

A photograph of a modern, minimalist house with light-colored walls and dark wood accents. A wooden walkway with metal railings leads from a paved area in the foreground to a large glass door. The door opens up to a view of a body of water and a sunset sky. A large tree with green leaves is on the left, and a large stone sphere is in the foreground. The sky is a mix of orange, pink, and blue.

# THE SOURCE

EXTRAORDINARY ADVANTAGES

Sotheby's  
INTERNATIONAL REALTY





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# BRAND MARKETING »

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**SOTHEBY'S HERITAGE** Members of our network benefit from an association that provides instantaneous differentiation and brand awareness, as well as a valuable referral system. Each year, over 232 auctions are held in more than 42 categories within nine locations around the world.

**Agent Benefits:** Instantaneous differentiation and brand awareness, an international referral system.

**Consumer Benefits:** Brand awareness assists in attracting potential buyers.





#### **BRAND VISION**

Artfully uniting extraordinary homes with extraordinary lives.

#### **POSITIONING**

To those who value the unique, Sotheby's International Realty is the local real estate services provider that offers unrivaled access to qualified people and distinctive properties around the world.

#### **PERSONALITY**

Inviting. Discreet. Savvy. Refined.

#### **AFFILIATION**

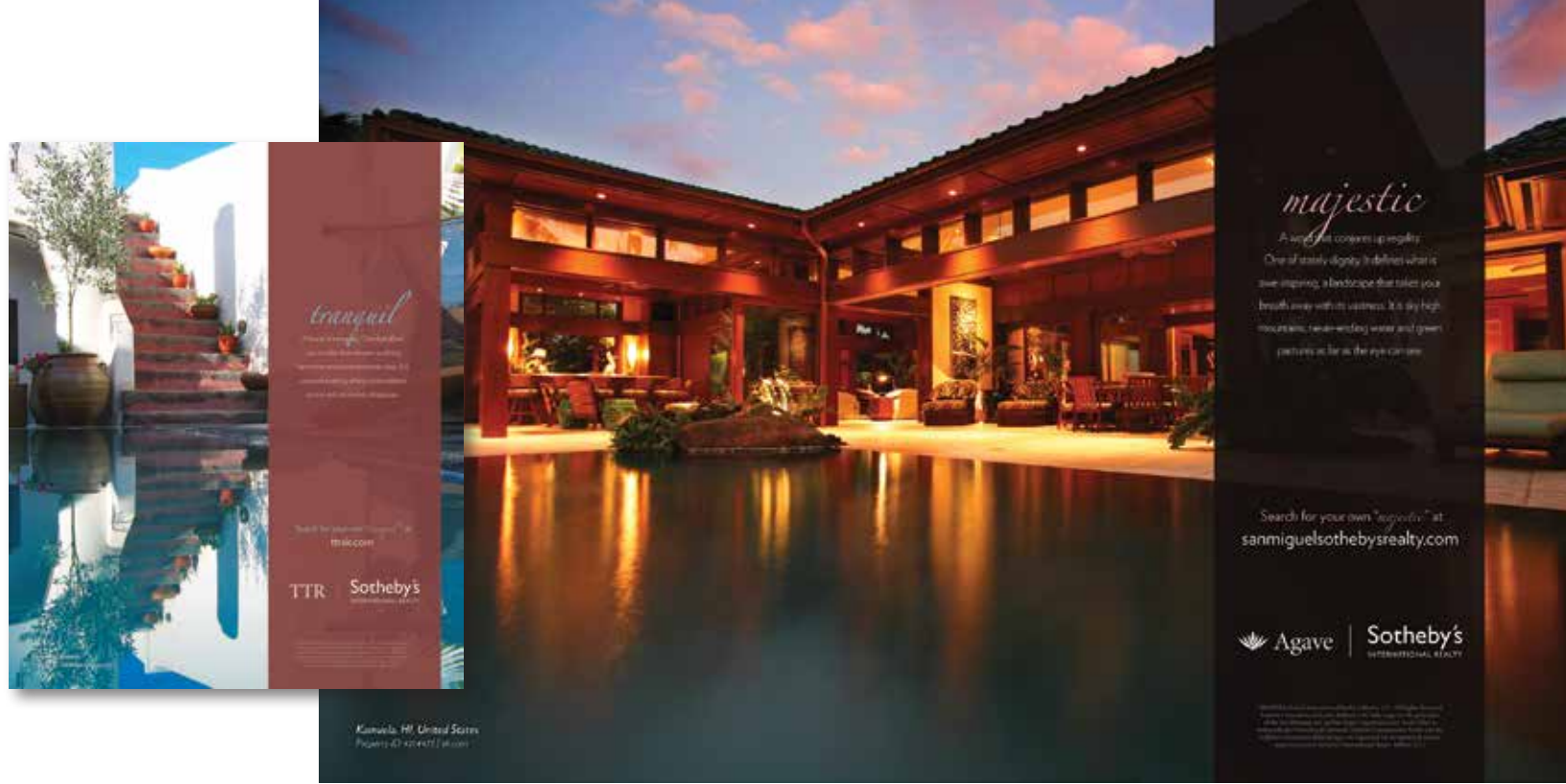
Connoisseurs of Life.

*not to scale*

**BRAND VISION** Our vision, communicated on this business card-sized tool, assists our network members in effectively communicating our unique qualities and defining the direction of the brand.

**Agent and Consumer Benefits:** Creates a point of differentiation, defines the direction of the brand, great for use with sales associates, clients and prospects.





**ESSENCE ADVERTISING CAMPAIGN** Our Essence of Extraordinary advertising campaign positions our network's listings in a truly distinctive manner, with the goal of increasing brand awareness and driving leads to our local offices. Executed across both print and digital outlets, the Essence campaign has resulted in significant consumer interaction and increased traffic to sothebysrealty.com.

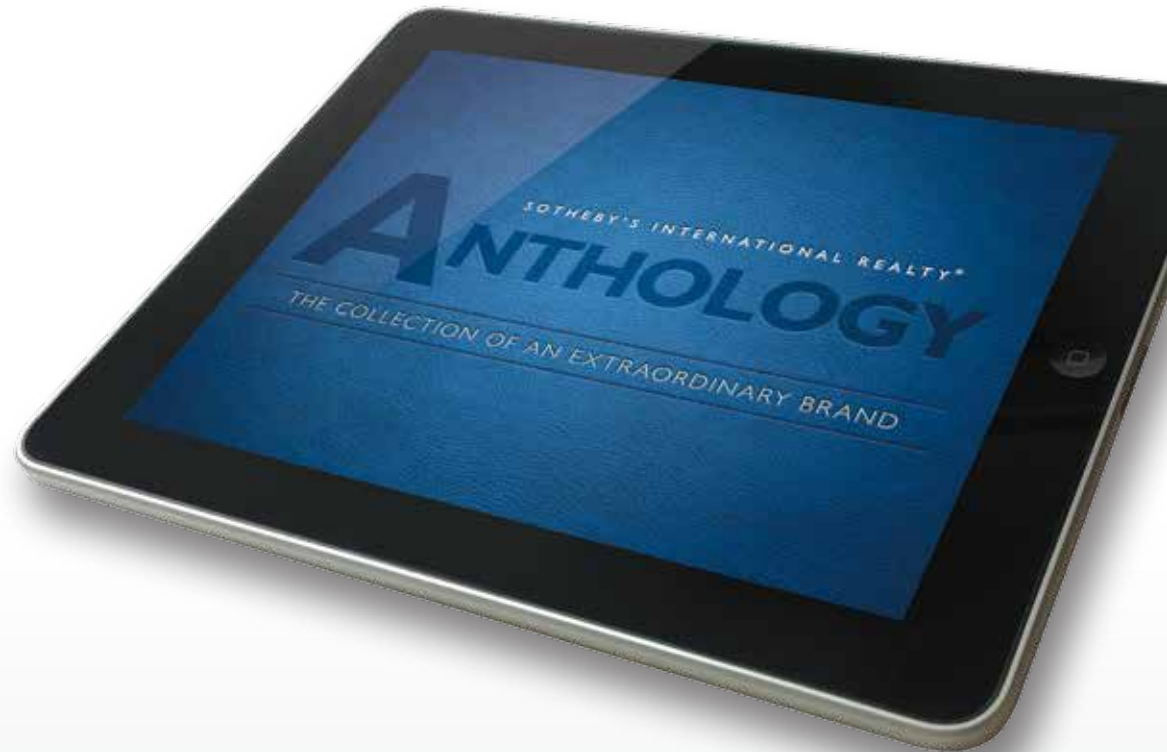
**Agent Benefits:** These branding ads help to position *Sotheby's International Realty* agents and offices as the luxury real estate choice in their local markets.

**Agent and Consumer Benefits:** These international brand ads create consumer recognition in the local market and worldwide and feature our network's listings worldwide.

**“ANTHOLOGY**...The Collection of an Extraordinary Brand” is our complete marketing program for this year and features 16 brochures that are available as printed pieces in addition to being available as digital versions within an interactive marketing app created using Adobe®



Digital Publishing Suite. The digital version is for use on an iPad and allows updates to be continuously sent throughout the year so the latest information is available to our network members. This structure allows for an immersive consumer experience through the use of slideshows, interactive units, embedded videos and live links to online components of our global media plan.







