



DEFINING AN
EXTRAORDINARY BRAND



Jackson
Hole

Sotheby's
INTERNATIONAL REALTY

OUR VALUE

Jackson
Hole



Sotheby's
INTERNATIONAL REALTY

- The market leader—reaching more qualified buyers and achieving a higher sales volume than any other brokerage in the region.
- Local market expertise supported by a truly global organization.
- Access to new buyers and our high-volume database of qualified buyers.
- Extensive marketing services & cutting edge technology.
- The the most experienced team of Jackson Hole real estate agents working for you.
- Worldwide brand recognition.



OFFICES



Jackson
Hole

Sotheby's
INTERNATIONAL REALTY

Main Office - 185 W. Broadway, Jackson
Teton Village - Four Seasons Resort
Teton Village - Teton Mountain Lodge
Teton Village - Snake River Lodge & Spa
Teton Village - Hotel Terra
Teton Village - Village Market
Wilson - Jackson Hole Racquet Club
Wilson - Teton Pines Resort
Teton Valley, Idaho - 1 S. Main St., Driggs

Combine the economic and tax benefits of Wyoming residency, the world-famous skiing of the Jackson Hole Mountain Resort, convenient air service with direct flights from thirteen cities across the country, a vibrant cultural scene, and proximity to Grand Teton and Yellowstone National Parks... isn't it time you create your own legacy in Jackson Hole?

We invite you to stop by one of our nine office locations throughout the region to speak to a local real estate expert.

185 W. BROADWAY
TOWN OF JACKSON



TETON MOUNTAIN
LODGE



HOTEL TERRA



SNAKE RIVER
LODGE & SPA



FOUR SEASONS
JACKSON HOLE



LOCAL MARKETING

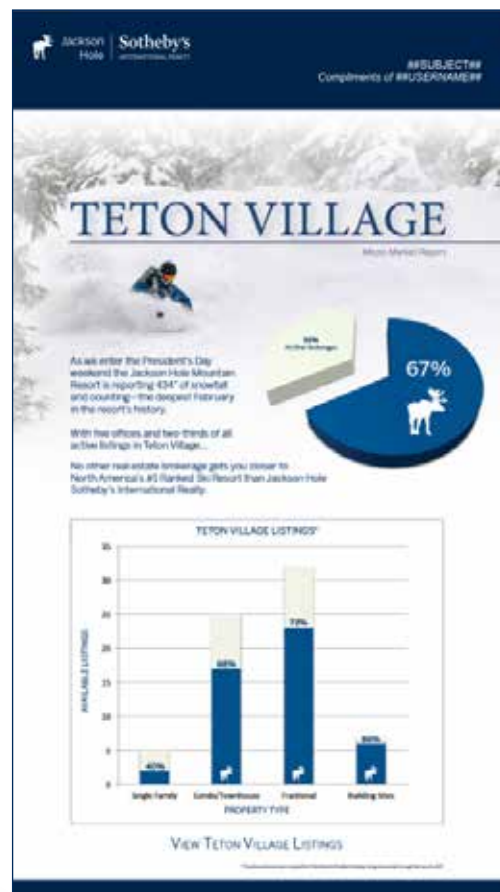
JHSIR.COM

Rich content, keyword driven copy and our strict quality control efforts make our site stand out from the online clutter.



CONTENT MARKETING

Our high-impact e-newsletter is delivered to both existing clients and new leads. Relevant and purposeful content is published frequently, keeping our website fresh and meaningful.



REAL ESTATE NEWS

Jackson Hole Sotheby's International Realty Wednesday, February 18, 2015
185 West Broadway Jackson Hole, WY (888) 733-9009 www.jhsir.com

2014 YEAR END STATISTICS - See page 11

DIRECT FLIGHTS FROM 13 HUBS

Dedication from JH AIR Board ensures more flight options

by Staff Writers

REAL ESTATE NEWS

Jackson Hole Sotheby's International Realty Wednesday, July 1, 2015
185 West Broadway Jackson Hole, WY (888) 733-9009 www.jhsir.com

JACKSON HOLE HITS TEN-YEAR MILESTONE

Recent sales propel total value to more than \$350M

Since its inception, the Bar BC R sold nearly \$300M of real estate in Hole, with \$24M in the last few months. The Hillwood Development, LLC, which purchased the 1,400-acre Bar BC Ranch from the late Senator and Governor, Cliff Hansen, at the time the Jackson Hole residents were used to this scenic corridor, a pastoral ranch at the base of the Teton Mountains, has been developed to the detriment of the scenic resources.

