

In a time of global communications and global markets,  
**THERE IS ONLY ONE TRUE INTERNATIONAL REAL ESTATE BRAND**



*Sotheby's first-ever sale was that of a library of several hundred scarce and valuable books in all branches of literature.*

# HERITAGE

## REVERENTIAL HERITAGE

Since the founding of the Sotheby's Auction House in 1744, the Sotheby's name has earned renown as a marketer of the world's most valuable and prestigious possessions. This reputation is built on expertise and exceptional service as well as notable art, antiques and jewelry that pass through Sotheby's offices around the world. Our association with Sotheby's is truly what sets us apart because it is more than just an Auction House. It's the ultimate destination where collectors gather to pursue their desires and share their knowledge.



# THE BRAND

SOTHEBY'S INTERNATIONAL REALTY®

The year is 1976. Sotheby's recognizes that the firm can serve its auction clients in a valuable new way with a complete package of estate disposition services. Founded on the same commitment to exceptional service that characterized the firm's dealings for more than two centuries, the Sotheby's International Realty brand is born and soon becomes known around the world for the distinctive properties it represents. Today we continue that focus by employing our brand's vision of artfully uniting extraordinary properties with extraordinary lives.



# WORLDWIDE PRESENCE

## THE NETWORK'S STRENGTH

The Sotheby's International Realty brand was established to connect the finest real estate companies to the most prestigious clientele in the world. Today our network boasts more than 10,600 sales associates located in approximately 500 offices in 38 countries and territories, sharing many thousand referrals around the world.

Each office is independently owned and operated.

Tomlinson  
North Idaho

Sotheby's  
INTERNATIONAL REALTY



# REFERRALS

## DISTINGUISHED CONNECTIONS

Helping our clients navigate the world of real estate is what truly helps set us apart. Another differentiator is our ability to connect buyers and sellers globally. Our referral system boasts hundreds of “connections” per month coming from two channels – realty and auction. With a dedicated liaison stationed at the Sotheby’s Auction House and the realty corporate headquarters, we are able to help unite thousands of buyers with the properties our network represents.

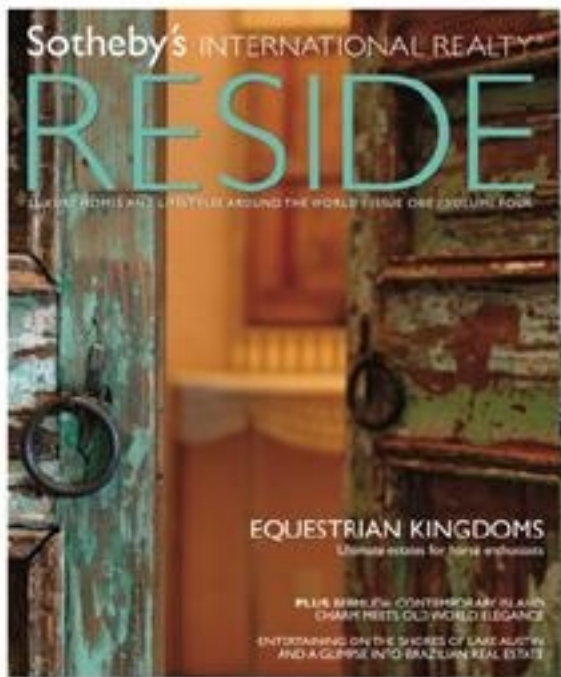


# LEADROUTER™

## REAL TIME CONNECTIONS

On average, 93 percent of home buyers feel an agent's response time is very important – second only to their knowledge of the buying process\*. Response time to buyer inquiries is greatly enhanced given our firm participates in LeadRouter™. Buyers interested in your home reaching out via the internet, phone or by visiting our office will be immediately connected to me at any time of the day, even after normal business hours which means we can save valuable time and drive interest to your home quickly.

