



TOOLS

ACCESS

DIFFERENTIATION

THE SOURCE

marketing offerings

for Marketing the Extraordinary

Cover property located in: Mae Rim, Chiang Mai, Thailand

BRAND MARKETING

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For full details on all marketing offerings visit members.sothebysrealty.com

BRAND MARKETING



SOTHEBY'S HERITAGE

Members of our network benefit from an association that provides instantaneous differentiation, immediate brand awareness and a coveted referral system. Each year, over 250 auctions are held in more than 70 categories within 90 locations around the world.





Sotheby's
INTERNATIONAL REALTY

BRAND VISION

Artfully uniting extraordinary homes with extraordinary lives.

POSITIONING

To those who value the unique, Sotheby's International Realty is the local real estate services provider that offers unrivaled access to qualified people and distinctive properties around the world.

PERSONALITY

Inviting. Discreet. Savvy. Refined.

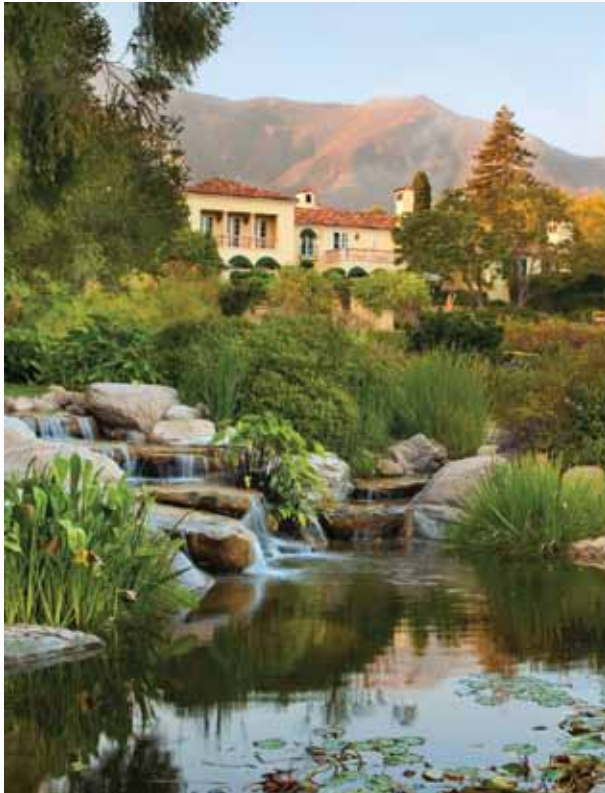
AFFILIATION

Connoisseurs of Life.

not to scale

BRAND VISION

All great brands have a vision at their core that acts as a beacon to help guide them. Our vision is communicated on this business card size tool and assists our network members in effectively communicating the unique qualities that distinguish the *Sotheby's International Realty* network. Great for use with sales associates, clients, prospects and more.



HARMONIOUS

This is the luxury of nature. Where home blends seamlessly with its surroundings, allowing you to do so as well. Where the environment is not just a backdrop but an essential component of the beauty of the home. A setting that is a glorious balance of light, landscape and sky.

SEARCH FOR YOUR OWN "HARMONIOUS" AT sothebysrealty.com

TTR | Sotheby's INTERNATIONAL REALTY

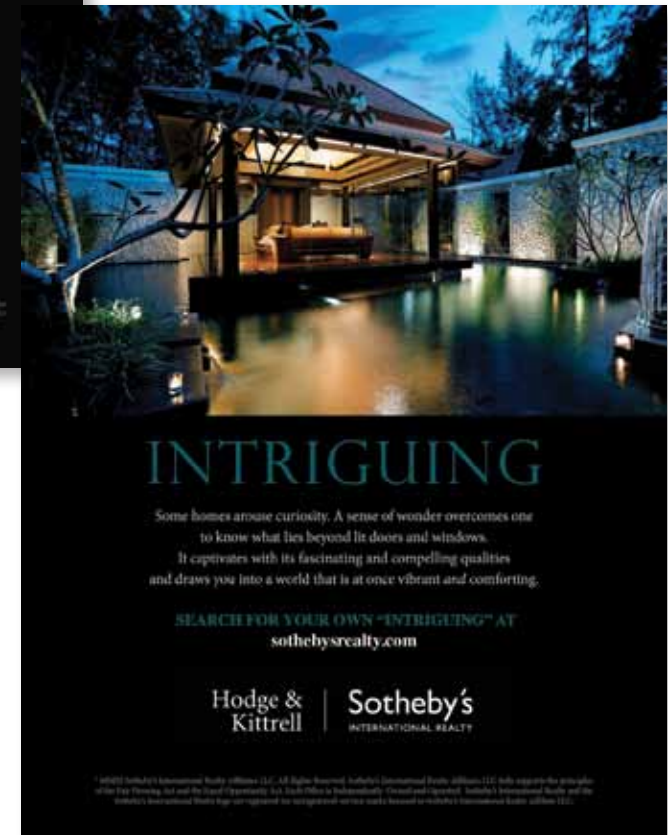
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INVITING

Henderson, NV | [View Details](#)

Lake Como | Sotheby's INTERNATIONAL REALTY



INTRIGUING

Some homes arouse curiosity. A sense of wonder overcomes one to know what lies beyond its doors and windows. It captivates with its fascinating and compelling qualities and draws you into a world that is at once vibrant and comforting.

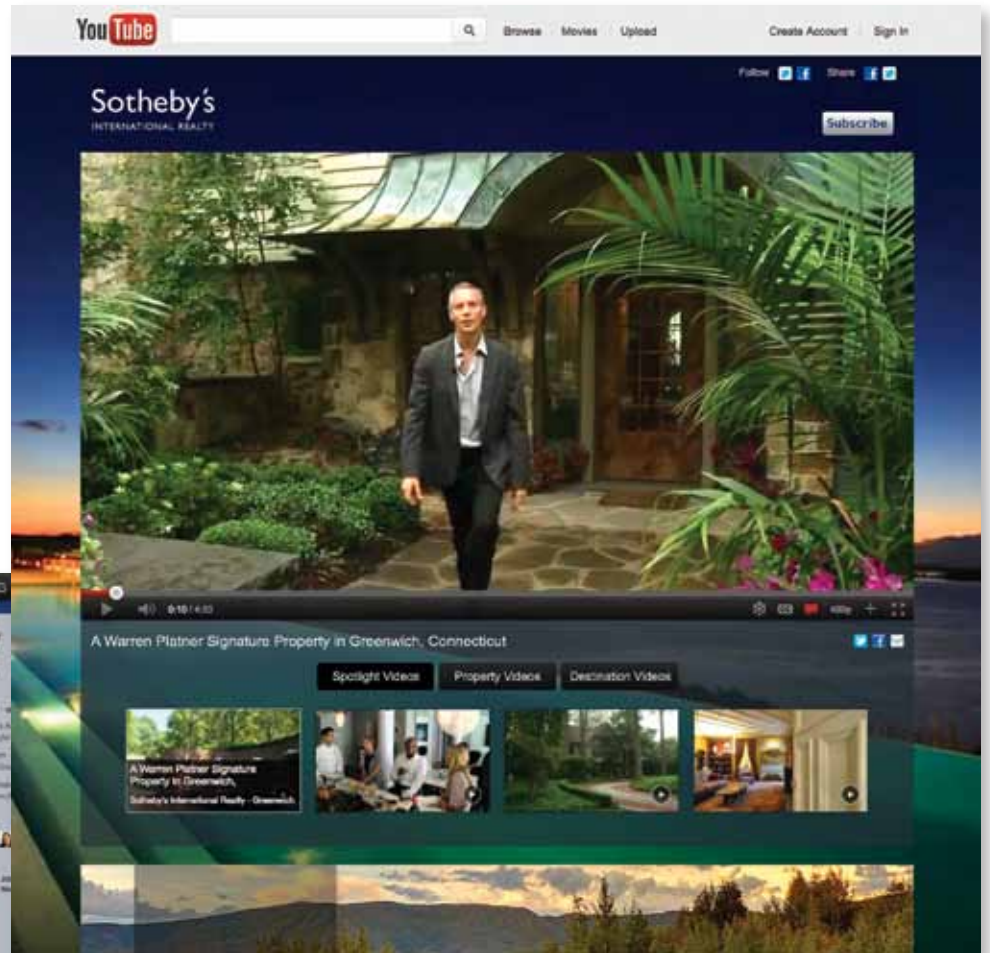
SEARCH FOR YOUR OWN "INTRIGUING" AT sothebysrealty.com

Hodge & Kittrell | Sotheby's INTERNATIONAL REALTY

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ESSENCE ADVERTISING CAMPAIGN

Our Essence of Extraordinary advertising campaign positions the listings from our network in a truly unique manner in an attempt to increase brand awareness and drive leads to our local offices. Executed across both print and digital media platforms, the Essence campaign is continuously refreshed and available for local use with our complimentary ad creation service.



