



# THE SOURCE

EXTRAORDINARY ADVANTAGES

Sotheby's  
INTERNATIONAL REALTY



# C O N T E N T S

## **BRAND MARKETING**

Sotheby's Heritage.....	5
Brand Vision.....	6
Essence Advertising Campaign .....	7
Anthology .....	8
Social Media Efforts.....	10
Stationery .....	11
Auction Collaboration Ad and Postcards.....	12
Strategic Media Plan .....	13
YouTube.....	14
Quality Control.....	15
Referrals.....	16
Learning Institute .....	17
Public Relations Exposure.....	18
Members' Intranet Site.....	19
Networking.....	20
Accolades.....	21

## **PROPERTY MARKETING**

Home History Book .....	23
Listing/Marketing Presentation .....	24
Tablet Listing Presentation Tool.....	25
Presentation Covers .....	26
Presentation Folder.....	27
Significant Sales.....	28
Client Follow Up.....	29
Signage.....	30
Postcards & ePostcards.....	31
Property Brochures .....	32
Global Distribution Program .....	33
Newsletters and eNewsletters .....	34
RESIDE® Magazine .....	35
Customizable Magazines .....	36
eGallery.....	37
Cooperative Advertising.....	38
Digital Cooperative Advertising.....	39

Corporate Rates .....	40
List Hub.....	41
Sothebysrealty.com.....	42
Lifestyle & Specialty Sites.....	43
Cascading Platform.....	44
SIR Mobile.....	46
Fine Art Images .....	47
Ad Studio/Ad Templates.....	48
Property Reservoir.....	49
Sotheby's At Auction .....	50
Sothebys.com.....	51
Listing Exposure .....	52

# BRAND MARKETING »

WABKELING  
DRAHAD



**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.



**Sotheby's**  
INTERNATIONAL REALTY

**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.

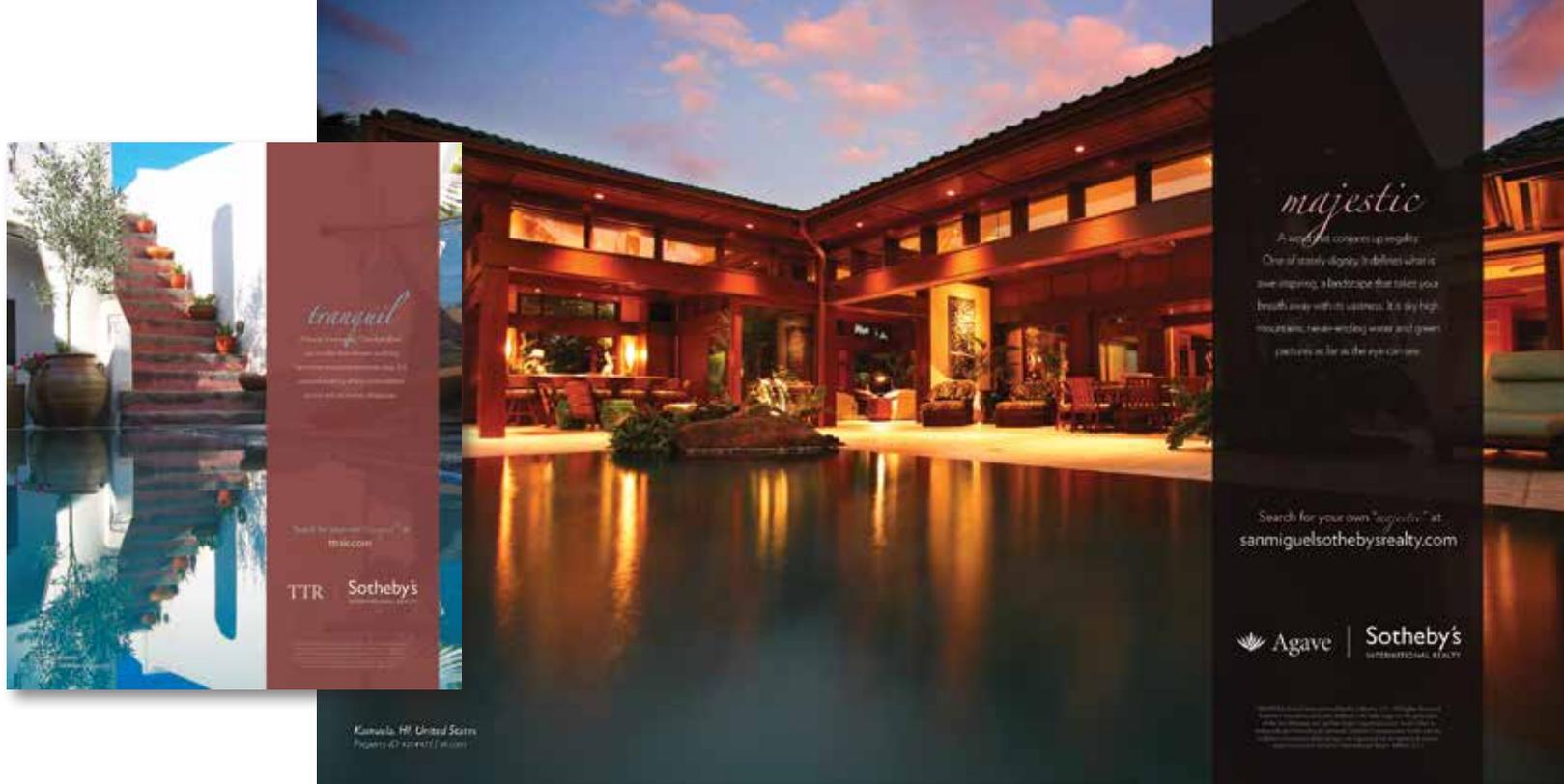
**AFFILIATION**

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.

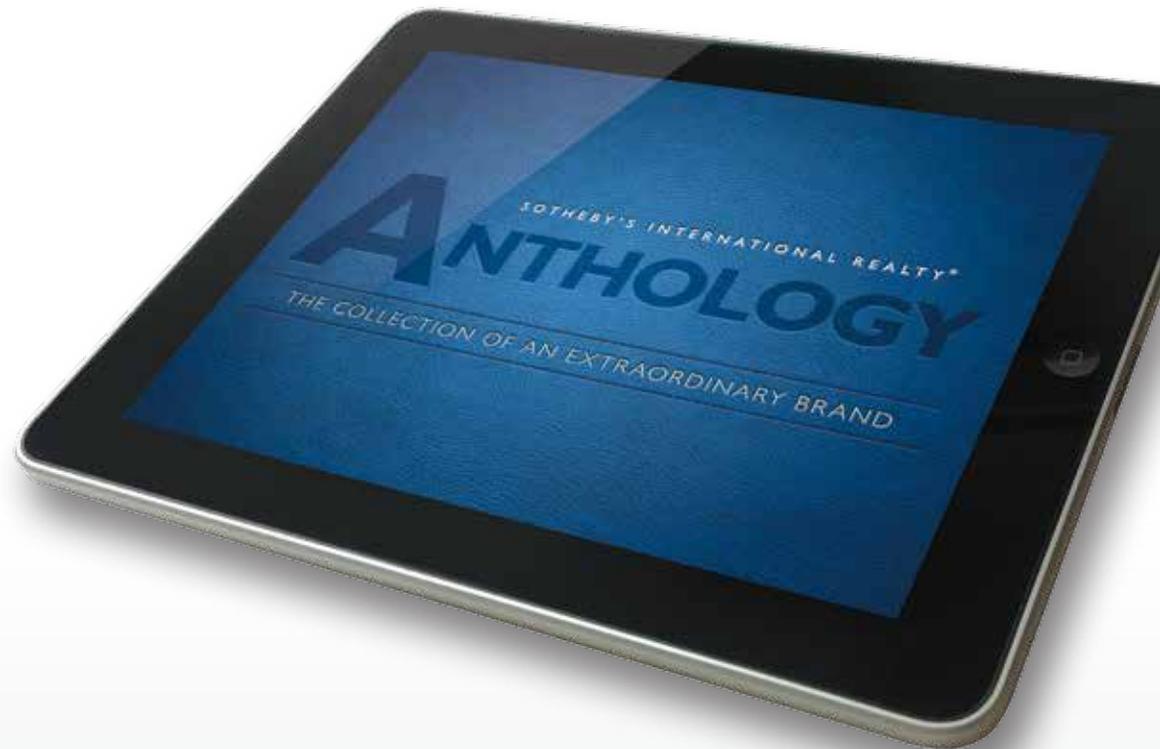
**Agent Benefits:** These branding ads help to position *Sotheby’s International Realty* agents and offices as the luxury real estate choice in their local markets.

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

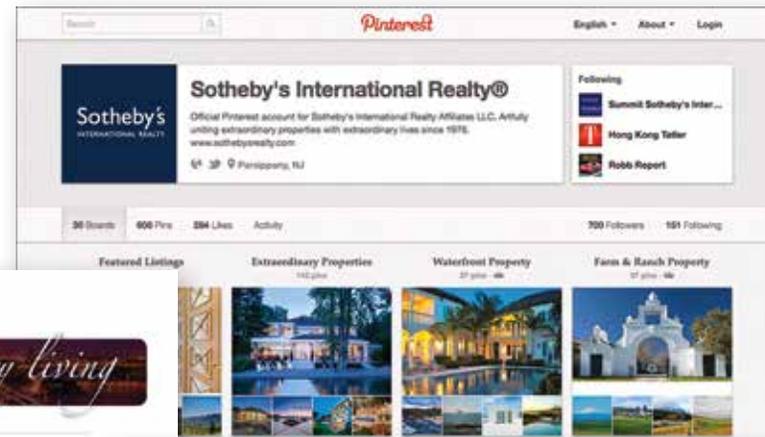
**“ANTHOLOGY**...The Collection of an Extraordinary Brand” is our complete marketing program for this year and features 16 brochures that are available as printed pieces in addition to being available as digital versions within an interactive marketing app created using Adobe®



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.







**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.



**STATIONERY** Our full line of stationery products provide a professional, consistent impression each and every time. Each piece can be customized with the local company or sales associate personal imprint and is easily ordered online via our dedicated Product Studio.

**Agent Benefits:** The consistency of our products helps to solidify brand awareness and recognition around the globe.



**EXTRAORDINARY ART | EXTRAORDINARY HOMES  
AN EXTRAORDINARY COLLABORATION**

The appeal of an extraordinary home is its distinctive character and the invaluable treasures that lie within. TTT Sotheby's International Realty professionals represent unique properties located in many of the most beautiful and highly desired locations around the world.

Sotheby's Auction House offers exceptional fine art, antiques, wine, jewelry and collectibles.

