New Mexico.

Sotheby's International Realty, Inc. ([www.sothebyshomes.com](http://www.sothebyshomes.com)) is part of NRT LLC, the nation's largest residential real estate brokerage company, and a member of the Sotheby's International Realty® network, which currently has approximately 13,000 sales associates and 660 offices located in 49 countries and territories worldwide. NRT, a subsidiary of Realogy Holdings Corp. (NYSE: RLGY), operates Realogy's company-owned real estate brokerage offices.

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