SOCIAL MEDIA EFFORTS

Creating consumer engagement through social networking channels is critical to properly marketing a home for sale. Our dedicated social media efforts position our brand and the listings we represent across multiple social networking channels where we maintain dedicated brand channels: Facebook, Twitter and YouTube.



STATIONERY

Members of our network have access to our full line of stationery products, which provide a professional, consistent impression each and every time. Each piece can be customized with the local company or sales associate personal imprint and is easily ordered online via our dedicated Product Studio.



Sotheby's

EST. 1784

CALENDAR HIGHLIGHTS

NEW YORK & LONDON & PARIS AUCTIONS & EXHIBITIONS

4 October

Musical Instruments (London)

5

Finest and Rarest Wines and Vintage Port (London)

Arts of the Islamic World (London)

Photographs (New York)

11

Impressionist & Modern Art Including Russian Art (New York)

19

Property from the Collections of Lily & Edmund J. Safir Sessions Three & Four (New York)

20

Property from the Collections of Lily & Edmund J. Safir Sessions Five & Six (New York)

Library of an English Bibliophile, Part II (New York)

21

Property from the Collections of Lily & Edmund J. Safir (New York)

One (Paris)

Two (Paris)

World Sale

World Sale

World Sale



For the ongoing collection of life.®



Boat Race. Acquired by Christie's.

Smythe & Jones | Sotheby's INTERNATIONAL REALTY

AUCTION COLLABORATION ADS & POSTCARDS

A unique way to leverage the Auction House and provide instant recognition in your local market is to utilize our postcard offerings or free ad creation service. Both ads and postcards can be utilized to communicate the synergies that exist with Sotheby's and/or communicate the details of an upcoming sale/exhibit. These pieces can be customized with either company or sales associate contact information.



SOTHEBY'S AUCTIONS & EXHIBITIONS
July 2011

- American Painting, Drawing & Sculpture Auctions | November 17th - 18th
 Exhibition | November 17th - 18th
- Impressionist Painting Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Jewels Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Property from the Collections of Duke and Duchess of Devonshire Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- The Library of William Jones Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- The Books & Manuscripts Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Auction Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Jewels & Gemstones Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Jewels Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Painting Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Painting Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Painting Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd
- Impressionist Painting Auction | December 1st - 2nd
 Exhibition | December 1st - 2nd

EXTRAORDINARY ART | EXTRAORDINARY HOMES
AN EXTRAORDINARY COLLABORATION

The appeal of an extraordinary home is one distinctive character and the exclusive character that is made. Edward Jones Sotheby's International Real Estate has a unique approach to help you find the most beautiful and highly desired locations around the world.

Sotheby's Property House offers exceptional fine art, antiques, coins, jewelry and collectibles.

To view the world's most exclusive real estate and purchase our strategies and recommendations go to: www.edwardjones.com

To view our latest real estate listings visit www.edwardjones.com or call 1-800-833-8333

London | Sotheby's | Sotheby's

The New York Times

THE WALL STREET JOURNAL.



FINANCIAL TIMES

The Daily Telegraph

South China Morning Post

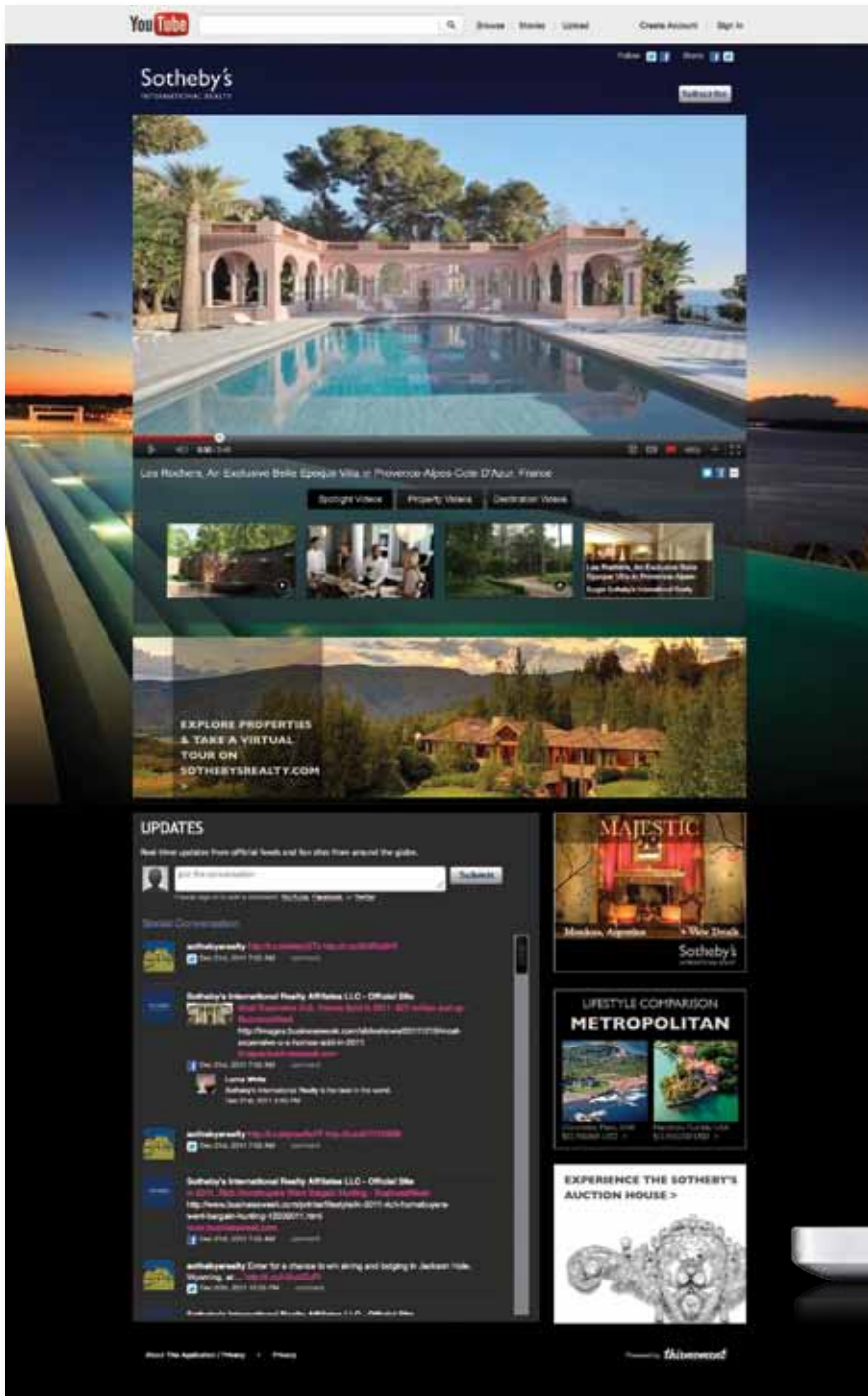


Google™



STRATEGIC MEDIA PLAN

Our strategic media plan aligns our brand and your listings with relevant and influential media partners on prominent, highly-visible platforms. Seamless content integration is also used to create unique consumer interaction opportunities. Designed to deliver in upwards of 506 million impressions, this campaign runs from January through December via well-known media moguls including: *The New York Times*, *The Wall Street Journal*, *BBC*, *The Daily Telegraph*, *Financial Times*, *South China Morning Post*, *YouTube* and *Google*.



YOUTUBE

The *Sotheby's International Realty* Brand Channel on YouTube is a destination providing limitless exposure for the properties and lifestyles represented by our network, opening doors to the most magnificent homes available anywhere and at any price. All property videos featured on our YouTube brand channel are automatically distributed to many sites and devices such as Facebook, Twitter and mobile devices in an effort to create viral appeal for the listings we represent through powerful, real-time engagement experiences.