To view the worldwide auction schedule and purchase rare catalogues, visit [www.sothebys.com](http://www.sothebys.com) or call +1 212 464 7000.

To view updated real estate listings visit [www.ttt.com](http://www.ttt.com).

Russ Lyon | Sotheby's INTERNATIONAL REALTY | Sotheby's

**Sotheby's** EST. 1794

CALENDAR HIGHLIGHTS

**18**  
Finest & Rarest Wines (London)  
Magnificent Jewish (New York)  
Inquietante Orfèvrerie Espagnole: Bâties en Or et Objets de Vitrine (Paris)  
Collection Raymond et Pierre Jourdan-Barry: collection d'orfèvrerie française des XVIIe et XVIIIe siècles (Paris)

**19**  
The Collection of Science Squarson: "Flour-de-Lys," Beverly Hills, California (New York)

**20**  
The Library of Jacques Lavy (New York)  
Important Mobilier, Sculptures et Objets d'Art (Paris)

**24**  
The Oriental Sale (London)  
An Eye For Opulence - Art of the Ottoman Empire (London)

**25**  
Arts of the Islamic World (London)  
19th Century Furniture and Decorative Arts (New York)

**26**  
Contemporary Art / Turkish (London)  
Brats (New York)

**27**  
Brats (New York)



*For the ongoing collection of life.*



oldCape | Sotheby's INTERNATIONAL REALTY

**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*

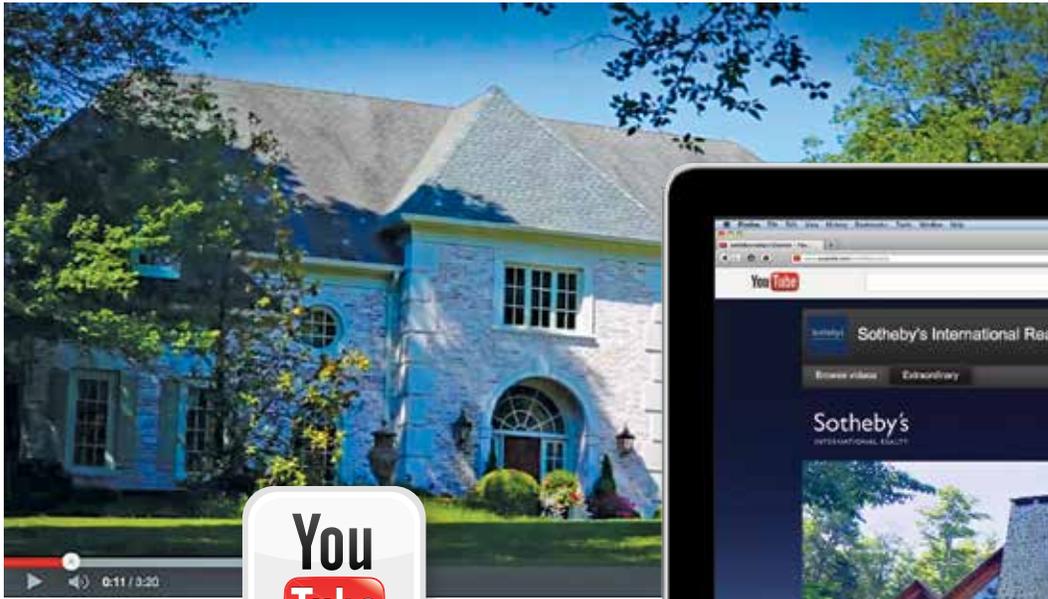
South China Morning Post

ARCHITECTURAL DIGEST

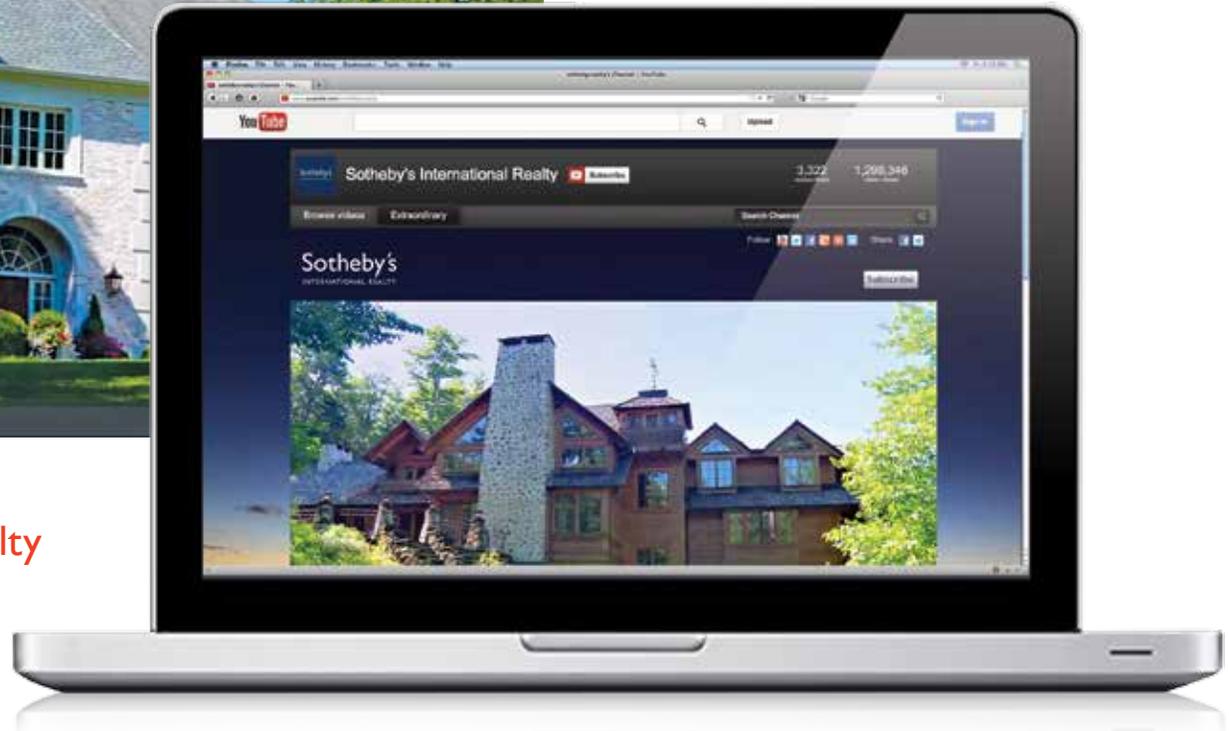
HONG KONG  
TATLER

YouTube™

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.



Sotheby's  
INTERNATIONAL REALTY

**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.

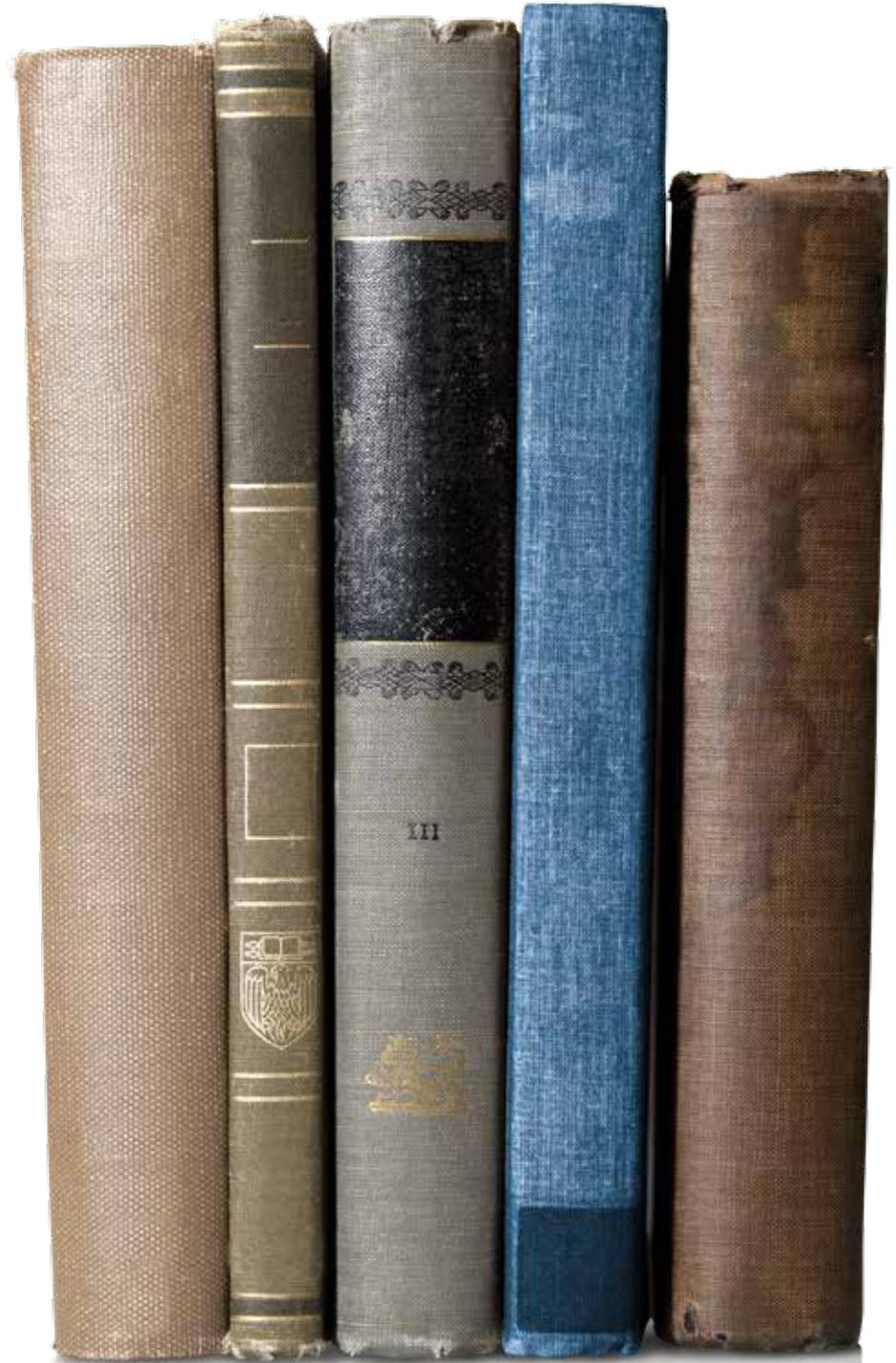
**Agent Benefits:** Our Referral program helps enhance revenue potential.