But Hillwood had a better plan. Under the direction of Ross Perot Jr., donated 500 acres of the Bar BC Ranch to the Teton Conservancy. The permanent conservation easement, which limited the density of homesites, significantly less than the 100-acre lots that would have been allowed. The result? Phenomenal success. The land much as it was when the original homesteaders, new homes now enjoy their corner of pristine living.

Recognizing the unique nature of the Bar BC Ranch, we decided that it would be the Jackson Hole community if we the open space of this incredible valley.

STRONG PRESENCE IN TETON VILLAGE DRIVES SALES

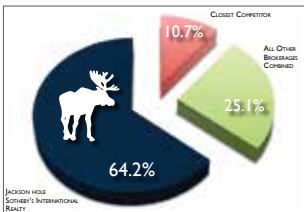
Five offices at the base of the Jackson Hole Mountain Resort invite and educate buyers

by Staff Writers

TETON VILLAGE, WY - The summer season in full swing in Jackson Hole and with the warm weather and flurry of activity comes an increase in real estate activity.

The Jackson Hole Mountain Resort celebrates its 50th anniversary throughout 2015, and will be kicking off the 2015-2016 ski season with opening of the new Teton Lift. Undoubtedly, the resort's position as one of the top-rated ski resorts in North America.

See TETON VILLAGE SALES on page 7



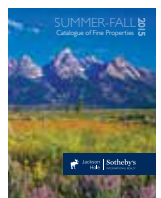
Richard Borne: Year-Over-Year of Real Estate Sales for the period June 1, 2014 through May 31, 2015 with Teton Village. See page 7

CATALOGUE OF FINE PROPERTIES AVAILABLE NOW

by Staff Writers

The Summer/Fall 2015 edition of Jackson Hole Sotheby's International Realty's Catalogue of Fine Properties is currently available in all nine offices throughout the region and through select partners.

For detailed property information, additional photos, a comprehensive inventory of listings and more visit their.com or speak to an agent at 307-733-9009.



SINGLE-FAMILY HOME SALES IN JACKSON CONTINUE TO CLIMB

Key metrics and inventory levels reveal strength of JH market

by Christian Cline, Associate Broker

Similar to a number of other desirable real estate markets across the country, inventory is and around Jackson Hole is getting thin. It has been said that the single-family home inventory in Teton County, WY has hit a 25 year low. Given the state of existing homes for sale, we have seen a strong rebound in both the sales of vacant lots and construction of new homes for end use over the past 18 months in Jackson Hole.

From a sales activity and pricing perspective, 2015 is off to a great start for the sale of single-family homes in Teton County, WY (Jackson Hole). Year-to-date through June 24th, 2015 there have been a total of 88 homes sold in Teton County for a total dollar volume of \$158.5M and a median sale price of \$432 per square foot. The statistics further indicate that median home sold price was \$1,024, was just over 2,800 square feet and was on the market for 200 days so far through 2015. We use a median perspective in looking at our market versus average, as our highest end sales have the ability to skew the data.

In viewing the same criteria for 2014, there were a total of 61 sales for a total dollar volume of \$165.8M and a median sale price of \$1,027 per square foot. 2014 yielded a median single-family home sale price of \$900k and 2,216 square feet, and was on the market for 231 days for the same period of 2014. The sale prices in both years came in at 95% of the asking price from both a median and average perspective.

Currently, there are 182 single family homes for sale publicly in the local MLS. These homes range in price from \$450k to \$2.2M with a median asking price of just under \$2M for a 3,200 square foot home, or \$600 per square foot including the land. The current inventory of single family homes in Jackson Hole has been on the market for 70 days, again from a median perspective.

The fundamental values of this incredible community continue to strengthen every day. We have abundant wildlife, two National Parks, direct air service from 13 major cities across the country and Wyoming is recognized as not only the most tax friendly but also fiscally sound state in the country. Quality of life.

See SINGLE-FAMILY SALES on page 7

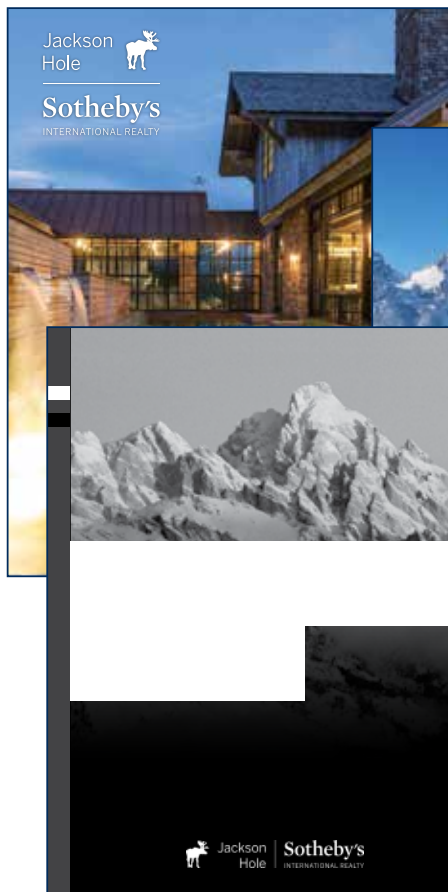
LOCAL MARKETING

REAL ESTATE NEWS

We produce an exclusive Real Estate News insert on key dates throughout the year in the Jackson Hole News&Guide, reaching 8,500+ readers.

