

Sotheby's

INTERNATIONAL REALTY



THE OVERVIEW  
OF AN EXTRAORDINARY BRAND



# IMAGINE

*an extraordinary brand*

*Cover property located in: Cape Town, South Africa*

## At Our Foundation...*Brand Heritage*

In the heart of London on New Bond Street in 1744, an exceptional Auction House was born with a revered tradition of marketing the world's most cherished possessions. A tradition, more than two centuries old, that provides authentic knowledge comparable to none. As the oldest company listed on the New York Stock Exchange (NYSE), Sotheby's has a global network of 90 offices in 40 countries.

Today, Sotheby's presents auctions in eight different salesrooms including New York, London, Hong Kong and Paris. Sotheby's offers collectors the resources of Sotheby's Financial Services, the world's only full service art financing company, as well as private sale opportunities in more than 70 categories, including S|2, the gallery arm of Sotheby's Contemporary Art department, and two retail businesses, Sotheby's Diamonds and Sotheby's Wine.

# I M A G I N E

## Leveraging the Brand



In **1976**, an exceptional real estate company is launched and created from the same passion that guides the Auction House. Today, we are a commanding presence in the representation of the world's most unique properties. The Sotheby's International Realty® brand artfully unites extraordinary homes with extraordinary lives throughout the world.

Our commitment to unparalleled quality has been in place since the inception of the brand over 200 years ago. With over **16,000** independent sales associates in approximately **730** offices and **56** countries and territories, our network members utilize innovation with relevant reach to present a home in a most unique way. Our brand's white glove referral program is a key differentiator, allowing network members to connect the most prestigious buyers and sellers globally. Orchestrated by a dedicated team of professionals that direct thousands of distinguished global connections monthly—from broker-to-broker to auction, these placement opportunities are managed with extreme care and discretion.

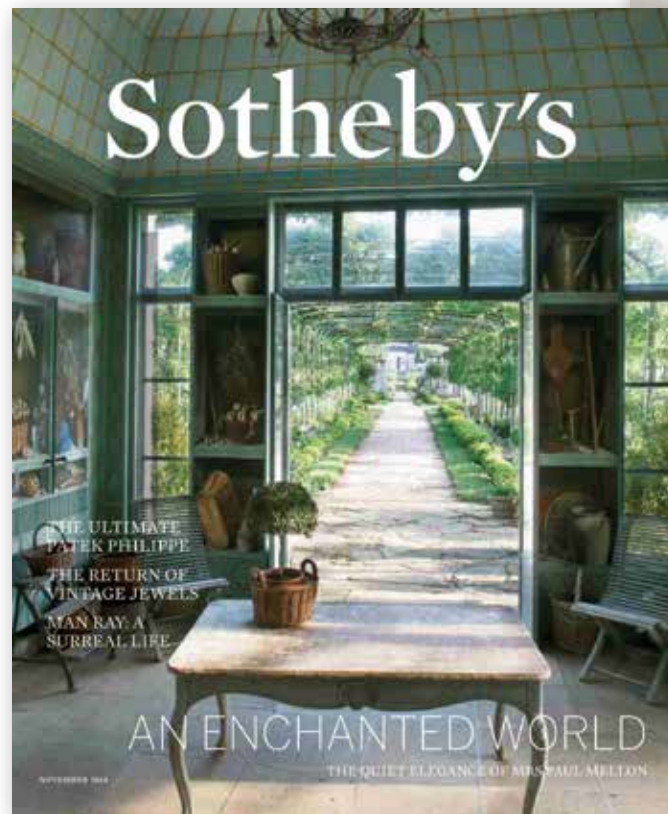
The collaboration between realty and auction utilizes a combination of unique and exclusive marketing efforts that provide targeted exposure to a coveted and influential audience. In the global markets we serve, this distinguishes our brand in a meaningful way.