\*\*National Association of Realtors® Profile of Home Buyers & Sellers



# RESIDE®

AN AWARD-WINNING CELEBRATION OF HOME, ART AND LIVING

Circulation: 100,000 • Average Income: \$600,000

Access to many of the world's wealthiest clientele is available through the pages of RESIDE magazine, the exclusive publication of the Sotheby's International Realty network. Each issue includes The Gallery, a property section designed to showcase our network's homes to an audience of over 100,000 wealthy and accomplished readers. RESIDE is also distributed with the Sotheby's At Auction magazine allowing us to reach the coveted Sotheby's Auction House client base.

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# SOTHEBY'S AT AUCTION

A CELEBRATION OF EXTRAORDINARY ART AND OBJECTS  
ON THE INTERNATIONAL ART MARKET

Circulation: 40,000 • Average Income: \$474,000

Sotheby's at Auction showcases the full range of Sotheby's offerings around the world. It unites the most important pieces of fine and decorative art and precious objects offered at each of Sotheby's auction locations: New York, London, Hong Kong, Milan, Geneva, Doha, and Amsterdam. Each issue of Sotheby's at Auction also features an exclusive and dedicated real estate advertising section designed to provide essential reach and precise marketing to some of the most affluent, educated and international audiences available today.



# MEDIA SCHEDULE

## BEST OF CLASS

Seen in: WSJ., T Magazine, FT How to Spend It, Country Life, Sotheby's at Auction, Luxury Properties, JET Asia Pacific, Asia-Pacific Boating

Our brand advertising campaign is aligned with “best of class” media partners that boast the most qualified subscriber bases and that are found on newsstands today. Our effort is to effectively attract and engage a target audience that has the greatest propensity to buy your home. These publications have been carefully chosen because they all tie into passion points of the “Connoisseur of Life.” The cumulative effect delivers over 150 million media impressions per year which ultimately builds our brand’s awareness and drives leads to our global network of offices and our website.

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# COUNTRY LIFE

A MUST FOR DISCERNING EUROPEAN READERS

Circulation: 40,408 • Average Household Income: \$140,000+

Country Life is the essential weekly read for those who are passionate about the very best of Britain.

Described as "the most quintessential English magazine", Country Life features thought provoking editorial to effectively attract high net worth readers and is the ideal venue for advertising prestigious property in more than 60 countries.



# INTERNATIONAL HERALD TRIBUNE

THE GLOBAL EDITION OF THE NEW YORK TIMES

Circulation: 242,073 • Average Income: \$286,743

The International Herald Tribune is the international voice of The New York Times and its authoritative journalism reaches 180 countries. The IHT is written for people who know that global events and trends affect their work and their lives. Our partnership with this key daily newspaper goes beyond just the pages we advertise in. We also participate at some of the most prestigious events around the world where our wrap is placed around thousands of copies of this newspaper. Unequivocally, the IHT helps your home reach the world.

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# THE NEW YORK TIMES

DELIVERING HIGHLY LOYAL AND ENGAGED INFLUENCES

Circulation: 1,500,000 • Average Household Income: \$109,304

The New York Times targets the most influential and loyal readers in New York and the nation. Our brand and the homes within our network receive unparalleled recognition and national circulation reaching the most inquisitive minds through the pages of their dedicated luxury real estate section aptly entitled, "Luxury Homes & Estates." This portion of the magazine showcases luxury properties of all types – from the country's most exquisite homes to lavish vacation getaways and contemporary masterpieces making this a perfect vehicle to market your home.

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# ROBB REPORT COLLECTION

AN AUTHORITATIVE VOICE

Circulation: 200,000+ • Average Household Income: \$1,375,000

The Robb Report Collection is unrivaled in its ability to reach deep into the hearts and minds of affluent consumers. The Robb Report Collection succeeds by advising and influencing a highly acquisitive audience, guiding their purchasing decisions for products, services and experiences that will enrich their lives.