Youtube.com/sothebysrealty



QUALITY CONTROL

Our quality control efforts help ensure the heritage and distinction of the Sotheby's brand is maintained at every level. Guidelines are available to our network members and provide the necessary support to make sure the listings represented by our network stand apart from the rest.



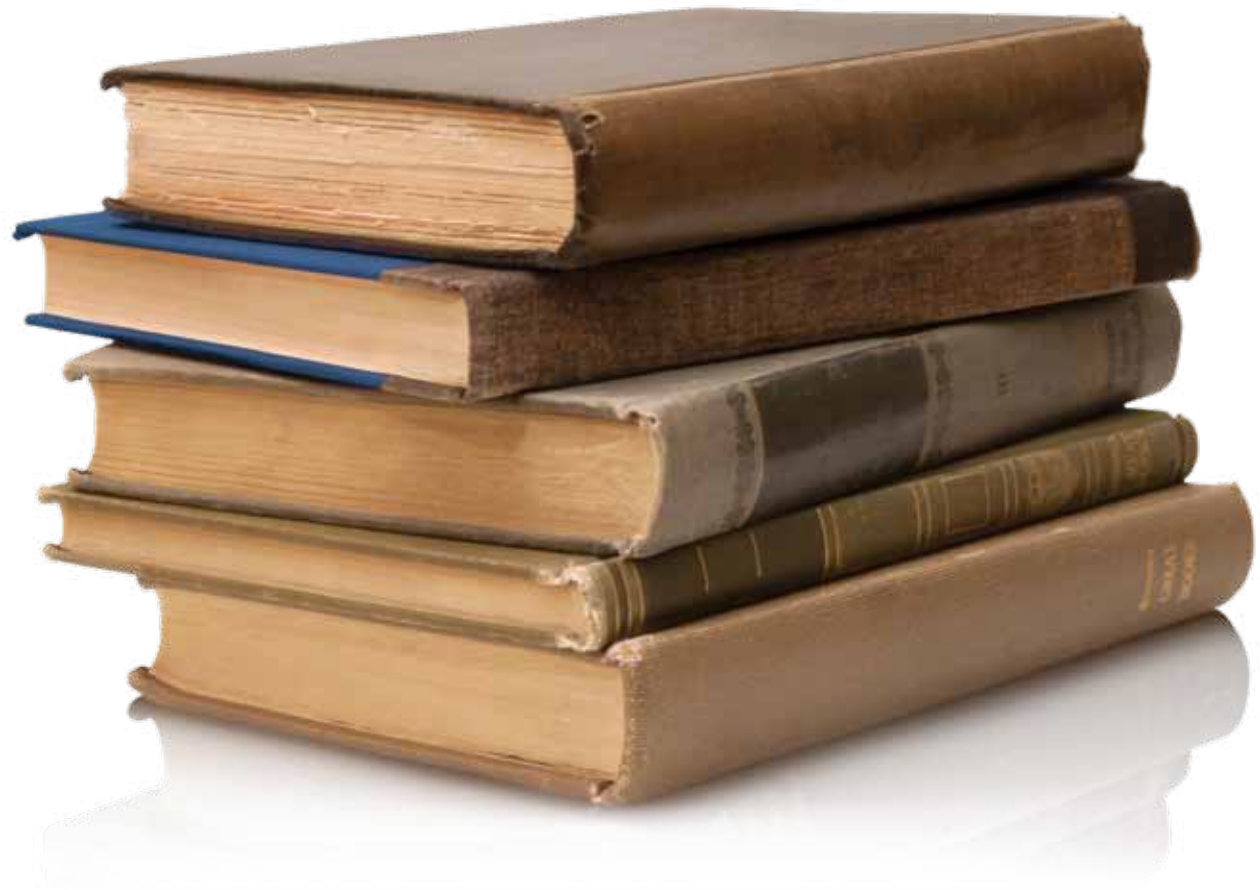


REFERRALS

Our brand's referral program helps enhance revenue potential for both real estate and auction consignments by connecting our network members all around the world. From broker-to-broker to auction-to-broker to broker-to-auction referrals, these opportunities are managed with a white glove service to ensure they are handled with extreme care.

LEARNING INSTITUTE

The members of our network can benefit from a selection of learning opportunities designed to help build business. A variety of opportunities are continuously offered to help sales associates stay abreast of technology and learn about new marketing initiatives via webinar scheduled sessions, instructor-led courses and online self-paced offerings.



"Learning is a treasure that will follow its owner everywhere."

—Chinese Proverb

PUBLIC RELATIONS EXPOSURE

Our public relations support team helps position our global network and prestigious brand as the epicenter of expertise within the luxury real estate category. Property listings that have international relevance, historical significance or uniqueness can be submitted for consideration in the many global exposure vehicles with which our brand has relationships with.

CLOSING PAGE

Recent Sales in Notable Markets



Siesta Key, FL
\$3,200,000

With a view of Sarasota Bay and a dock with boat lifts, this 6,339-square-foot Italian Renaissance-style estate has 4 bedrooms, a media room, pool and spa.

SOLD BY SIGNATURE SOTHEBY'S INTERNATIONAL REALTY

PAGOSA SPRINGS, CO
\$46,500,000

The BootJack Ranch, bought by Texas energy executive Kelsey Wynn, sits on 3,500 acres with a 14,000-square-foot cabin and an 82-foot private pool.

PRAN REAL ESTATE



CHATHAM, MA
\$2,300,000

Set on almost an acre with views of the Oyster River, Nantucket Sound and the Atlantic, this four-bedroom, five-bath home features a private home office and multiple decks to enjoy the views.

SOLD BY PINK ACRES REALTY



CHATHAM, MA
\$2,300,000

Set on almost an acre with views of the Oyster River, Nantucket Sound and the Atlantic, this four-bedroom, five-bath home features a private home office and multiple decks to enjoy the views.

SOLD BY PINK ACRES REALTY



LAKE
\$3,750,000

Overlooking the water, this 10,000-square-foot estate features a private dock, pool and spa.

SOLD BY SIGNATURE SOTHEBY'S INTERNATIONAL REALTY

Mobile Marketer™

THE NEWS LEADER IN MOBILE MARKETING, MEDIA AND COMMERCIAL

Home | Classic Guides | Blog | Advertise | Mobile Commerce Daily

Job postings

NEWS
Ad networks
Advertising
Advertising agencies
Associations
Banking and payments
Carrier networks
Commerce
Content
Database/CRM
Email
Gaming
Legal/privacy
Manufacturers
Media

Receive the latest articles for free. [Click here](#) to get the Mobile Marketer newsletters.

Sotheby's International Realty relies on rich-media ads to push exclusive properties

By Giselle Tsirulnik

February 5, 2011

Sotheby's International Realty is running rich-media ads within the New York Times iPad application to push its property listings.

Lead the way on Mobile
"Harness the Power of Mobile"
Download Whitepaper
See us at

MOST POPULAR
1. Does Groupen...



Experts
Speak Out
on the Issues that Matter Most

viewpoints real estate

The Power of Name

The Sotheby's International Realty® brand can prove that a clear, consistent vision and quality are essential building blocks.

By Stephanie Andre

In 2004, when the Sotheby's International Realty brand launched a full franchise system, the real estate market couldn't have been much hotter. In the years since then, the high-end market—like the rest of real estate—has seen quite a swing. Yet the brand continues to

them are in the U.S. Over the past few years, as we're still thrilled and very proud of the growth we've had. Part of our identity is the name we carry and name represents integrity, and we are proud to be part of it. We have remained steadfast in our goals, which remain unchanged.

Know Your Options

Philip White
President and Chief Operating Officer
Sotheby's International Realty Affiliates LLC
www.sir.com

Recent increases in significant sales for the high-end real estate market underscore the need for brokers and agents in this segment to stay on top of the market.

Below are some tips for making that happen. As a standard practice, all tax-related questions should be referred to a tax advisor.