**AN EXTRAORDINARY COLLABORATION**

# Sotheby's Magazine | Art & Home

At the heart of our partnership, the Sotheby's International Realty brand and the Sotheby's Auction House have entered into a literary collaboration, publishing the new magazine, *Sotheby's Magazine | Art & Home*. The larger format magazine enriches readers with sophisticated content related to the art and real estate world. *Sotheby's Magazine | Art & Home* will feature editorial showcasing Sotheby's International Realty properties and will also include a regular property gallery, providing advertising opportunities.

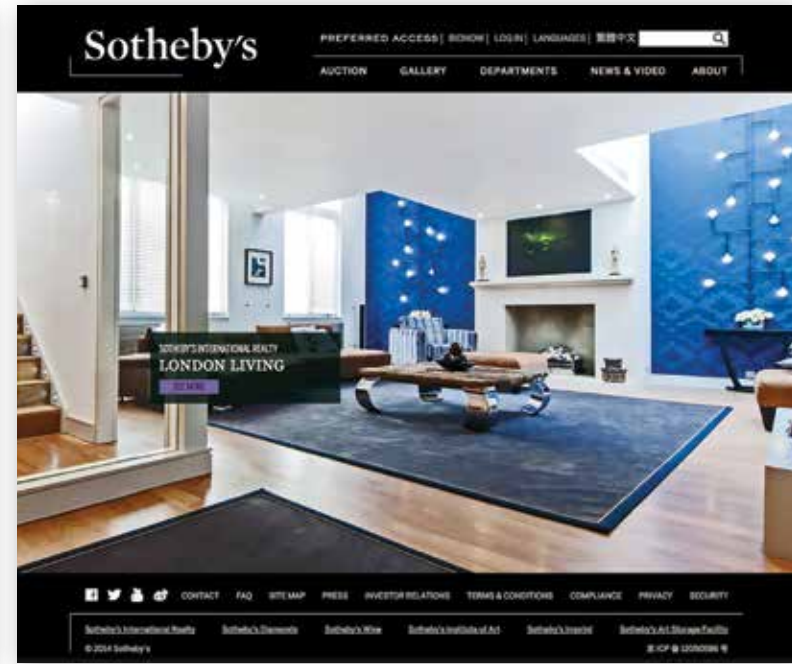


## REACHING A PRESTIGIOUS CLIENTELE

# Sothebys.com

Properties represented by our network may also be featured on the Auction House's website, sothebys.com. Our popular Extraordinary Properties blog features some of the most highly read content available throughout the site, and its corresponding homepage position provides desirable additional exposure. Banner ads are also used to promote

properties and are included on high-profile sales pages and emails directed toward this venerable brand's prestigious clientele. All properties advertised in Sotheby's Preferred magazine are reprised within the *Sotheby's International Realty Property Showcase* on sothebys.com, extending the reach of the magazine into the digital space.



A G I N E

**GLOBAL BRAND  
MARKETING**

# Global Media

Our media plan is designed to drive awareness for the extraordinary properties our network represents. With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic content integration and social traffic drivers, our brand utilizes hand-selected media powerhouses whose innovation, experience and international impact allow our network to successfully connect buyers and sellers globally. 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.



The New York Times

THE WALL STREET JOURNAL.

