

Sotheby's  
INTERNATIONAL REALTY



2020

The Distinction



The leader in premium real estate, we deploy intuitive technology to deliver a truly personalized, client-driven experience. With professionals in more than 70 countries and territories worldwide, we're local everywhere, allowing us to walk alongside our clients at every stage of their journey. We know they expect us to be the first and the best in exclusive property. We deliver.





## An Iconic Brand

Building on the centuries-long reputation of the preeminent auction house, the *Sotheby's International Realty* brand is recognized globally. Our legacy of quality service and expertise is unmatched.



## A Global Connection

When a home is represented by the *Sotheby's International Realty* brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network of residential brokerage companies is located in more than 70 countries and territories worldwide, making Sotheby's International Realty **a truly global** real estate brand.





## Brand Heritage

Recognized worldwide, the prestige of the Sotheby's brand is unparalleled. The acclaimed auction house, established in 1744 in London for collectors of art and other fine possessions, expanded to New York City in 1955. Sotheby's International Realty inherited the iconic brand name, building on its legacy by delivering unrivaled real estate services.



## A Unique Collaboration

Our alliance with Sotheby's is our unique difference. The properties represented by our network are exclusively featured in Sotheby's auction house marketing programs including high-profile client events, showcases in signature publications, in digital newsletters, and on sothebys.com.





Only one real estate brand gives you that feeling. The feeling that you're in the presence of the world's best. The feeling that you've left the ordinary world and have arrived somewhere exceptional.

Only one network of agents represents the longest standing tastemaker in the world. One network that delivers the highest standard of service, designed to elevate you.

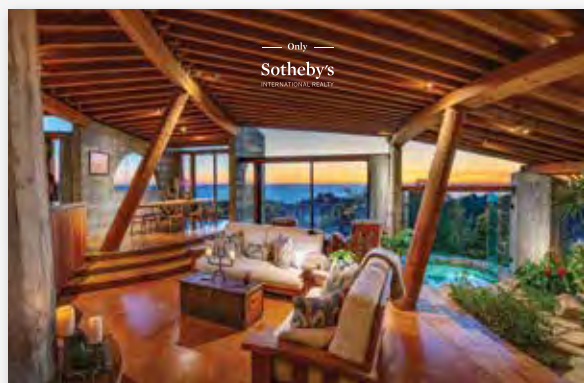
Beyond the beautiful properties and the personal touch of our agents only one brand can deliver a lifestyle that caters to you, and transforms you. With experiences that expand who you are and limitless possibilities to reach your full potential.

For those who seek an exceptional home and life, there is only  
Sotheby's International Realty.

—— Only ——

**Sotheby's**  
INTERNATIONAL REALTY



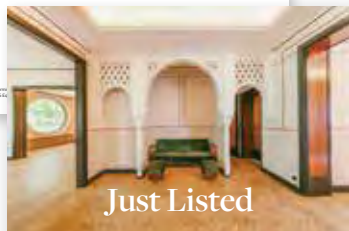


#### For your endless view

As featured in Architectural Digest, this iconic Big Sur ocean view home is without a doubt one of Mickey Maerig's most notable designs. Using his signature blend of indigenous redwood beams and accents with massive sculpted concrete, steel and floor-to-ceiling glass statements throughout make this home the definitive Big Sur sanctuary. An exceptional private 2.4 acre lot includes a private well and a magnificent ocean view build site for a guest house.

46902 Pfeiffer Ridge Road, Big Sur  
\$4,995,000  
46902@sothebysrealty.com

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#### Just Listed

Only  
Baltic | Sotheby's  
INTERNATIONAL REALTY

Only

Sotheby's  
INTERNATIONAL REALTY

For those who have a vision

Your home is more than a building or an address. It's where you experience life, family, connection, growth. Your home should be as exceptional as you are, and as you are going to be. For a lifestyle inspired by your potential, there is only

Sotheby's International Realty.