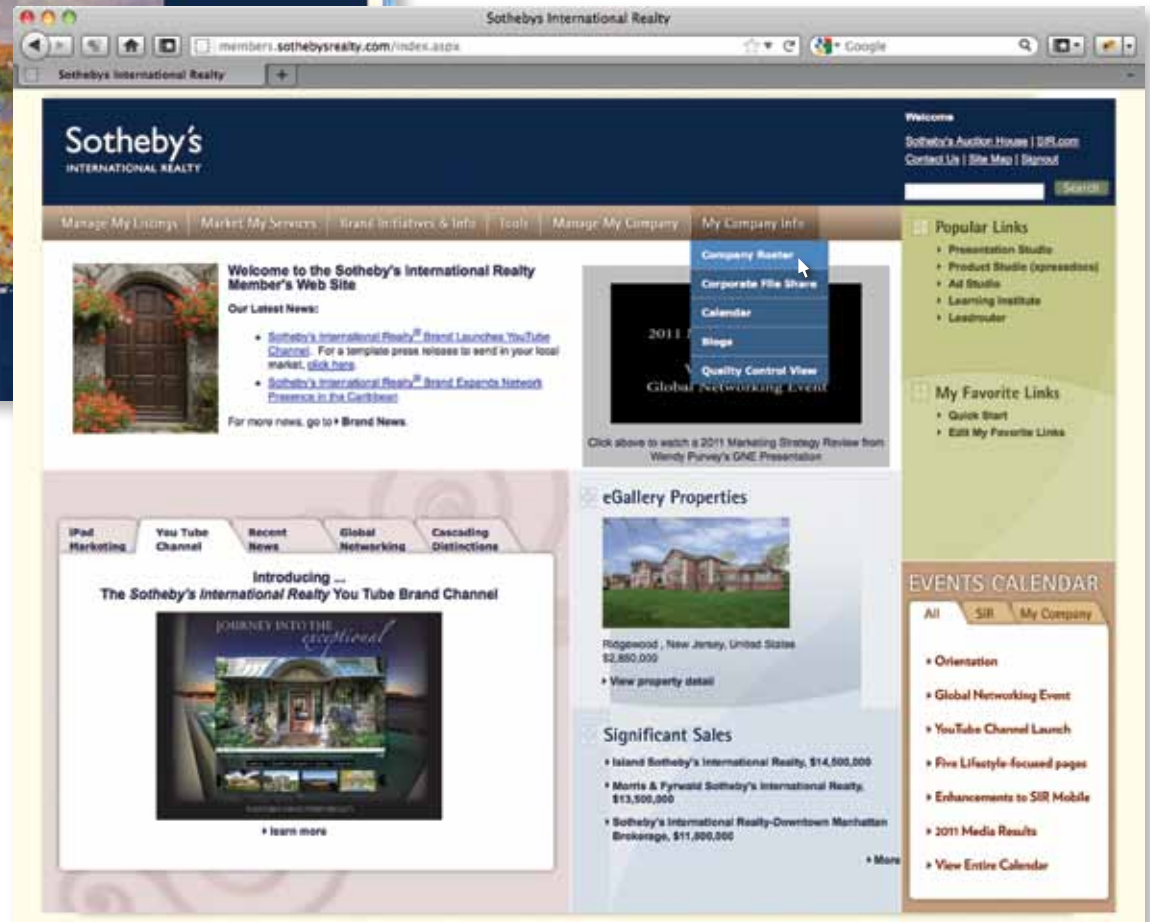
Financial Structure: For large pieces of real estate, subdividing the property into separate parcels can allow a buyer to structure the financing more creatively.

In some cases, the seller can take back a first mortgage on the undeveloped parcels instead of a second, which is more common. This provides greater protection for the seller, making this concept more enticing for a buyer. The buyer can then sell those adjacent parcels and pay down the overall debt on the property.

residential sale within the United States in the previous 12 months. By incorporating this type of exchange, the broker handling the sale overcame the buyer's objection that he had another property to sell.

Tax Benefits: Buyers with a high income should be aware of the tax benefits available to them through conservation easements. Transferring the development rights of a tract of land to a nonprofit easement group provides the buyer with a way to take certain tax deductions based on the appraised value of the donation.

This is common in states with high property taxes.



MEMBERS' INTRANET SITE

Our members' intranet site plays a critical role as the gateway to all our brand has to offer and provides exclusive access at any time of day no matter where you are in the world. Continuously updated, members.sothebysrealty.com is a repository of useful information to help our network members maintain their advantage and stay connected to the brand every day.



2011 Global Networking Event



NETWORKING

Throughout the year, networking opportunities are made available to the members of our brand to share ideas, learn from one another and grow as a result. In particular, our annual Leadership Forum and Global Networking events are designed specifically to help increase agent profitability, share best practices and establish long-lasting referral opportunities with network peers from all around the world.



"The Sotheby's International Realty® events are the most powerful and inspiring networking opportunities I have ever taken advantage of! Not only do they give a global perspective as you learn to embrace everything the brand can afford you, but meeting with people from all over the world is limitless. It really empowers you to use the brand to the maximum.

—Jenny Pruitt, Atlanta Fine Homes Sotheby's International Realty



ACCOLADES

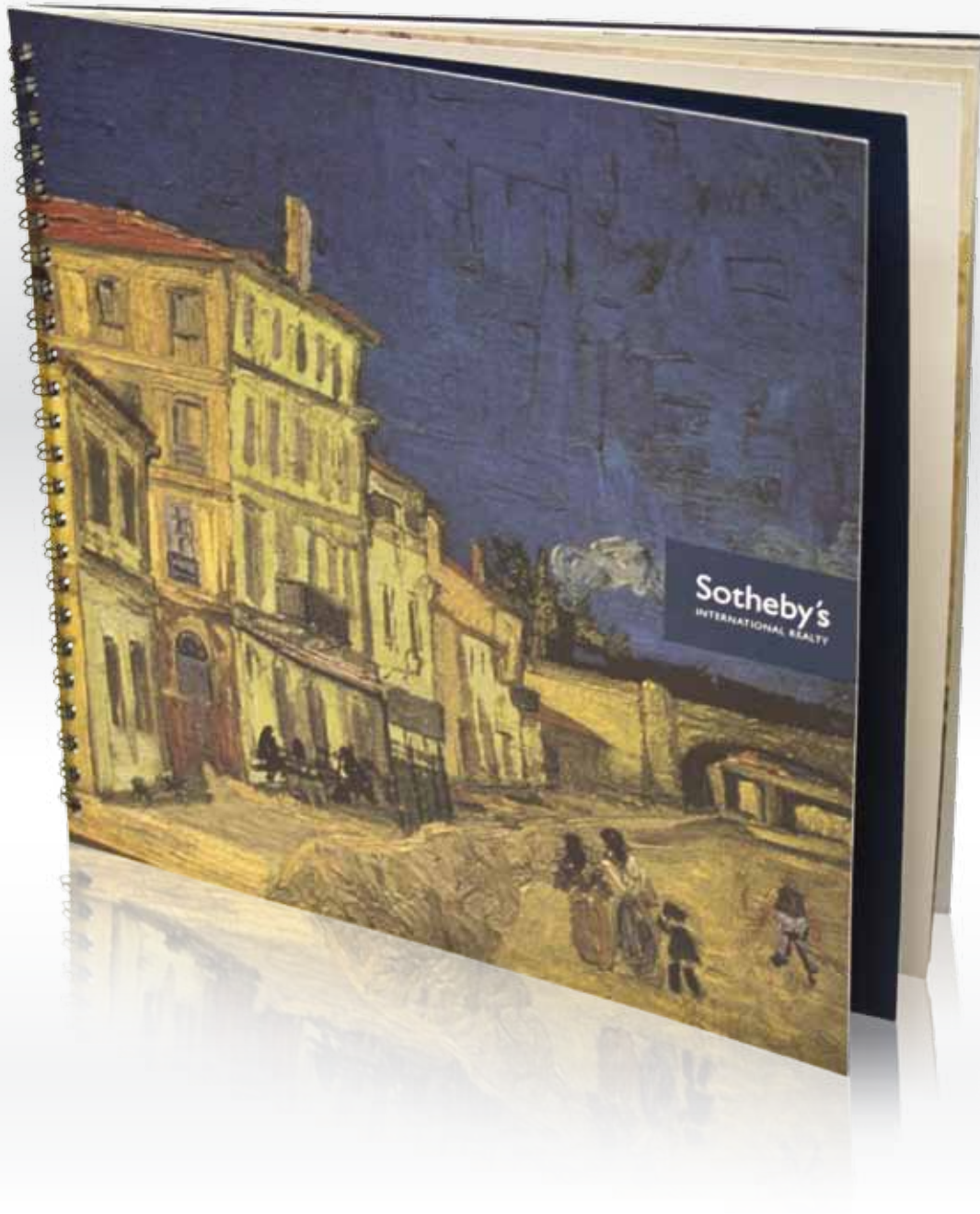
In 2011, the *Sotheby's International Realty* brand proudly won Franchise Business Review's Best in Category for Real Estate Franchisee Satisfaction award for the fourth year in a row. It also was ranked fourth overall among all franchise categories with more than 200 locations. This is the fourth year the *Sotheby's International Realty* brand was rated in the top 10 of all award categories. The brand also ranked eighth in the Best of the Best Overall Top 50, a new category in 2011.