PUBLICATIONS

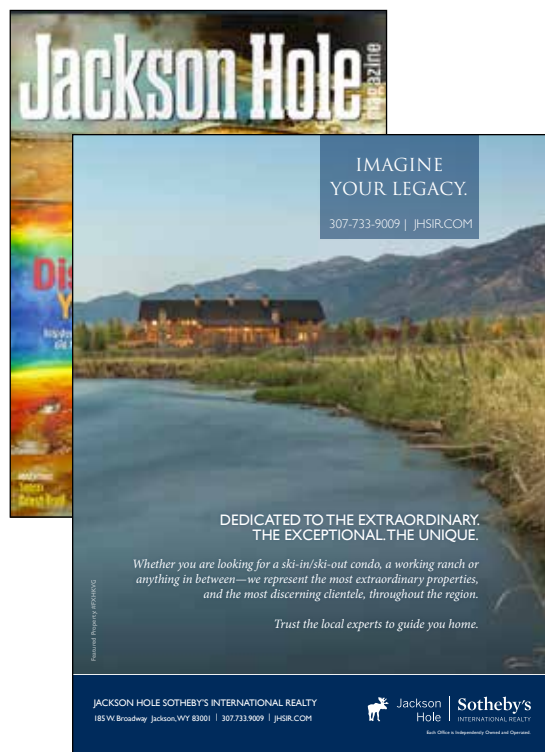
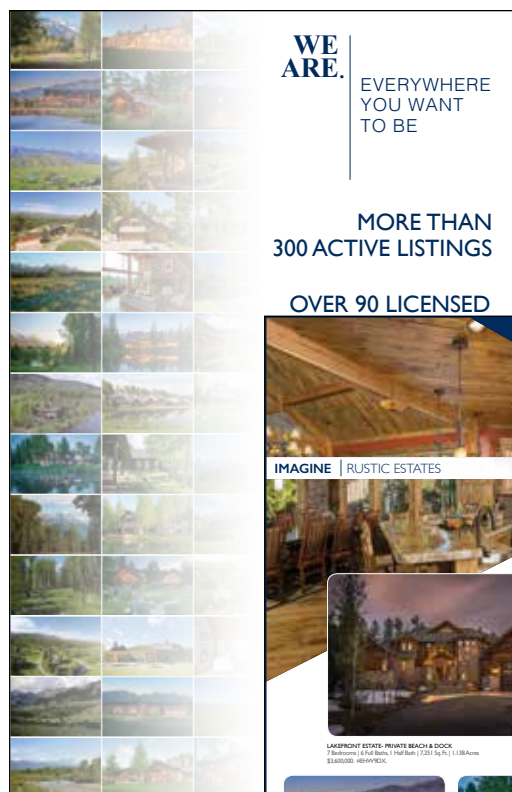
Each summer and winter, we produce our 100-page Jackson Hole Catalogue of Fine Properties. Distribution includes nine Sotheby's International Realty offices throughout the region, hotel and business partners and an extensive mailing list of existing and prospective clientele.