**Sotheby's International Realty®**  
2013 MARKETING PLAN

**Sotheby's**  
INTERNATIONAL REALTY

**GENERAL ADVERTISING**

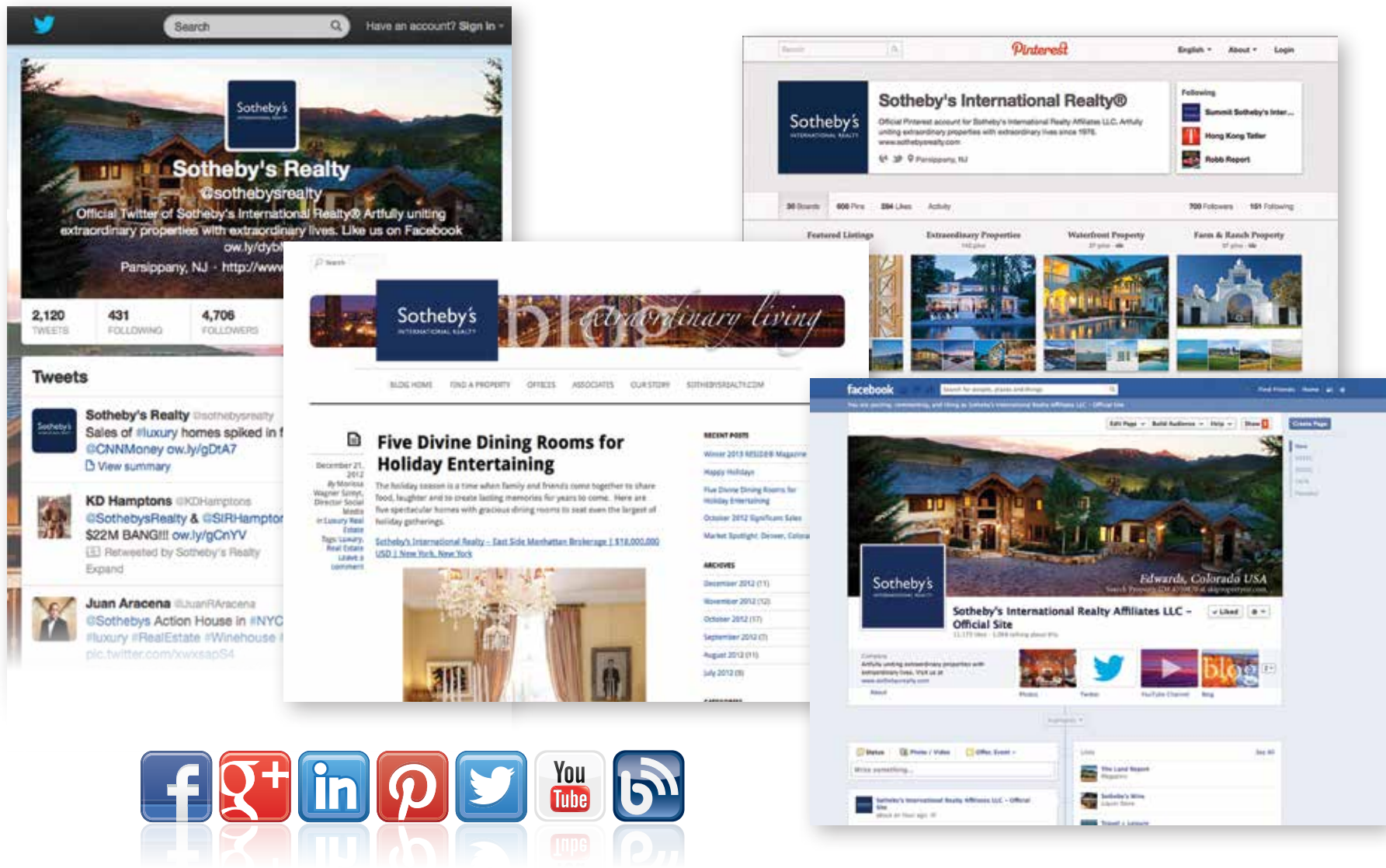
January February March April May June July August September October November December

**SUPPORT ADVERTISING**

**SEARCH ENGINE OPTIMIZATION**

**SOCIAL MEDIA ADVERTISING**





**SOCIAL MEDIA** Our dedicated social media presence connects our brand and the listings we represent to our global community of real estate influencers across multiple social networking channels including Facebook, Google+, LinkedIn, Pinterest, Twitter, YouTube and blogs.

**Agent and Consumer Benefits:** Provides additional opportunities to tap into connected communities of consumers and influencers to market properties globally.







**AUCTION COLLABORATION ADS & POSTCARDS** Utilizing our postcard offerings or free ad creation service provides a unique way to leverage the Auction House and provide instant recognition in your local market. Both ads and postcards communicate the synergies that exist with Sotheby's and/or communicate the details of an upcoming sale/exhibit, all while using either company and/or sales associate contact information.

**Agent Benefits:** Provides instant recognition in local markets by leveraging the Auction House in a unique way.

## STRATEGIC MEDIA PLAN

Our strategic media plan aligns our brand and your listings with relevant and influential media partners on prominent, highly-visible platforms. Seamless content integration is also used to create unique consumer interaction opportunities. Designed to deliver more than 700 million impressions, this campaign will run in some of the world's most respected news organizations: *The New York Times*, *The Wall Street Journal*, *BBC*, *The Daily Telegraph*, *Financial Times*, *Architectural Digest*, *Hong Kong Tatler*, *YouTube* and the *South China Morning Post*.

### **Agent and Consumer Benefits:**

More exposure to the high-net worth individuals in our/your target market. Our seller clients benefit not only by you marketing their properties among these channels, but they also benefit from the brand recognition the millions of impressions create as well. Brand recognition and brand loyalty can engage a consumer that otherwise might not make contact with us.

**The New York Times**

**THE WALL STREET JOURNAL.**

**BBC**

**FINANCIAL TIMES**

**The Daily Telegraph**

**South China Morning Post**

**ARCHITECTURAL DIGEST**

**HONG KONG  
TATLER**

**You Tube™**

**YOUTUBE**



[youtube.com/sothebysrealty](https://youtube.com/sothebysrealty)



## **THE SOTHEBY'S INTERNATIONAL REALTY YOUTUBE CHANNEL**

The *Sotheby's International Realty* YouTube Channel is a destination providing limitless exposure for the properties and lifestyles represented by our network, opening doors to the most magnificent homes available anywhere and at any price. All property videos featured on our YouTube brand channel are easily shared through our social media outlets and are formatted for viewing on mobile devices in an effort to create viral appeal through powerful, real-time engagement experiences.

**Agent and Consumer Benefits:** Opening the doors to the most magnificent home available anywhere and at any price can create additional exposure for our valued seller clients.





**QUALITY CONTROL** Our quality control efforts help ensure that the heritage and distinction of the Sotheby's brand is maintained at every level. Guidelines are available to our network members and provide the necessary support to ensure the listings represented by our network stand apart from the rest.

**Agent and Consumer Benefits:** Our quality control efforts help ensure the heritage and distinction of the Sotheby's brand is maintained at every level. Our guidelines help our network's listings stand apart from the rest.



**REFERRALS** Our network Referral program helps enhance revenue potential for both real estate and auction consignments by connecting our network members all around the world. These opportunities are managed with a white glove service to ensure they are handled with extreme care.

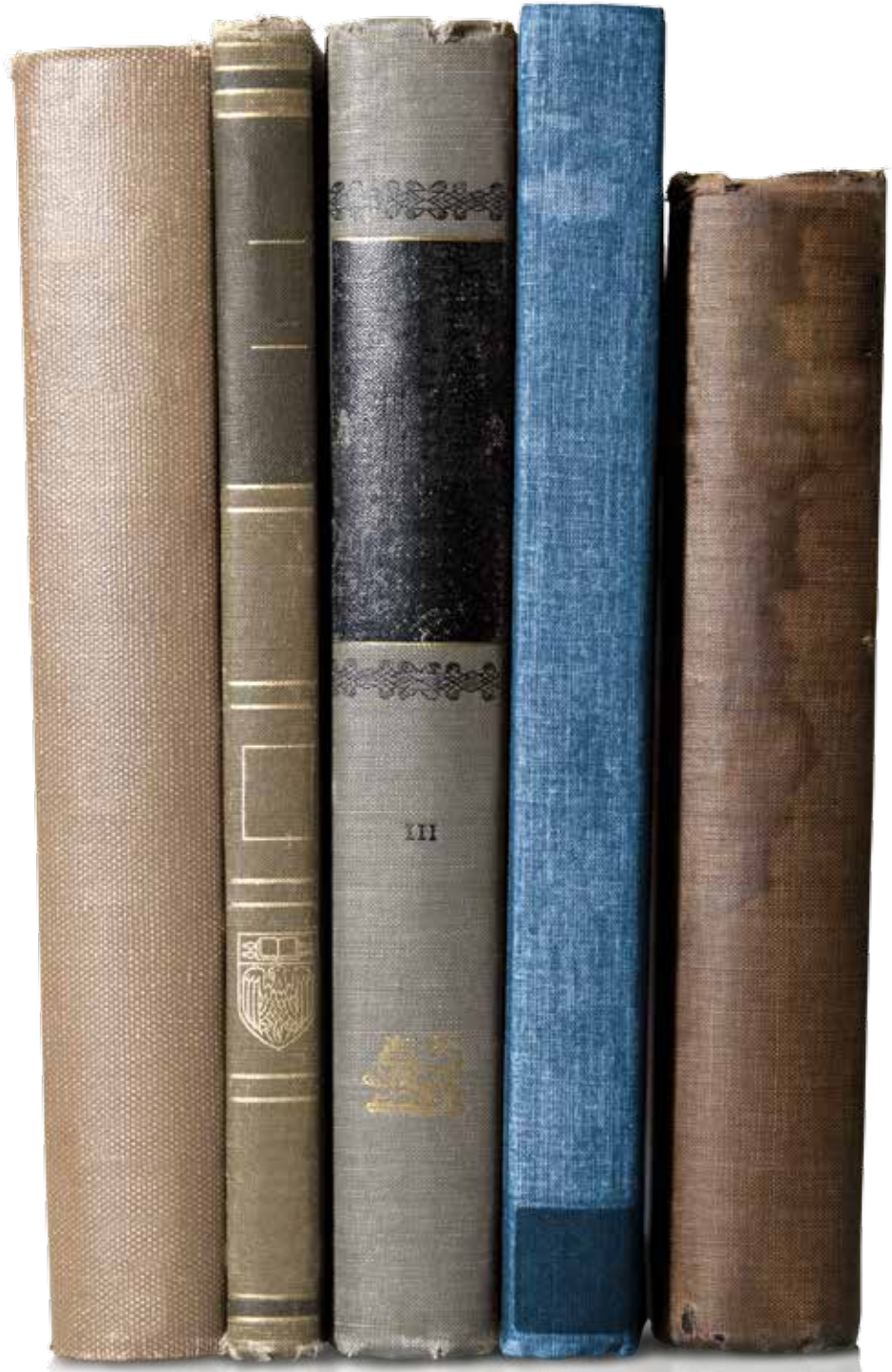
**Agent Benefits:** Our Referral program helps enhance revenue potential.

**Consumer Benefits:** Both real estate and auction referrals are handled with consistent service to ensure consumers are provided with the service they would expect from Sotheby's and the *Sotheby's International Realty* brand.

## LEARNING INSTITUTE

The members of our network can benefit from a selection of learning opportunities designed to help build business. A variety of opportunities are continuously offered to help sales associates stay abreast of technology and learn about new marketing initiatives via webinar-scheduled sessions, instructor-led courses and online self-paced offerings.

