

Spotlight On...

International Affiliate Named Best Real Estate Agency by CNBC

Lew Geffen Sotheby's International Realty, South Africa, was the recipient of three *CNBC International Property Awards*, including the *Best Real Estate Agency* award, which is the first place honor among five-star agencies.

The firm also tied for first place in the *Best Web Site* category and took second place in the *Best Marketing* category. A total of 26 firms entered the competition.

The *CNBC International Property Awards* distinguish the highest levels of achievement in the South African Real Estate industry, honoring brands which are performing at the top of their field.

The *Best Real Estate Agency Award* is the most prestigious award in the Real Estate category in South Africa, and the firm has strategic plans to leverage this success.

"We have utilized the media because we feel it is important that these achievements are recognized by the public as well as other top property consultants who would want to be associated with the top real estate brand in the country," said Brent Townes, chief executive officer and co-owner, Lew Geffen Sotheby's International Realty. "It's a very aspirational endorsement of quality for sellers as well as property consultants."

In addition to the publicity the firm received

from various newspaper and magazine articles, they are including the honor in their print advertising and on their Web site home page.

Brent attributes the firm's success to a combination of the stature of Sotheby's International Realty® brand name and the efficiency of the more than 76 offices that make up Lew Geffen Sotheby's International Realty.

"Winning these awards took teamwork, dedication to service and thorough, well-thought out entries made up of our finest marketing materials and impressive growth figures and business information," said Brent.



Sandy Geffen, executive director and co-owner, Sotheby's International Realty South Africa, Cape Town, South Africa, accepts three awards on behalf of the firm, including the prestigious *Best Real Estate Agency* award, at the 2007 *CNBC International Property Awards* in London.

Star-Studded Reception Celebrates Dual Milestones



Sotheby's International Realty Québec celebrated the opening of an office in prestigious Westmount with a star-studded reception.

Pictured left to right are Ross McCredie, president, Sotheby's International Realty Canada; Liza Kaufman, managing director, Sotheby's International Realty Québec – Westmount; Mitsou, Canadian pop singer; and Alan Gotlieb, chairman, Sotheby's Canada, and Canada's former ambassador to the United States.

Sotheby's International Realty Québec celebrated the opening of a new location in Westmount an affluent enclave of Montréal with a gala reception and a little help from more than 250 guests and celebrities.

The opening also coincided with the one year anniversary of Sotheby's International Realty Québec.

The reception was held Dec. 11 on the mezzanine level of 1 Westmount Square, a Westmount landmark touted as one of the area's most prestigious addresses due to its conception by world-renowned architect Ludwig Mies Van der Rohe. Sotheby's International Realty Québec holds the listings for the co-ops in both of the residential towers.

Among the celebrities attending were Canadian pop singer Mitsou; Allan Gotlieb, chairman, Sotheby's Canada, and Canada's former ambassador to the United States; and Ross McCredie, president, Sotheby's International Realty Canada.

Also at the event, Sotheby's International Realty Québec announced their affiliation with Leucan, a Québec-based association for children with cancer. The firm's goal is to generate exposure for Leucan and its cause by providing them special advertising opportunities and including them in their regional and local marketing campaigns.

"We were thrilled that so many clients, colleagues and friends could join us in celebrating the opening of our office in Westmount. It is an exciting milestone in the expansion of the Sotheby's International Realty® brand throughout Canada" said Liza Kaufman, managing director, Sotheby's International Realty Québec – Westmount. "We are very excited to share the news of our affiliation with Leucan, which is a cause that is very close to my heart. It is important that a successful business have a social conscience and make it a priority to give back to the community."