LOCAL MARKETING

PRINT MEDIA

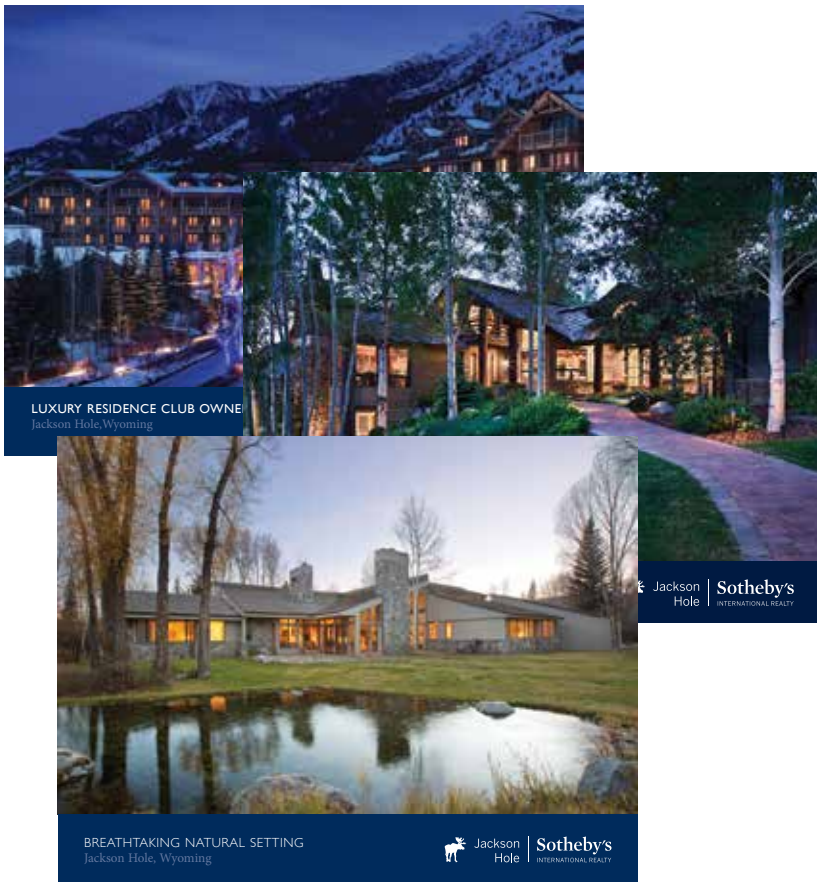
We advertise in regional magazines, visitor guides, related tourist publications and local newspapers. These efforts help ensure that the 3-4 million annual visitors to the region are exposed to our properties, introduced to our web site, catalog and office locations throughout the valley.



LOCAL MARKETING

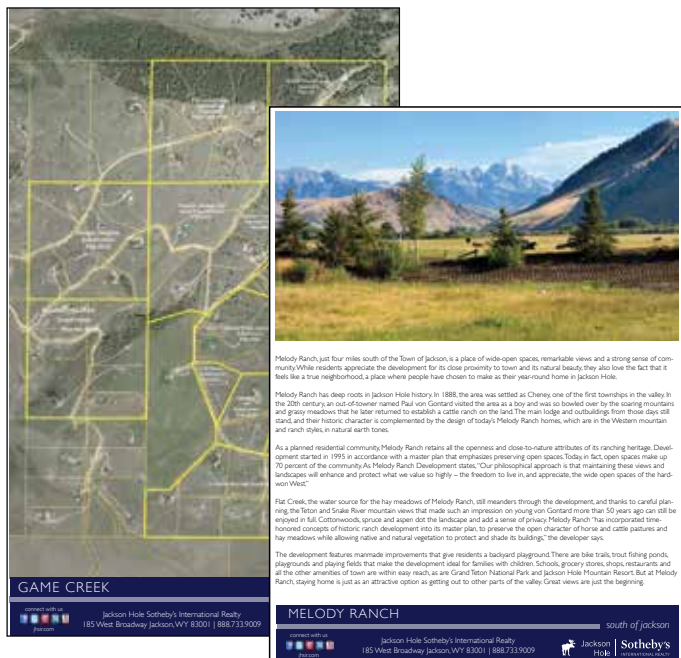
CUSTOM FLIERS

Custom-designed, glossy fliers are available for distribution to our clientele, the local brokerage community and our network of Sotheby's International Realty offices and Auction Houses across the world.



BUYER'S PACKETS

Our Buyer's Packets are comprehensive booklets that include in-depth information on the property and the area in which it is located. Maps, demographic information and property details are included, creating a robust piece that helps to guide potential buyers through this unique real estate market.



POWER OF THE BRAND

- Every Sotheby's International Realty affiliate has sponsorship opportunities to market their exclusive listings at Sotheby's Auction House events to some of the world's most discerning buyers.
- A targeted media campaign is developed to leverage Sotheby's International Realty's corporate partnerships and rates, including Sotheby's magazine, which is distributed to 30,000 of the most affluent Sotheby's Auction House clients across the globe.
- As members of a world-class organization, our agents are invited to attend Sotheby's International Realty's Global Networking Event; an opportunity for brokers, owners, managers and sales associates throughout the world to establish invaluable partnerships, establish best-practices and share leads.
- Our innovative strategic media plan is designed to reach and impact a large portion of the world—increasing brand awareness and brand loyalty—to ultimately drive real estate intenders to SIR.com.
- Our extensive listing syndication is strategically designed to create an international audience of qualified buyers for all of our listings.



REACH & RECOGNITION

Sotheby's International Realty's Global Network is composed of more than 20,000 affiliated independent sales associates in 880 offices spanning across 66 countries and territories. This global network of agents cultivates over 14,000 referrals annually.

POWERFUL. GLOBAL. NETWORK.



