



Alex Perriello

President and Chief Executive Officer
Cendant Real Estate Franchise Group

Alex Perriello is president and chief executive officer of the Cendant Real Estate Franchise Group, the largest franchisor of residential and commercial real estate brokerage offices in the world. In this capacity, Perriello oversees the **Century 21®**, **Coldwell Banker®**, **Coldwell Banker Commercial®**, **ERA®** and **Sotheby's International Realty®** real estate brands, which combined have approximately 15,000 franchised and company-owned offices and 313,000 brokers and sales associates worldwide. In addition, Perriello is responsible for the Franchise Group's shared support services, including domestic and international franchise sales, administration, finance, business development, information technology, learning and human resources.

On October 24, 2005, Cendant announced its plans to separate into four independent, publicly traded companies. The spin-off of the Cendant Real Estate Services Division is expected to be completed in the second quarter of 2006, at which time the Cendant name will be retired and the Division and the Real Estate Franchise Group will operate as Realogy Corporation. Perriello will continue in his role as president and CEO of the Real Estate Franchise Group.

Appointed to lead the Real Estate Franchise Group in April 2004, Perriello is widely recognized as a real estate industry leader and keen observer in the areas of policy and market trends. With more than 25 years in the real estate industry, he has long been among its distinguished leaders.

Perriello previously served as president and CEO of Coldwell Banker Real Estate Corporation from 1997 to 2004. During this time, he was acclaimed by REALTOR Magazine as "The Great Innovator" and one of its "25 Most Influential People in Real Estate." Perriello's visionary leadership continued to bring Coldwell Banker to the forefront of the real estate industry through groundbreaking initiatives as well as new business and service models.

Perriello, who began his career as a sales associate, has worked in almost every facet of the real estate business. Perriello shares the entrepreneurial spirit of his affiliates as a one-time independent real estate broker and owner of a chain of retail stores. Since he joined Coldwell Banker in 1983, Perriello has held management positions in product development, real estate services, marketing and operations. Perriello played an integral role in the restructuring and development of Coldwell Banker following its 1996 acquisition by Cendant (then HFS) and its relocation to Parsippany, N.J.

Perriello is a frequent speaker at industry events. He has also appeared as an industry expert on various news programs, including CNN, CNBC and FOX News. In addition, he has been widely quoted in real estate trade magazines as well as business and consumer publications, including *USA Today*, *Fortune*, *Money* and *The Wall Street Journal*.