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# ROBB REPORT EXCEPTIONAL PROPERTIES

SERVES THE UNIQUE NEEDS OF AN EXCLUSIVE MARKET

Circulation: 70,000 • Average Income: \$1,200,000

Robb Report Exceptional Properties is an authoritative and captivating resource for this highly active, high-end audience offering valuable insight by focusing on geographic locations, pricing, amenities, style, ownership options, and lifestyles. Robb Report Exceptional Properties serves the unique needs of an exclusive market: the owners, buyers, and sellers of the world's most desirable properties. No other marketing resource offers a direct line of communication to such an influential group.

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# THE WALL STREET JOURNAL

HELPING READERS UNDERSTAND THE WORLD

Circulation: 1,878,927 • Average Income: \$315,548

The Wall Street Journal successfully reaches global wealthy individuals seeking to buy or sell exceptional properties of worth. The Journal connects the homes our network represents to the world's most affluent buying audience by offering: global reach, geographic flexibility and unique showcasing on wsj.com.

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# PROPERTY BROCHURE

## UNRIVALED ACCESS TO QUALIFIED PEOPLE

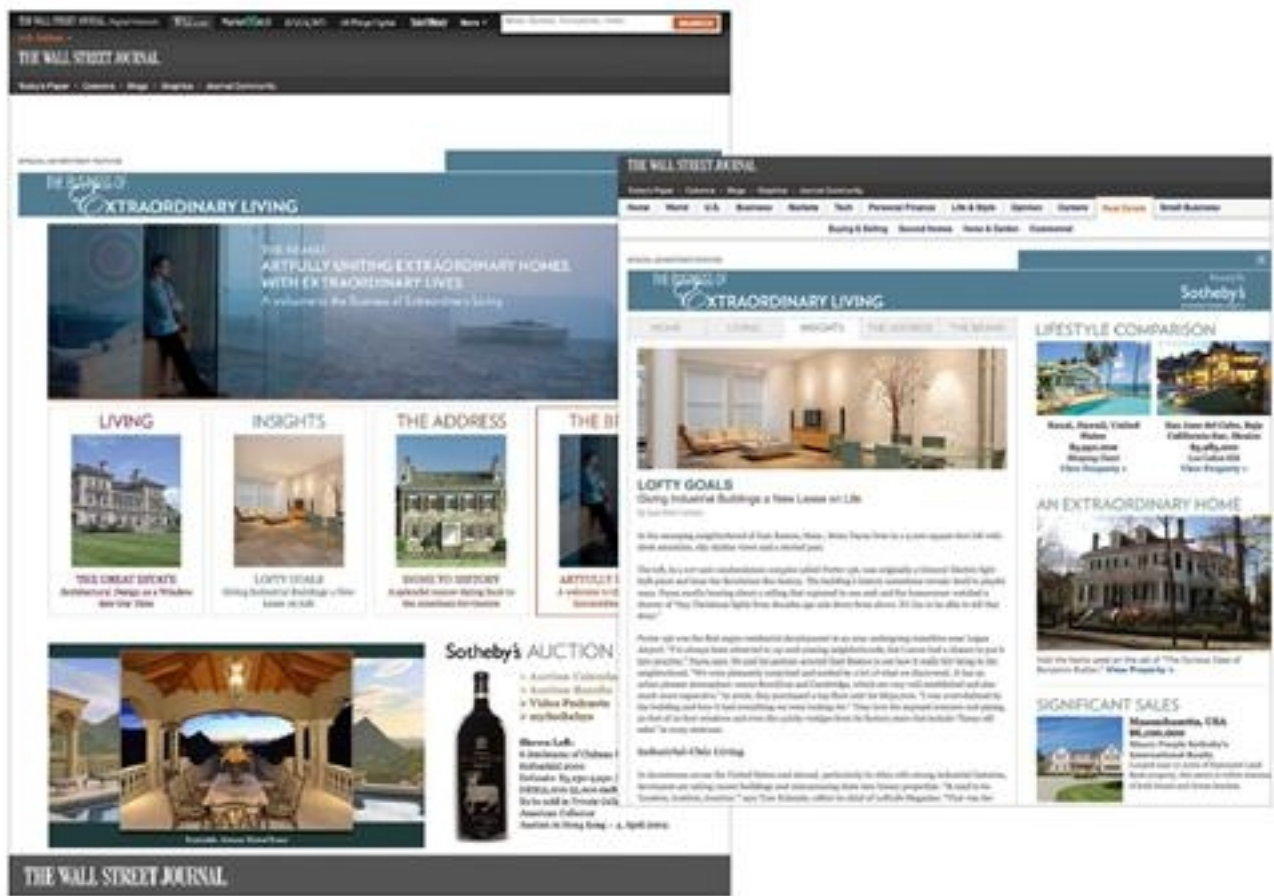
We understand the unique value of your home and will develop a marketing plan that will provide the attention and exposure it deserves. One of our first initiatives will be to promptly create a professionally compelling marketing brochure printed on heavy cardstock paper. By combining professional style photography and attention getting narrative details, your home's brochure will act as an essential tool in attracting qualified buyers locally, nationally and globally. Our distinctive marketing process is custom tailored for each client and provides advantages beyond compare.