Jackson
Hole

Sotheby's
INTERNATIONAL REALTY



SOTHEBYSREALTY.COM

Your home's online exposure begins with sothebysrealty.com and cascades through our lifestyle-focused sites, to our global network of local affiliate websites and beyond to industry-leading media partners' websites.



IN A YEAR SOTHEBYSREALTY.COM INVITES:

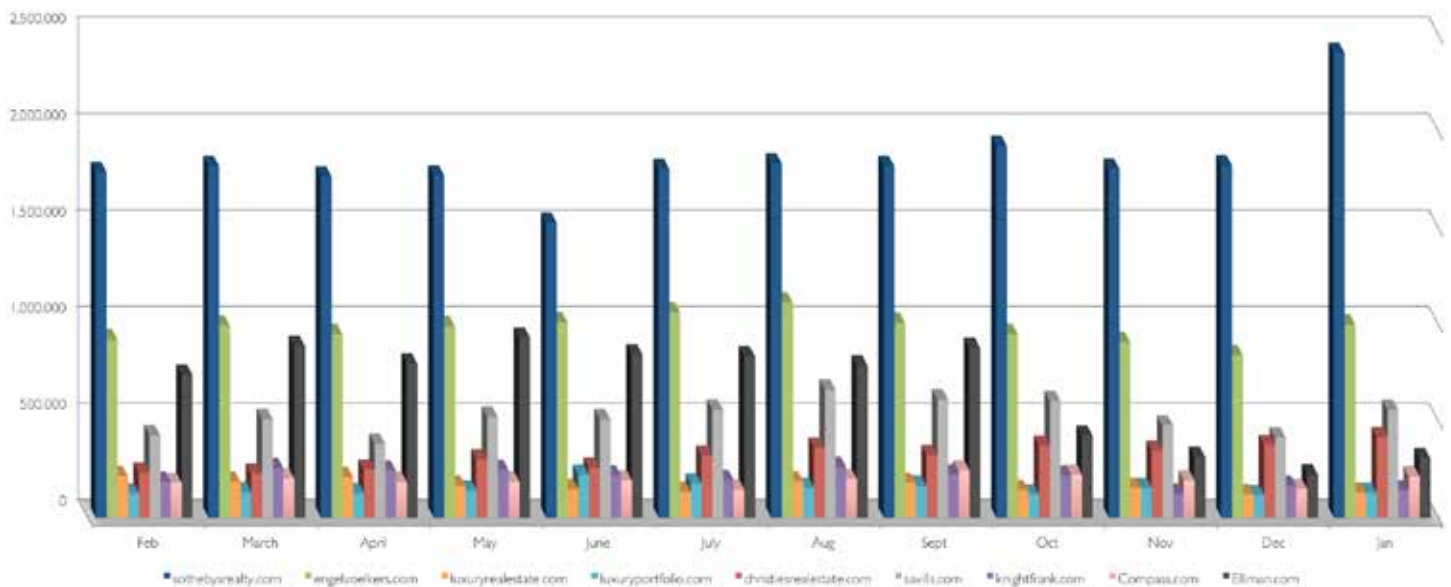
- 10,000,000 visits
- 12 focused minutes per visit
- 45% visits from outside US

Sotheby's Realty.com attracts more consumers to search, view and inquire than any other luxury real estate website.