**Agent Benefits:** Our array of learning opportunities were designed to help build business and help sales associates stay abreast of technology and marketing initiatives that will ultimately reward their clients.





**EXPOSURE THROUGH PUBLIC RELATIONS** Our public relations support team helps position our global network and prestigious brand as the epicenter of expertise within the luxury real estate category. Property listings that have international relevance, historical significance or uniqueness can be submitted for consideration in the many global exposure vehicles our brand has relationships with.

**Agent and Consumer Benefits:** Public relations helps drive brand awareness and positions our brand, network of experts and leadership as the voice of luxury real estate.

Yahoo! Finance screenshot showing a news article titled "Sotheby's International Realty Brand Enters Lithuania". The article mentions the opening of a new office in Vilnius, Lithuania, and lists related quotes from market analysts.

**Sotheby's International Realty Brand Enters Lithuania**

Press Release: Sotheby's International Realty Affiliates LLC - Mon, Oct 22, 2012 10:52 PM EDT

RELATED QUOTES

Symbol	Price	Change
NYSE	42.38	-0.40
NYSE	42.38	-0.40

PARSIPPANY, NJ and VILNIUS, LITHUANIA (Marketwire - Oct 22, 2012) - Sotheby's International Realty Affiliates LLC today announced its luxury real estate services are available for the first time in Lithuania with the opening of Baltic Sotheby's International Realty in the capital city of Vilnius.

The Lithuania office is owned by Vesta Ruzenberg, Leonid Kil, Ilse Mazurenko, Paulius Gebrassius and Marius Bruhas. Ruzenberg, Kil and Mazurenko opened the first Baltic Sotheby's International Realty office in Riga, Latvia, in March 2010, followed by openings in the Baltic Sea resort town of Jurmala that year and Tallinn, Estonia, in July 2011. Gebrassius and Bruhas also serve as managing partners for the Lithuania office.

"Our continued expansion across the Baltic states underscores our commitment to providing access to our network's exclusive real estate services in this unique territory, which holds great interest to

## Luxury home sales soared in final months of 2012

By Lisa Christie CNNMoney January 8, 2013 6:58 AM ET



According to the National Association of Realtors (NAR), sales of luxury homes spiked in the final months of 2012, with a 51% increase in November compared with a year earlier.

NEW YORK (CNNMoney)

**Sales of luxury homes spiked in the final months of 2012 as homeowners rushed to take advantage of the tax break before January 1.**

Many sellers wanted to cash in on their homes — to 20% from 15% — that was part of the fiscal cliff budget deal. High-income earners (singles with income of \$200,000 or more and couples making more than \$250,000) also wanted to close sales ahead of a 3.8% Medicare surtax on investment income that was already slated to go into effect this year as part of the Affordable Care Act.

Sponsored Links

3 Credit Scores (Free)

View your latest Credit Scores from All 3

All told, a high-earner would pay \$88,000 less in taxes if they made a \$1 million profit on their home in 2012 rather than in 2013.

REM  
online.com

Home News Features Green Real Estate Opinion

## Philip A. White Jr. named CEO of Sotheby's International Realty

News Dec 19, 2012

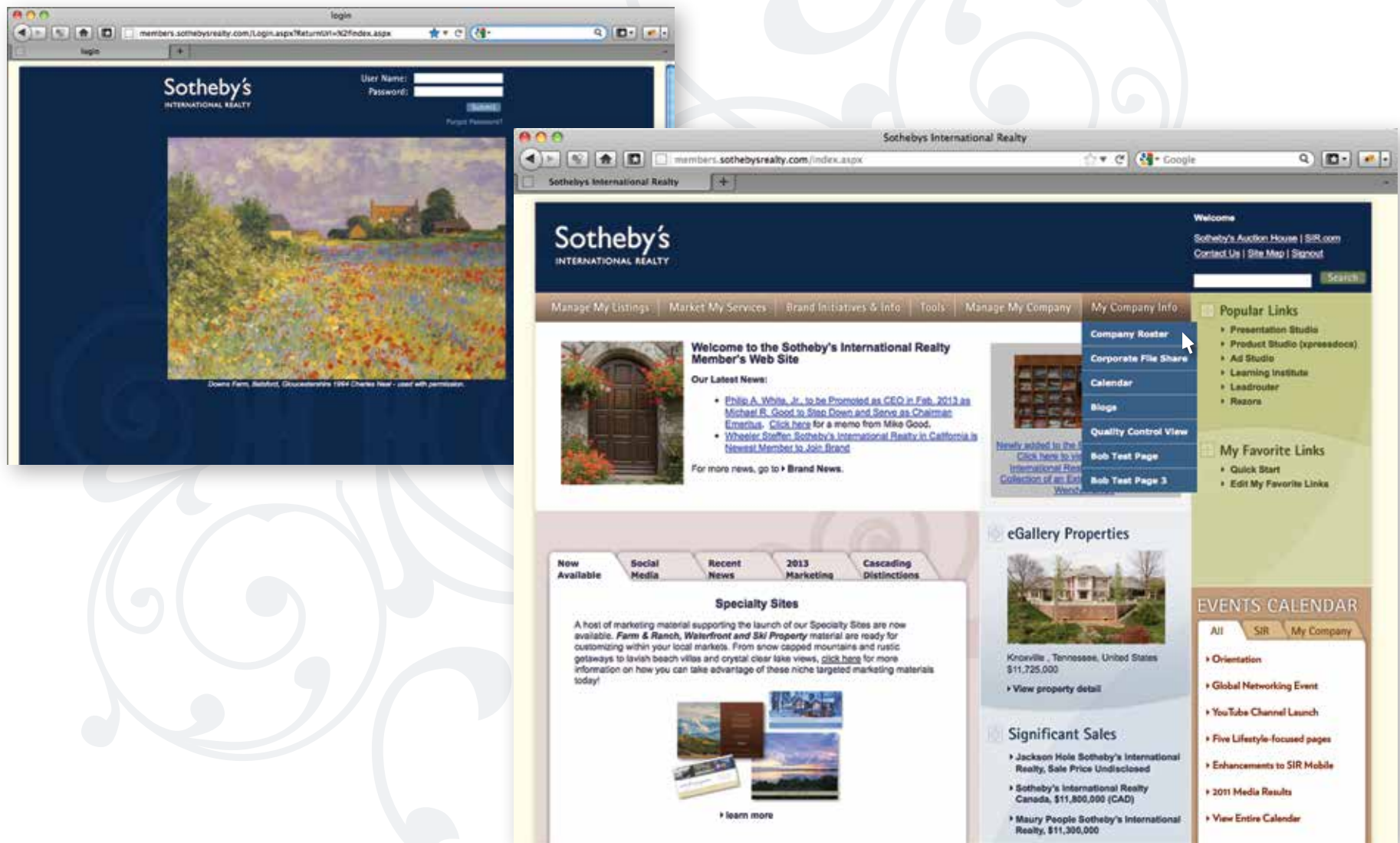
Sotheby's International Realty Affiliates recently announced the promotion of Philip A. White Jr., to chief executive officer of the Sotheby's International Realty brand, effective Feb. 1. Michael R. Good, the brand's long-time chief executive officer, will step down and assume the role of chairman emeritus.

White, a 32-year industry veteran, currently serves as president and chief operating officer. He was promoted to this role in April 2010, after having served as chief operating officer for the previous six years.

"Philip has a vast level of experience in the real estate industry and with the Sotheby's International Realty brand, having served it in both management capacities and as a broker and owner," said Richard A. Smith, chairman and chief executive officer of Realogy Corporation, the parent company of Sotheby's International Realty Affiliates.

### LATEST

- Obituary: Sherry Belcourt - Darby
- KWAR elects new board
- Dan St. Yves: Tweet-a-sale
- Letters: Mandatory ethics courses
- CREA partners with FCAC
- Why is it that...predictable anomalies
- Royal LePage Shelter Foundation gala raises \$80,000
- Better Homes and



**MEMBERS' INTRANET SITE** Our Members' intranet site plays a critical role as the gateway to all that our brand has to offer and provides exclusive access at any time of day no matter where you are in the world.



“The Sotheby’s International Realty® brand is represented by the top real estate experts in nearly every major city worldwide. The opportunity to build relationships and share ideas with global real estate leaders at events like the Global Networking Event and the Leadership Forum is imperative to our continued success.”

—Michael Rankin, Principal and Managing Partner, TTR Sotheby’s International Realty



**NETWORKING** Throughout the year, networking opportunities are made available to our brand members to share ideas, learn from one another and grow as a result. Our annual Leadership Forum and Global Networking events are designed specifically to help increase agent profitability, share best practices and establish long-lasting referral opportunities with network peers from all around the world.

**Agent Benefits:** Networking opportunities help drive business and promote idea-sharing.

**Consumer Benefits:** Relocating consumers can benefit from agent networking through personal referrals to agents met during these events. A more personalized service can enhance the consumer experience.



**ACCOLADES** In 2013, the Sotheby's International Realty brand proudly won Franchise Business Review's Best in Category for Real Estate Franchisee Satisfaction award for the **sixth year in a row**. In addition to its real estate ranking, the brand also came in second overall among the Top 50 Large Franchise Systems, which is a ranking of all franchise systems with more than 200 units across all categories.

**Agent and Consumer Benefits:** This award illustrates our commitment to customer satisfaction, both with our franchisees and consumers.