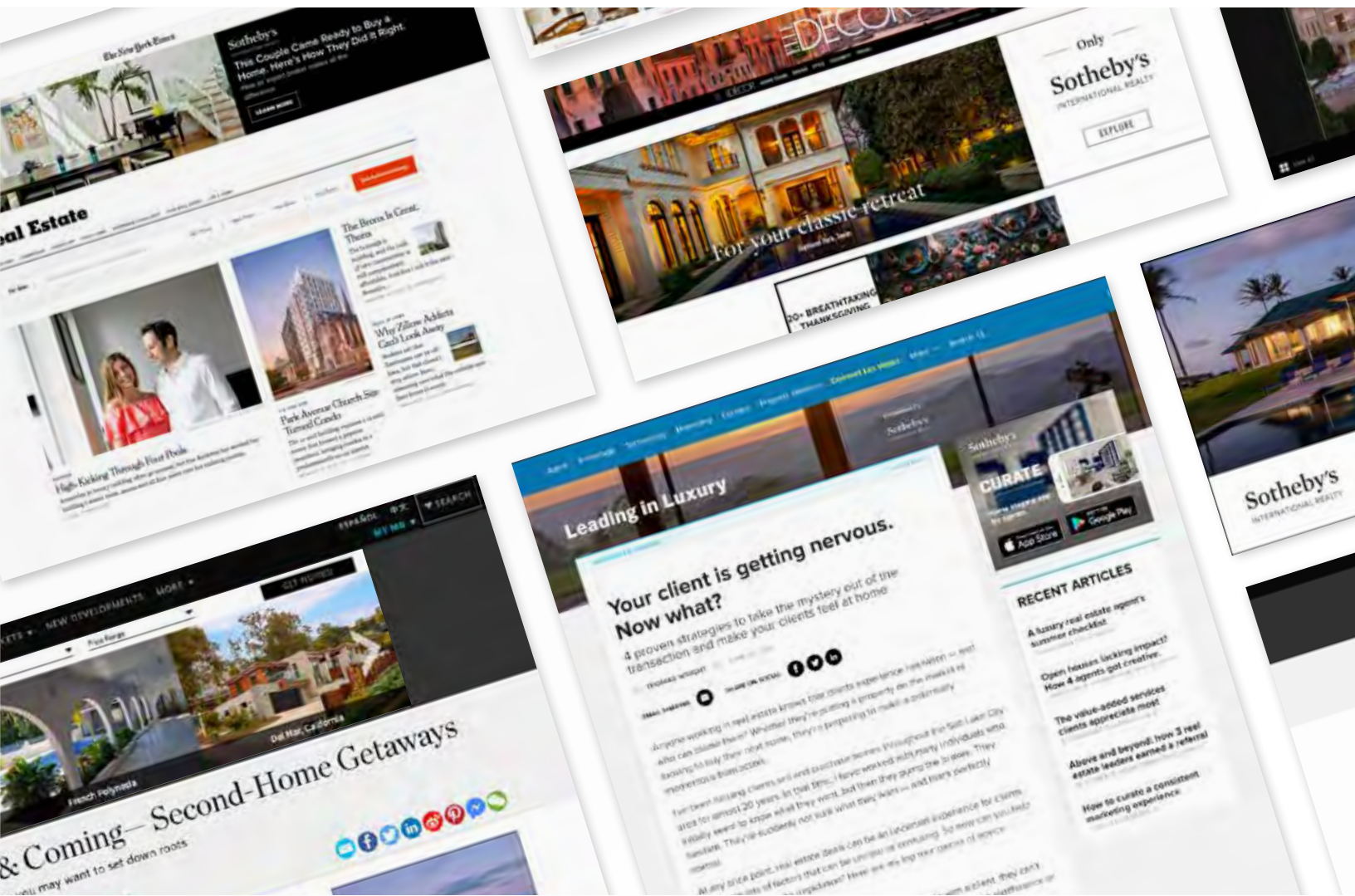
sothebysrealty.com | Auckland, New Zealand | Property ID: YWL653

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## Only Sotheby's International Realty

The Only campaign highlights the *Sotheby's International Realty* experience as one that no other real estate brand can offer. Only Sotheby's International Realty, and the brokerages within our network, can create a truly exceptional lifestyle inspired by one's own individual potential.

The end goal of our campaign message is to show people that any real estate brand can help you buy a house, but only one can help you build the life of your dreams.



## Brand Marketing

High-quality, richly illustrated, and engaging content delivered across multiple platforms inspires our global clients. Because purveyors of fine art and possessions are equally passionate about their homes, we take pride in showcasing our properties in ultra high-definition video, virtual reality tours, and rich photography. These engaging formats are designed to inspire buyers and sellers in all phases of their journey.



Robb Report

THE WALL STREET JOURNAL.

AD  
MEXICO

LUXURYESTATE

居外  
Juwai.com

Bloomberg

MANSION GLOBAL

facebook

EXPANSION

JamesEdition

ELLE DECOR

The New York Times

YouTube

dwel

PropGOLuxury

inman

FINANCIAL TIMES

IMMOBILIEN  
SCOUT 24

AD  
ARCHITECTURAL DIGEST

NIKKEI

Google

## Media Partnerships

We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning, and international impact enable the *Sotheby's International Realty* brand to successfully connect with a global clientele.



