



# THE OVERVIEW

DEFINING AN EXTRAORDINARY BRAND

**Sotheby's**  
INTERNATIONAL REALTY

# C O N T E N T S

Sotheby's Auction House

Global Reach

Global Media

Property Advertising

Property Marketing & Significant Sales

Sothebysrealty.com

Lifestyle Websites

Listing Distribution

Search Engine Marketing

SIR Mobile

Social Media



# SOTHEBY'S AUCTION HOUSE

EMBRACING OUR BRAND'S POWERFUL INFLUENCE



The collaboration between realty and auction utilizes a combination of unique and exclusive marketing efforts that provide targeted exposure to a coveted and influential audience.





# GLOBAL REACH

INNOVATION. EXPERIENCE. INTERNATIONAL EXPOSURE

With over **14,000 sales associates** in approximately **700 offices** and **49 countries and territories**, our network members utilize all that is current to present a home in a unique way.



## DISTINGUISHED CONNECTIONS

Our “white-glove” referral service is a **key differentiator**, allowing our network members to connect buyers and sellers globally.





# GLOBAL MEDIA

INTELLIGENTLY SHOWCASING PROPERTY

Our 2014 global media plan will generate **800 million** impressions through hand-selected media powerhouses whose innovation, experience and international impact help drive awareness for the extraordinary properties our network represents.

**The New York Times**  
**THE WALL STREET JOURNAL.**  
**ARCHITECTURAL DIGEST**

**FINANCIAL TIMES**  
**The Daily Telegraph**

**HONG KONG  
TATLER**  
**PropGOLuxury**

**Google™**  
**You Tube™**  
**JamesEdition**

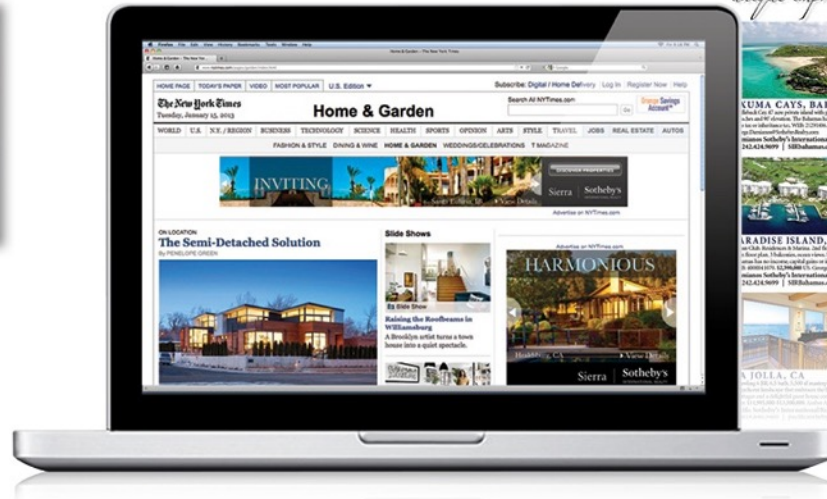
**LEVERAGING INNOVATION, EXPERIENCE & INTERNATIONAL IMPACT**



# PROPERTY ADVERTISING

SKILLFULLY MARKETING THE HOMES WE REPRESENT GLOBALLY

Our property advertising opportunities leverage many of the world's most well-known media publications to enhance local marketing initiatives and drive awareness in the global markets we serve.



GLOBAL EXPOSURE FOR DISTINCT PROPERTY ADVERTISING



# PROPERTY MARKETING & SIGNIFICANT SALES

POWERFUL, GLOBAL AND ACCOMPLISHED



The plan to successfully market your home includes a combination of powerful interactive and direct mail efforts to generate additional consumer interest both locally and globally.

We have access to some of the most qualified buyers in the world, whereby our skillful marketing has led to these special properties being successfully represented.



# SOTHEBYSREALTY.COM

EXPERIENCE THE UNIQUE



## IN A YEAR SOTHEBYSREALTY.COM INVITES:

- ▶ 10,000,000 visits
- ▶ 70,000,000 page views
- ▶ 21,000,000 property detail pages viewed
- ▶ 12 focused minutes per visit
- ▶ 45% visits from outside US

**SOTHEBYSREALTY.COM** attracts more consumers to search, view and inquire than any other luxury real estate website. Millions of viewers immerse themselves in our collection of millions of vibrant, quality-controlled property photographs.





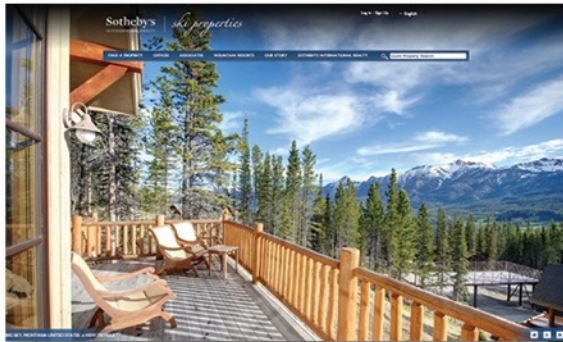
SOTHEBYSREALTY.COM

**CASCADING WEBSITES** Properties may also be found on our network of **interconnected, locally focused** and **globally aware** members' sites.