# PROPERTY MARKETING »

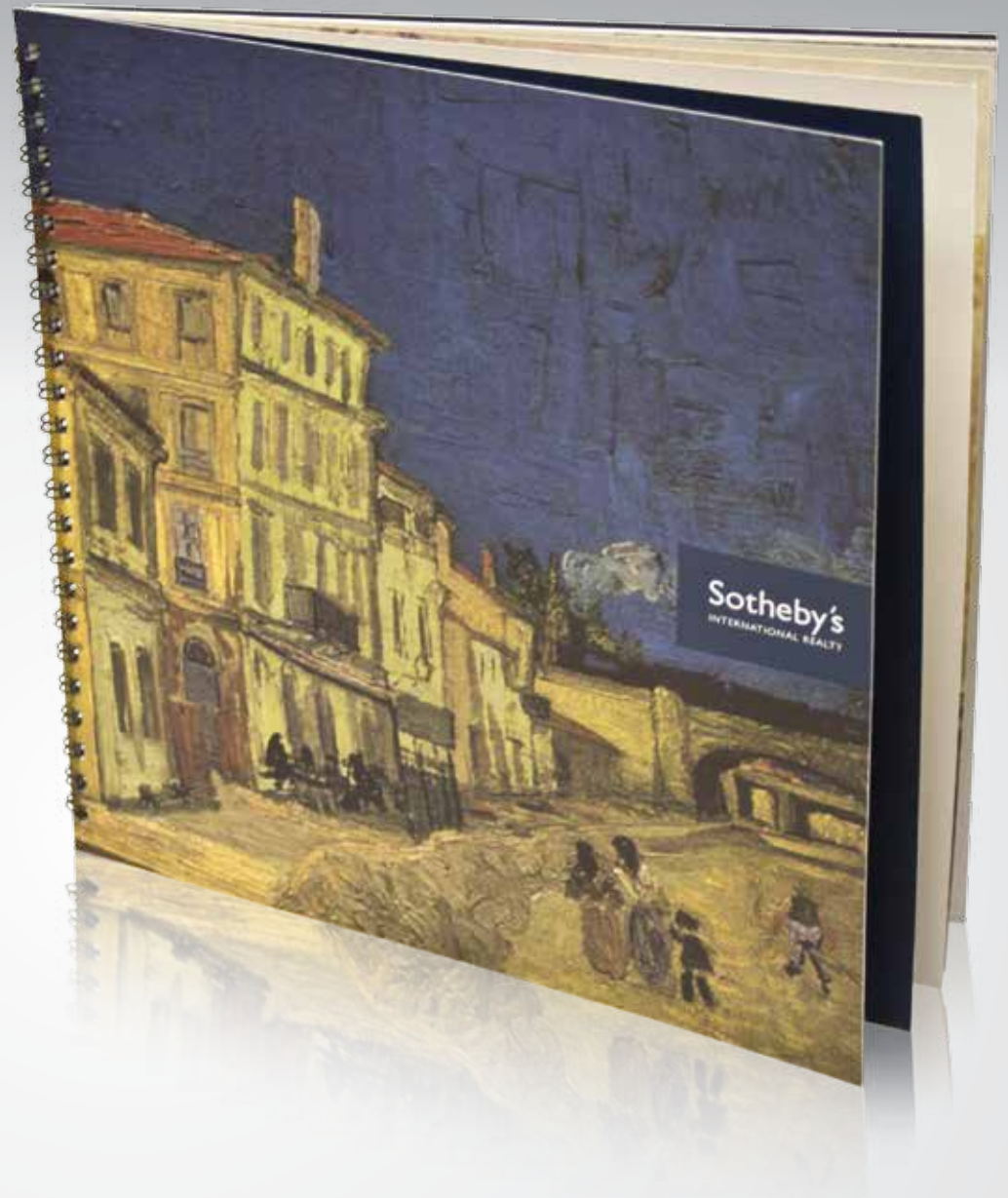
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## HOME HISTORY BOOK

As one of the most successful tools within our line of marketing material, the *Home History Book* acts as a repository by eliciting critical information about a home from the seller. The content captured can then be used for the development of the listing advertisement, property brochure, website copy and more.

**Agent Benefits:** Gives the agent the ability to elicit information about a property to use in advertising and marketing and builds a unique bond and partnership between the agent and seller.

**Consumer Benefits:** Keeping a copy of the *Home History Book* in the home for all potential homebuyers to see, the seller's comments can help create an emotional appeal. Emotion is a major component in the home-buying decision.





**LISTING/MARKETING PRESENTATION** Our comprehensive online listing presentation is continuously updated, helping to ensure the latest brand features and benefits are being communicated to a seller client. Dozens of pages with pre-written copy and visuals are available to use—many of which can be customized with your local message. Once your presentation is ready, you then determine the delivery output you desire: print the pages, email the presentation or create an eBook.



**TABLET LISTING PRESENTATION TOOL** Our tablet listing presentation tool provides our network members with an exciting and innovative experience to showcase all the features and benefits that our brand can offer to a client. Our tablet presentation reinforces our innovative dexterity and keeps a client's eyes riveted to the screen with each dynamic swipe of a slide.



**Agent & Consumer Benefits:** Whether you utilize the paper-based version or electronic version of the Marketing Presentation, it provides a comprehensive and continuously updated list of features and benefits provided by you, your company and the *Sotheby's International Realty* brand. Roughly 60% of people are visual learners. However, you the agent are the presentation. It is up to you to describe the features and benefits that you, your company, and the *Sotheby's International Realty* brand bring to the table to assist the sellers in achieving their real estate goals.



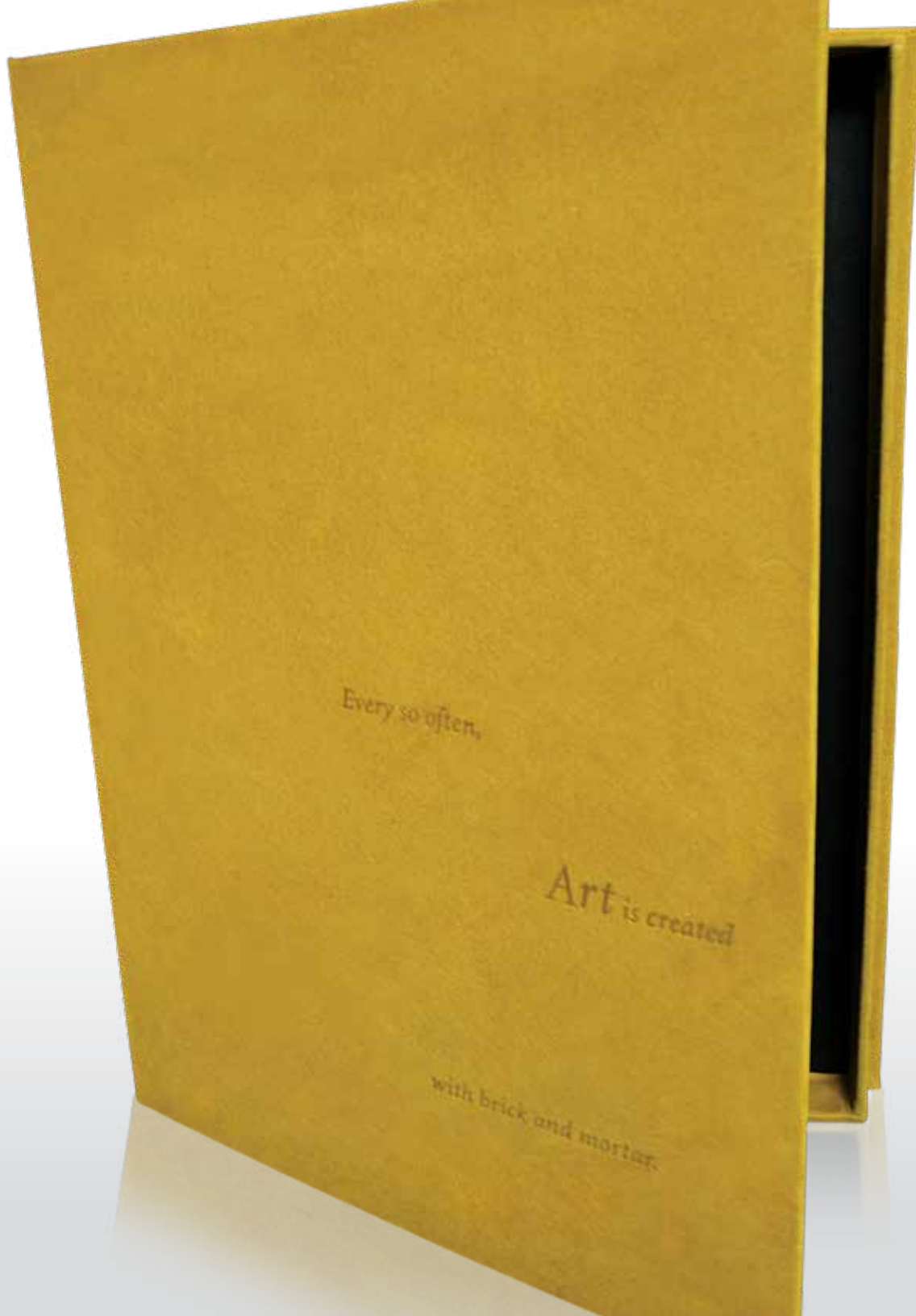
*Artfully uniting...*

**PRESENTATION COVERS** Your listing presentation can be even more distinctive by utilizing a professional cover to neatly bind the pages into—quickly and easily in your office. Choose from the blue linen hard bound or ivory soft bound cover, which both include a positioning line for the brand. A company imprint is also available for custom orders.

**Agent & Consumer Benefits:** The professional appearance of both the *Sotheby's International Realty* presentation covers and folders creates a significant point of differentiation with the client.

*Artfully uniting...*





## **PRESENTATION FOLDER**

*“Every so often, art is created with brick and mortar”* is the message adorned on this custom, suede presentation folder. With a pocket depth of approximately one inch, this beautifully manufactured folder can accommodate all your presentation materials with ease and style, allowing you to make an excellent first impression.

**SIGNIFICANT SALES** Our monthly *Significant Sales* report provides an overview of the top 30 most significant sold properties within our global network for the month prior. Available as an electronic or printed tool, *Significant Sales* is a staple product to use during seller and buyer presentations in addition to acting as a great client touch point communication to disseminate out each month, demonstrating the power and strength of our worldwide network.

**Agent & Consumer Benefits:** *Significant Sales* leverages the power and strength of our worldwide network by aligning local companies and agents with significant transactions around the globe.





**CLIENT FOLLOW-UP** Utilizing proper client follow-up techniques is essential to maintaining repeat business. There are many offerings within our product line that allow you to facilitate each client touch point—all at pre-negotiated, discounted rates:

- ▶ Together Collection
- ▶ Music for Wine Lovers
- ▶ Music for Coffee Lovers
- ▶ Sotheby's Wine Encyclopedia
- ▶ Seasons Calendar
- ▶ RESIDE® magazine subscription
- ▶ Sotheby's At Auction subscription
- ▶ Auction House catalogues
- ▶ Tiffany products
- ▶ Assouline wine book discount

...and many other promotional products via our **Product Studio** through **Xpressdocs**

**Agent & Consumer Benefits:** Client follow-up is essential for maintaining repeat business. Our Client Follow-up offerings create meaningful touch points beyond a post card or email.

TIFFANY & Co.





**SIGNAGE** The *Sotheby's International Realty* brand places great emphasis on sign compliance around the world to ensure our brand marks are always within identity standards. To help facilitate proper conformity we maintain several relationships with sign partners that provide a turnkey process when ordering signs that can be personalized for the local company or a specific agent.