PROPERTY MARKETING

HOME HISTORY BOOK

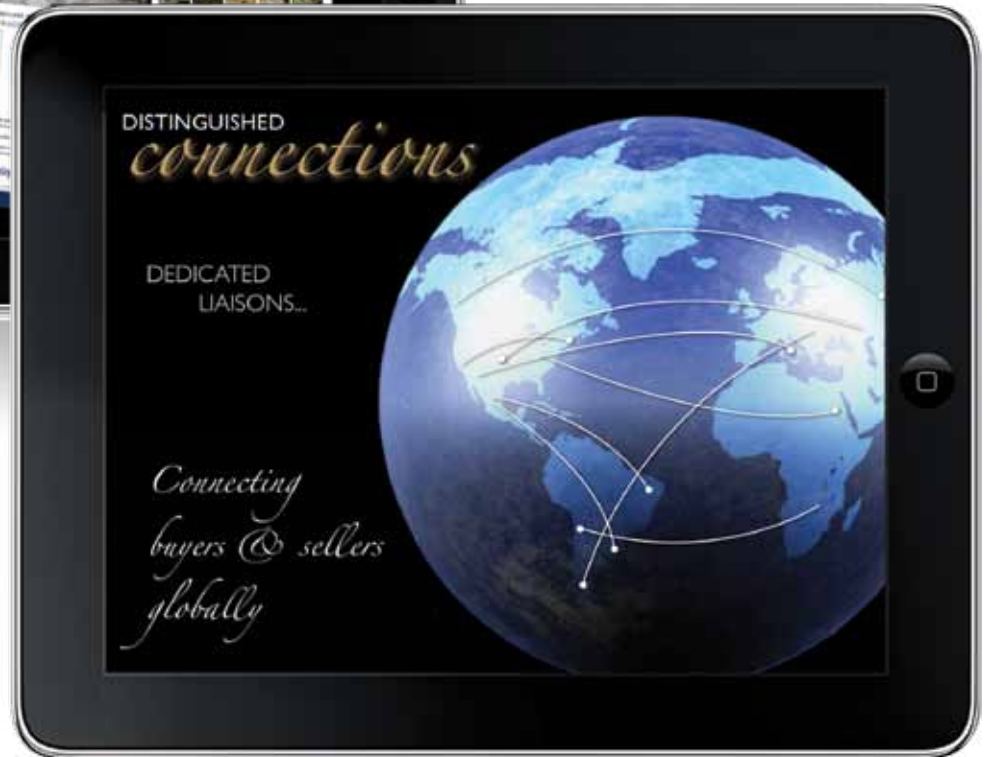
As one of the most successful tools within our line of marketing materials, the Home History book acts as a repository by eliciting critical information about a home from the seller client. The content captured can then be used for the development of the listing advertisement, property brochure, website copy and more.



LISTING/MARKETING PRESENTATION

Our comprehensive online listing presentation is continuously updated, helping to ensure the latest brand features and benefits are being communicated to a seller client. Dozens of pages with pre-written copy and visuals are available to use—many of which can be customized with your local message. Once your presentation is ready, you then determine the delivery output you desire: print the pages, email the presentation or create an eBook.





TABLET LISTING PRESENTATION TOOL

Our tablet listing presentation tool provides our network members with an exciting and innovative experience to showcase all the features and benefits that our brand can offer to a client. For use on an iPad, Blackberry Playbook, Motorola Xoom, HP Touchpad and Samsung Galaxy, our tablet presentation reinforces our innovative dexterity and keeps a client's eyes riveted to the screen with each dynamic swipe of a slide.

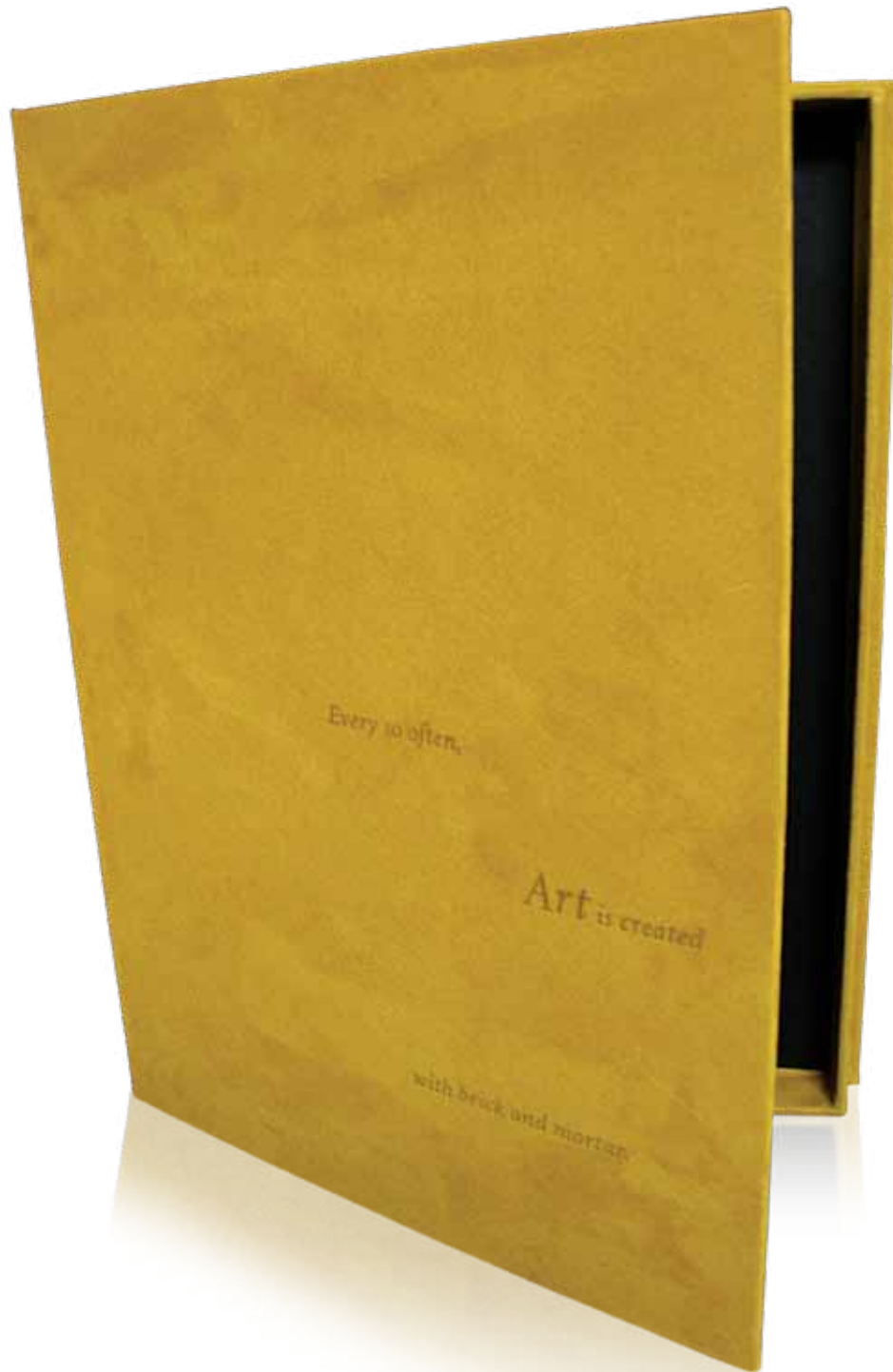


Artfully uniting...