**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.



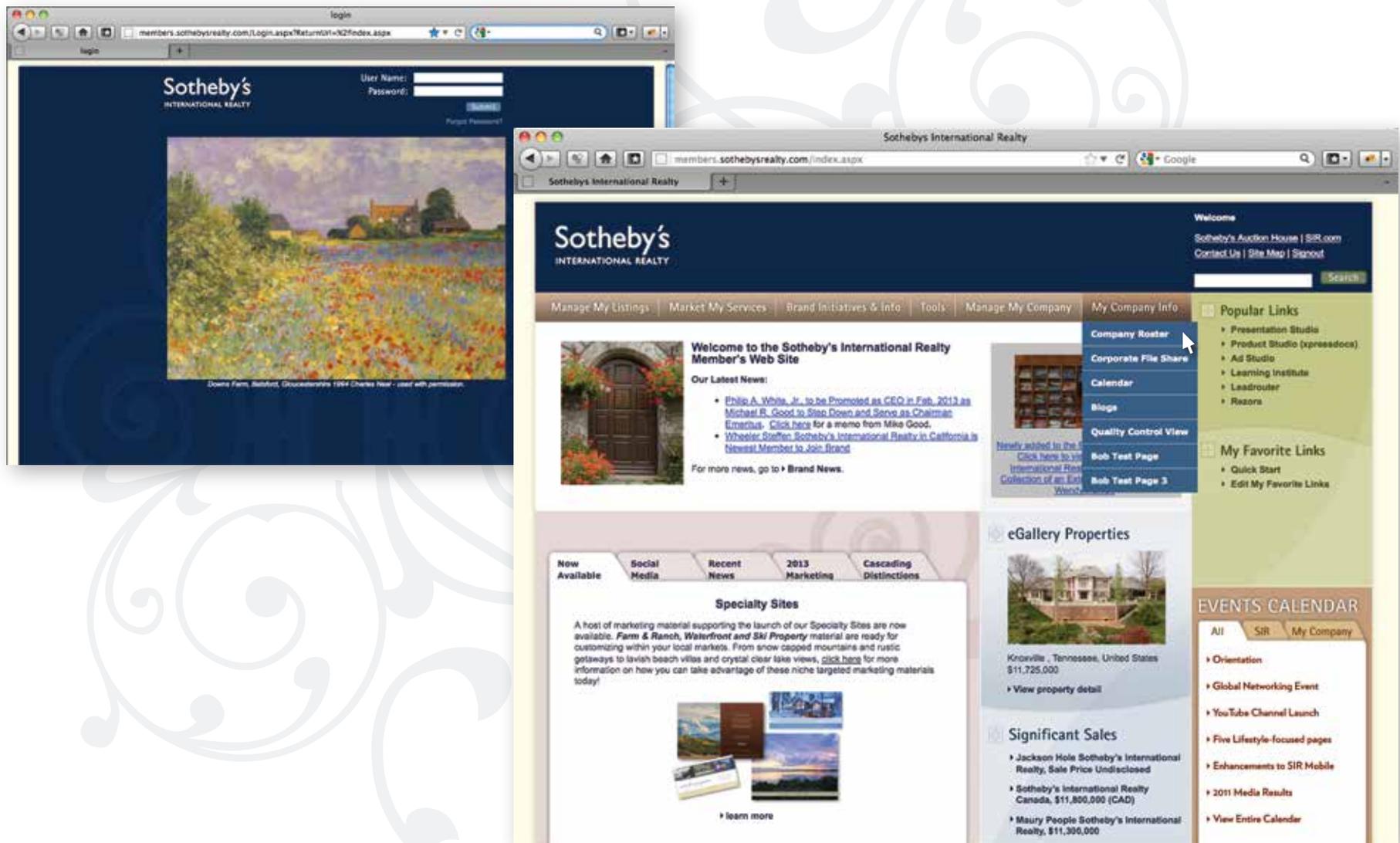
**EXPOSURE THROUGH PUBLIC RELATIONS** Our public relations support team helps position our global network and prestigious brand as the epicenter of expertise within the luxury real estate category. Property listings that have international relevance, historical significance or uniqueness can be submitted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

The screenshot shows the Yahoo! Finance website interface. At the top, there are navigation links for HOME, INVESTING, NEWS, PERSONAL FINANCE, and MY PORTFOLIO. Below the navigation is a search bar and several promotional banners for E\*TRADE and Ameritrade. The main content area features a news article titled "Sotheby's International Realty Brand Enters Lithuania". The article includes a sub-headline "STOCK WATCH Today's Volume Leaders: NOK, FB, BAC (Click for More)", a small image of a red play button, and a "Press Release: Sotheby's International Realty Affiliates LLC - Mon, Oct 22, 2012 9:52 PM EDT". Below the article title is a "RELATED QUOTES" section with a table showing stock prices and changes for NLSY. The article text discusses the company's expansion into Lithuania.

The screenshot shows a CNNMoney article titled "Luxury home sales soared in final months of 2012". The article is by Lisa Christie and was published on January 8, 2013, at 6:58 AM ET. It has 28 comments. The article features a large aerial photograph of a luxury residential development with blue-roofed houses. The text of the article discusses the surge in luxury home sales in 2012, mentioning that sales of luxury homes spiked in the final months of the year. It also notes that many sellers wanted to cash in on their homes before a fiscal cliff budget deal. The article is categorized under "NEW YORK (CNNMoney)".

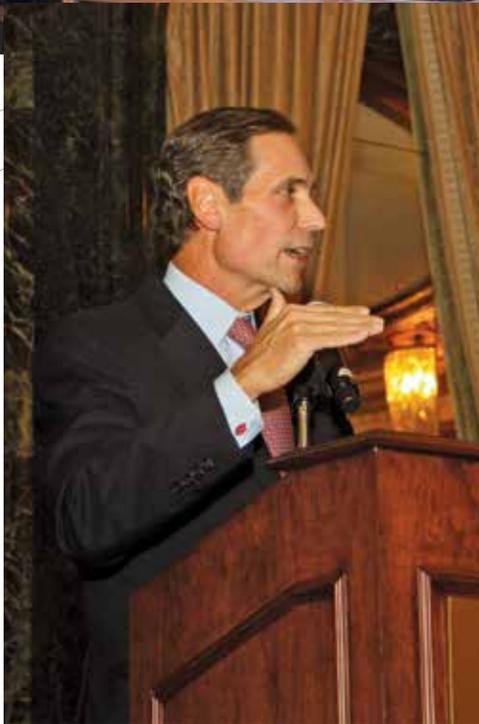
The screenshot shows the REM online.com website. The main navigation bar includes links for Home, News, Features, Green Real Estate, and Opinion. The article titled "Philip A. White Jr. named CEO of Sotheby's International Realty" is the featured content. It is dated Dec 19, 2012. The article text states that 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. It also mentions that Michael R. Good, the brand's long-time chief executive officer, will step down and assume the role of chairman emeritus. A sidebar on the right titled "LATEST" lists several other news items, including an obituary for Sherry Belcourt-Darby, KWAR electing a new board, and Dan St. Yves' Tweet-a-sale.



**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 »

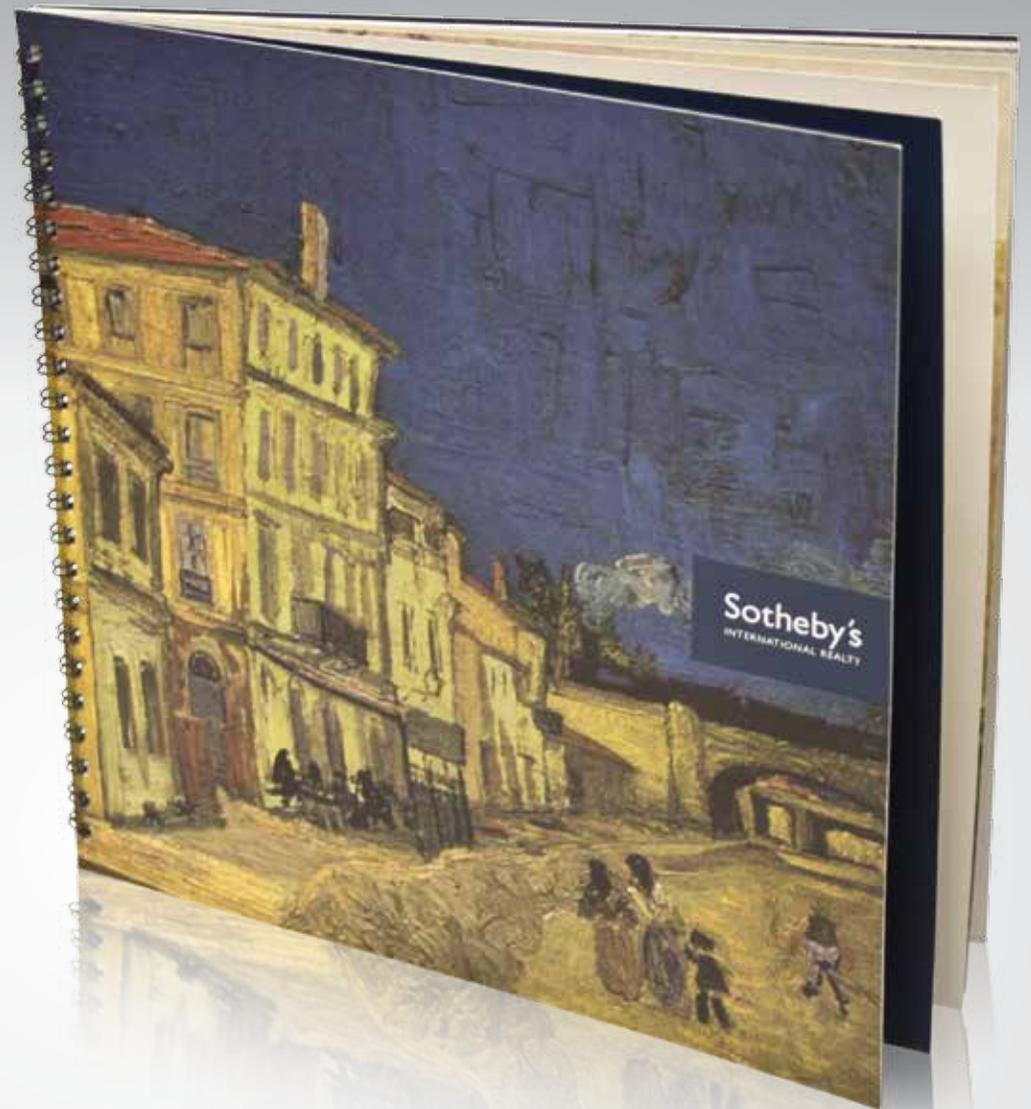
MARKETING  
PROPERTY

## 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.

**PRESENCE**  
*worldwide*  
 A TRULY GLOBAL BRAND WITH MORE THAN 11,000 SALES /  
 OVER 500 OFFICES, AND APPROXIMATELY 40 COUNTRIES!