ARCHITECTURAL DIGEST

FINANCIAL TIMES

dwel

HONG KONG  
TATLER

Google™

YouTube™

PropGOLuxury

JamesEdition





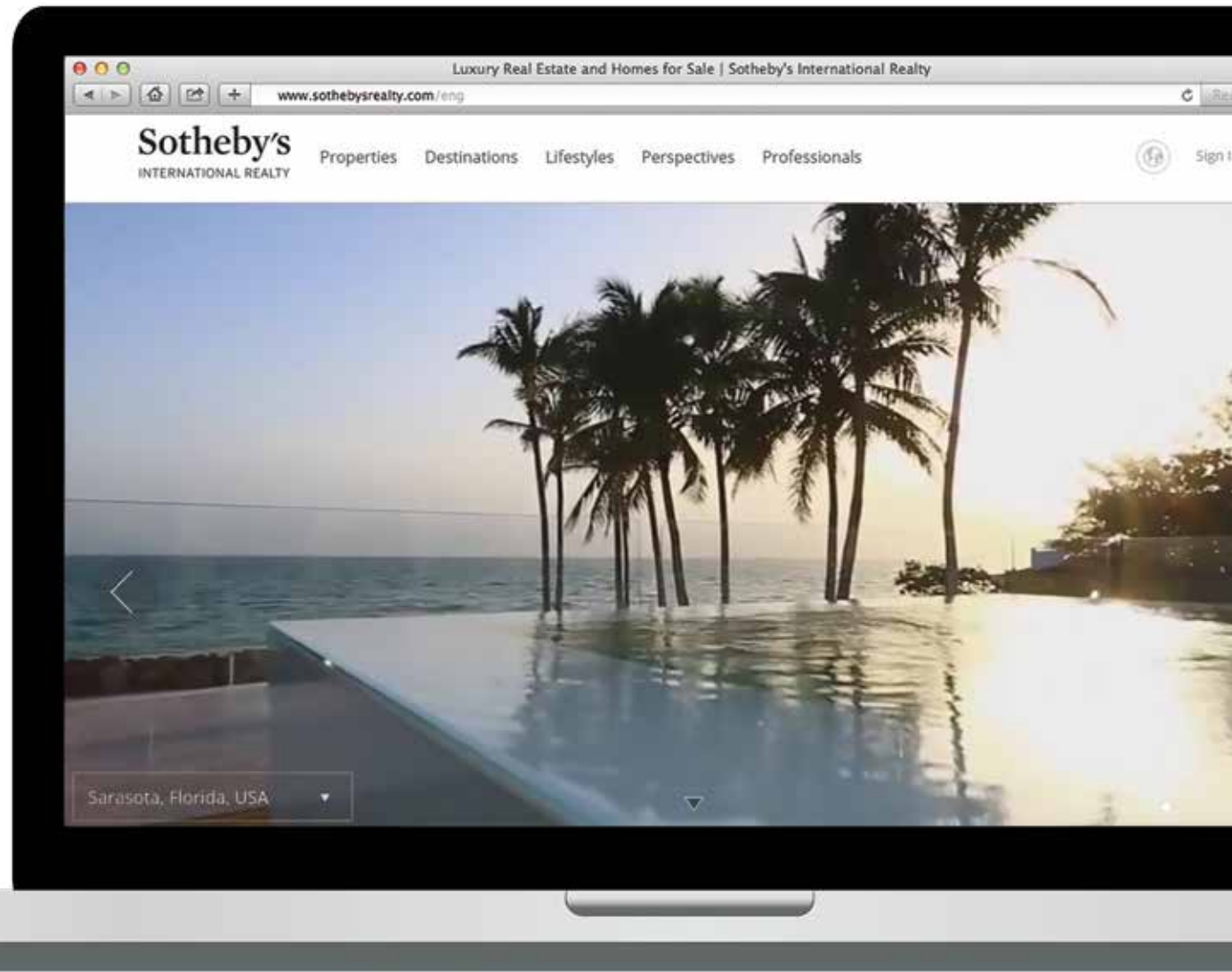
## AN IMMERSIVE EXPERIENCE

# sir.com

### Annually sir.com invites:

- 11,000,000 visits
- 75,000,000 page views
- 25,000,000 property detail pages viewed
- 52% visits from outside US

Our website, sir.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 property photographs.



## WORLDWIDE PROPERTY ADVERTISING

# Your Home Around the World

In order to increase exposure for your home and ultimately uncover the right buyer, the *Sotheby's International Realty* brand has partnered with and distributes properties to the most significant media companies and real estate-focused website in the world. To measure results, the *Sotheby's International*

*Realty* brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. *Sotheby's International Realty* properties are viewed an astounding 140,000,000 times across all of our partner sites annually.