For your  
urban oasis

Your home is more than a building or an address. It's where you experience life, family, connection, growth. Your home should be as exceptional as you are, and as you are going to be. For a lifestyle inspired by your potential, there is only Sotheby's International Realty®.

— Only —  
**Sotheby's**  
INTERNATIONAL REALTY

sothebysrealty.com

Guatemala, Mexico | \$3,350,000 | Property ID: G0W11 | Wesley Gleason | +1 405.314.1422

MANSION GLOBAL

NEWS • TOP MARKETS • NEW DEVELOPMENTS • MORE

Sotheby's International Realty

Location

Lifestyle

Price Range

New South Wales, Australia

French Polynesia

Del Mar, California

## Strategies for Successfully Negotiating for Your Dream Property

Information gathering, timing and broker representation can all play a part

BY V.L. HENDRICKSON

ORIGINALLY PUBLISHED ON MARCH 06, 2018 | [SHARE ON GIGAS](#) | [SHARE ON PINTEREST](#)

THE 1942

For your private view

Sotheby's International Realty

DISCOVER

MOST POPULAR

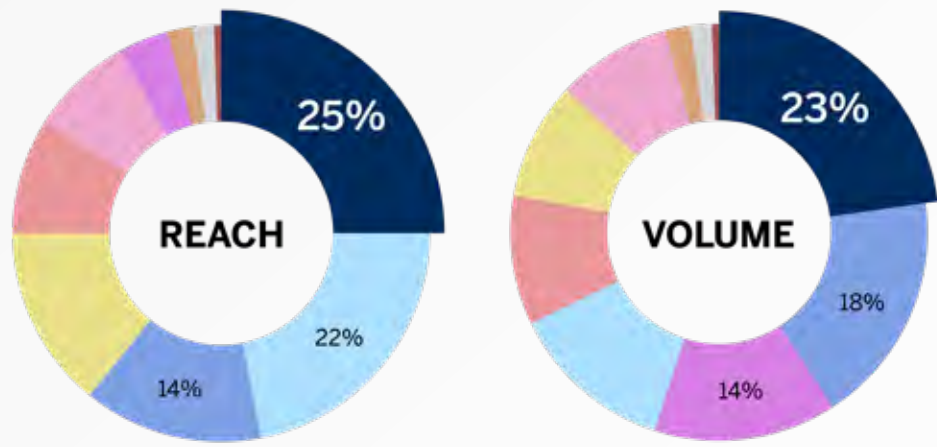
Did You Know? Learn More About Us

## Targeted Advertising

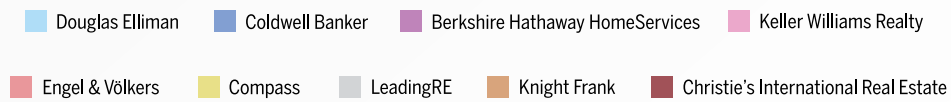
With an emphasis on exclusivity, the *Sotheby's International Realty* brand's advertising plans are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey. Our robust digital and print strategy is aimed at showcasing homes to highly-qualified homebuyers.



## PUBLIC RELATIONS SHARE OF VOICE



### ■ SOTHEBY'S INTERNATIONAL REALTY



JANUARY 1, 2019 - NOVEMBER 25, 2019

## The Voice of Luxury Real Estate

When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the *Sotheby's International Realty* brand and position our proprietary global network as the voice of luxury real estate.