Hong Kong | Sotheby's  
 香港置業有限公司 | INTERNATIONAL REALTY

**MEDIA PARTNERSHIPS**  
*powerful*

YOUTUBE • IPHONE APP • NEW VORTALES  
 SOTHEBYSREALTY • GREAT HOMES AND DESTINATIONS  
 THE DAILY TELEGRAPH | Briggs Freeman | Sotheby's  
 INTERNATIONAL REALTY

**NICHÉ MARKETS**  
*ski properties*  
 CONNECTING DISCERNING BUYERS AND SELLERS OF  
 SKI PROPERTIES AROUND THE GLOBE

Aspen Snowmass | Sotheby's  
 INTERNATIONAL REALTY

**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.



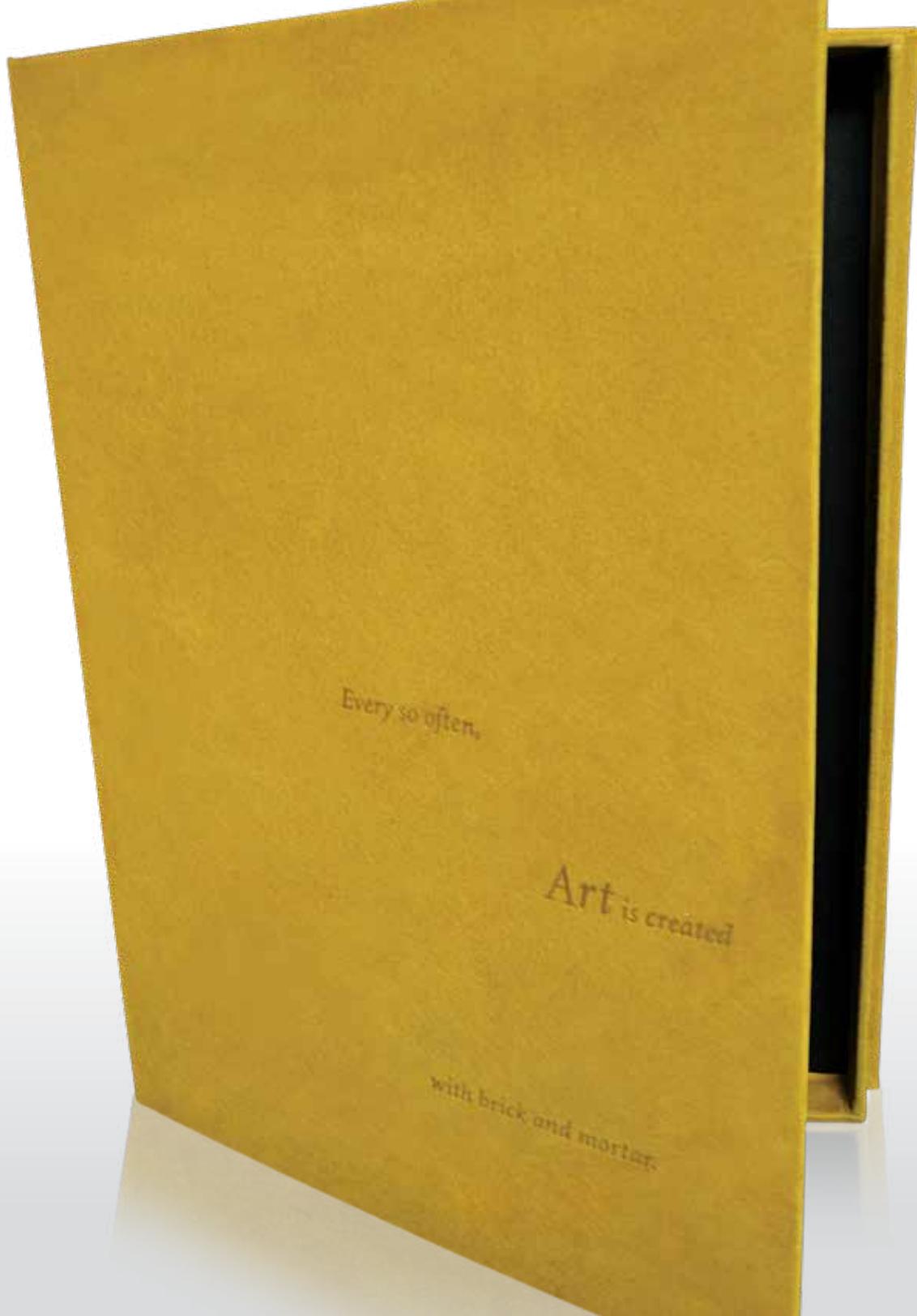
**Agent & Consumer Benefits:** Whether you utilize the paper-based version or electronic version of the Marketing Presentation, it provides a comprehensive and continuously updated list of features and benefits provided by you, your company and the *Sotheby's International Realty* brand. Roughly 60% 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.

*Other noteworthy sa*

- ASPEN SNOWMASS SOTHEBY'S INTERN
- ONE SOTHEBY'S INTERNATIONAL REA
- SOTHEBY'S INTERNATIONAL REALTY-
- EWING & ASSOCIATES SOTHEBY'S IN
- RUSSELL POST SOTHEBY'S INTERNAT
- HOM SOTHEBY'S INTERNATIONAL RI
- ONE SOTHEBY'S INTERNATIONAL RI
- SOTHEBY'S INTERNATIONAL REALT
- DANIEL GALE SOTHEBY'S INTERNA
- SOTHEBY'S INTERNATIONAL REALTY-M
- HOM SOTHEBY'S INTERNATIONAL REALTY | \$6,200,000 | CALIFORNIA, USA
- ASPEN SNOWMASS SOTHEBY'S INTERNATIONAL REALTY | \$6,000,000 | COLORADO, USA
- SOTHEBY'S INTERNATIONAL REALTY-SAN FRANCISCO BROKERAGE | \$5,650,000 | CALIFORNIA, USA
- SOTHEBY'S INTERNATIONAL REALTY-SAN FRANCISCO BROKERAGE | \$5,400,000 | CALIFORNIA, USA
- GUADALAJARA SOTHEBY'S INTERNATIONAL REALTY | \$5,150,000 | MEXICO CITY, MEXICO

HOM SOTHEBY'S INTERNATIONAL REALTY | \$11,000,000 | CALIFORNIA, USA

Located in a prime Little Halibut Island location, this home has spectacular panoramic harbor views and 80 feet of bay frontage. It has been owned by the same family since the original home was built in 1924. The current home was built in 1996 and offers a once-in-a-lifetime opportunity to own a truly unique parcel on Little Halibut Island. This estate home has a master bedroom with two separate baths and a private retreat that can be used as an office. There are two additional bedrooms, one on the main floor, each with a private bath. There is a family game room with brick fireplace on the first floor. A second story balcony connects to the separate guest house consisting of three bedrooms, one bath, kitchen, living room and balcony that overlooks a large central courtyard. Other amenities include separate laundry room, sewing room, large pantry, outdoor fireplace with built in BBQ, parking for five cars and underground utilities.

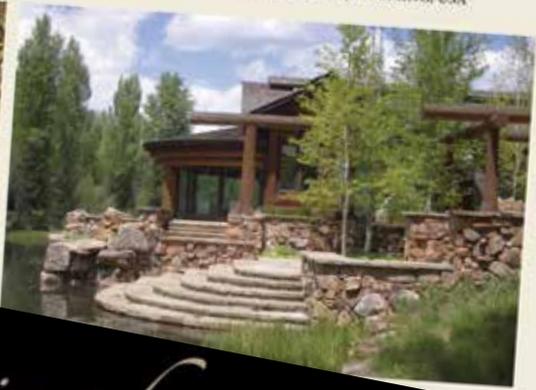


SOTHEBY'S INTERNATIONAL REALTY-EAST SIDE MANHATTAN BROKERAGE | \$10,450,000

This sun flooded, three-bedroom Tower Suite is perfectly situated high atop the Mark Hotel. The spectacular 3185 square foot residence boasts unobstructed views of Central Park and the city skyline from every room. A gracious foyer opens to a large and glamorous corner living room and a big formal dining room. Adjacent, the south facing library includes a full size marble bath and doubles as an additional bedroom. The wonderful master bedroom boasts stellar views of Central Park and includes a luxurious bath and two walk-in closets. The second bedroom is large and includes an ensuite bath and open views. Impeccably designed by Jacques-Gregoire, this high floor apartment offers the luxury of hotel living in a most sought after Upper East Side location. Additional amenities at The Mark include a gym, restaurant and room service by Jean Georges and a Frederic Fekkai Salon.

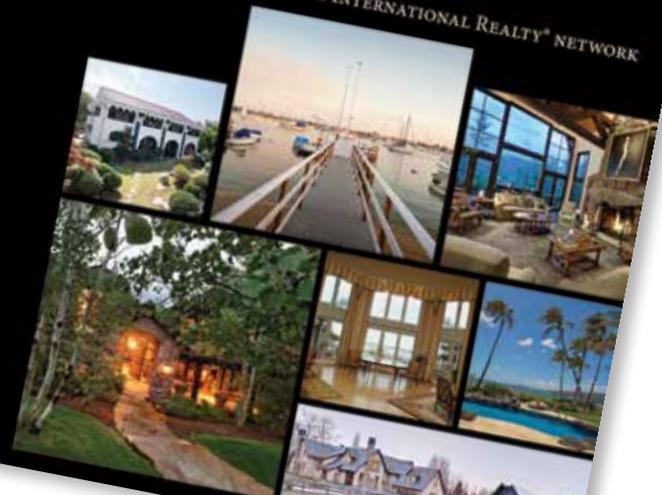


JACKSON HOLE SOTHEBY'S INTERNATIONAL REALTY | SALE PRICE UNDISCLOSED | WYOMING, USA

One of the finest estates in the... fireplace, leather wrapped cabinetry, soothing marble spa/gym/bath room offers a crackling woodburning shower and TV screens nicely views, a fireplace, efficient butler's kitchen, a hot tub, a hot stone spa and adjoining two bedrooms and pines along a lake.

