

Capitis

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INTERNATIONAL REALTY

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Capitis Real Estate in Palm Springs Joins Sotheby's International Realty Brand

PALM SPRINGS, Calif. (Jan. 12, 2011) – [Sotheby's International Realty Affiliates LLC](#) today announced that Capitis Real Estate in Palm Springs, Calif., is the newest member of its luxury real estate network.

The firm, owned by Kevin Blessing, now will operate as Capitis Sotheby's International Realty, serving the Palm Springs greater Coachella Valley.

“We're excited to add this extraordinary company to the *Sotheby's International Realty* network,” said Philip White, president and chief operating officer, Sotheby's International Realty Affiliates LLC. “The Palm Springs market, known for its many celebrities and high-end resorts, also boasts architecturally-significant homes, mid-century modern architecture and a luxury lifestyle. Kevin's team of market experts are consummate professionals and the ideal fit for our exclusive network.”

According to Blessing, his goal is to help clients create a lifestyle and not simply purchase a home. “It's never just a house, a second home or a zip code; it's about a lifestyle and how you want to you live,” he said. “Capitis Sotheby's International Realty is committed to excellence. We achieve this through our impeccable customer service, innovative marketing technology and good old-fashioned hard work, which has made us a leader in today's challenging real estate marketplace. Our affiliation with the *Sotheby's International Realty* brand will further our commitment to being the best.”

Capitis Sotheby's International Realty has 22 sales professionals and is headquartered at 515 N. Palm Canyon Drive Building #B in Palm Springs.

The Sotheby's International Realty® network currently has more than 11,000 sales associates located in approximately 500 offices in 42 countries and territories worldwide. Capitis Sotheby's International Realty listings will be marketed on the [sothebysrealty.com](#) global website. In addition to the referral opportunities and widened exposure generated from this source, the firm's brokers and clients will benefit from an association with the Sotheby's auction house and worldwide *Sotheby's International Realty* marketing programs.

About Sotheby's International Realty Affiliates LLC

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. In February 2004, Realogy Corporation, a global provider of real estate and relocation services, 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 by Realogy's subsidiary, Sotheby's International Realty Affiliates LLC. 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](#).