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December 06, 2011 14:00 ET

ERA Real Estate Welcomes Legacy Real Estate & Associates in Fremont, Calif., as the Newest Member of Its Global Brand Network

Leading East Bay Real Estate Brokerage Firm Becomes 'ERA Powered'

PARSIPPANY, NJ and FREMONT, CA--(Marketwire - Dec 6, 2011) - [ERA Real Estate](#), a leading global real estate franchisor, today announced the affiliation of Legacy Real Estate & Associates in Fremont, Calif., under its ERA Powered(SM) brand offering. With this announcement, the firm will now do business as Legacy Real Estate & Associates, ERA Powered.

"The *ERA Powered* platform enables us to bring together the global reach and resources of the ERA brand with the local knowledge, expertise and stature of Legacy Real Estate & Associates, a market leader in Alameda County and the East Bay," said [Charlie Young](#), president and CEO of ERA Franchise Systems LLC. "Through *ERA Powered*, ERA Real Estate provides a unique business solution which fills an unmet need in the real estate world by providing prominent regional firms with leading market share a way to leverage the tools, technology and resources of a global brand while retaining their local identity. We are thrilled to expand the ERA network presence in Northern California with an affiliate as strong and respected as Legacy Real Estate & Associates."

Comprised of two offices and approximately 200 sales professionals, Legacy Real Estate & Associates accounted for nearly \$525 million in closed sales volume in 2010. With office locations currently in Fremont and Livermore, the firm announced today plans to open a third location in Pleasanton before the end of the year, with an eye toward further expansion in 2012.

"Our firm has earned its position in the market thanks to a singular focus on the uniquely local aspects of the communities we serve," said Bill Aboumrad, president of Legacy Real Estate & Associates. "Moving forward as an ERA affiliate operating under the *ERA Powered* mark, we not only maintain our local focus and identity, we can drive growth and expansion for our firm by tapping ERA Real Estate's innovative tools, expanded marketing platforms and collaborative network."

About ERA Real Estate

[ERA Real Estate](#) is an innovative franchising leader in the residential real estate industry with nearly 40 years experience in developing consumer-oriented products and services. The ERA® network includes approximately 30,000 brokers and sales associates and approximately 2,500

[Multimedia](#)

Charlie Young, right, president and CEO of ERA Real Estate, welcomes Bill Aboumrad, president of Legacy Real Estate and Associates, ERA Powered

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offices throughout the United States and 37 countries and territories. Each office is independently owned and operated. ERA Real Estate is a subsidiary of Realogy Corporation, a global provider of real estate and relocation services. ERA Real Estate information is available at: ERA.com.

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