PRESENTATION COVERS

Your printed listing presentation can be even more distinctive by utilizing a professional cover to neatly bind the pages into—quickly and easily in your office. Choose from the blue linen hard bound or ivory soft bound cover—both include a positioning line for the brand. A company imprint is also available for custom orders.

Artfully uniting...



PRESENTATION FOLDER

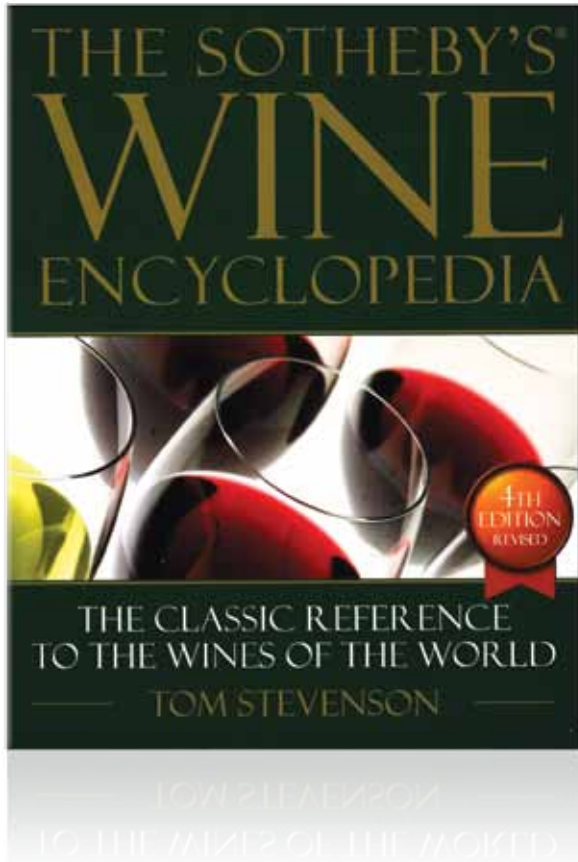
“Every so often, art is created with brick and mortar” is the message adorned on this custom, suede presentation folder. With a pocket depth of approximately one inch, this beautifully manufactured folder can accommodate all your presentation materials with ease and style, allowing you to make an excellent first impression.

SIGNIFICANT SALES

Our monthly *Significant Sales* report provides an overview of the top 30 most significant sold properties within our global network for the month prior. Available as an electronic or printed tool, *Significant Sales* is a staple product to use during seller and buyer presentations. It also acts as a great client touch point communication to disseminate out each month and demonstrate the power and strength of our worldwide network.



TIFFANY & Co.



CLIENT FOLLOW UP

Utilizing proper client follow up techniques is essential to maintaining repeat business. There are many offerings within our product line that allow you to facilitate each client touch point—all at pre-negotiated, discounted rates:

- ▶ Together Collection
- ▶ Music for Wine Lovers
- ▶ Music for Coffee Lovers
- ▶ Sotheby's Wine Encyclopedia
- ▶ Seasons Calendar
- ▶ RESIDE® magazine subscription
- ▶ Sotheby's At Auction subscription
- ▶ Tiffany & Co. products
- ▶ Assouline book discount
- ▶ Frontgate discounted gift cards



...and many other promotional products via our Product Studio through Xpressdocs.



SIGNAGE

The *Sotheby's International Realty* brand places great emphasis on sign compliance around the world to ensure our brand marks are always within identity standards. To help facilitate proper conformity we maintain several relationships with sign partners that provide a turnkey process when ordering signs that can be personalized for the local company or a specific agent.

PROPERTY BROCHURES

Our brand's professionally printed brochures are a consistent point of differentiation across our worldwide network, allowing our members to easily and quickly emphasize key aspects of a listing. Our online creation tool provides a variety of page lengths and formats—many of which can be ordered and received the very next business day.



ORIGINALLY BUILT IN 1857

Main house features a garden level with guest suite, craft room, butler's pantry and exercise room. A formal living room, dining room, family room, private office and kitchen are located on the parlor level. The living, dining and family rooms are adorned with custom plaster crown molding.

VILLA RUMPF

Rumpf (1870 - 1927), the famous painter from Frankfurt, commissioned architect Gustav Meyer to build a unique villa that would soon become a meeting place for the art scene. The villa of the Dutch Neo-Baroque villa's building elements, stylistic characteristics and floor plan remains unique. This is apparent in the brick facade, which is free from ornamental ledges and is characterized by the wood frame facade designer Wolfgang Jupp and carefully restored over the following years.



VIEWS TO BEHOLD

The master suite occupies the first floor with his and her bedrooms are on the 2nd level. Guest suite porch overlooks the swimming pool, guest room, full bath and powder room. The modern amenities.



HISTORIC SAVANNAH
Savannah, Georgia



Sotheby's
INTERNATIONAL REALTY

POSTCARDS & ePOSTCARDS

Our Product Studio provides access to dozens of direct mail options that have been pre-designed with visuals and associated copy points, making it easy to execute a consistent and impactful direct mail plan for your farming and prospecting efforts. Similar options are also available for your electronic marketing needs whereby templates exist for distribution via email.

PRESENTING SUNSET JEWEL
Laguna Beach, CA

This home features the finest hardwood and stone materials transitioning throughout the home to create a dramatic living experience, softened by the casual overtones of its seaside setting.

Includes access to all Montage Laguna Beach amenities: Massage Pool, dining at The Loft and Studio, personal concierge, housekeeping, engineering support and more.

Whether enjoying the peaceful ocean, or enjoying the expansive entertainment scene, no future home program.

Amenities:

- Spa / Hot Tub
- 3+ Fireplaces
- Hardwood Flooring
- In-Home Fitness Center
- Marble Countertop
- Media Room / Home Theater
- Outdoor Kitchen
- Screened Room
- Terrace / Outdoor Space
- Wine Cabinet / Grate
- 3 Car Garage
- Ocean Front

New Zealand | Sotheby's INTERNATIONAL REALTY

Company Address
City, State, Zip Code
www.web-site-address.com or phone

It's the most wonderful time of the year.

In the spirit of the holidays, one of the many things that we are especially thankful for is our proud affiliation with Sotheby's International Realty. This affiliation has resulted in Ward Wight Sotheby's International Realty establishing wonderful relationships with our fellow Sotheby's International Realty affiliates.

We would like to wish you the happiest and healthiest of holiday seasons. We look forward to our mutual continued successes in the New Year.

Happy Holidays and Seasons Greetings!

1-800-917-4050
information@wardwightsothebyrealty.com
Ward Wight Sotheby's International Realty
Belmar, Manasquan, Sea Girt, Spring Lake
www.wardwight.com

Ward Wight | Sotheby's INTERNATIONAL REALTY



GLOBAL DISTRIBUTION PROGRAM

Our brand's ability to distribute property brochures across our entire international network is a clear point of differentiation for marketing a home. Listings that are \$1.5M (USD) and above qualify for this program whereby brochure copies are sent to all real estate offices within our network as well as specific Auction House locations. There are five options to choose from that range from global to more defined regional distribution.

WWSIR Newsletter ~ 09/14/2011





Southern Georgian Colonial
212 Crescent Pkwy
Sea Girt, NJ
[Click here for more information.](#)



Bayfront Lot
1092 Burnegat Ln
Marlton, NJ
[Click here for more information.](#)



Riverfront Home
7 Kings Path
Bellevue, NJ
[Click here for more information.](#)

Existing Home Sale in U.S. Rose 2.4% In June

The number of contracts to purchase previously owned U.S. homes unexpectedly rose in June as buyers tried to take advantage of lower prices and borrowing costs.

The 2.4 percent rise in the index of pending home resales followed an 8.2 percent May gain, the National Association of Realtors said today in Washington. Economists forecast a 2 percent drop, according to the median estimate in a Bloomberg News survey. [More...](#)

Picking the Palette



In 2005, Susan Tordella put her Cape Cod-style home in Westford, Mass., on the market. It languished there for months.

One major roadblock quickly became evident — the color of the home. The wood clapboard exterior was dark brown, something several prospective buyers noted before passing on the house. “The worse the market got, the more important color became,” Tordella says. “Buyers saw it as one more thing they’d have to do.” [More...](#)

Brad Pitt Puts his Bachelor Pad up for Sale

NEW YORK (CNNMoney) — The star of “Seven” and “Ocean’s Eleven” recently listed his four-bedroom Malibu Beach bungalow for \$13.75 million.