*Significant Sales*  
 REPRESENTED BY THE SOTHEBY'S INTERNATIONAL REALTY® NETWORK



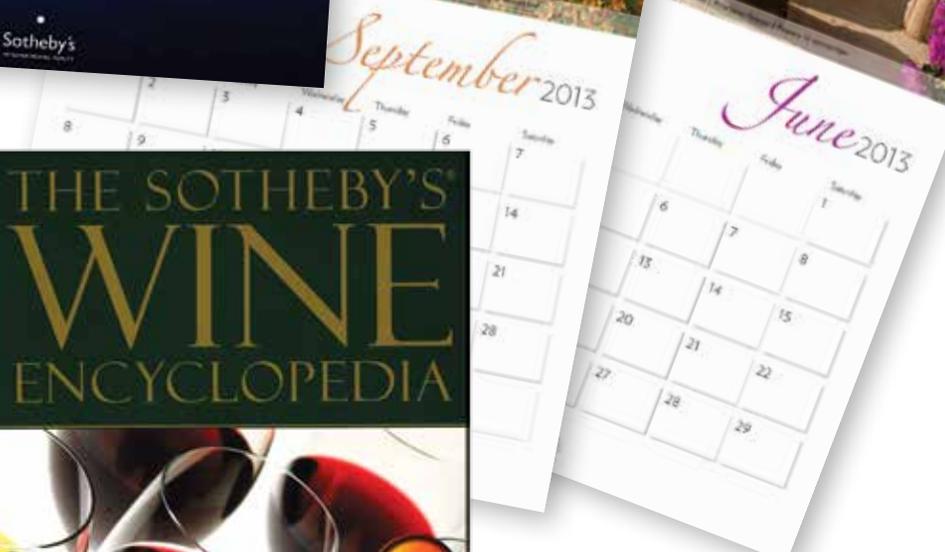
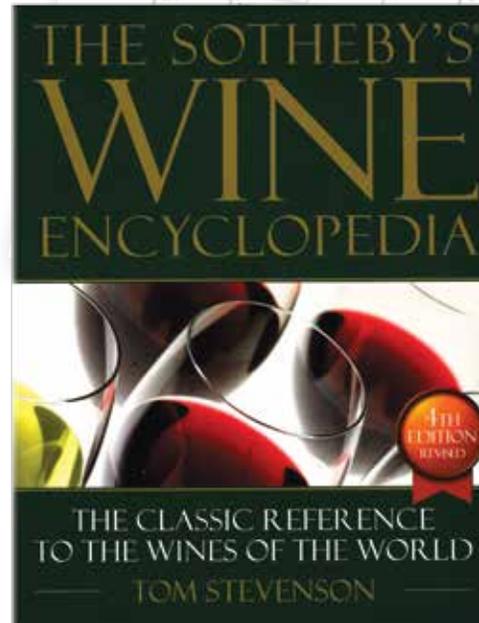
OCTOBER 2012  
 sothebysrealty.com

**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.



**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.





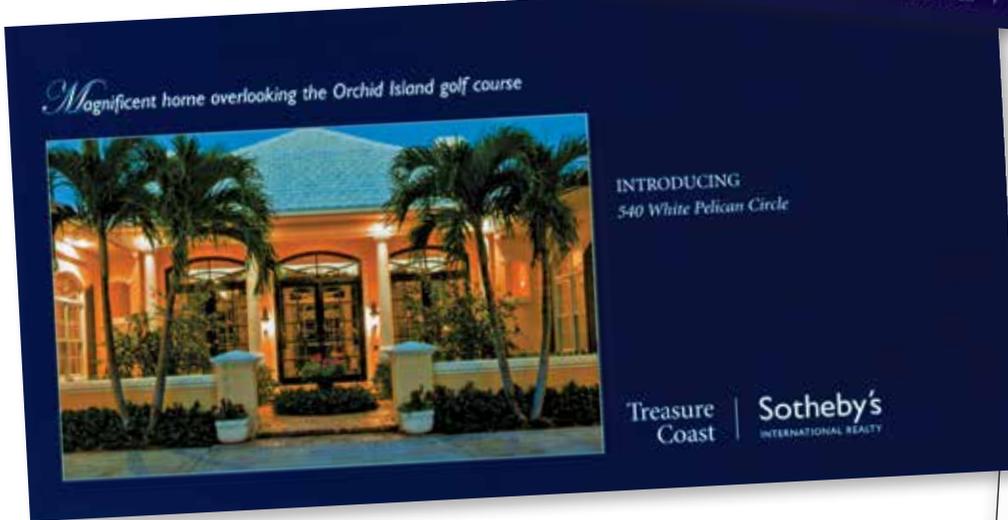
Introducing

Atlanta Fine  
Homes

Sotheby's  
INTERNATIONAL REALTY

presents the distinct beauty of a masterpiece.

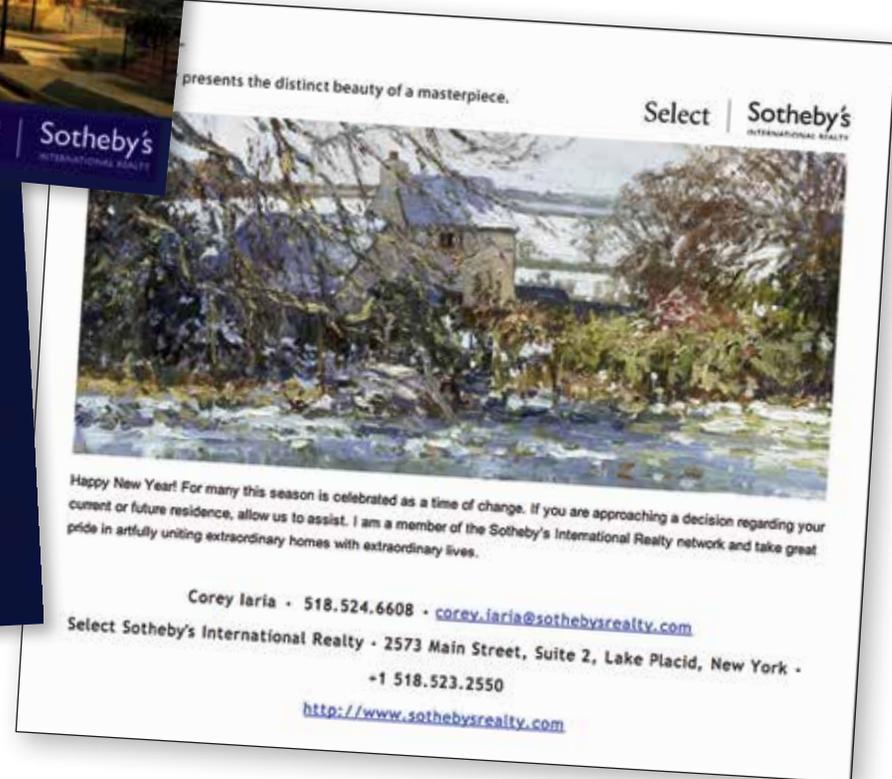
Select | Sotheby's  
INTERNATIONAL REALTY



Magnificent home overlooking the Orchid Island golf course

INTRODUCING  
540 White Pelican Circle

Treasure Coast | 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.



**ISLAND LIVING AT ITS BEST**

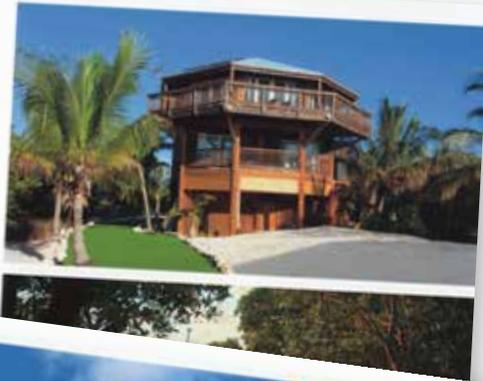
Get off in the ocean from your private dock or take a refreshing dip in your private plunge pool. Located one mile off shore, this six acre island is accessible only by boat and includes a land lift and dock on Summerland Key for enjoying all the Keys have to offer. Life on Melody Key is what you make of it. Spend your days fishing, snorkeling, diving, and swimming in the ocean, breathe the waters or just relax on a hammock suspended between two palm trees.

**MELODY KEY  
FLORIDA KEYS, FLORIDA  
\$9,995,000**

Melody Key is the Perfect Island Escape  
Three Bedrooms / Three and One Half Baths  
Includes Kitchens, Paddle Beach, Catamaran and Boat  
4 Acre Island with Submerged Land  
Central A/C, Wi-Fi and Satellite TV  
18 Hour Island Concierge  
Short Term Rental Permitted

**Hart - Broker A**

Sotheby's International  
Premier Highest Ideal  
Listing  
305.712.8888  
4.365.813.080  
813.428.7646/sothebysrealty.com



**PRIVATE ISLAND OFFERS STATE-OF-THE-ART TECHNOLOGY**  
Spectacular private island retreat in the Florida Keys has recently undergone a \$2.5 million renovation, updated with the most advanced technology available including a state-of-the-art solar inverter, on-demand natural generator and a desalination system for self-sufficient green living.



**PRIVATE ISLAND OASIS**

This hand-crafted tropical retreat features 3,500 sq. ft. in an open floor plan with floor-to-ceiling windows and sliding glass doors to bring the outside in. Offering three bedrooms interspersed with their own full bathrooms, the private bedrooms boast walk-in closets. The gourmet kitchen features stainless steel appliances, granite counter tops, stainless steel Viking appliances, and gourmet custom cases. One of three from one of the rooftop observation decks for magnificent views all the year and tranquility that allows you to relax with the ocean and tranquility that allows you to relax with the ocean.

*If you are looking for privacy, tranquility and life at its best, you will find it all at Melody Key!*