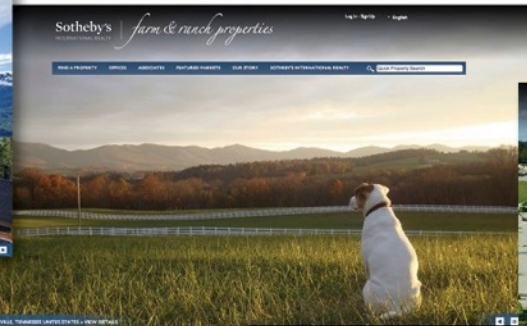
# LIFESTYLE WEBSITES

EXPERTISE IN THE NICHE MARKETS WE SERVE



ski

farm & ranch



golf



waterfront



historic

**LIFESTYLE WEBSITES** Unique to *Sotheby's International Realty* is the ability to search for a home based in a certain lifestyle. Through our series of websites with these inimitable lifestyles in mind, we are able to highlight properties for sale and demonstrate our unsurpassed expertise within each category.



# LISTING DISTRIBUTION

## WORLDWIDE PROPERTY MARKETING EXPOSURE

We partner with and distribute properties to the most significant media companies and real estate focused websites in the world, resulting in 90,000,000 property views annually.



★ Powered by **PropGoLuxury**:  
Hong Kong Tatler, lp-luxuryproperties.com, lpdlbiao.com

★★ This real estate portal includes United States and United States territories only.





**eGALLERY** Featured in our network offices and Sotheby's auction house locations, our eGallery provides the listings we represent with instantaneous, global exposure via our exclusive, real time property slide show.

## **GLOBAL BROCHURE DISTRIBUTION**

We have the ability to distribute your property brochure around the world to all real estate offices and auction house locations within our network – immediately extending your marketing's reach and exposure.



# SEARCH ENGINE MARKETING

TARGETING REAL ESTATE INTENDERS GLOBALLY

To maximize the potential for your home to be found online, it is essential to have a strong search engine marketing strategy.



**PROVEN  
RESULTS  
THROUGH  
2013...**

› 5.25 Million visits  
from Search  
Engines

› Over 333 Million  
“paid search  
impressions”



# SIR MOBILE

LINKING YOUR HOME TO MOBILE USERS WITH A CLICK, TAP OR SWIPE

SIR Mobile is the **only luxury real estate mobile app** that **works anywhere** and **searches globally**.



Currently there are more internet searches worldwide on a mobile device than on a computer.

To get SIR Mobile

SIR

- Text "SIR" to 87778
- Search for "SIR" in the app stores
- Go to [sothebysrealty.com](http://sothebysrealty.com) from your mobile device

## Features of SIR Mobile

- 1 GPS search, find the closest home
- 2 Search globally in **49 countries**
- 3 Driving directions to the home of interest
- 4 Social sharing on Facebook and Twitter
- 5 Tap to connect; call or email
- 6 Points-of-interest toolbar

**FEATURING ALL OF THE BRAND'S 30,000+ GLOBAL PROPERTIES**









# SOCIAL MEDIA

CONNECTING A GLOBAL REAL ESTATE COMMUNITY



We use social media to connect your home to our vast community of real estate intenders and influencers from across the globe.

-  [facebook.com/sothebysrealty](https://facebook.com/sothebysrealty)
-  [@sothebysrealty](https://twitter.com/sothebysrealty)
-  [youtube.com/sothebysrealty](https://youtube.com/sothebysrealty)
-  [google.com/+sothebysrealty](https://google.com/+sothebysrealty)
-  [pinterest.com/sothebysrealty](https://pinterest.com/sothebysrealty)
-  [linkedin.com/company/sothebys-international-realty](https://linkedin.com/company/sothebys-international-realty)
-  [sothebysrealty.com/blog](https://sothebysrealty.com/blog)

**55,000 SOCIAL CONNECTIONS IN 160+ COUNTRIES**



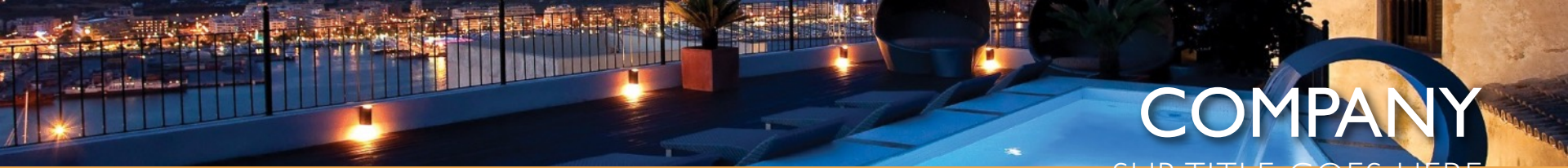


# LOCAL MARKETING

LOCAL MARKETING SUBTITLE GOES HERE

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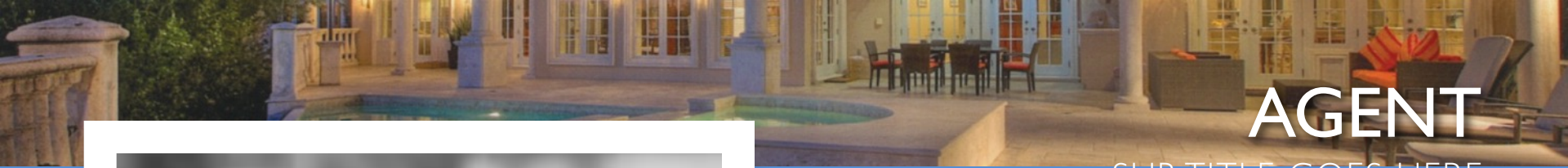


# COMPANY

SUB TITLE GOES HERE

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# AGENT

SUB TITLE GOES HERE



## **Agent Name**

Alliance Sotheby's International Realty

123 Street

City, State Zip-code

USA

p 1.234.567.8909

f 1.234.567.8909





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