LUXURY REAL ESTATE WEBSITE VISITS*

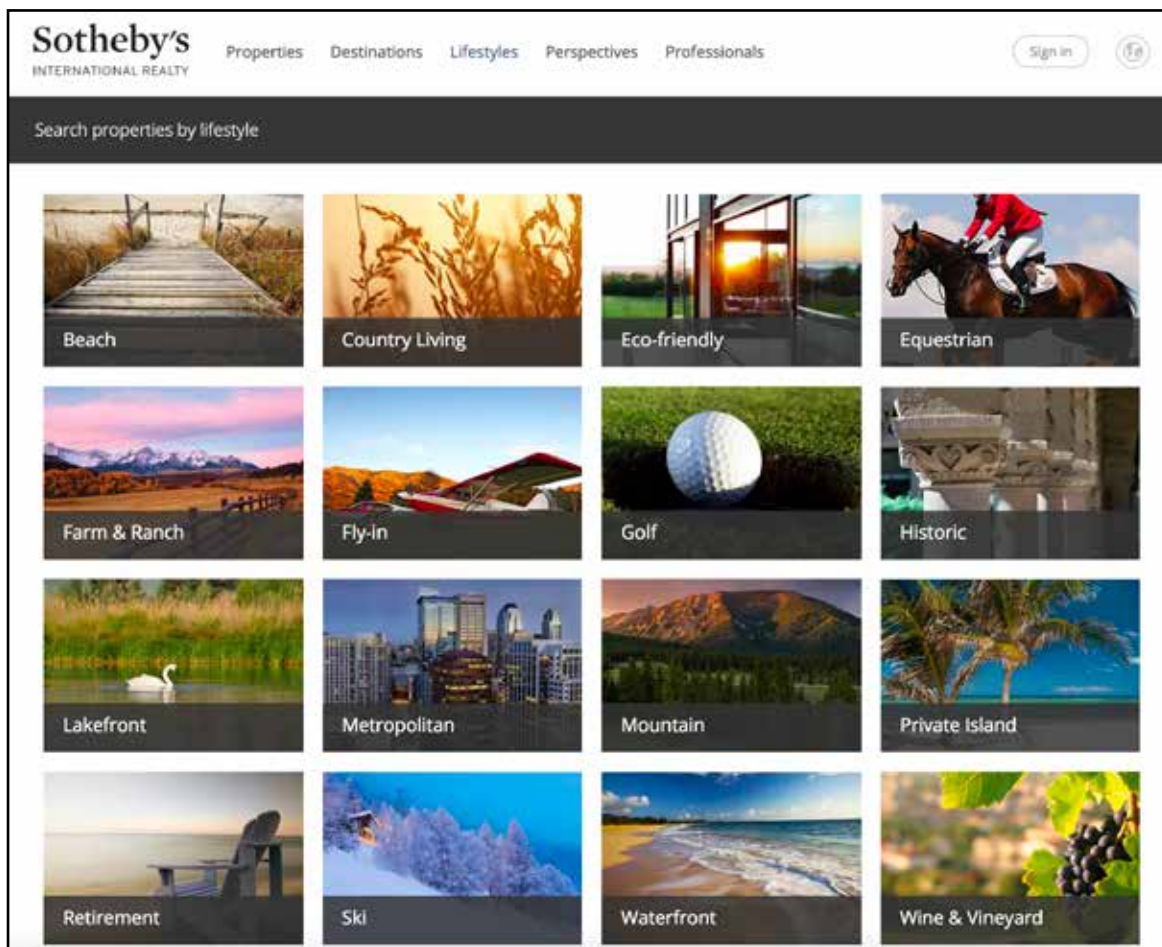
February 2016 - January 2017

*Data sourced from SimilarWeb.com



LIFESTYLE SEARCH

Unique to Sotheby's International Realty is the experience that comes with searching for a property 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.



RANCH



GOLF



SKI



DIGITAL MARKETING

Sotheby's Online Marketing Strategy includes property exposure on the most significant media companies and real estate focused websites in the world. Sotheby's International Realty properties are viewed 140,000,000 times across the globe annually.



CASCADING PLATFORM

Once a home is on sothebysrealty.com, it will be exclusively marketed on more than 140 websites around the world. This network of interconnected, locally-focused and globally-aware Sotheby's International Realty network members' websites, receive over eight million visitors per year and create another exclusive property syndication opportunity.



SELECT GLOBAL PARTNERSHIPS

JamesEdition

LUXURY ESTATE

PropGOLuxury

ELLE DECOR

Google

Forbes



The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL.