Brad Pitt reportedly purchased the oceanfront home for about \$8 million in 2005, after splitting from ex-wife Jennifer Aniston. He did several extensive renovations on the property, including adding a heated lap pool and tennis court. [More...](#)

Brazen | Sotheby's International Realty Newsletter

Brazen Joseph 11/29/2011



Twitter @BrazenSIR
Get live updates on your local Real Estate Market. Make sure to follow us at @brazenSIR

Friend us on Facebook
Brazen Sotheby's is on Facebook! Connect with our agents and see all the exciting

Subscribe to 

For more information visit www.brazenrealty.com

Bellevue, MA
[Click here](#)

zen's Market Report

during these past 90 days we have been seeing increasing relief off of prices. The number of completed transactions jumped 32 percent over last year. Overall pending sales 0 percent over the same time last year. What we need now is

influx of cash buyers in the upper price points, especially on around Bellevue. Cash buyers have the upper hand in best deals.

y had a property in the Towns of Clyde Hill (Bellevue) listed at and aggressively) and in 6 days we had 34 written offers on the (the sales price to 1.64. It showed us that for the right are out there, and are looking for the best deals. The other is that out of all these 34 offers 26 were Asian/Pacific buyers (in, Korea) wanting to purchase into our Seattle market.

In 2011, so far this year, was a property in the town of Hunts that was listed at \$19,000,000 and sold for \$14,750,000 in a

Sotheby's



THE NEUBENGER BERMAN and LEHMAN BROTHERS CORPORATE ART COLLECTIONS
NEW YORK 25 SEPTEMBER

sothebys.com

Kelso, Washington | \$3,200,000



"Artfully uniting extraordinary homes with extraordinary lives."

Soleil | Sotheby's International Realty

Significant Sales

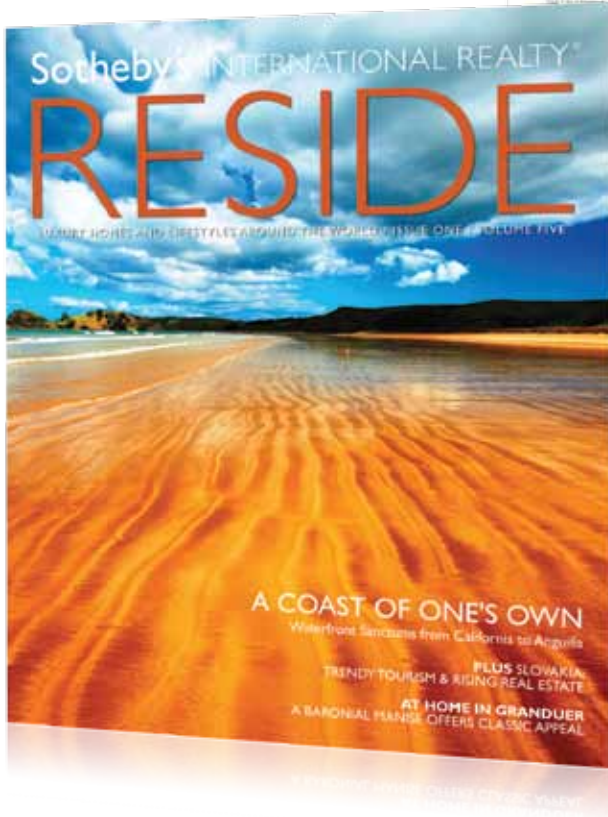
REPRESENTED BY SOLEIL SOTHEBY'S INTERNATIONAL REALTY



2011
soleilbar.com

NEWSLETTERS AND eNEWSLETTERS

Various templates exist with pre-written brand-related and industry-focused copy allowing our members to create a printed or electronic newsletter quickly and easily. Specifically with our eNewsletter templates, members can tap into drag and drop functionality to promote recent significant sales, featured listings, new properties to the market and more.

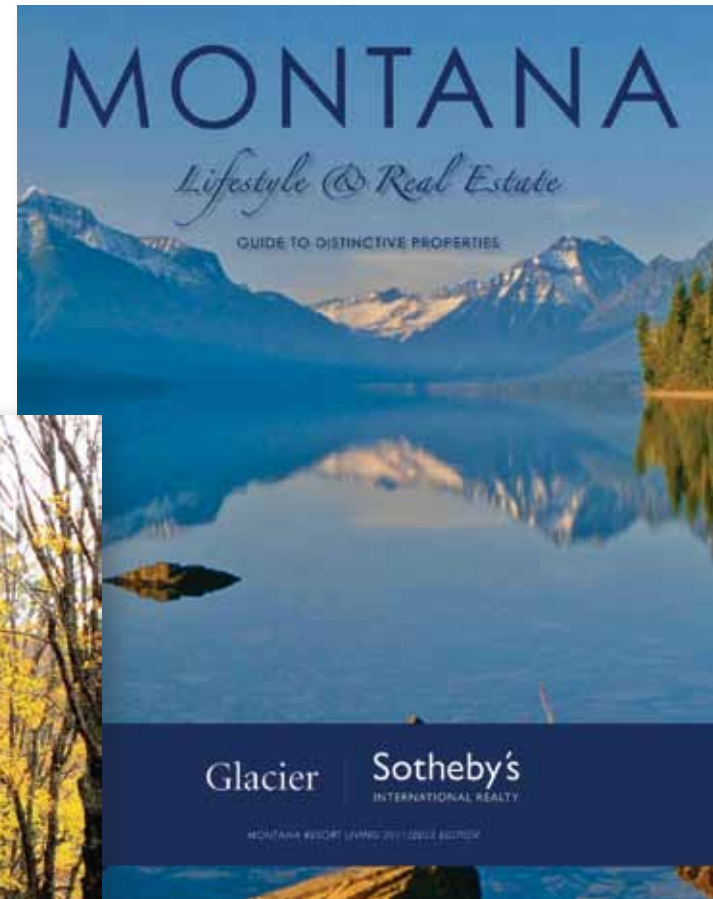
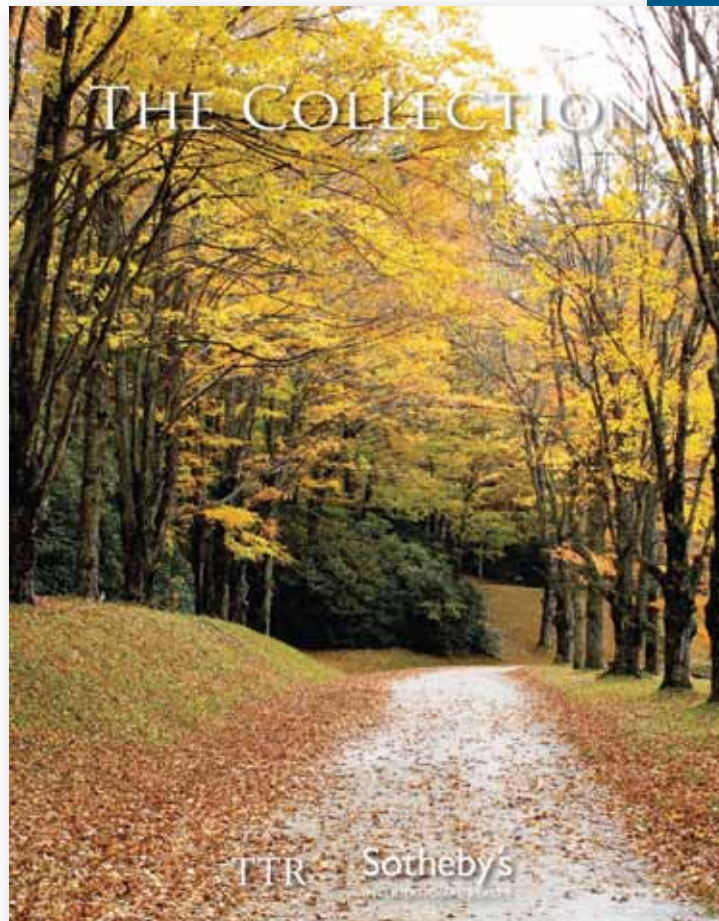


RESIDE® Magazine

RESIDE® is our brand's award-winning, proprietary magazine, featuring luxury homes and lifestyles around the world. Several regional issues exist and are distributed to thousands of readers. Contents include a comprehensive property section, engaging editorial, global lifestyle features and more. Additional distribution is derived from the development of a master edition which includes all the pages of the regional books and is sent to a targeted list of Auction House clientele who receive the *Sotheby's At Auction* magazine. Each issue of RESIDE® is also created as an eBook for electronic marketing/distribution.