# GLOBAL DISTRIBUTION

## EXCLUSIVE GLOBAL MARKETING

Your home's marketing brochure will participate in our exclusive Global Distribution Program where copies will be distributed to hundreds of offices within our real estate network as well as Auction House locations globally. No other real estate company has the ability to provide this exposure which means your home will be viewed by potential buyers not only within this market but around the world.



# AN EXCLUSIVE PARTNERSHIP WITH WSJ.com

“THE BUSINESS OF EXTRAORDINARY LIVING”

The Sotheby's International Realty brand has recently created a unique, exclusive partnership with The Wall Street Journal through the introduction of The Business of Extraordinary Living microsite. This microsite positions our brand front and center to more than 40 million visitors of The Wall Street Journal's digital network each month. And with an 89% increase of international traffic to their website\*, our relationship with WSJ provides yet another matchless, superior opportunity to market your home globally.

\*The Wall Street Journal, 2007 to 2008 YTD Comparison



Featured above: Real Estate and Great Homes Slideshow, Custom Expandable Units, and Banner Ad

# PARTNERSHIP WITH NYTIMES.com

DELIVERING A HIGHLY LOYAL AND ENGAGED  
GLOBAL AUDIENCE OF INFLUENCERS

Our exclusive partnership with The New York Times provides the ability to develop custom and dominant opportunities to create brand awareness and drive qualified leads to the listings represented by our network. This strategic partnership represents several unprecedented and exclusive online opportunities that allow the Sotheby's International Realty® brand to integrate directly with The New York Times' editorial content and position the homes our network represents front and center to an audience of nearly 30 million monthly unique users worldwide.



# eGALLERY

## WORLD CLASS INNOVATION

eGallery is a real time, dynamic property slide show designed to provide immediate worldwide reach for your home. Exclusively presented on plasma screen televisions in Sotheby's International Realty offices and Sotheby's Auction House locations around the world, eGallery's world-class innovation allows us to uniquely showcase your property like no other company can.

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# SOTHEBYSREALTY.COM

## A TRULY UNIQUE EXPERIENCE

sothebysrealty.com was meticulously designed to provide an exceptional real estate Web site experience for your home that is unlike any other. As the leader in the luxury online space, sothebysrealty.com will showcase your property in a light consistent with the beauty and distinction it deserves. Superior photography, state of the art functionality and enhanced property profiles make this a premier luxury real estate experience for over 400,000 unique monthly visitors seeking extraordinary homes around the corner or around the world.

# LANGUAGE & CURRENCY CONVERSION

## APPEALING TOOLS FOR GLOBAL RESOURCES

Through our research we know the type of experience consumers want to have when visiting our website. Therefore your home will be presented in an extremely sophisticated, digital manner where buyers will have the ability to read about your home in different languages and view the cost in their own currency. This provides the universal appeal and options that consumers are looking for when they begin their search for a new home.