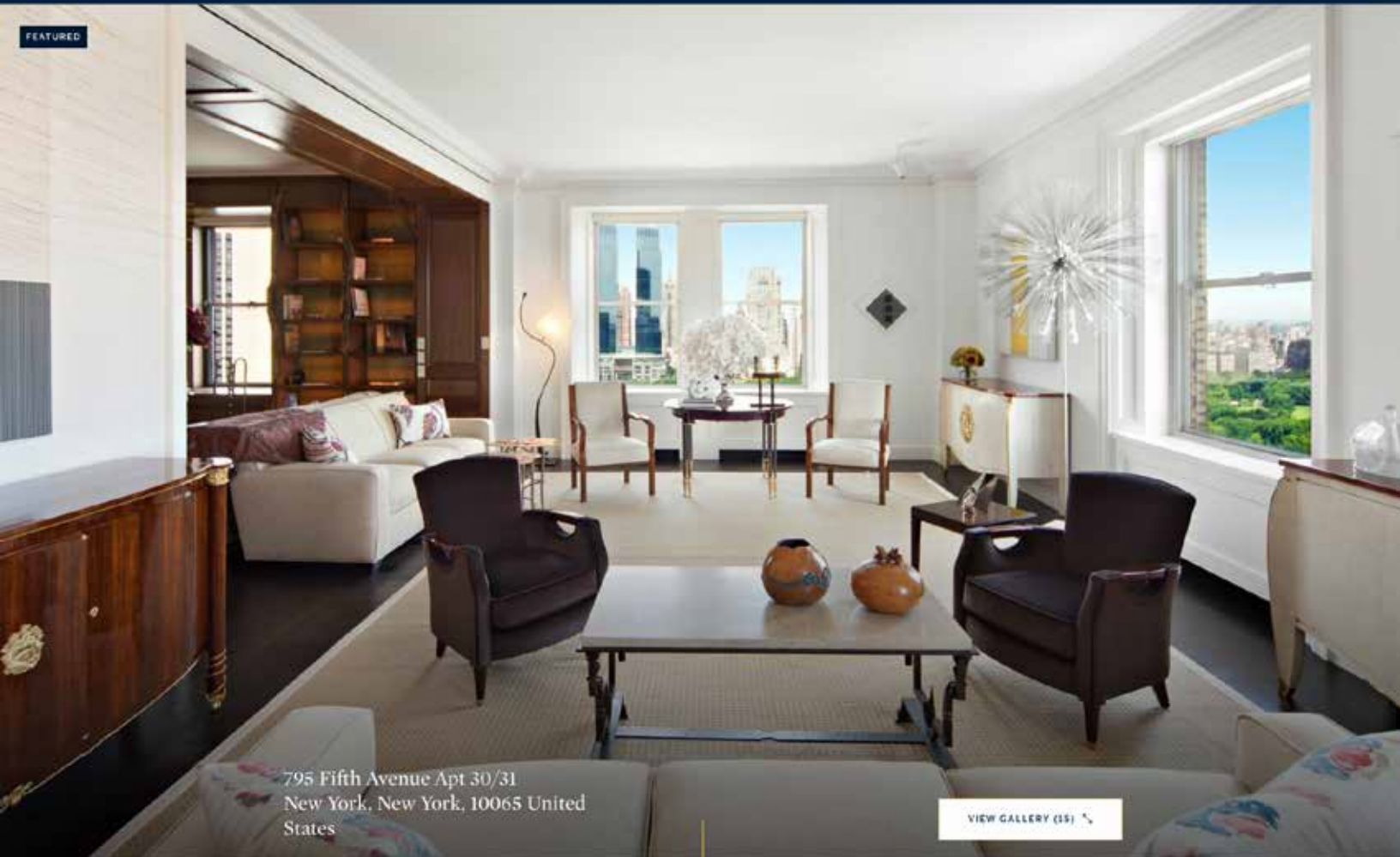


## Social Media

We actively engage with online networks of people passionate about fine living. The *Sotheby's International Realty* brand creates exclusive content on multiple social media platforms, including Twitter, Instagram, Pinterest, LinkedIn, WeChat, our very own *Extraordinary Living* blog, podcast, and Facebook, the top referring source of traffic to sothebysrealty.com. Additionally, the *Sotheby's International Realty* brand's award-winning YouTube channel has more subscribers and video views than any other real estate brand.

