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BETTER HOMES AND GARDENS REAL ESTATE HONORED AS REAL ESTATE AGENCY BRAND OF THE YEAR

Local Real Estate Brokerage Celebrates National Brand's Highest Ranking in Brand Equity

KEENE, NH, JUNE 2015 – Better Homes and Gardens Real Estate The Masiello Group announced today that its national brand has been named “Real Estate Agency Brand of the Year” as part of the 2015 Harris Poll EquiTrend® Study, an annual brand equity tracker that measures and compares brand health among more than 1,400 brands across nearly 150 categories. As a leading lifestyle real estate company, Better Homes and Gardens Real Estate received the highest cumulative ranking within the real estate category based on consumers’ perception of its familiarity and quality as well as consumer consideration of brand interaction.

“We are proud to be a part of a brand that is continually recognized for its outstanding service and dedication to consumers,” said Chris Masiello, CEO, Better Homes and Gardens Real Estate The Masiello Group. “Being recognized as the ‘Real Estate Agency Brand of the Year’ is a huge honor and we strive every day to live up to that title.”

We had the opportunity to build a brand based on core values and a service philosophy that we could make fundamental requirements of all companies that we welcome into our network,” said Sherry Chris, president and CEO, Better Homes and Gardens Real Estate LLC. “Every business decision we make including who we affiliate with, how we present our training and tools to our brokers and affiliated real estate professionals, and how we convey our brand to consumers is grounded in exceeding people’s expectations. Seeing that consumers value what we stand for is the best recognition we can receive.”

Since launching in 2008, Better Homes and Gardens Real Estate has strategically grown to include approximately 9,300 affiliated professionals servicing the U.S. and Canada.

To read more about the Harris Poll EquiTrend® Study, click [here](#).

With headquarters in Keene, New Hampshire — and 33 offices total in New Hampshire, Maine, Massachusetts, and Vermont — Better Homes and Gardens Real Estate/The Masiello Group is the only real estate company in northern New England to offer complementary home services, including mortgage, title, home warranty, homeowners insurance, relocation, and land planning. BHGRE/Masiello is the 21st largest regional real estate company in the United States.

To learn more about Better Homes and Gardens Real Estate/The Masiello Group, please visit www.masiello.com. # # #