**Agent & Consumer Benefits:** Research proves that consumers want to work with recognized brands. A fractured brand image can confuse customers and clients alike. The *Sotheby's International Realty* brand places great emphasis on sign compliance around the world to ensure our brand marks are recognized by consumers globally.





presents the distinct beauty of a masterpiece.

Select | Sotheby's  
INTERNATIONAL REALTY



Happy New Year! For many this season is celebrated as a time of change. If you are approaching a decision regarding your current or future residence, allow us to assist. I am a member of the Sotheby's International Realty network and take great pride in artfully uniting extraordinary homes with extraordinary lives.

Corey Iaria • 518.524.6608 • [corey.iaria@sothebysrealty.com](mailto:corey.iaria@sothebysrealty.com)

Select Sotheby's International Realty • 2573 Main Street, Suite 2, Lake Placid, New York •  
+1 518.523.2550

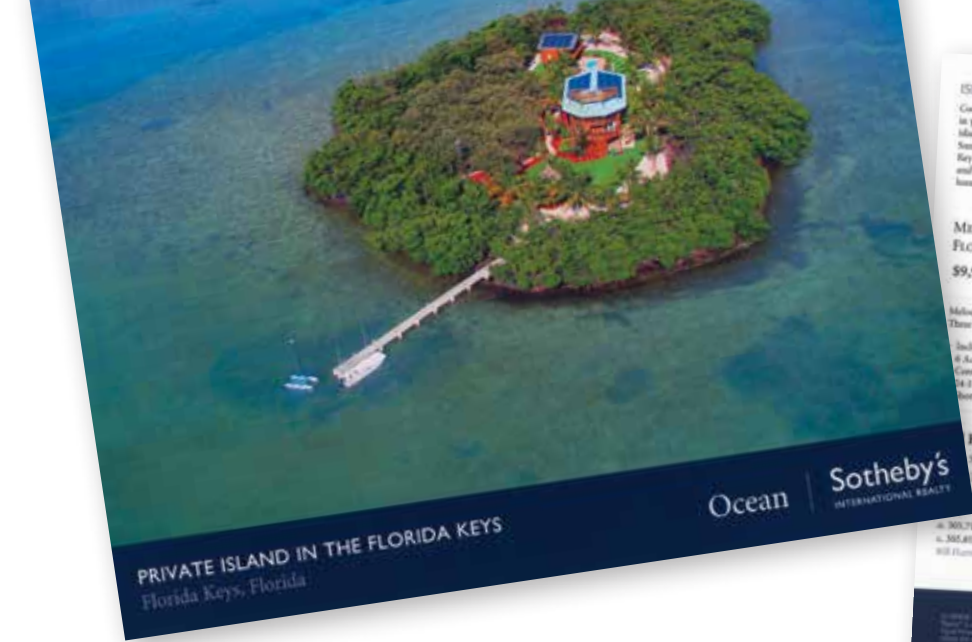
<http://www.sothebysrealty.com>



**POSTCARDS & ePOSTCARDS** Our Product Studio provides access to dozens of direct mail options that have been pre-designed with visuals and associated copy points that make it easy to execute a consistent and impactful direct mail plan for your farming and prospecting efforts. Our eStudio and Presentation Studio provides similar options for your electronic marketing needs whereby templates exist for distribution via email.

**Agent & Consumer Benefits:** Direct mail, whether traditional or electronic, can create additional property exposure. But exposure is not as valuable as action. The consistency of the recognized Sotheby's International Realty brand image can get a consumer to take action and make contact.





**PROPERTY BROCHURES** Our brand's professionally printed brochures are a consistent point of differentiation across our worldwide network, allowing our network members to easily and quickly emphasize key aspects of a listing. Our online creation tool provides a variety of page lengths and formats—many of which can be ordered and received the very next business day.

**Agent and Client Benefits:** There is differentiation in consistency. The goal is not to differentiate for the sake of it, but to leverage the consistency of the brand to set your property(s) apart from your competitors. The consistent look and feel of our brand's professionally printed brochures creates a worldwide point of differentiation in our property marketing.







## **GLOBAL DISTRIBUTION PROGRAM**

Our brand's ability to distribute property brochures across our entire international network is a clear point of differentiation for marketing a home. Listings that are \$1.5M (USD) and above qualify for this program whereby brochure copies are sent to all real estate offices within our network as well as specific Auction House locations. There are five options to choose from that range from global to more defined regional distribution.

**Agent Benefits:** Our brand's ability to distribute property brochures across our entire international network is a clear point of differentiation for marketing a home.

**Client Benefits:** Our brand's ability to distribute property brochures across our entire international network opens the door to more potential homebuyers.



## NEWSLETTERS AND eNEWSLETTERS

Various templates exist with pre-written, brand-related and industry-focused copy that allows our members to create a printed or electronic newsletter quickly and easily in an effort to stay in touch with current, past and future clientele. Specifically with our eNewsletter templates, members can tap into drag and drop functionality to promote recent significant sales, featured listings, new properties to the market and more.

## Agent Benefits:

Real Estate newsletters provide yet another touch point between you and your client. By providing meaningful and up to the minute information about the industry, it becomes clear that you are the recognized expert in the field of real estate. You are perceived as a valuable asset!





**RESIDE® MAGAZINE** RESIDE® is our brand's award-winning, proprietary magazine, featuring luxury homes and lifestyles from around the world. Several regional issues exist and are distributed to thousands of readers. Contents include a comprehensive property section, engaging editorial, global lifestyle features and more. Additional distribution is derived from the development of a master edition which includes all the pages of the regional books and is sent to a targeted list of Auction House clientele who are recipients of the *Sotheby's At Auction* magazine. Each issue of RESIDE is also created as an eBook for electronic marketing/distribution.

**Agent Benefits:** RESIDE® magazine can be seen as a significant point of differentiation from the competition when on a marketing presentation. It can also attract potential buyers as well.

**Client Benefits:** It creates additional exposure for the seller's home and the distribution to Auction House clientele who receive the *Sotheby's At Auction* magazine targets a more affluent and savvy consumer.



**O**n any given morning the San Diego County beaches from Point Loma all the way north to the Teatiles in San Chae State Beach are teeming with people. Just west from there the figures thin the sands, pebbling out toward the headlands where the dunes the figures thin the sands, pebbling out toward the headlands and glowing homes even sitting south in an early light that gives the scene an almost ethereal quality.

What separates this idyllic haven from those that play out up and down California's northern coast is not just San Diego's particularly diverse portion of land and sea but also a subject that isn't evident from land.

We click and have some of the wealthiest waters in the world," says Steve Cameron, a local fisherman and boat captain. "It's the animal that's in the water."



overlook destinations to the north. Games describes these waters as the "unspoiled jewels of the West Coast" and says La Jolla in particular "is probably one of the most beautiful coastal communities anywhere in the world. It's small and village-like, and I think it's tremendously underrated."

"Canine de la Cueva" featuring a 3,000 square-foot, 4-bedroom house sitting directly on the Pacific Mills and listing for just \$10 million. Garner insists buyers looking in L.A. July will generally be properties such as this for 10- to 20-percent less than they would find in Aspen, and "if you built a house they could be 20- to 30-percent less."

It may be hard to imagine, but compared to the U.S. (and the 10th largest country), an entire continent is crowded. The disparity in real estate prices, however, can reach decades in a time when the major industries of California are in certain hard locations.

"If you were running a national business you'd be in Los Angeles or New York or San Francisco. I was long-term established (and) rather than the west and San Diego was almost like a vacation place."

The ocean waves and streams in the  
making every day feel like vacation, whether







**CUSTOMIZABLE MAGAZINES** Members who would like to create a custom magazine for their firm can tap into various resources that exist. Options range from simple online templates where members populate property photos and descriptions, to more customized programs where our corporate team handles the project from start to finish and can help earmark unique distribution options. No matter which option is chosen, our cost effective, professionally printed magazine options help our network members differentiate themselves from the competition.

**Agent Benefits:** Custom magazines are a great tool to help effectively showcase listing inventory available through your firm and you. Magazines can be produced starting with as little as 16 pages and our options can fit any budget. To complement our printed magazine selections, eVersions are also available for electronic distribution and/or posting to a website for increased and targeted exposure.



Lakes Sotheby's International Realty

**eGALLERY** Designed to provide worldwide reach for a property, the *Sotheby's International Realty* eGallery is a real time, dynamic property slide show providing maximum global exposure. eGallery is displayed on flat screens in most *Sotheby's International Realty* and *Sotheby's Auction House* locations around the world. All eGallery properties featured include a high-resolution photo, property location and price but first must meet eligibility requirements to participate in this exclusive program.

**Agent & Consumer Benefits:** The *Sotheby's International Realty* eGallery is designed to provide worldwide reach for a property, unlike any other company can provide.



**COOPERATIVE ADVERTISING** Leveraging the reach of many of the world's most well-known media publications is at the heart of our cooperative advertising program. Members of our network are able to select from year-long opportunities that feature pre-negotiated, subsidized rates to provide the listings feature with vast targeted exposure. In addition to regular cooperative advertisements, our brand also participates in key events such as: Wimbledon, the Olympics, Cannes Film Festival and more.

**Agent Benefits:** Our Cooperative Advertising Program helps our members by leveraging the reach of the world's most well-known media publications. Our year long commitments allow us to provide pre-negotiated, subsidized rates to provide listings with vast, targeted exposure at a reduced cost.

**Client Benefits:** Property exposure in some of the world's most well-known media publications that target a more affluent clientele.





**DIGITAL COOPERATIVE ADVERTISING** Our digital cooperative advertising program provides our members with turnkey opportunities to leverage our digital campaigns to enhance their local marketing initiatives and drive awareness within specified markets. These offerings provide high-profile online impressions with our globally recognized media partners through localized targeting and efficient rates.

**Agent Benefits:** Our digital cooperative advertising program provides our members with turnkey opportunities to leverage our digital campaigns to enhance their local marketing initiatives and drive more online consumers to their website and properties for sale. More traffic to your website in turn creates a tremendous amount of new buyer lead opportunities.

**Client Benefits:** Our digital cooperative advertising program leverages our digital campaigns to drive more online consumers to their website and properties for sale. More traffic to the website creates more potential consumers who will have access to the seller's property information.

