

## **555th Licence goes to Beverly Hills**

### **"Expansion team are on track to meet their set targets"**

Engel & Völkers has just assigned its 555th licence! It goes to Michael Giorgio in California, who has acquired the licence region for Beverly Hills, Bel Air and Westwood. The grand total of 555 E&V licences is made up of 521 licences in the residential division, 32 commercial licences and two yachting licences. There are currently 357 residential property shops in operation, along with 36 commercial offices and two yachting offices.

Michael Giorgio plans to open his shop in July 2009. He commented on his new licence and choice of partner as follows: "I chose Engel & Völkers for two specific reasons. One reason was the Engel & Völkers approach to the business. It's fresh, innovative and cutting edge! It's an entire strategy and I like that! Secondly, I chose Engel & Völkers for the passion that the entire organisation has when it comes to the business! Passion is a very powerful tool and Engel & Völkers has it throughout its entire organisation. Their shared passion is what makes the Engel & Völkers brand so unique!"

"The customers are truly the beneficiaries of the E&V system. The due diligence required for each property can only lead the customer down one path ... that one is the path of selling the property! The E&V system clearly demonstrates that every E&V Agent understands there is a difference between listing a property and selling a property. We're not satisfied until our customer is!" said Giorgio.

Master Licence Partner Mathias Bode expressed his satisfaction at the expansion process in California: "The timing to roll out the E&V brand in California couldn't have been better, as interested Estate Agents and entrepreneurs have certainly understood the importance and advantage of joining a truly international real estate brand whose credo is quality rather than quantity. The tough financial markets have an impact on the decision making process, but our expansion team stayed on track with the set targets."

"Beverly Hills is one of the most sought-after real estate markets in the US and it fits comprehensively to E&V's brand image. We expect a vast awareness of our arrival on the west coast due to this exciting milestone."

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