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CHRISTIE'S  
GREAT ESTATES®

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Peter Van Sciver, Van Sciver Realtors, at 732-899-6460, peter@vansciver.com

## VAN SCIVER REALTORS AWARDED CHRISTIE'S GREAT ESTATES AFFILIATE-OF-THE-YEAR HONORS

*Peter Van Sciver of Van Sciver Realtors receives the second runner-up in the small-market category inaugural award at the network's 2010 Global Annual Conference*

**Toronto, Canada** — Christie's Great Estates, the world's leading luxury real estate network, presented the Small-Market Affiliate-of-the-Year Award Second runner-up this week to Van Sciver Realtors of Mantoloking, New Jersey, in the United States. The real estate firm—a member of the Christie's Great Estates network of more than 130 international Affiliates—was honored at the network's 2010 Global Annual Conference for Owners and Senior Management in Toronto, Canada.

Launched this year, the Affiliate-of-the-Year Awards recognizes three Affiliated brokerages in small (population less than 275,000), medium (population between 275,000 and 1,750,000), and large (population over 1,750,000) markets. The recipient of the small-market award was Lila Delman Real Estate of Newport, Rhode Island. The medium-market award was won by Ken Jacobs of Sydney, Australia. The large-market winner was Brown Harris Stevens Residential Sales of Manhattan, New York, who also received the inaugural overall Affiliate-of-the-Year Award. The other finalists across the three categories included Barbara Cleary's Realty Guild of New Canaan, Connecticut; Profusion

Realty of Montréal, Québec; and IRG International Realty Group of Portugal; Harry Norman, Realtors, of Atlanta, Georgia; and Pacific Union International of San Francisco, California.

Submissions were received from across the network, which is composed of the world's top luxury real estate brokerages. Affiliates demonstrated how they incorporated the Christie's Great Estates and Christie's brands into their company's marketing strategies. The most ingenious branding statements included a Broadway-inspired interior design event at a \$24 million estate, client and press events aboard the luxury residential cruise liner *The World*, and prominent branding advertisements placed at transit stations. Other Affiliates provided brand exposure at high-profile sports events including a polo exhibition in Argentina and wind- and kite-surfing competitions—with logos embossed on sails and on the bottom of boards—as well as a golf tournament with flags branded with logos.

Headquartered in Mantoloking, New Jersey with five offices around the Jersey Shore, Van Sciver Realtors was founded in 1981 and represents the Christie's brand at the Jersey Shore. An exclusive Affiliate of Christie's Great Estates since Fall of 2006, Van Sciver Realtors was recognized for outstanding achievements in their local marketplace as well as exemplary use of the Christie's Great Estates brand and programs. Van Sciver Realtors of Mantoloking, New Jersey, in the United States is the first runner-up in the small-market category. Van Sciver Realtors has been an exclusive Affiliate since 2006 and is an energetic participant in the Referral and Bespoke Marketing Programs. By using Christie's Great Estates magazine as a mailing piece, the firm has developed an identity as the market leader in the luxury shore market—clients have listed their homes with Van Sciver because they want their homes to be displayed in a similar fashion. The firm is one of the most active Affiliate participants in the Web-video Program—their Web site's home page even has a link to various international "Greatest Estates" videos, as a demonstration of the firm's international ties.

"I am pleased to announce Van Sciver Realtors as the first runner-up at this year's awards," says Zackary Wright, Senior Vice President and Director, Project Development Marketing, Americas. The firm has an outstanding reputation as the leader in the luxury shore market and has extensively participated in Christie's Great Estates programs including the Referral, Bespoke Marketing, Direct Mail, and Web-video Programs."