**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:

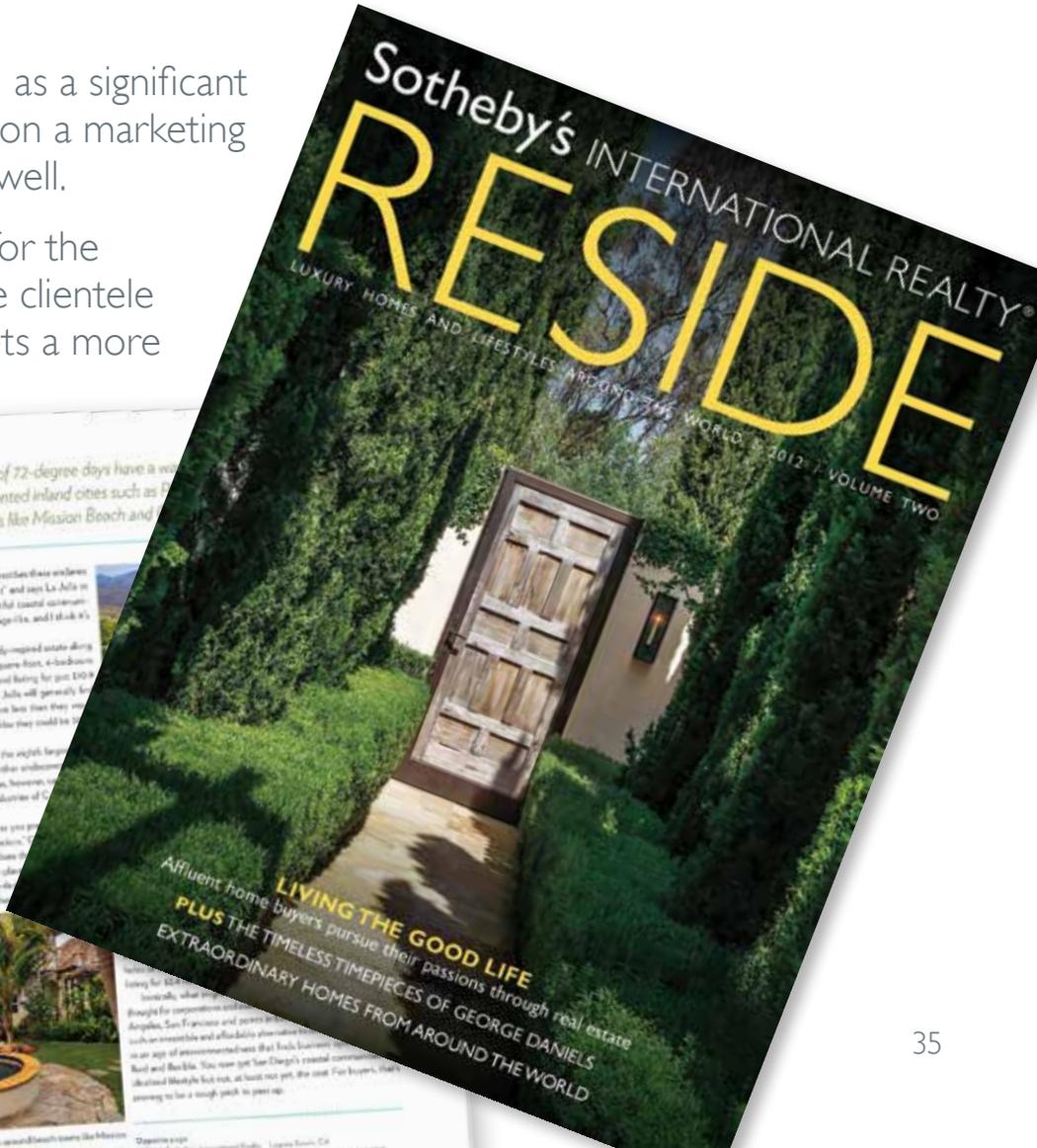
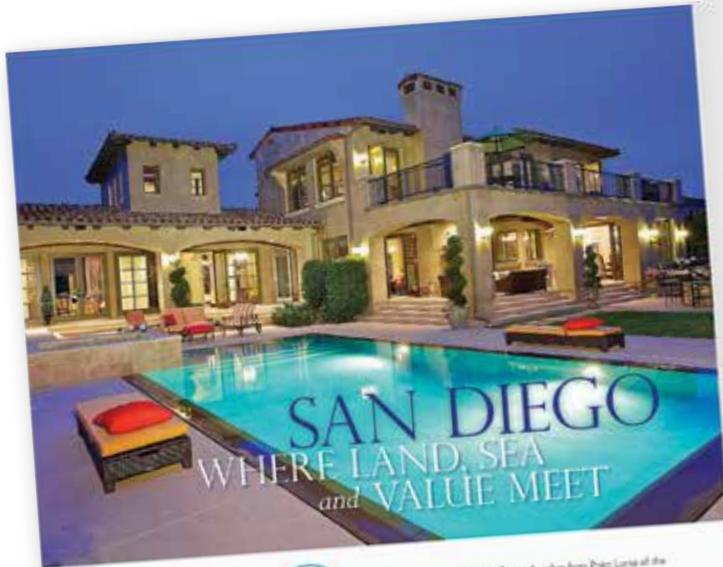
Real Estate newsletters provide yet another touch point between you and your client. By providing meaningful and up to the minute information about the industry, it becomes clear that you are the recognized expert in the field of real estate. You are perceived as a valuable asset!

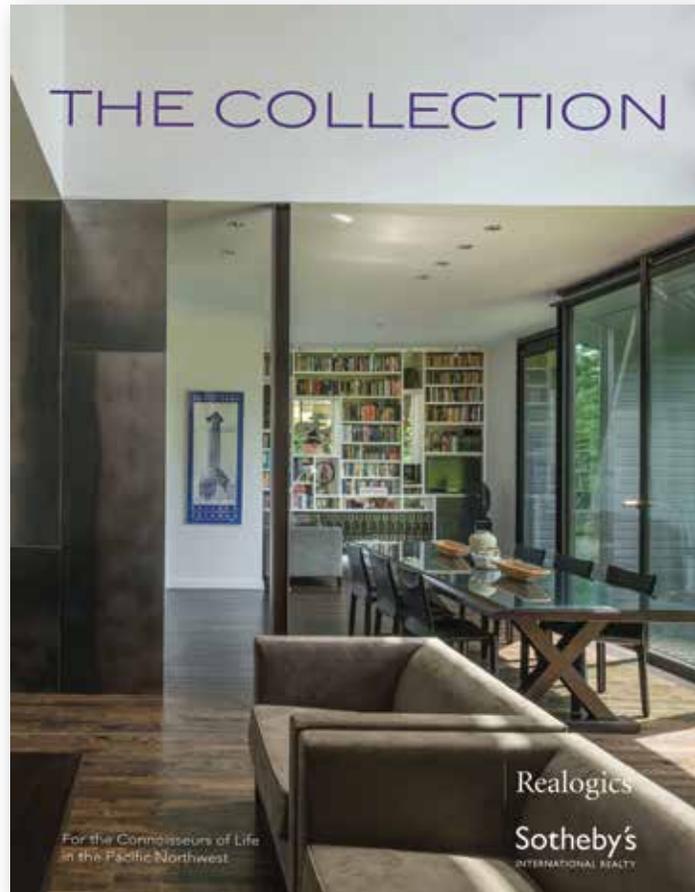


**RESIDE® MAGAZINE** RESIDE® is our brand's award-winning, proprietary magazine, featuring luxury homes and lifestyles from around the world. Several regional issues exist and are distributed to thousands of readers. Contents include a comprehensive property section, engaging editorial, global lifestyle 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.





**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 central laptop showing a digital advertisement for a property on the 'The New York Times' website. The ad is titled 'INVITING' and features a 'Sierra Sotheby's' logo. Surrounding the laptop are four other digital advertisements for properties:

- INTRIGUING:** A banner for a property in Aruba, featuring a modern building at night. It includes the text 'DISCOVER PROPERTIES', 'Aruba', and 'Sotheby's INTERNATIONAL REALTY'.
- ENDURING:** A banner for a property in Sonoma, CA, featuring a large house with a pool. It includes the text 'ENDURING', 'Sonoma, CA', 'View Details', 'Warren Lewis', and 'Sotheby's INTERNATIONAL REALTY'.
- INVITING:** A vertical banner for a property in Bedford Corners, NY, featuring a large house. It includes the text 'INVITING', 'Bedford Corners, NY', 'View Details', 'DISCOVER PROPERTIES', 'Wheeler Steffen', and 'Sotheby's INTERNATIONAL REALTY'.
- Another INVITING:** A vertical banner for a property, featuring a large house. It includes the text 'INVITING', 'DISCOVER PROPERTIES', 'Wheeler Steffen', and 'Sotheby's INTERNATIONAL REALTY'.

The laptop screen shows the 'The New York Times' website with the 'Home & Garden' section. The ad on the screen is titled 'INVITING' and features a 'Sierra Sotheby's' logo. Below the ad, there is a section titled 'The Semi-Detached Solution' and a 'Slide Shows' section with a 'HARMONIOUS' ad.

**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

**THE RITZ CARLTON MAGAZINE (GLOBAL EDITION)**

The Ritz-Carlton magazine's modern design differentiates it from its competitors while also communicating the hotel company's No. 1 position in the marketplace. Not only will our magazine build and strengthen the relationship between The Ritz-Carlton and its guests, it will support and enhance the positioning of the brands within its pages. Created around articles that are timely and relevant, The Ritz-Carlton magazine takes a fresh, original approach to imagery and typography with a color palette that makes reading each page a pleasure. Indeed, our magazine resonates deeply with discriminating readers — and its presence is undeniable. Guests are drawn to The Ritz-Carlton magazine and, in turn, to your advertisements. Without a doubt, products and services featured in The Ritz-Carlton magazine get noticed.

CIRCULATION: 400,000  
Male/Female: 43% / 57%  
Median Age: 46.0  
Average HH: \$313,000

Sotheby's International Realty Corporate Rate Program  
Full page - \$9,055

SPACE RESERVATIONS:  
Marisa Zapatero  
+1 402.395.5850 ext. 1172  
marisa.zapatero@sotheby.com

**THE WISH REPORT**

The Wish Report is Brazil's elite publication, offering readers an exclusive reference guide to the high-end luxury market. With its unique approach to editorial, The Wish Report offers advertisers access to one of the most affluent audiences in Brazil.

GEOGRAPHIC DISTRIBUTION BRAZIL  
(80% São Paulo, 20% rest of country)  
CIRCULATION: 40,000  
Male/Female: 53% / 47%

Sotheby's International Realty Corporate Rate Program  
Full page - \$5,590.00  
(82% Discount)

SPACE RESERVATIONS:  
Michelle Pressat  
Tel: +1 41 3893 4900  
michelle.pressat@wishreport.com.br

Sotheby's

**ROBB REPORT**

The Robb Report Collection is 12 in-depth, inspirational feature design, decor and living automobiles, boats, aircraft, resorts, yachts. Additional topics include the Great Wall, luxury cars and annual Hall of Fame.

CIRCULATION: 184,227  
Male/Female: 70% / 30%  
Median Age: 50.0

Sotheby's International Realty Corporate Rate Program  
Full page - \$12,000.00

SPACE RESERVATIONS:  
Michelle Pressat  
Tel: +1 41 3893 4900  
michelle.pressat@wishreport.com.br

Sotheby's

**WALL STREET JOURNAL**

The Wall Street Journal is the premier media franchise for delivering news and information to accomplished, professional worldwide. Exceptional brand recognition, content rich environment and high reader involvement. Long recognized as an authority on hard life in the United States. The Journal provides an environment of quality, precision and innovation, offering unrivaled access to qualified home buyers.

An ideal venue for your luxury real estate. The Journal consistently helps outperforming real estate professionals gain new listings and close millions of dollars in real estate sales.