ARCHITECTURAL DIGEST

THE  TIMES

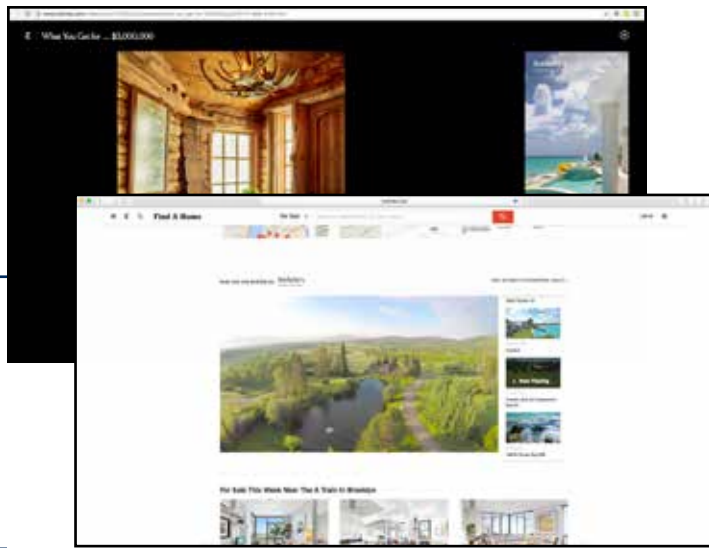


mastercard

FINANCIAL TIMES

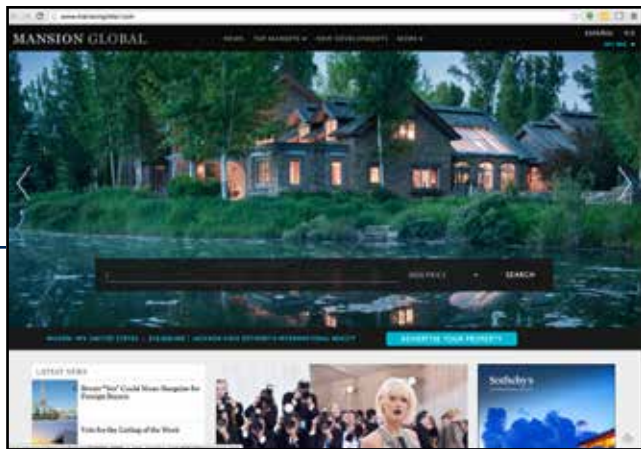
THE ECONOMIC TIMES





THE NEW YORK TIMES

Since 1851, the New York Times has set the bar in providing quality news and information on a local, national and global level. Our continued partnership features fixed and exclusive placements with Great Homes and Destinations search results, custom gallery ad units and reaches a global audience to deliver nearly 300 million media impressions.



MANSION GLOBAL

Launched in May 2015, Mansion Global is a luxury real estate destination connecting wealthy international buyers with exceptional properties. Mansion Global provides insightful market data, in-depth analysis, and relevant news that empowers the affluent buyer to make intelligent purchase decisions.



THE WALLSTREET JOURNAL

Across print and digital, our partnership with the Wall Street Journal connects Sotheby's International Realty and its properties with the global business elite. With exclusive positions on the WSJ digital network, SIR properties receive over 250 million media impressions.



DIGITAL ADVANTAGE

SIR MOBILE APP

SIR Mobile is the only luxury real estate app that works anywhere, is available on Android, Apple and Blackberry and searches in 56 countries. Draw a custom search area or learn about local lifestyles with our points-of-interest tool bar showcasing golf courses, ski resorts, ranches and more.



APPLE TV APP

Apple TV is found in 24 million homes and with our innovative Apple TV app families can share the experience of discovering Sotheby's International Realty brand properties from the comfort of their couch or home theater. The app is designed to truly immerse the consumer in the luxury real estate offerings.



eGALLERY

The Sotheby's International Realty eGallery is a real-time property slide show designed to provide worldwide reach for your property. eGallery is displayed on screens in participating Sotheby's International Realty locations around the world.



SOCIAL MEDIA

Social media—like real estate—is about connecting people and creating relationships. We use social media to connect your home to our vast community of real estate intenders. We market your home to local clients and around the world via Facebook, Instagram, Twitter, Youtube, LinkedIn, Pinterest and the Extraordinary Living Blog.



