



CASCADE SOTHEBY'S INTERNATIONAL REALTY PARTNERS WITH ICONIC, INDEPENDENT HASSON COMPANY TO CREATE THE LUXURY REAL ESTATE POWERHOUSE IN THE PACIFIC NORTHWEST MARKET

Portland, Oregon – (June 22, 2022) The Hasson Company and Cascade Sotheby's International Realty, backed by Peerage Realty Partners, have joined forces to become the most prominent real estate brokerage serving Oregon and Southwest Washington.

Operating now as Cascade Hasson Sotheby's International Realty, the firm brings a combined \$6.0 billion in sales (2021) with more than 570 agents, operating in 22 office locations.

The Hasson Company, an iconic brokerage that has served Portland, Bend, and SW Washington for more than 30 years, was founded by Mike Hasson on the principles of not being the biggest brokerage but being the best. His focus on quality and genuine relationships led the company to where it is today. Mike first engaged with Sotheby's International Realty in 2014 and would be proud to know his vision of the brand alignment has now been realized. Mike's legacy as a highly admirable and respected leader in his community will forever be remembered and live on with this new partnership.

Cascade Sotheby's International Realty, founded in 2006 by Deb Tebbs, has been a consistent leader in the real estate community. The company has consecutively ranked as the number one brokerage by sales volume in communities served in Central Oregon and ranked the third fastest growing company in Portland. Cascade Sotheby's International Realty generated a company record of \$3.2 billion in sales volume in Oregon and SW Washington in 2021.

"Having built, owned, and operated Cascade Sotheby's International Realty for the last 18 years, this is the next chapter of a merger of two incredible family-owned businesses," Deb Tebbs said. "I have immense respect for Mike Hasson and the legacy he built. We are looking forward to a new company built on full service, integrity, and incredible leadership. We are excited to be on this journey with our partners at Peerage Realty."

Deb Tebbs, together with Steve Studley, (former CEO of The Hasson Company and now Co-CEO of Cascade Hasson Sotheby's International Realty), and Lynae Forbes, (former President of The Hasson Company and now President of Cascade Hasson Sotheby's International Realty), look to the future of this partnership and the unparalleled benefits it will provide to its agents, leadership, staff, and most importantly clients across the diverse communities we serve.

“As Mike Hasson used to always say, it is about timing and opportunity,” Steve Studley explained. “In an ever-changing industry that has experienced considerable disruption over the past five years, the timing and opportunity couldn’t be better for this partnership. I am confident this alignment will provide the stability, resources, leadership, and brand that will afford our agents to deliver the best possible experience for buyers and sellers for years to come.”

ABOUT CASCADE HASSON SOTHEBY’S INTERNATIONAL REALTY

Cascade Hasson Sotheby's International Realty is a top market leader serving Oregon and SW Washington. Backed by Peerage Realty Partners the firm nearly doubled in 2022 by partnering with The Hasson Company, the leading luxury brokerage in Portland for the past three decades. Our brokers are passionate masters of their craft, combining local expertise and global connections to set the standard for real estate guidance. Cascade Hasson Sotheby's International Realty is powered by the global prestige and fortitude of the Sotheby's International Realty brand. Today, we have 22 offices and 570 brokers that form the most expansive real estate network in the Pacific Northwest. For more information, visit www.cascadehassonsir.com

ABOUT PEERAGE REALTY PARTNERS

Peerage Realty Partners is a leading residential real estate services firm, serving luxury markets across North America. Peerage Realty Partners is a subsidiary of Peerage Capital Inc.

Peerage Realty brokerage partners include leading Sotheby's International Realty franchisees and renowned independent firms in re-sale residential real estate brokerage and new construction marketing.

Peerage Realty's core service activities include real estate financing, transaction services, asset management, and home improvement for purpose-built rental properties. Peerage Realty has the unique benefit of being a privately-owned enterprise positioned to commit to long-term partnerships and investments.

Peerage Realty is projected to sell over US \$26 billion (C\$33 billion) in 2021 through its partner firms. It has over 3,000 best-in-class sales representatives and employees with 169 offices in Canada and the United States. To support growth and expansion among partners, Peerage Realty consistently provides strategic input, capital, technology, operational expertise, marketing, communications, and value-added products and services that differentiate and strengthen its partner firms in competitive markets. Its goal is to expand the suite of services that its partner firms can offer to enhance the client experience through all phases of a real estate transaction and beyond. www.peeragerealty.com

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