

REAL ESTATE

Realogy Franchise Group taps Starwood exec as president

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Sotheby's International Realty listing in San Francisco

By STAFF REPORTS

Realogy Holdings Corp., the parent company of Sotheby's International Realty and Coldwell Banker, has hired a hospitality veteran as its new president and chief operating officer of its franchise subsidiary.

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John Peyton joins Realogy from Starwood International Hotels & Resorts Worldwide, where he spent 17 years positioning and developing brands including the St. Regis and Le Meridien. Mr. Peyton's work within the multi-brand organization is expected to help him manage the collection of brands under the Realogy umbrella.

Hotels to homes

Mr. Peyton was most recently the senior vice president of brands and shared services at Starwood. Prior to that, he headed the group's global initiatives team that focused on managing Starwood's supply chain and revenue from 2012-2014.

Earlier, he was chief marketing officer for the hospitality group, and he was also instrumental in the company's 2005 rebranding and the implementation of the data-driven management strategy Six Sigma.

Before joining Starwood, Mr. Peyton spent 10 years at Pricewaterhouse Coopers, where he served in both accounting and management consulting roles.

"John Peyton brings extensive strategic leadership experience with world-class brands from his time at Starwood as both an operator and a franchisor in a multi-brand organization," said Alex Perriello, CEO of Realogy Franchise Group in a statement. "We are excited about the fresh perspective and valuable insights he will bring from the luxury hotel and leisure industry to our franchisees and their affiliated agents."



John Peyton

Mr. Peyton will be filling a newly created role within Realogy Franchise Group, which currently has 13,600 offices in 109 countries under brands including Century 21, Better Homes & Gardens Real Estate and Corcoran. When he begins on Oct. 13, Mr. Perriello will be able to focus on strategic growth, leaving operational management of the franchise brands to Mr. Peyton.

"Realogy has a tremendous portfolio of brands that is unrivaled in the real estate industry," Mr. Peyton said. "The Realogy Franchise Group is well-positioned for continued growth and innovation, and I look forward to helping accelerate its growth trajectory."

Brands within the Realogy stable have made efforts to court international clientele.

Sotheby's International Realty Affiliates has signed an agreement with a local Chinese real estate Web site to generate stronger interest in its property listings among affluent buyers from China.

The realty firm announced its newly inked alliance with Juwai.com on Sept. 7. Juwai.com is a popular real estate Web site with more than 2 million monthly visitors, which will help Sotheby's ensure visibility for its high-end properties in 65 countries and territories ([see story](#)).

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