CIRCULATION: 3,000,000  
Male/Female: 44% / 56%  
Median Age: 51.0  
Average HH: \$314,000

Sotheby's International Realty Corporate Rate Program  
See advertiser pricing chart below. Rates for the Wall Street Journal - 2012

SPACE RESERVATIONS:  
Chris Grant - Director  
+1 713.587.5493  
Chris.Grant@sotheby.com

Sotheby's

**AFFILIATE RATES FOR THE WALL STREET JOURNAL**

City	1/4 Page	1/2 Page	1/3 Page	1/4 Page	1/2 Page	1/3 Page	1/4 Page	1/2 Page	1/3 Page	1/4 Page	1/2 Page	1/3 Page	1/4 Page	1/2 Page	1/3 Page	1/4 Page
Atlanta	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Chicago	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Denver	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Los Angeles	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
London	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Manila	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Mexico City	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Mumbai	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Nairobi	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
San Francisco	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Singapore	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Sydney	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Tokyo	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Washington DC	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Wellington	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00
Yokohama	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00	\$8,200.00	\$5,466.67	\$4,100.00

2013  
Sotheby's International Realty  
CORPORATE RATE PROGRAM

**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 Listhub 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.



**Smythe & Jones | Sotheby's INTERNATIONAL REALTY**

30-Day Online Marketing Summary

July 06, 2010  
 6001 4th Turnpike Park, NY 10967  
 MLS # 600000 | \$2,300,000

**30-Day Online Marketing Summary**

Number of Views - Last 4 Weeks

Site	Property Views	Inquiries
Sotheby's	3	0
HomeFinder.com	2	0
Trulia.com	2	0

**Web Site Traffic Comparison**

Web Site	Property Views	Inquiries
MLS Real Estate	31	0
Zillow.com	18	0
Home.com	14	0
Sotheby's Realty	184	0
Trulia	1	0
Yahool! Real Estate	2	0
Zillow.com	3	0
TOTAL	201	0

**OFFICE REPORT for Smythe & Jones Sotheby's International Realty** 09/27/2010

**EXPLANATION OF TERMS**

**Agent ID:** Each agent has a unique agent ID per MLS and per office. Since it is possible for some agents to hold more than one agent ID, the ID is included for the purpose of distinction.

**Channel labeled "Organic":** an instance when the consumer was taken to the property page hosted by ListHub by a means other than one of the channels, such as when the consumer searched for a specific property address in a search engine and is taken directly to the property page.

**Click Throughs (Clicks):** instances when a consumer is redirected to the property page for that listing by clicking on the ListHub hosted property page or property page of the homepage (see link).

**Resolves:** an event where the consumer starts an interaction with the broker or agent using one of the links on the ListHub hosted property page or by using a link on the phone Web site. This result result of the consumer requesting an email with a unique email address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also tracked and reported under "Inquiries".

**Listing Count:** the number of active listings that each agent has on the date of the report, or the number of active listings in a property category on the date of the report.

**Listing Inventory:** the total active listings that are being pulled from the MLS each month.

**MLR on Property Views:** Reporting on Property View Data requires that the internal marketing channel places detailed information on the number of times someone accessed the property page to reach property. This includes that property view data is not yet available for the site.

**Performance Rank:** ListHub uses unique algorithms to determine the performance of listings within each property category as well as the performance of listings for each agent. This algorithm factors in the number of clicks, the number of resolved throughs, and the number of inquiries.

**Property Views:** occurs when a consumer clicks on the thumbnail view of a property to view more details about the property view that the consumer has. This would result in a "view on click-through" when the consumer clicks on the property view that the consumer has.

**REALTY LISTINGS** 09/27/2010

**Top Locations of Your Online Consumers**

City	Views	% of Total Views
W. Worcester, MA	6	3.3%
MA, MA	0	0.0%
D. Westborough, MA	0	0.0%

**Listing Agents (See online performance ranking)**

Agent	Agent ID	Listing Count	Click Throughs (Clicks)	Inquiries	Performance Rank
4015214	1	5	1	1	1st
4012080	4	13	0	0	2nd
4012040	2	11	0	0	3rd

**Property Categories**

Description	Listing Count	Click Throughs (Clicks)	Inquiries	Performance Rank
\$20M - \$30M - 50K Residential - For Sale	0	0	1	1st
\$500K - \$500K - 400K Residential - For Sale	2	11	0	2nd
\$1M - \$2M - 100K Residential - For Sale	1	12	0	3rd

**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**

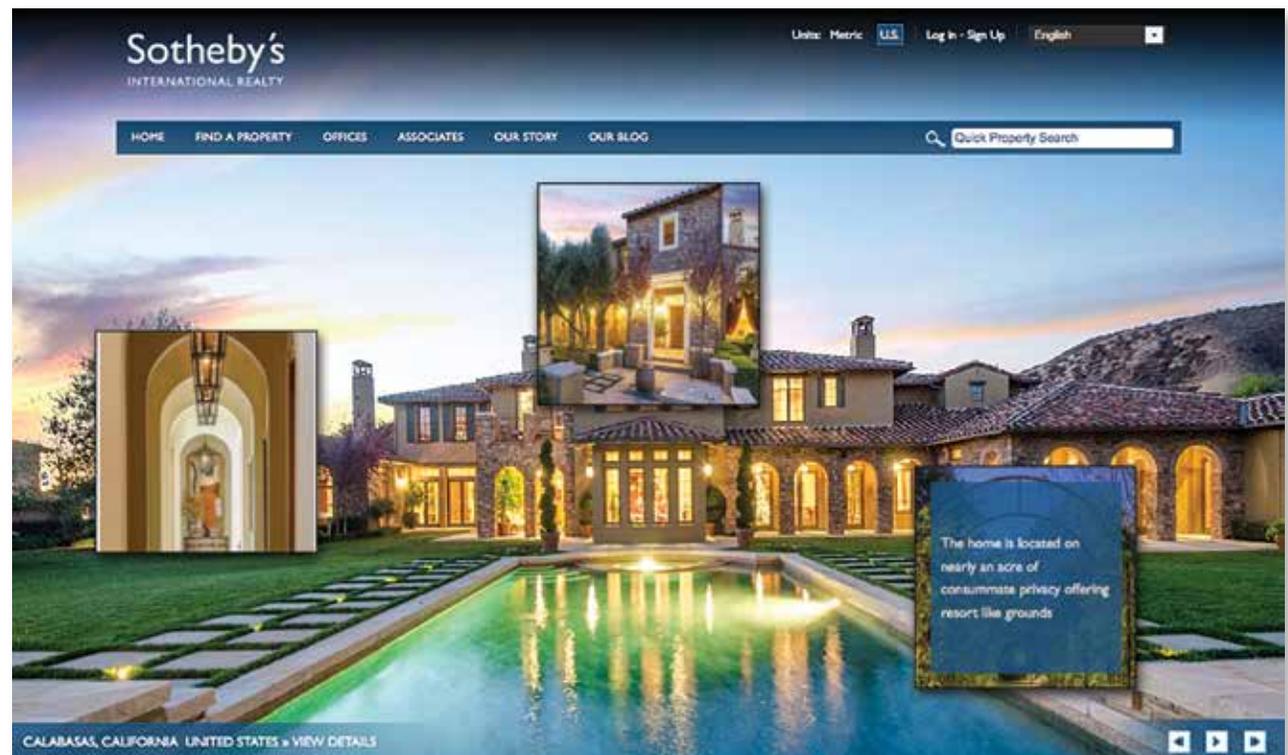
Total Visits – approx. **7,231,332**

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%**

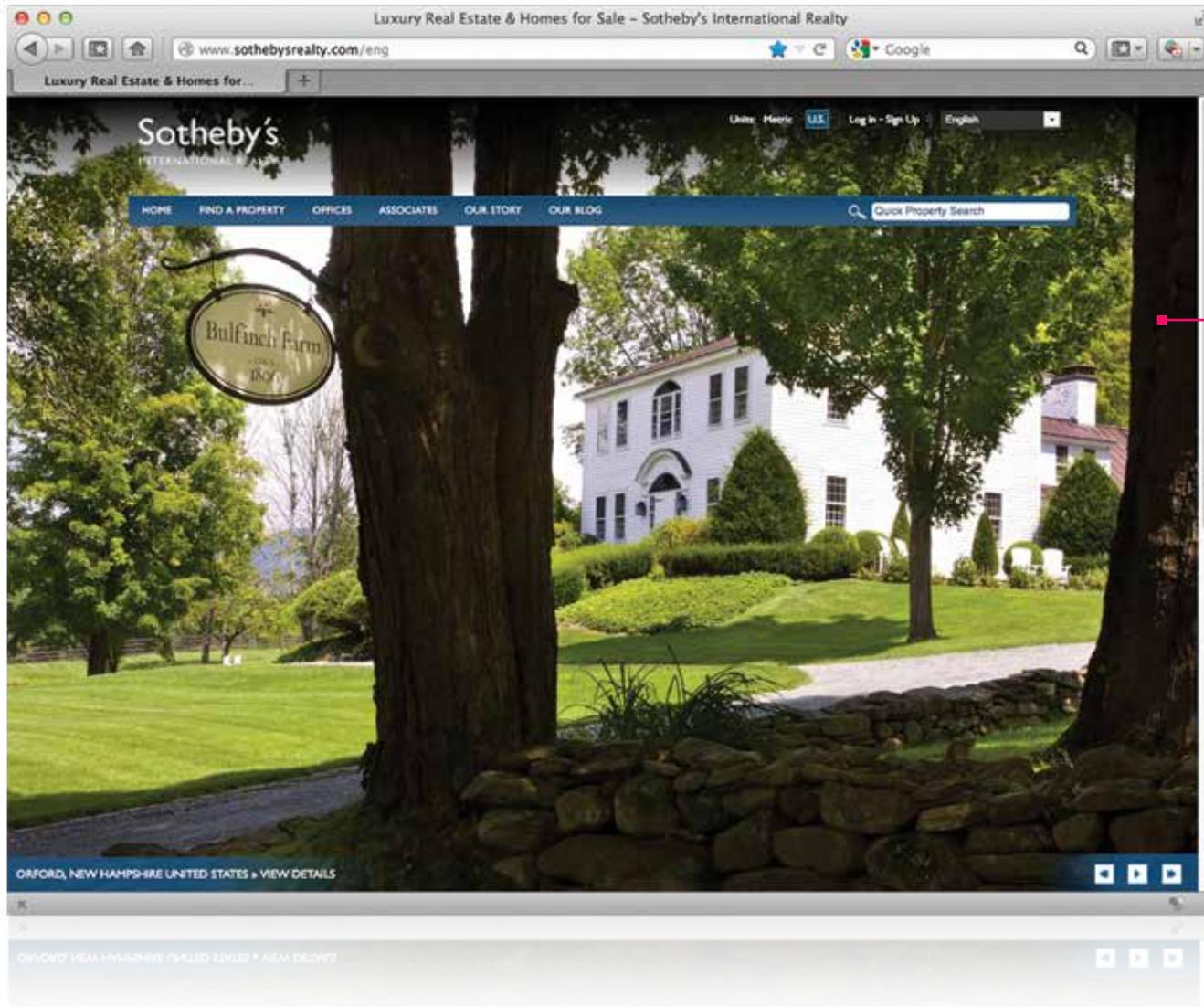


**LIFESTYLE AND SPECIALTY MARKET SITES** If you specialize in a niche market or take a listing that would fit within one, you have the ability to leverage our network's specialty lifestyle websites including: Farm & Ranch, Waterfront, Ski and Golf (and soon to come Historic and Metropolitan). Visitors 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.