# PHOTOGRAPHY FEATURES

## SUPERIOR TECHNOLOGY WORTHY OF YOUR HOME

Over 84% of homebuyers ranked photography as the most important feature on a real estate website. The hallmark of our success to market your home is our ability to create an extraordinary real estate web site experience. Your home will be featured on sothebysrealty.com utilizing the highest quality photography and online technology available today. sothebysrealty.com offers an immersive photography slide show allowing homebuyers to zoom in on ornate details or expand to full screen on 20 high resolution photographs.

# ONLINE LISTING DISTRIBUTION

DEFINED DISTRIBUTION. EXTENDED EXPOSURE. REAL RESULTS.

With nine out of ten buyers beginning their real estate search online\* the plan to sell your home must utilize proper Internet exposure. Our approach includes websites far beyond sothebysrealty.com in an effort to target buyers on the web. Specifically, we employ ListHub to power the distribution of listings our network represents to all of the leading websites where consumers search for real estate. ListHub also provides comprehensive marketing reports that detail the traffic generated for your home on each of these websites, including sothebysrealty.com.

\*National Association of Realtors® Profile of Home Buyers & Sellers

# SOCIAL MEDIA

## NAVIGATING THE WORLD OF SOCIAL MEDIA TO EXPOSE YOUR HOME

With facebook.com having more than 400 million active users, of which 70% reside outside the United States\*, it is crucial that we employ social media efforts where appropriate to help drive awareness of your home. Facebook.com/sothebysrealty is an extension of the brand's less is more philosophy, communicating lifestyle, extraordinary property and an outstanding network. SothebysRealty, our twitter account, allows hundreds of people and organizations to follow and receive updates on the latest news and information within the Sotheby's International Realty network. Prospective buyers gather a wealth of information on these social networking sites, which is why we place great effort into gaining presence within these unique personal and professional communication tools.

\*facebook.com

## ACHIEVING THE HIGHEST SELLING PRICE

There are many factors, including market research, to assist in determining Opinion of Value. Our Comparative Market Analysis considers a variety of metrics including both recent transfers, active listings, as well as economic housing market conditions.

Ultimately the selling price will be determined not only by comparable properties but how buyers view your property to establish its “worth”. In the auction world, the highest price for a painting will be achieved by all prospects in a position to both afford and appreciate the painting. In auctions, the consignor may set a reserve. If the highest bid is less than the reserve, the painting will go unsold. This is not unlike a real estate property for sale.

In contrast to a painting, however real estate is location specific. Your property value is closely tied to the history of prices in your same community and region.

## INFLUENCING THE SALE OF YOUR PROPERTY

Your home will need to be uniquely positioned to create maximum interest and help produce the highest possible financial return.

Although the listing price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not. Examples include:

Factors not within your control:

Your property's location

Recent property market values

Expired listings with multiple price revisions

Economic and housing market conditions

Absorption rate

Factors within your control:

The listing presentation price and terms of sale

Your property's distinctive and compelling attributes

The physical condition of your property (home and grounds)

The ready access to your property for showing

The selection of the real estate sales professional you chose to represent you

# Properly Marketing Your Home Starts With a Plan

Sotheby's International Realty professionals are proud of the level of service we provide. We understand the unique value of a property and have developed the proper marketing plan that will provide the attention and exposure it deserves.

## OUR COMMITMENT TO YOUR MARKETING PLAN:

- Post your home to our Multiple Listing Service
  - Place a sign on your property
  - Add your home to sothebysrealty.com
- Launch your listing to dozens of websites and our partners
- Photograph your home and distribute a marketing brochure
- Introduce your home to our agents on screen in sales meetings
- Distribute the brochure to our network offices around the world
  - Create a dynamic direct mail campaign
  - Advertise your home in media (online and/or print)
  - Host an Open House to drive further awareness
  - Host a caravan for agents to preview your home.
  - Preview your property to all interested agents
- Inform you of responses and inquiries relating to your home
  - Provide you with a copy of all advertising upon request
- Provide regular updates on comparable homes in your area (sales & new listings)