



#### FOR IMMEDIATE RELEASE

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# CHRISTIE'S GREAT ESTATES STRENGTHENS POSITION IN FRANCE WITH ADDITION OF A THIRD AFFILIATE

Maxwell-Storrie-Baynes Joins Leading International Network of Real Estate Brokers Specializing in the Marketing and Sales of High-value Properties



Château represented by Maxwell-Storrie-Baynes

New York, New York—Christie's Great Estates, the world's leading luxury real estate network, has awarded affiliate status to Maxwell-Storrie-Baynes. The firm joins Daniel Féau Conseil Immobilier and John Taylor, to become the network's third affiliate in France, and will exclusively represent the Christie's brand in Bordeaux, including the Charente and Dordogne Valleys, and the department Gironde. Wholly owned by Christie's, the world's leading art business, Christie's Great Estates is represented in more than 40 countries. Maxwell-

Storrie-Baynes joins this carefully selected organization of brokerages with proven records of success in both high-end property sales and exemplary client service.

"Given the continuously growing interest in wine—Christie's sold US\$50.4 million (€36.3 million) at auction in 2009 and held 15 wine sales in Europe alone—we are delighted to welcome to the network a firm specializing in vineyards and châteaux in one of the world's most renowned wine regions," says Neil Palmer, Chief Executive Officer of Christie's Great Estates.

"Bordeaux as a wine region has worldwide recognition and has over the years also proven to be an increasingly popular market for buyers of wine châteaux, as well as secondary homes," says Joachim Wrang-Widén, Christie's Great Estates European Director of Real Estate. "We are therefore very pleased to announce that we now have representation in this important market through Maxwell-Storrie-Baynes."

"We are not aware of another company in the world today with such an intimate understanding and expertise in our core business—both wine and real estate," says Michael Baynes, co-owner of Maxwell-Storrie-Baynes. "For Maxwell-Storrie-Baynes we have found the perfect partner in Christie's Great Estates as we bring the fine homes and vineyards of Bordeaux, Cognac, and the Dordogne Valley to the world with them."

Located in France's picturesque southwestern region, Bordeaux as the capital of Aquitaine was adjoined to England in 1152 for almost 300 years as a result of the marriage of Eleanor of Aquitaine to King Henry II of England. Since then, Bordeaux has enjoyed a special relationship with the Anglos that prospered greatly as a result of England's demand for wines grown in the region. Today visitors and residents alike adore Bordeaux for its climate, culture, and breathtaking beauty. There are some 2,000 wine châteaux in the region with 4,000 wine labels including names such as Château Latour, Château Margaux, Château Haut Brion, Château Lafite Rothschild, Château Ausone, Château Petrus, and Château Cheval Blanc. The city of Bordeaux is the largest UNESCO World Heritage Site, covering 1,810 Hectares—its stunning Haussmann architecture with squares and wide boulevards are reminiscent of Paris. With a population of more than one million, it is a large and sophisticated city, underwritten by great wealth and variety.

Together with Christie's Great Estates, Maxwell-Storrie-Baynes provides world-class representation, advice and marketing expertise for some of the most significant and famous names in wine real estate today.

## ABOUT CHRISTIE'S GREAT ESTATES

Christie's Great Estates is the leading international network of real estate companies dedicated to the sale and marketing of luxury homes and is a subsidiary of Christie's, the world's leading art business. Christie's clients who buy and sell works of art often request real estate services. To satisfy this demand, Great Estates, founded by Kay Coughlin in 1987, was acquired by Christie's in 1995. Today, the Christie's Great Estates global network spans more than 40 countries with 1,000 offices and approximately 34,000 brokers.

Admittance to the Christie's Great Estates network is offered by invitation only to those real estate companies with proven records of success in high-value home sales and who exemplify Christie's traditional value of service. Once awarded affiliate status, brokers may then display the coveted Christie's brand and use the proprietary marketing services of Christie's Great Estates, which has successfully marketed high-value real estate around the globe for more than 20 years. Exceptionally skilled local real estate specialists, a client-focused approach, and strategic global marketing to a qualified audience of proven luxury consumers are the hallmarks of Christie's Great Estates.

For additional information about Christie's Great Estates, please contact Lisa Bessone, Director of Communications, at +1 505 983 8733. Visit the Christie's Great Estates Web site: www.christiesgreatestates.com

### ABOUT MAXWELL-STORRIE-BAYNES

Located near Saint Emilion with its British partners, Karin Maxwell, Doug Storrie, and Michael Baynes, Maxwell-Storrie-Baynes is uniquely positioned to offer Anglo vineyard expertise in the Bordeaux area, providing a cultural bridge into the region for investors and lifestyle buyers alike. Vineyards – perhaps uniquely – combine all the emotion of a beautiful country house with the commercial realities and investment criteria of a business. Navigating through the complexities of a vineyard purchase takes the patience and expertise of experienced real estate and investment professionals. Maxwell-Storrie-Baynes is one of the only professional agencies in France to have earned all three of the most prestigious real estate qualifications available in the world today: Membership to the Royal Institution of Chartered Surveyors (MRICS) both in the UK and throughout Europe; Membership of the National Association of Realtors in the USA, and its own Carte Professionnelle in France. While vineyards are never far from any of its listings, fine country homes and the city residences of central Bordeaux are also core to the Maxwell-Storrie-Baynes inventory that is selected from the territory from Cognac to Bordeaux and eastwards to the Dordogne valley via the famous vineyards of Saint-Émilion and Pomerol.

For additional information on Maxwell-Storrie-Baynes listings, please visit their Web site at www.maxwellstorriebaynes.com or contact Michael, Doug or Karin at + 33 5 57 84 08 82.