**Sotheby's INTERNATIONAL REALTY** Online Marketing Summary

August 01, 2011 - January 31, 2012  
 Title: Paraguito, Southern Region (4556, 145)  
 MLS # 145 805 000 000  
 Property ID: 45560000

**Paraguito Paraguito**  
 Sotheby's International Realty  
 250 Karameas Avenue  
 Waikiki, Aiea 96709 USA  
 Agent Phone: 802-955-0150  
 Office Phone: 822-7388-0270  
 paraguito@sothebyrealty.com  
<http://www.sothebyrealty.com>

Website	Property Views
Sotheby's International Realty	24,800
RealEstate.com	1,000
Zillow.com	800
HomeAdvisor.com	400
PropGO.com	200
Home.com	100
Home.com.au	100
Home.com.hk	100
Home.com.sg	100
Home.com.tw	100
Home.com.cn	100
Home.com.br	100
Home.com.mx	100
Home.com.in	100
Home.com.ph	100
Home.com.vn	100
Home.com.th	100
Home.com.kh	100
Home.com.la	100
Home.com.mm	100
Home.com.id	100
Home.com.my	100
Home.com.au	100
Home.com.hk	100
Home.com.sg	100
Home.com.tw	100
Home.com.cn	100
Home.com.br	100
Home.com.mx	100
Home.com.in	100
Home.com.ph	100
Home.com.vn	100
Home.com.th	100
Home.com.kh	100
Home.com.la	100
Home.com.mm	100
Home.com.id	100
Home.com.my	100
<b>TOTAL</b>	<b>26,714</b>

City	Property Views
New York, NY	2,400
London, UK	400
Los Angeles, CA	300
Paris, France	200
Hong Kong, HK	150
Singapore, SG	100
Manila, Philippines	100
Beijing, China	100
Seoul, South Korea	100
Taipei, Taiwan	100
Other	0
<b>TOTAL</b>	<b>3,750</b>

**Fast Listing to Ask Discounted For?**  
 (Only available for properties listed on the website for 30 days or less.)  
 (Only available for properties listed on the website for 30 days or less.)

## ONE NETWORK, LIMITLESS EXPOSURE

# Cascading Website Platform

Your property may also be found on our network of interconnected, locally focused and globally aware *Sotheby's International Realty* network members' websites. Each site tells

the *Sotheby's International Realty* story through the eyes of the local real estate professional, combining local expertise with global reach.



INNOVATIVE TECHNOLOGY

# eGALLERY

The *Sotheby's International Realty* eGallery is a real time, dynamic property slide show designed to provide worldwide reach to a property.

eGallery is displayed on high-definition screens in the *Sotheby's International Realty* and Sotheby's auction house locations around the world.



## DYNAMIC EXPOSURE

# SIR Touch Gallery

The *Sotheby's International Realty* Touch Gallery is a unique touch screen system that provides an interactive property search experience on high-definition screens. Our through-the-glass storefront display system entices foot traffic to engage with properties as passersby walk by *Sotheby's International Realty* office locations throughout the world. The podium and wall mount versions create an iPad-like property search experience within *Sotheby's International Realty* office spaces, conference rooms and lobbies.



## ACCESS ON THE GO

# SIR Mobile

SIR Mobile is the only luxury real estate mobile app that works anywhere and searches globally in 56 countries. Those who seek the unique when on the road can search using SIR Mobile on Android, Apple or Blackberry and connect with

our global real estate experts around the world. Locate your next home and learn about the local lifestyle amenities with our points-of-interest toolbar, showcasing local restaurants, golf courses, resorts and more.