The image displays a laptop screen showing the 'Home & Garden' section of The New York Times website. The page features several advertisements for Sotheby's International Realty, including a 'Slide Shows' section and a 'HARMONIOUS' property listing. Surrounding the laptop are four larger, detailed versions of these advertisements:

- INTRIGUING**: A property in Quepos, CR, featuring a modern building with a glass facade and a pool. The ad includes a 'View Details' link and the Sotheby's International Realty logo.
- INVITING**: A property in Aruba, featuring a modern building with a glass facade and a pool. The ad includes a 'View Details' link and the Sotheby's International Realty logo.
- ENDURING**: A property in Sonoma, CA, featuring a modern building with a glass facade and a pool. The ad includes a 'View Details' link and the Sotheby's International Realty logo.
- HARMONIOUS**: A property in Berford Corners, NY, featuring a modern building with a glass facade and a pool. The ad includes a 'View Details' link and the Sotheby's International Realty logo.

The Google logo is also visible in the bottom right corner of the image.

**CORPORATE RATES** Members of our network have access to a variety of global, far-reaching publications at pre-negotiated rates through our Corporate Rates program. The high-profile, media titles within this program have all been vetted and preferred advertising rates have been reserved for members of the *Sotheby's International Realty* network to utilize at their discretion.

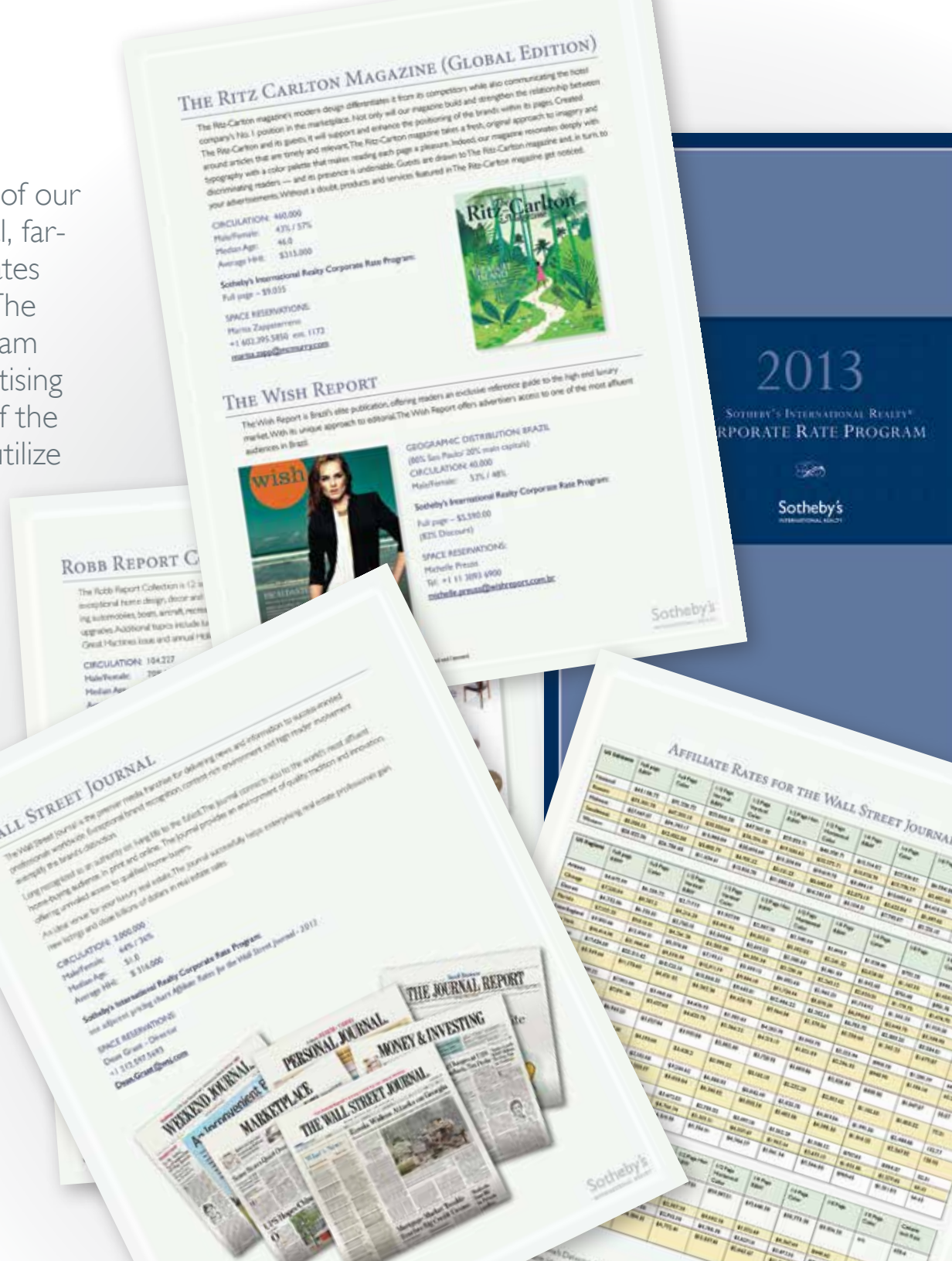


*The*  
**Ritz-Carlton®**  
*Magazine*

**DEPARTURES**

**Wine Spectator**

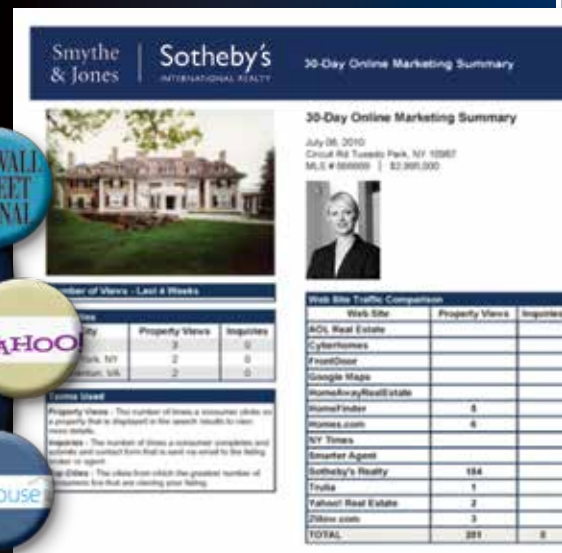
**Handelsblatt**





**LIST HUB** The listings our network represents are automatically distributed to some of the most highly visited websites in the world. This online listing distribution platform, powered by List Hub, also offers a robust reporting platform to measure online activity and results to properly gauge interest levels of potential buyers.

**Agent and Client Benefits:** While the *Sotheby's International Realty* partnerships provide global exposure to your property, the Lithub reporting platform allows you to measure results allowing both the agent and client to make changes to the marketing plan according to the activity captured in the reports. What this means is adjustments made to the marketing plan may optimize the exposure of a property, driving more inquiries which may result in reducing the time a property is on the market.





**SOTHEBYSREALTY.COM** sothebysrealty.com is at the core of an integrated global online marketing program designed to distinctly showcase the collection of extraordinary homes represented by our network members. With unique features from currency conversion to language translation to the ability to search for a home via our specialty market offerings, sothebysrealty.com welcomes over 600,000 monthly average visits to search for a home in ways like no other real estate website.

**Agent and Client Benefits:** sothebysrealty.com is at the core of an integrated global online marketing program designed to distinctly showcase the collection of extraordinary homes represented by our network members. Currency conversion, language translation, the ability to search for a home via our specialty marketing offerings and our unique focus on photography are all distinctive features that appeal to the online consumer. A website rich with the features that appeal to the consumer is more likely to get that online consumer to take action. All of the exposure in the world does nothing if it does not compel the consumer to inquire.

