



Extraordinary Opportunities

BRAND PROVIDED Exclusive Marketing Promotions to Expose Your Listings & More

sothebysrealty.com

DETAILS: Sothebysrealty.com showcases a collection of luxury homes, estates and properties worldwide. There are numerous promotional opportunities available to you upon entering a listing onto this great exposure vehicle.

MORE INFORMATION: <http://members.sothebysrealty.com/sothebys-realty.aspx>

Online Listing Distribution

DETAILS: In addition to the exposure your properties receive on sothebysrealty.com, we are also sending qualifying properties to many other highly trafficked real estate Web sites. For up to date websites, please visit our members' site.

MORE INFORMATION: <http://members.sothebysrealty.com/Online-Ads.aspx>

Properties Featured on the Homepage of sothebysrealty.com

DETAILS: Your property listing can be submitted for consideration on the homepage of sothebysrealty.com.

SUBMIT: Property Submission Form and high resolution property photos on disc

MORE INFORMATION: <http://members.sothebysrealty.com/cover-properties.aspx>

Property Showcasing on sothebysrealty.com

DETAILS: Key promotional opportunities for properties are spread throughout the property search process on sothebysrealty.com. There are key business rules for each of these promotional areas. Opportunities exist for:

- Location Showcase
- Lifestyle Showcase
- Showcase Property
- New Property

MORE INFORMATION: <http://members.sothebysrealty.com/property-showcasing.aspx>

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☛ eGallery

DETAILS: Making impressions worldwide in offices and auction house locations. eGallery is a customizable property slide show capable of displaying properties from your company on large screen displays in Sotheby's International Realty® offices and Sotheby's Auction House locations around the world. Criteria must be met to appear on eGallery.

MORE INFORMATION: <http://members.sothebysrealty.com/egallery.aspx>

☛ Properties Featured on the Auction House Homepage, sothebys.com

DETAILS: Your property listing can be submitted for consideration for placement on sothebys.com bottom rotating banner and then automatically considered for selection of the Featured Property Header Promotion.

SUBMIT: Property Submission Form to marketing@sothebysrealty.com (no photos necessary to submit!)

MORE INFORMATION: <http://members.sothebysrealty.com/Sothebyscom-Promotions.aspx>

☛ Sotheby's Auction House Collaboration Advertisements

DETAILS: You can choose between 4 advertising templates, all leveraging our heritage with the famed auction house.

SUBMIT: Ad request form to marketing@sothebysrealty.com

MORE INFORMATION: <http://members.sothebysrealty.com/sothebys-auction-house.aspx>

☛ Sotheby's Auction House Images

DETAILS: Request an Image from the Sotheby's Auction House. If you would like to request a fine art image from the auction house to incorporate into your local marketing materials simply complete a form and we deliver it right to you.

SUBMIT: request form to marketing@sothebysrealty.com

MORE INFORMATION: <http://members.sothebysrealty.com/sothebys-auction-house.aspx>

☛ Media Campaign

DETAILS: The Sotheby's International Realty® advertising strategy is designed to raise brand awareness and further position the Sotheby's International Realty brand as the premier luxury real estate provider. We target the exact demographic, while partnering with "best of class" media providers.

MORE INFORMATION: <http://members.sothebysrealty.com/brand-advertising.aspx>

☛ Brand Advertisements

DETAILS: We provide you with a choice of ads which are customized with your company details for you to place in local magazines to align yourself with our branding.

SUBMIT: Ad request form to marketing@sothebysrealty.com

MORE INFORMATION: <http://members.sothebysrealty.com/Portraits-Campaign.aspx>

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☛ Properties Featured on NYTimes.com

DETAILS: Our collaboration with NYTimes.com allows us to showcase many of our unique property listings in several sections throughout NYTimes.com to over 28 million monthly visitors that reach to the NYTimes.com for their latest news and real estate needs. From our exclusivity with the NYTimes.com property slideshows to sponsoring The New York Times Real Estate iPhone app, there are dozens of opportunities to provide additional exposure for your listings.

SUBMIT: Send an email along with the property ID # from sothebysrealty.com for consideration to marketing@sothebysrealty.com

MORE INFORMATION: <http://members.sothebysrealty.com/NYTimesCollaboration.aspx>

☛ Properties Featured on the FRONTGATE micro site, frontgate.com/sothebysrealty

DETAILS: During certain months of the year, your property listings can be submitted for consideration for feature placement on the FRONTGATE micro site. The Sotheby's International Realty marketing team will communicate solicitations for these opportunities, via Highlights.

SUBMIT: Send submission to Kristin.rowe@sothebysrealty.com (1 property photo, & property ID necessary to submit)

MORE INFORMATION: Send submissions to listing.exposure@sothebysrealty.com Subject line: Frontgate

☛ Our Collaboration with The Wall Street Journal, "The Business of Extraordinary Living" Microsite

DETAILS: We have created a unique, private partnership with *The Wall Street Journal* through the introduction of our microsite which has been designed to position our brand front and center to 40 million visitors of *The Wall Street Journal's* digital network. This provides a matchless, superior, exclusive opportunity to market a home to this special, targeted audience.