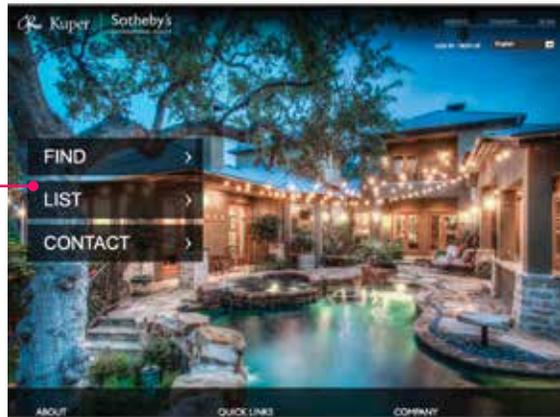
**Agent & Consumer Benefits:** Our lifestyle/specialty marketing programs provide a unique platform to help differentiate the sales professionals who are dedicated to marketing listings that fall within these niche categories. Each program has a devoted website that can also be accessed from *sothebysrealty.com* 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



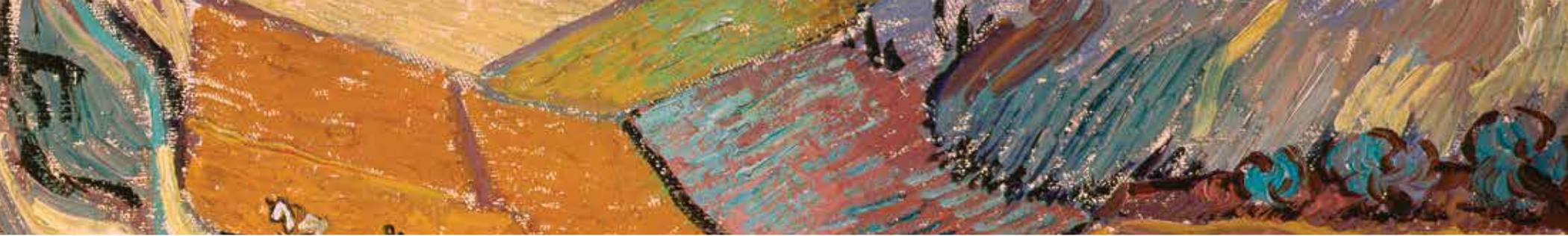
**Agent Benefits:** Through the platform, each of our companies and agents can control the story being told on their individual websites providing valuable information to a home seeker about their part of the world, the place they live and the properties they represent. By cascading the experience, the 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.





**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.

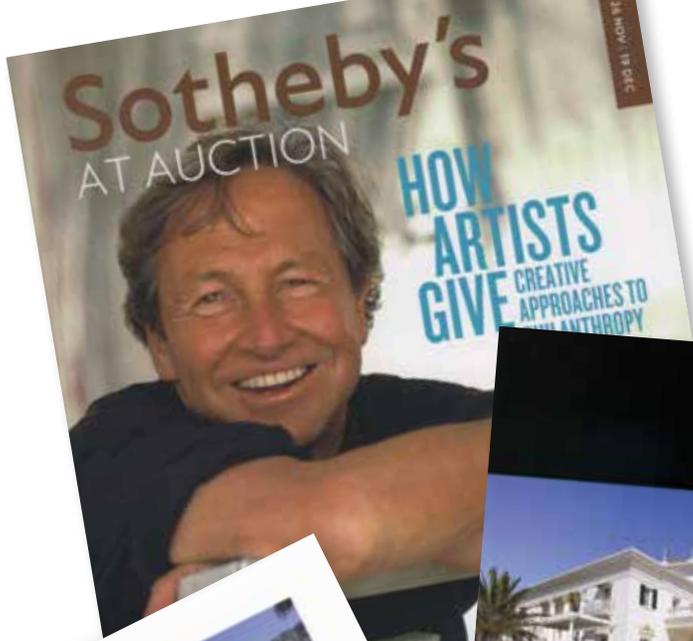
The screenshot displays the Sotheby's Ad Studio interface. The top navigation bar includes 'Sotheby's INTERNATIONAL REALTY | Ad Studio' and a 'Welcome:' section with links for 'Return to Member's Site', 'Support', and a search bar. Below the navigation, there are links for 'Advertise My Listings', 'Advertise My Company / Myself', 'Advertising Resources', 'Reporting/ Order Archive', 'Photo Reservoir', and 'Copy Reservoir'.

The main content area is titled 'Shared Library' and contains a grid of property listings. Each listing includes a thumbnail image, a title, location, price, and a 'Preview Download' button. The listings shown are:

- BUILDER'S OWN CUSTOM BUILT ESTATE:** CORAL GABLES, FL, 33143, US. Price: 2,175,000.00 USD. ID: A1541165.
- NEW PINECREST HOME:** PINECREST, FL, 33156, US. Price: 2,449,000.00 USD. ID: A1524986.
- PRESTIGIOUS HOME IN ALLISON ISLAND:** MIAMI, FL, 33141, US. Price: 8,900,000.00 USD. ID: M1477304.
- JEWEL:** PINECREST, FL, 33156, US. Price: 4,599,999.00 USD. ID: M1400039.
- STUNNING OCEAN-FRONT:** MIAMI BEACH, FL, 33141, US. Price: 670,000.00 USD. ID: M1492979.
- ARCHITECT OWN CUSTOM BUILT ESTATE:** PINECREST, FL, 33156, US. Price: 4,149,000.00 USD. ID: D1397481.

An inset window on the right provides a detailed view of the 'NEW PINECREST HOME' listing. It includes a large image of the property and the following details:

- Ad Name:** NEW PINECREST HOME
- Ad Description:** New Pincrest home built with exquisite taste & high end finishes. Coral rock walls welcome you into this Grand home featuring award winning & lush tropical landscaping. Amazing natural light, double volume windows & beautiful limestone & walnut floors. The second floor screen wall provides a stunning system throughout. Amazing oversized kitchen w/edge of the line appliances. Huge covered terrace/ pool area & spacious patio perfect for family living. Dual fireplaces, custom cabinets & millwork.
- City:** Pincrest
- 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@sothebyrealestate.com
- Property ID/MLS ID (if applicable):** A1524986
- Country Code/ Area Code (SRI):** 001
- Phone Number Prefix:** 1
- Line Number:** 30577981779
- Image Color:** Color
- USD:**
- Original Size:**
- 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:**
- Height:**



## 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.

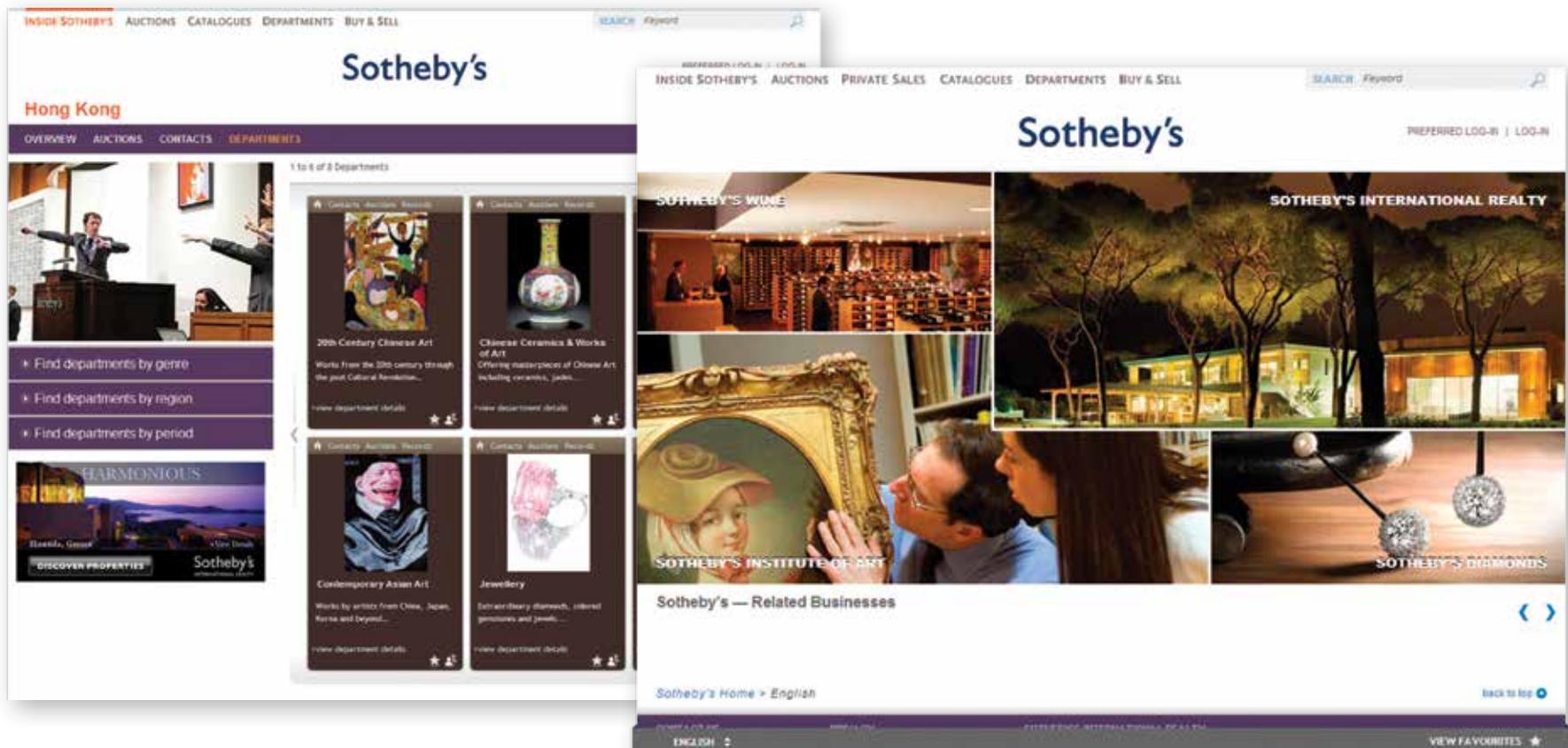
### Agent and Client Benefits:

*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, 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.