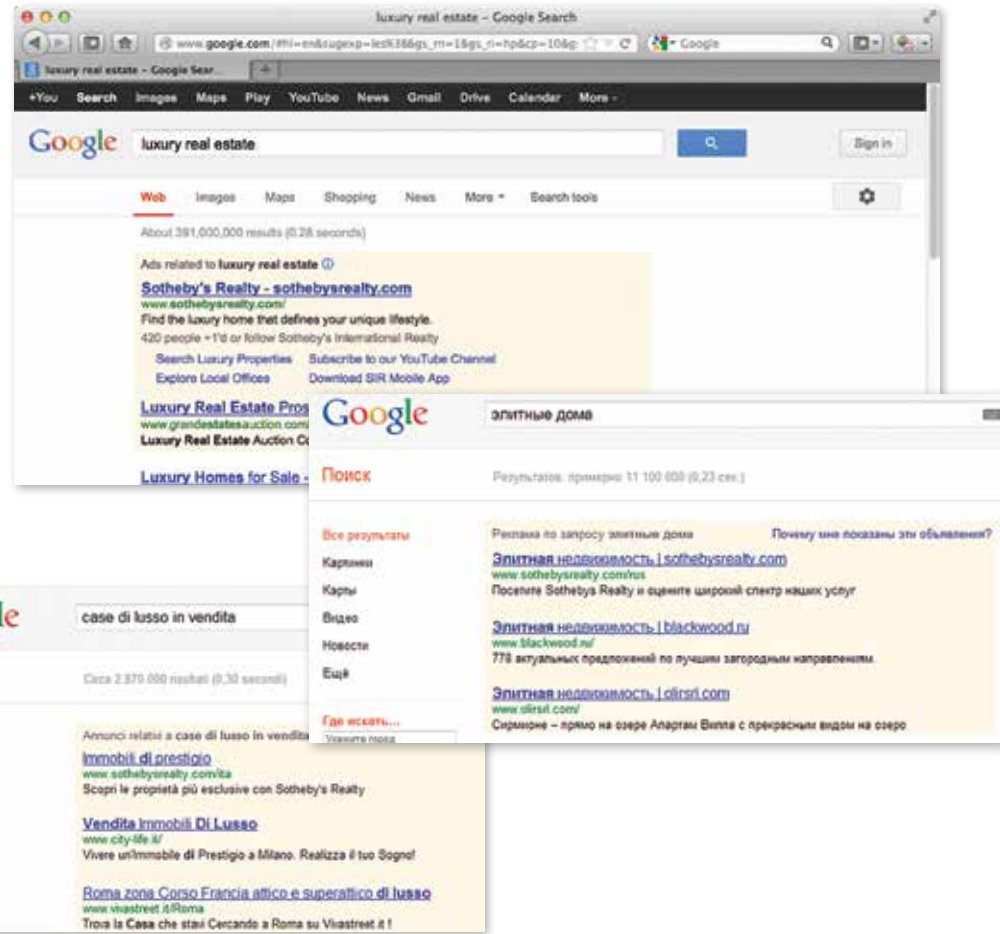
## DOMINANT PRESENCE

# Search Engine Marketing

### Targeting Real Estate Intenders Globally

Research indicates 90% of home buyers begin their search online, so it's essential that the *Sotheby's International Realty* brand's presence on search engines is strong. Through our re-evaluated and evolving strategies, we continue to drive the most relevant home buyers to [sir.com](http://sir.com) to maximize the potential for your home to be found quickly on the web.

When you perform a search on a search engine, the results are a combination of organic or "natural results" based on information the search engine sees on a website, and "sponsored results," or paid ads. Our strategy includes both.



SHOWCASING YOUR HOME

# Property Brochures Distributed Globally

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.





**MARKETING INFLUENTIAL CONNECTIONS**

# Social Media

At the *Sotheby's International Realty* brand, we use social media to connect your home to our vast community of real estate intenders and influencers from across the globe. Social Media, like real estate, is about connecting people and cultivating relationships, which makes it the ideal tool for marketing your home. When used artfully, social media is not only a buzzword but a powerful marketing vehicle. It has massive global reach, as well as the ability to engage and interact in real time and create lasting connections anywhere, anytime.



Leveraging both brand marketing and property advertising to create more opportunities for your home.

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

*I M A G*



*I N N E*

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*an extraordinary brand*

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