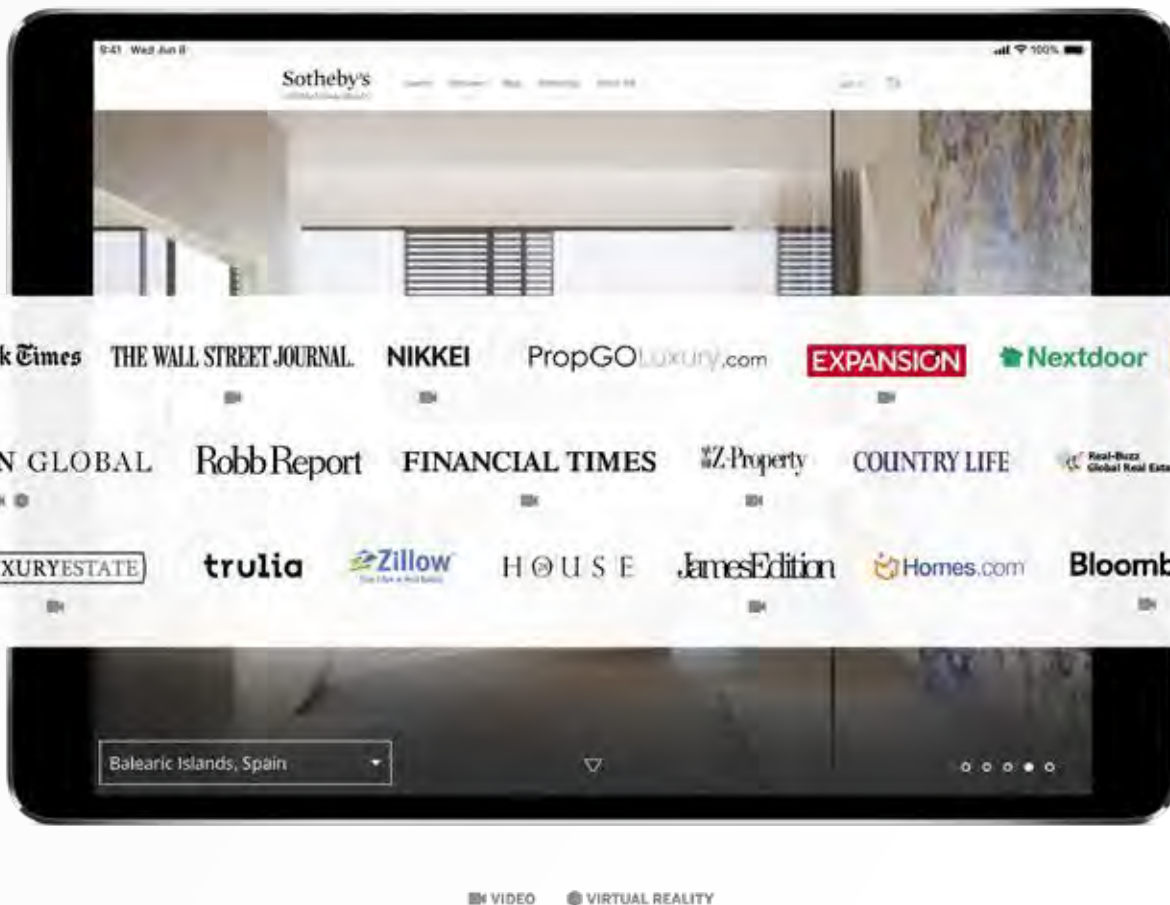


FEATURED



## sothebysrealty.com

The art of marketing a property is based on showcasing each home's unique character. In 18 languages, our enhanced editorial approach on sothebysrealty.com enables millions of viewers to immerse themselves in our collection of 3D virtual reality tours, ultra high-definition videography, and high-resolution photography. This content rich experience is more effective in driving prospective buyers to sothebysrealty.com and engaging them once they arrive.



## Property Distribution

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. Additionally, once a home is showcased on sothebysrealty.com, it is exclusively marketed on more than 100 *Sotheby's International Realty* affiliate websites around the world. Results are measured with a variety of analytics and reporting tools, which enable sales associates and clients to define a marketing campaigns impact.





## Apple TV

The *Sotheby's International Realty* Apple TV app is designed to fully immerse consumers. With our innovative app, homebuyers can discover *Sotheby's International Realty* brand properties from the comfort of their living rooms. Unique to our app, users can explore our extraordinary offerings via lifestyle and amenities, and can highlight properties and recent searches.



## SIR Mobile

The *Sotheby's International Realty* mobile app is the only luxury real estate app that serves properties in more than 70 countries and territories worldwide. Experience homes on your mobile device like never before with immersive 3D property tours and our new augmented reality "shop the room" functionality. Customize the app to your local currency, unit of measure, and one of the available 18 languages.



## Curate by Sotheby's International Realty<sup>SM</sup>

*Curate by Sotheby's International Realty* is the innovative augmented reality (AR) luxury real estate tool - envision, design, and experience your future home like never before in this immersive app. Any property can be transformed using a curated selection of AR furnishings and décor sets. Download *Curate by Sotheby's International Realty* in the Google Play Store or the Apple App Store.





## RESIDE®

Conceived in the belief that home and living in full are inextricably entwined, RESIDE is the *Sotheby's International Realty* brand's magazine devoted to the finest in inspirational homes and lifestyles worldwide. A destination for connoisseurship in the arts, culture, design, travel, fashion, food, and philanthropy, RESIDE casts its net wide to discover the very best of gracious living. We present it to our readers through stories told in words and pictures by the world's most talented and creative individuals. RESIDE is available through a custom-publishing program for our affiliate network, coupled with a robust digital presence which extends the global reach of the content.



ON THE COVER: Southampton, New York, United States Property ID: 5NTKF5 sothebysrealty.com

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