## NOTABLE 2012 STATS

Total Unique Visitors – approx. **4,336,997**

Avg Monthly Visits – approx. **602,611**

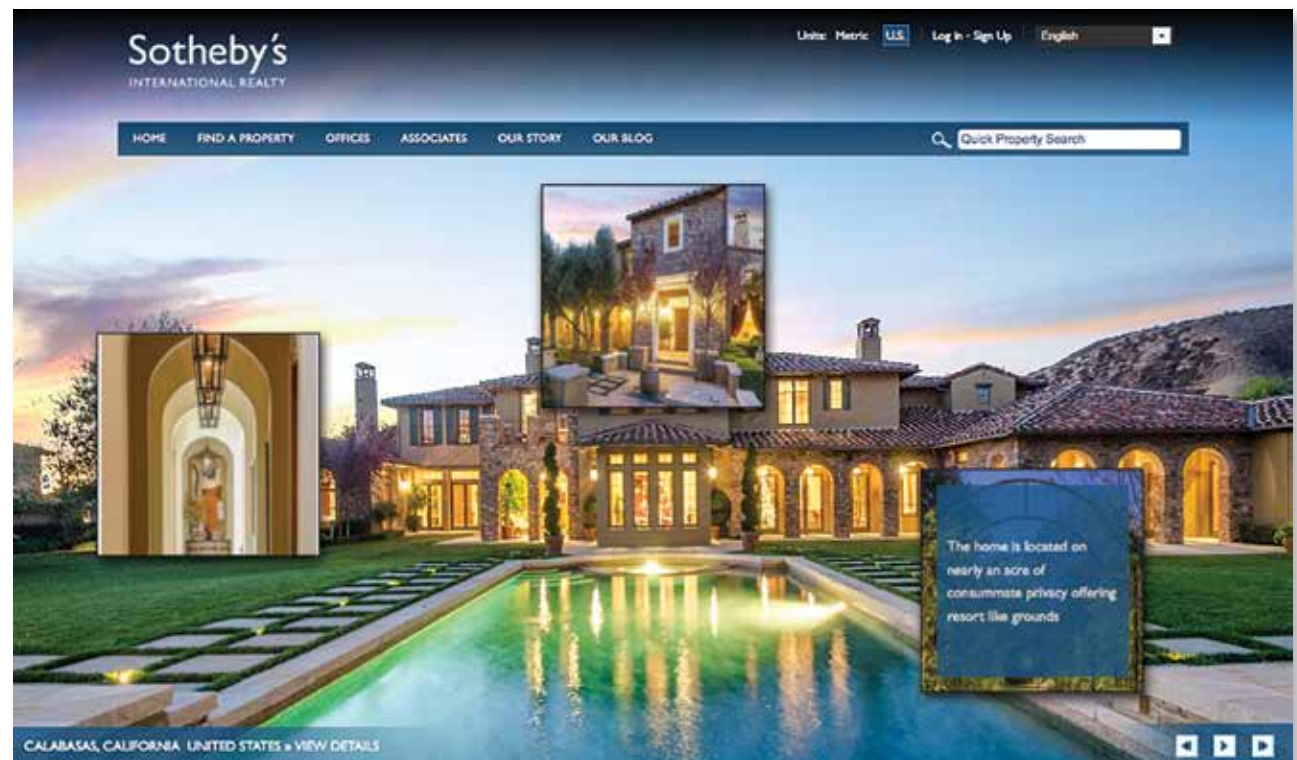
Total Visits – approx. **7,231,332**

Avg Minutes Per Visit – approx. **12:02**

Total Page Views – approx. **57,668,700**

Avg Monthly Page Views – approx. **4,805,725**

Visitors from Outside the US – approx. **45%**



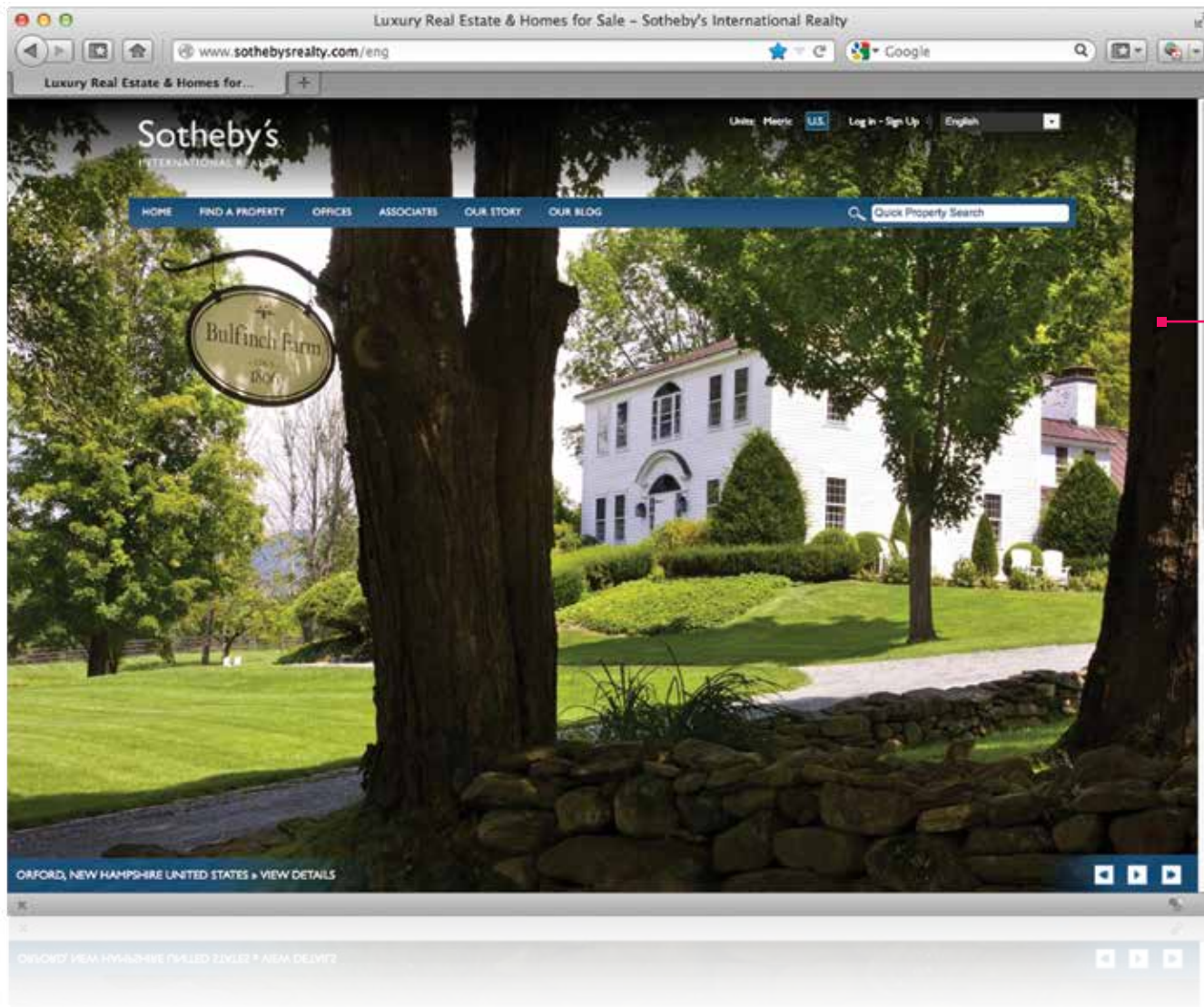
**LIFESTYLE AND SPECIALTY MARKET SITES** If you specialize in a niche market or take a listing that would fit within one, you have the ability to leverage our network's specialty lifestyle websites including: Farm & Ranch, Waterfront, Ski and Golf (and soon to come Historic and Metropolitan). Visitors can explore the extraordinary properties the *Sotheby's International Realty* network represents all over the world and connect with you to find a property that fits their lifestyle.

**Agent & Consumer Benefits:** Our lifestyle/specialty marketing programs provide a unique platform to help differentiate the sales professionals who are dedicated to marketing listings that fall within these niche categories. Each program has a devoted website that can also be accessed from sothebysrealty.com as well as dedicated marketing collateral designed to reinforce our brand's investment in each one of these important and individual segments.





**Cascading Platform** The cascading platform is a website solution for the members of our network which combines the features and functions of sothebysrealty.com with local expertise and information. Each company and agent in our network can take advantage of our innovative and interconnected website platform to build their own locally targeted website solution optimized to drive more exposure to the properties our network represents. The sites feature properties available in the local market as well as all of the *Sotheby's International Realty* properties our network represents from all around the world.





## broker/company websites



## sales associate websites



**Agent Benefits:** Through the platform, each of our companies and agents can control the story being told on their individual websites providing valuable information to a home seeker about their part of the world, the place they live and the properties they represent. By cascading the experience, the site optimization techniques and the listing content to each of the interconnected company and agent websites, each property our network represents will generate exponentially more exposure to those who seek a unique home.



**SIR MOBILE** SIR Mobile is the only real estate mobile app that works on all devices, anywhere in the world and includes the ability to search for international properties. Our app allows consumers to view properties based on GPS location, address, city or postal code all while displaying detailed property information including price, bed/baths, taxes, high-quality photos and more. And when a prospective client wants more information, the “call” feature connects them directly to a *Sotheby's International Realty* sales associate.



**Agent and Client Benefits:** In the world of real estate property marketing, it is all about exposing the property to as many potential buyers as possible. With more and more searches being conducted from smart phones and tablets, the SIR Mobile app serves up the information to the consumer in a way that is easy to use and easy to read. The more accessible the information is, the more likely the real estate consumer is to take action and inquire about a property.





**FINE ART IMAGES** Members of our network are able to leverage the brand association with the art world by incorporating fine works of art into their own local advertising message. Various images are available from well-known artists such as **Van Gogh, Renoir, Monet** and more and provide instant differentiation...**all at gratis.**

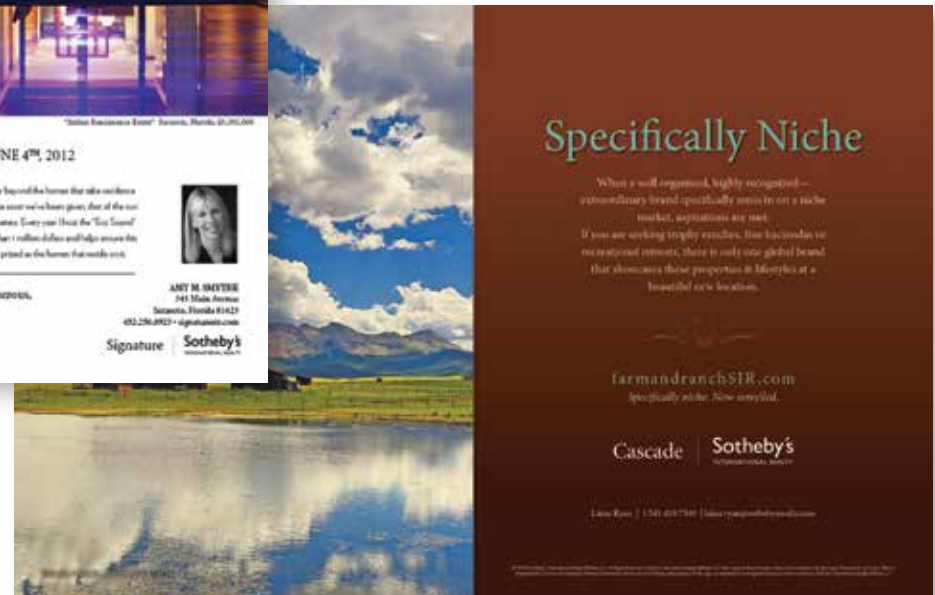
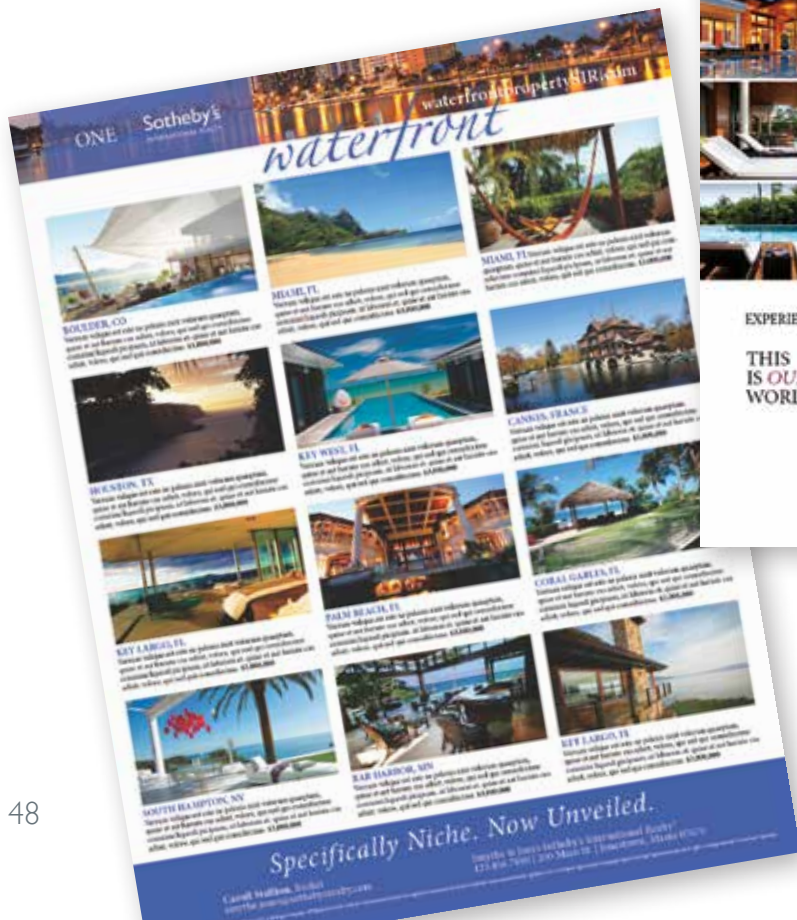
**Agent Benefits:** Members of our network are able to leverage the brand association with the art world by incorporating fine works of art into their own local advertising message.





