



THE OVERVIEW

OF AN EXTRAORDINARY BRAND

Sotheby's
INTERNATIONAL REALTY

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GLOBAL REACH

13,000 sales associates in over **660 offices** and **49 countries and territories**.

DISTINGUISHED CONNECTIONS

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

SOTHEBY'S AUCTION HOUSE

EMBRACING OUR BRAND'S POWERFUL INFLUENCE



The collaboration between realty and auction leverages our brand's rich history, heritage and sophistication to enhance market perceptions about the properties we represent. In the global markets we serve, this is a powerful differentiator.



GLOBAL MEDIA

INTELLIGENTLY SHOWCASING PROPERTY

Our 2013 media plan is expected to deliver nearly **700 million** impressions through our partner's highly visible and influential platforms resulting in extraordinary brand recognition and property exposure.

The New York Times

THE WALL STREET JOURNAL.

BBC

FINANCIAL TIMES

The Daily Telegraph

COUNTRY LIFE

South China Morning Post

ARCHITECTURAL DIGEST

**HONG KONG
TATLER**

You Tube™

PropGOLuxury

JamesEdition

LEVERAGING INNOVATION, EXPERIENCE & INTERNATIONAL IMPACT

PROPERTY ADVERTISING

TARGETED. GLOBAL. EFFICIENT.

Our property advertising program utilizes both the print and digital platforms of some of the world's most powerful media organizations providing our listings with exposure to a more affluent clientele.



GLOBAL EXPOSURE FOR DISTINCT PROPERTY ADVERTISING



LISTING DISTRIBUTION

WORLDWIDE PROPERTY MARKETING EXPOSURE

The Sotheby's International Realty® brand has partnered with and distributes properties to the most significant media companies and real estate-focused websites in the world resulting in 60,000,000 property views annually.



 PREFERRED GLOBAL MEDIA PARTNER

eGALLERY Featured in most of the *Sotheby's International Realty* and Sotheby's auction house locations around the world, the eGallery is a real time, dynamic property slide show designed to provide worldwide reach to a property.

GLOBAL PROPERTY DISTRIBUTION Property brochures are sent to hundreds of real estate and Auction House locations around the world providing additional exposure for the listings our network represents.



SOTHEBYSREALTY.COM

EXPERIENCE THE UNIQUE



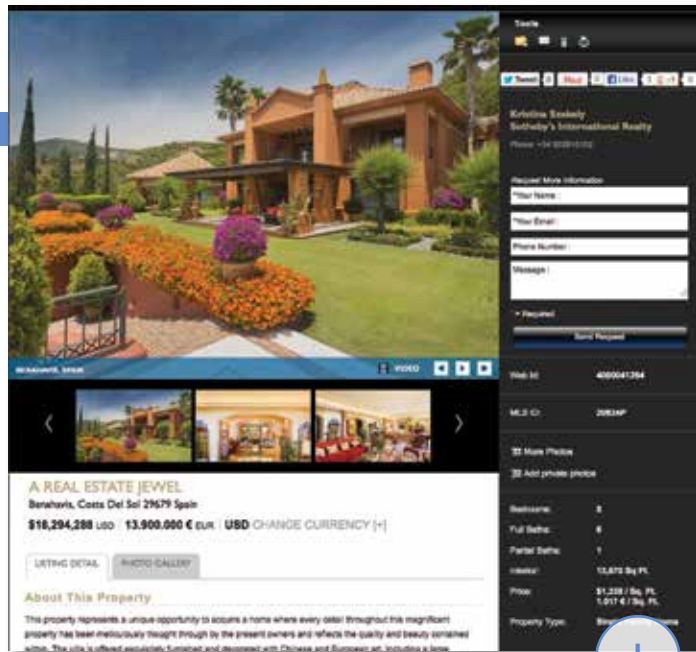
IN A YEAR SOTHEBYSREALTY.COM INVITES:

- ▶ 7,000,000 visits
- ▶ 12 focused minutes per visit
- ▶ 45% visits from outside US

CASCADING WEBSITES

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

SOTHEBYSREALTY.COM attracts more consumers to search, view and inquire than any other luxury real estate website. Millions of visitors immerse themselves in our collection of over 3.5 million vibrant, quality-controlled property photographs.



\$8,473,798 AUD | 8 800 000 \$ CAD : AUD (Changer la devise)

DETAILS DE L'ANONCEMENT | GALERIE DE PHOTOS



DISPLAYS YOUR HOME TO A GLOBAL AUDIENCE OF LUXURY REAL ESTATE CLIENTELE WITH:

- 1 Metric and imperial units of measure
- 2 Currency conversion with 50 currencies updated four times per day
- 3 Translated property videos/virtual tours
- 4 15 human-translated languages

UNIQUELY SHOWCASING THE FINEST PROPERTIES IN THE WORLD

SOTHEBYSREALTY.COM

farm & ranch



ski



golf



waterfront



LIFESTYLE WEBSITES Unique to *Sotheby's International Realty* is the experience that comes with searching for a home based on an **extraordinary lifestyle**. *Sotheby's International Realty* has developed a series of websites specifically with these inimitable lifestyles in mind, **highlighting our properties** as well as our unsurpassed expertise within each lifestyle category.

SIR MOBILE

EXPERIENCE THE UNIQUE ON THE ROAD

SIR Mobile is the **only luxury real estate mobile app** that **works anywhere** and **searches globally** in 45 countries.



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

To get SIR Mobile



- ▶ Text "SIR" to 87778
- ▶ Search for "SIR" in the app stores
- ▶ Go to sothebysrealty.com from your mobile device

Features of SIR Mobile








- 1 GPS search, find the closest home
- 2 Search globally in **45 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

SOCIAL MEDIA

GLOBAL CONNECTIONS



Connecting a global real estate community through the strength of Social Media

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

SEARCH ENGINE MARKETING

TARGETING REAL ESTATE INTENDERS GLOBALLY

90% of home buyers begin their search for their home online. Through our re-evaluated and evolving strategies, we continue to drive the most relevant home buyers to sothebysrealty.com and your property.

As an international brand, we target real estate consumers globally by translating our search engine content into a number of languages including English, Spanish, Italian and Russian.



**PROVEN
RESULTS
THROUGH
2012...**

▸ 4.06 Million visits
from Search
Engines

▸ Over 135.6 Million
“paid search
impressions”

▸ Thousands of
relevant leads