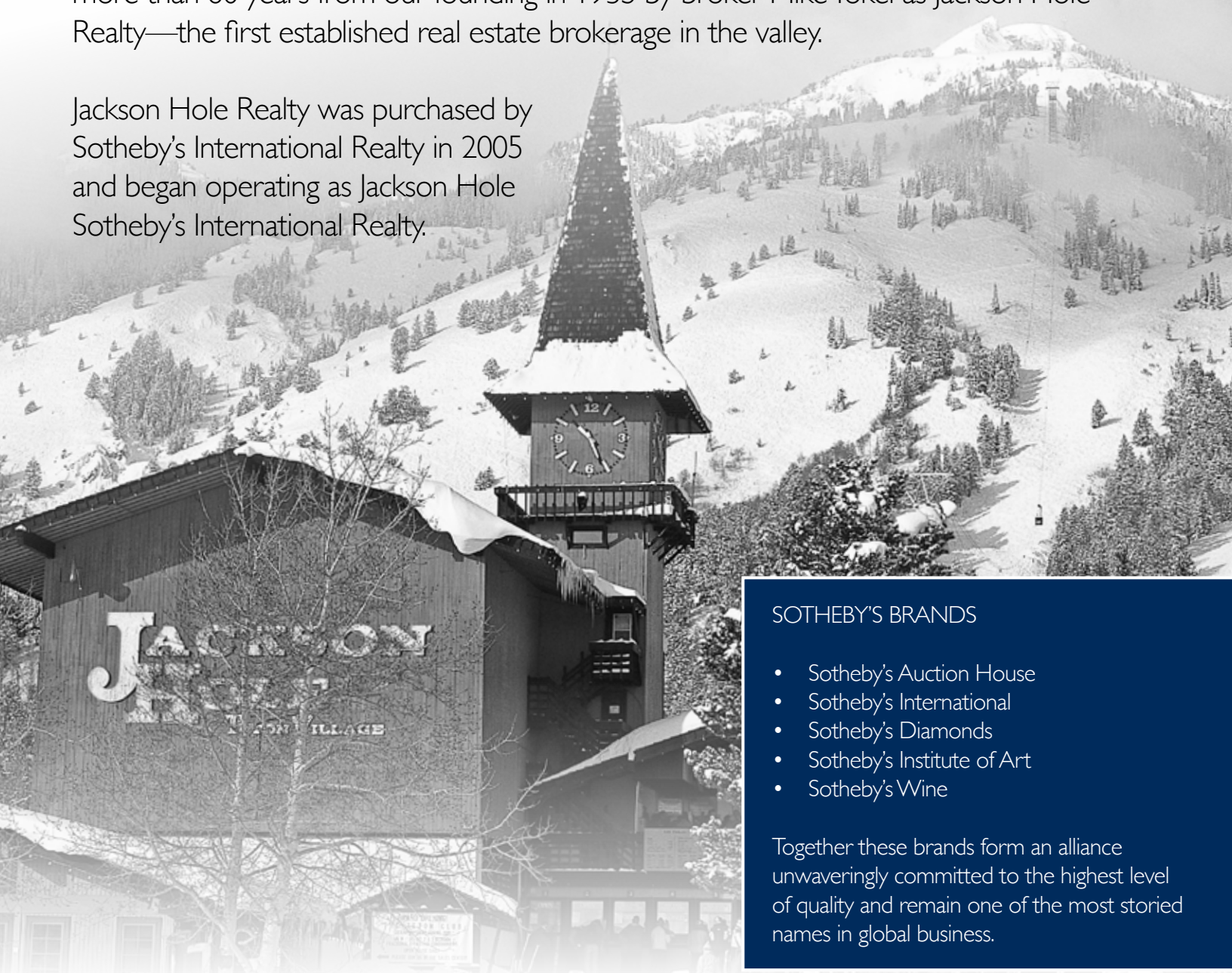
HERITAGE

Since the founding of Sotheby's Auction House in 1744, the Sotheby's name has earned renown as a marketer of the world's most valuable and prized possessions.

The Sotheby's International Realty network, founded in 1976, was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. This Global Network provides independent brokerages with a powerful marketing and referral program for luxury listings.

We are proud of our brokerage's long and prosperous history in Jackson Hole, spanning more than 80 years from our founding in 1935 by broker Mike Yokel as Jackson Hole Realty—the first established real estate brokerage in the valley.

Jackson Hole Realty was purchased by Sotheby's International Realty in 2005 and began operating as Jackson Hole Sotheby's International Realty.



SOTHEBY'S BRANDS

- Sotheby's Auction House
- Sotheby's International
- Sotheby's Diamonds
- Sotheby's Institute of Art
- Sotheby's Wine

Together these brands form an alliance unwaveringly committed to the highest level of quality and remain one of the most storied names in global business.

As a part of the Sotheby's International Realty global affiliate network, our brokerage is able to provide access to buyers and sellers of luxury real estate worldwide.

THE NETWORK

AUCTION



Sotheby's maintains more than 15 auction locations throughout North America, Europe, Asia and Australia. With an annual turnover of more than \$6 billion, it is the world's largest art business. Sotheby's International Realty has many exclusive opportunities to market properties to auction house clients through print, interactive marketing and sponsorship opportunities.

SOTHEBY'S PUBLICATIONS

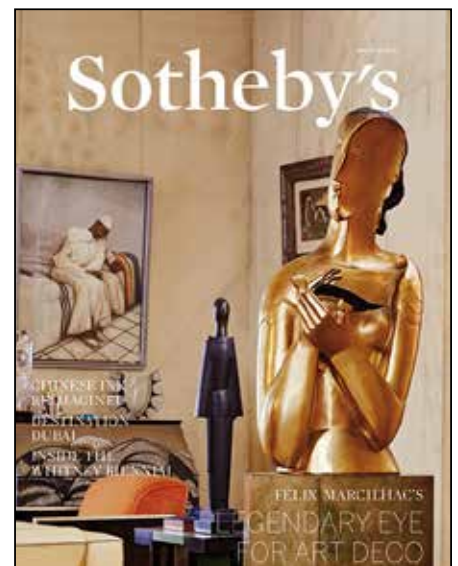
ART & HOME MAGAZINE



RESIDE MAGAZINE



SOTHEBY'S NY AUCTION PREVIEW





**WE
ARE.**

JACKSON
HOLE'S
LEADING
BROKERAGE

7 OF
THE
TOP **10** **&** **3** OF
THE
TOP **5**
SALES TEAMS **AGENTS**

in the state of Wyoming sell with
Jackson Hole Sotheby's International Realty.*

* As reported by the "2016 REAL Trends America's Best Real Estate Agents"
—an independent report of the nation's leading real estate professionals.