**AD STUDIO/AD TEMPLATES** Our complimentary Ad Studio houses many advertising options to choose from that have all been pre-designed for ease of use. Dozens of templates with visuals and supporting copy are available to choose from, allowing you to customize your message and then remit to the media publication of your choice. Templates include choices for marketing listings as well as institutional ads for personal promotion.

**Agent/Company Benefits:** Save time and money by utilizing our complimentary advertising options found in the Ad Studio. Pre-designed templates with visuals and supporting copy allow you to leverage the international brand messaging in your local market for a consistent brand appearance.





**PROPERTY RESERVOIR** The Property Reservoir, available through our Members' intranet site, provides a local listing ad with instantaneous global appeal by allowing access to properties outside a specific local market. Additionally, members can add listings as they desire, in hopes that they will receive exposure in publications outside their local market. A reporting feature is available so activity can be provided to clients.

**Agent and Client Benefits:** Both agents and clients benefit from the Property Reservoir. The agent benefits by not only showing the international nature of their organization but by having the ability to market members' properties from around the world. They also have a potential referral opportunity should a consumer inquire. The client benefits from the added exposure of their property in additional markets around the globe.

The screenshot displays the Sotheby's International Realty Ad Studio interface. The top navigation bar includes the Sotheby's International Realty logo, a search bar, and links for 'Return to Member's Site', 'Support', 'Website Privacy Policy', and 'Advanced Search'. Below the navigation bar, there are tabs for 'Advertise My Listings', 'Advertise My Company / Myself', 'Advertising Resources', 'Reporting/ Order Archive', 'Photo Reservoir', and 'Copy Reservoir'.

The main content area is divided into two sections. The left section, titled 'View My Photos', includes links for 'Upload Photos' and 'View Shared Photos'. The right section, titled 'Shared Library', contains a list of property listings. Each listing includes a thumbnail image, a title, location, price, and a 'Preview' or 'Download' button. The listings are as follows:

Thumbnail	Title	Location	Price	Buttons
	BUILDER'S OWN CUSTOM BUILT ESTATE	CORAL GABLES, FL, 33143, US	2,175,000.00 USD A1541165	Preview Download
	NEW PINECREST HOME	PINECREST, FL, 33156, US	2,449,000.00 USD A1524985	Preview Download
	PRESTIGIOUS HOME IN ALLISON ISLAND	MIAMI, FL, 33141, US	8,000,000.00 USD M1477304	Preview Download
	JEWEL PINECREST	PINECREST, FL, 33156, US	4,599,999.00 USD M1400608	Preview Download
	STUNNING OCEANFRONT MIAMI BEACH	MIAMI BEACH, FL, 33141, US	670,000.00 USD M1492979	Preview Download
	ARCHITECT OWN CUSTOM BUILT ESTATE	PINECREST, FL, 33156, US	4,149,000.00 USD D1397481	Preview Download

The right section shows a detailed view of the 'NEW PINECREST HOME' listing. It includes a large image of the property, a 'Download' button, and the following details:

- Ad Name:** NEW PINECREST HOME
- Ad Description:** New Pinecrest home built with exquisite taste & high end finishes. Coral rock walls welcome you into this Grand home featuring stucco driveway & lush tropical landscaping. Amazing natural light, double volume windows & beautiful limestone & walnut floors. The whole lot screen wall mounts & surround system throughout. Amazing oversized kitchen w/ top of the line appliances. Huge covered terrace/ pool area & spacious patio perfect for family living. Dual fireplace, custom cabinets & millwork.
- City:** Pinecrest
- State/ Province:** FL
- Zip/ Postal Code (can be left blank):** 33156
- Country:** US
- Price:** \$2,449,000.00
- Listing Contact Name:** May
- Email Address:** may@sothebysrealty.com
- Property ID/MLS ID (if applicable):** A1524985
- Country Code/ Area Code (US):** 305
- Phone Number Prefix:** 1
- Line Number:** 3057788779
- Image Color:** Color
- Original Size:** [Input field]
- Please enter either width or height if you want to resize your ad before clicking Customize button** (You can resize your ad up or down by maximum of 20%.)
- Width:** [Input field]
- Height:** [Input field]



## SOTHEBY'S AT AUCTION

Reaching the most affluent and discerning clientele of the Auction House, *Sotheby's At Auction*, is an exclusive publication showcasing the most important pieces of fine and decorative art, precious objects, collectibles and more. This magazine is published eight times per year and members of our network are able to take advantage of discounted, pre-negotiated rates to feature listings within the gallery of properties that are included in each issue.

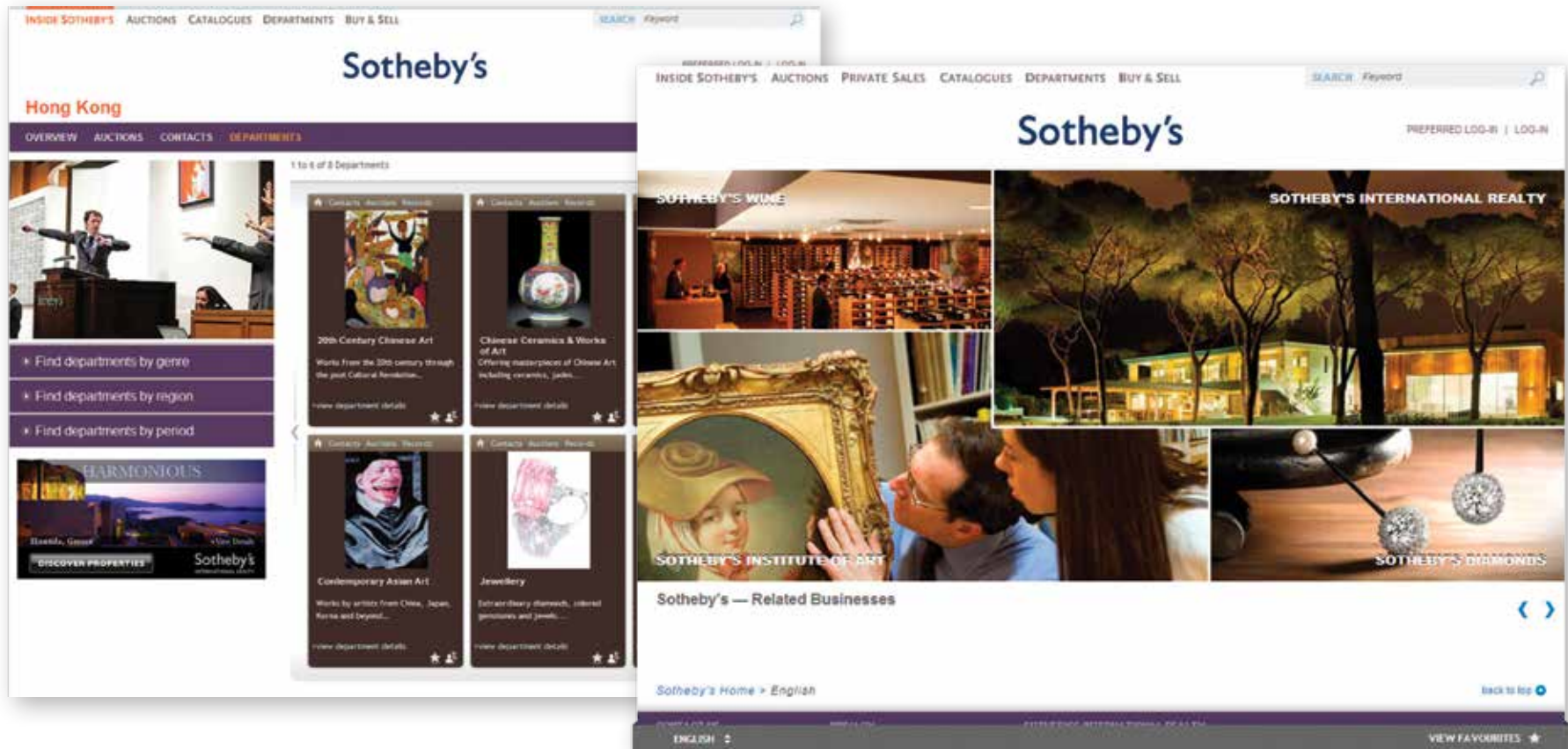
### Agent and Client Benefits:

*Sotheby's At Auction* is an exclusive publication showcasing the most important pieces of fine and decorative art, precious objects, collectibles and more. By advertising select properties in this publication, the most affluent and discerning clientele of the auction house are reached.



**SOTHEBYS.COM** As part of our integrated collaboration efforts with the Auction House, select *Sotheby's International Realty* listings have the unique opportunity to be featured on Sothebys.com within certain high-exposure spots. Sothebys.com is consistently one of the top five referring sites to sothebysrealty.com and acts as the preferred online destination for the Auction House's coveted clientele to learn about event details, art services, private sales, exhibitions and more.

**Agent & Consumer Benefits:** Sothebys.com provides an exclusive and unique opportunity to showcase listings in a targeted and global manner. Featured properties are rotated on a frequent basis to provide optimal exposure to a highly acquisitive audience that appreciates the appeal of an extraordinary home as much as that of art, antiques, wine and collectibles. This online presence is limited to select listings and is one of the most sought after exposure points within our digital marketing offerings.



**LISTING.EXPOSURE@SOTHEBYSREALTY.COM** Sotheby's International Realty network members have an array of exclusive complimentary exposure opportunities available for their listings. By submitting high-quality property images to [listing.exposure@sothebysrealty.com](mailto:listing.exposure@sothebysrealty.com), listings will be considered for one of our many high-profile, visible placements including:

- ▶ Sothebysrealty.com web cover properties
- ▶ Brand campaign editorial features with our major media partners
- ▶ Showcase in brand creative
- ▶ Integrated into the Auction House's website, sothebys.com
- ▶ Videos featured on our YouTube channel
- ▶ ...and many more

**Agent and Client Benefits:** This complimentary exposure creates exactly that; additional high-profile exposure on our array of websites as well as our major media partners.