SUBMIT: Send an email with property ID # and any pertinent details to WSJIdeas@sothebysrealty.com

MORE INFORMATION: <http://members.sothebysrealty.com/boel.aspx>

☛ Properties Featured on Architectural Digest ShopAD.net

DETAILS: Through our exclusive partnership with Architectural Digest, we have various opportunities for properties to be featured on their flagship site, architecturaldigest.com or on shopAD.net, the online resource for designers and consumer to see, source and purchase high end design items.

SUBMIT: Send submissions to listing.exposure@sothebysrealty.com Subject line: Architectural Digest (Property photo, and Property ID necessary to submit)

MORE INFORMATION: contact Kristin.rowe@sothebysrealty.com or visit <http://shopad.net/>

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☛ Properties Featured on the cover of The International Herald Tribune Wrap

DETAILS: International Herald Tribune event wraps are placed around thousands of copies of the International Herald Tribune, and distributed at high profile International events. To be considered for the cover, a space reservation for the event wrap must be placed through our cooperative advertising program.

SUBMIT: Reserve space in the International Herald Tribune Wrap, as featured on our cooperative advertising schedule. Contact Phil@skyad.com / +1 212. 677.2500

MORE INFORMATION: contact [Kristin Rowe](#) or visit <http://members.sothebysrealty.com/coop-advertising.aspx>

☛ Members' Web Site

DETAILS: Our Members' Intranet web site is a comprehensive source to locate all the latest news, tools and promotions that are offered to our network. It is also the link between you and our countless partners, resources and exclusive programs that are offered to you. The site is updated frequently and can guide you in the right direction to answer any of your questions and learn the many benefits of being a part of our network.

MORE INFORMATION: <http://members.sothebysrealty.com/Login.aspx>

☛ Listing/Marketing Presentation Studio

DETAILS: This electronic based tool allows you to create your own marketing materials online and disseminate them out to your clients. All have been created in a less is more style with the objective of demonstrating to the client the many unique reasons that you are the right choice to market their home. Marketing materials include:

Listing/Marketing Presentation • ePostcards • eNewsletters

MORE INFORMATION: <http://members.sothebysrealty.com/presentationstudio.aspx>

☛ Ad Studio

DETAILS: Advertisements that are sure to differentiate you in your market are only a "click" away with the Sotheby's International Realty Ad Studio.

MORE INFORMATION: <http://members.sothebysrealty.com>, click on "Ad Studio" on the right-hand side of the homepage.

☛ Postcard Studio

DETAILS: Nearly 150 postcards are available for you that have already been designed and brand approved – which means that you are spared the expense of working with an outside firm to create a direct mail campaign that suits your needs. From property marketing to farming/prospecting, branding and personal marketing, you won't have to recreate the wheel to leverage the brand quickly and easily. (note: there is a cost to print)

MORE INFORMATION: <http://members.sothebysrealty.com>, click on "XpressDocs Postcard Studio" on the right-hand side of the homepage.

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☛ Electronic RESIDE Magazine Link

DETAILS: RESIDE Magazine is available in a digital format for electronic farming, prospecting and client follow up.

MORE INFORMATION: <http://members.sothebysrealty.com/Reside-Magazine.aspx>

☛ Collateral Development

DETAILS: Our designers have already created a plethora of office supplies, property marketing and print solutions so that you don't need to use an outside design firm. You can access these turnkey tools via the "Product Studio" online store, which allows you to quickly leverage the power of our brand in a consistent and easy manner. (note: there is a cost to print materials)

MORE INFORMATION: <http://members.sothebysrealty.com/print-materials.aspx>

☛ Newsletters

DETAILS: Utilize this section on our Members' site to keep updated on all the brand news that is critical for you to communicate within your local company. Refer to this section frequently when building content for your weekly sales meetings. Newsletters which are updated regularly include *Collections, Highlights, and Positive Angles*.

MORE INFORMATION: <http://members.sothebysrealty.com/brand-news.aspx>

☛ Property Photo Reservoir

DETAILS: Within the Advertising Studio, there is a shared library which provides immediate access to extraordinary property images uploaded by Sotheby's International Realty® network from all over the world. You can deposit your property images to the shared library to provide additional international advertising exposure to your listings.

MORE INFORMATION: <http://members.sothebysrealty.com>, click on "Ad Studio" on the right-hand side of the homepage.

☛ Fine Art Image Collection

DETAILS: Van Gogh, Monet, Matisse, Cezanne...obtain these fine art images that we weave throughout our marketing campaign for you to use in your local marketing and advertising in print and online.

SUBMIT: Image request form to marketing@sothebysrealty.com

MORE INFORMATION: <http://members.sothebysrealty.com/Licensed-Fine-Art-Images.aspx>

☛ Marquis Privileges

DETAILS: Brings you access to distinctive benefits and discount on services offered through the Sotheby's International Realty® network

MORE INFORMATION: <http://members.sothebysrealty.com/mp.aspx>