CUSTOMIZABLE MAGAZINES

Members who would like to create a custom magazine for their firm can tap into various resources that exist. Options range from simple online templates where members populate property photos and descriptions to more customized programs where our corporate team handles the project from start to finish and can help earmark unique distribution options. No matter which option is chosen, our cost effective, professionally printed magazines options help our network members differentiate themselves from their competition.

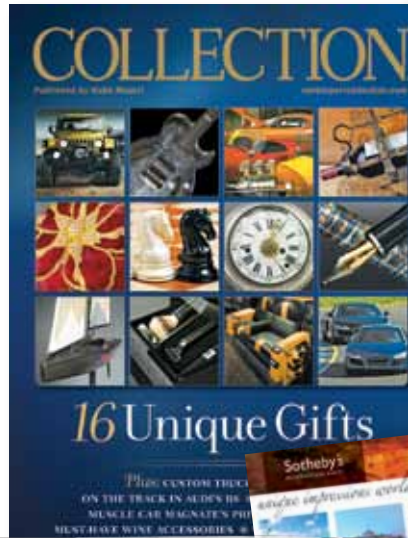




Realogics Sotheby's International Realty

eGALLERY

Designed to provide worldwide reach for a property, the *Sotheby's International Realty* eGallery is a real time, dynamic property slide show providing maximum global exposure. eGallery is displayed on flat screens in most *Sotheby's International Realty* and Sotheby's Auction House locations around the world. All eGallery properties featured include a high-resolution photo, property location and price but first must meet eligibility requirements to participate in this exclusive program.



PRINT COOPERATIVE ADVERTISING

Leveraging the reach of many of the world's most well-known media moguls is at the heart of our cooperative advertising program. Members of our network are able to select from year-long opportunities that feature pre-negotiated, subsidized rates to provide listings with vast targeted exposure. In addition to regular cooperative advertisements, our brand also participates in key events such as: Wimbledon, the Olympics, Cannes Film Festival and more.

The New York Times

Google™



THE WALL STREET JOURNAL.



DIGITAL COOPERATIVE ADVERTISING

Our digital cooperative advertising program provides our members with turnkey opportunities to leverage our digital campaigns to enhance their local marketing initiatives and drive awareness within specified markets. These offerings provide high-profile online impressions with our globally renowned media partners through localized targeting and efficient rates.

Sotheby's International Realty®
2012 CORPORATE RATE PROGRAM

ART & ANTIQUES

Art & Antiques is devoted to the fine and decorative arts, including painting, drawing, sculpture, furniture, textiles, photography, glass, ceramics and glass, and the people who create and collect these treasures. Readers include collectors who love art, serious collectors, gallery owners, professionals and interior designers. Editorial coverage includes profiles of the magnificent homes that showcase great collections and how they are complemented by unique interiors.

CIRCULATION: 49,171
MALE/FEMALE: 39% / 61%
MEDIAN AGE: 55A
AVERAGE HH: \$20,000

Sotheby's International Realty Corp.

Full page - \$1,700
Half page - \$1,000

Space Reservations:
Dina Kalkot
+1 212 261 2119
dkalkot@sotheby.com

ELITE TRAVELER

Elite Traveler is a travel and lifestyle magazine for affluent and sophisticated travelers. It is a luxury lifestyle sourcebook, providing insider recommendations on the finest in travel, jewelry, watch, culture, home design, electronics, and food and wine.

CIRCULATION: 130,951
MALE/FEMALE: 62% / 38%
MEDIAN AGE: 41D
AVERAGE HH: \$5,300,000

Sotheby's International Realty

COLOR:
Full page - \$71,625
Half page - \$42,375
Quarter page - \$21,180

Space Reservations:
Joan Paul
+1 846 567 5773
jpaul@elite-traveler.com

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COUNTRY LIFE

Published in London, Country Life gives advertisers unrivalled access to a wealthy readership of high-earning men and women in more than 30 countries - an exclusive group of white buyers looking for the best in quality properties worldwide. Each week, readers are drawn to a magazine that is entertaining, challenging and varied with superb color photographs of houses, gardens, antiques and the countryside, a feast for the eye - an inspiration to acquire property.

CIRCULATION: 316,724
MALE/FEMALE: 50% / 50%
MEDIAN AGE: 47D
AVERAGE HH: \$20,000

Sotheby's International Realty Corporate Rate Program

Double page - \$10,000
Full page - \$5,000
Half page - \$3,125
Quarter page - \$1,625
Eighth page - \$1,000

Space Reservations:
Kate Buckley
+1 845 266 4980
kbuckl@sotheby.com



DEPARTURES

Departures is published for Platinum Card and Centurion members from American Express. It is a luxury lifestyle sourcebook, providing insider recommendations on the finest in travel, jewelry, watch, culture, home design, electronics, and food and wine, for affluent and sophisticated travelers.

CIRCULATION: 180,379
MALE/FEMALE: 52% / 48%
MEDIAN AGE: 50
AVERAGE HH: \$301,447

Sotheby's International Realty Corporate Rate Program

COLOR:
Full page - \$46,100
Two-Third page - \$24,567
Half page - \$27,400
Third page - \$21,638

Black and White:
Full page - \$31,037
Two-Third page - \$23,392
Half page - \$18,896
Third page - \$14,807

Space Reservations:
Tom DeFranco
+1 212 363 3847

Tom.D@sotheby.com



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Sotheby's
INTERNATIONAL REALTY

DEPARTURES COUNTRY LIFE



THE PRIVATE JET LIFESTYLE MAGAZINE



CORPORATE RATES

Members of our network have access to a variety of global, far-reaching publications at pre-negotiated rates through our Corporate Rates program. The high-profile, media titles within this program have all been vetted and preferred advertising rates have been reserved for members of the *Sotheby's International Realty* network to utilize at their discretion.



LIST HUB

The listings our network represents are automatically distributed to some of the most highly visited websites in the world. This online listing distribution platform, powered by List Hub, also offers a robust reporting platform to measure online activity and results which help to properly gauge interest levels of potential buyers.

Smythe & Jones | Sotheby's INTERNATIONAL REALTY

30-Day Online Marketing Summary

July 08, 2010
 Circuit 660 Turnpike Park, NY 10867
 MLS # 899888 | \$2,899,000

30-Day Online Marketing Summary

Web Site Traffic Comparison

Web Site	Property Views	Inquiries
AOL Real Estate	3	0
Charmelle.com	0	0
FindaProperty.com	0	0
HomeFinder.com	0	0
Homes.com	6	0
NY Times	0	0
SmartAgent	0	0
Sotheby's Realty	154	0
Trulia	1	0
Yahoo! Real Estate	2	0
Zillow.com	3	0
TOTAL	223	0

OFFICE REPORT for Summit Sotheby's International Realty 09/27/2010

Sotheby's INTERNATIONAL REALTY

OFFICE REPORT FOR SUMMIT SOtheby's INTERNATIONAL REALTY LISTINGS

EXPLANATION OF TERMS

Activation of Terms
 Agent ID - Each agent has a unique user ID per MLS and per office. Since it is possible for some agents to hold more than one agent ID, the ID is included for the purpose of explanation.

Channel Labelled "Original" - An inquiry when the response was taken to the property page listed by ListHub is a inquiry other than one of the channels, such as when the consumer searches for a specific property address in a search engine and is taken directly to the property page.

Click Throughs (Clicks) - Indicates when a link/button is highlighted in the property page for that listing on the website. Clicked property page or property image on the homepage (see note).

Inquiries - An inquiry when the consumer clicks an inquire button with the listing or agent using one of the links on the ListHub hosted property page or by using a link on the channel site etc. This would result in the consumer receiving an email with a return address for the consumer. The number of times a consumer clicked on "Click to view phone number" is also measured and recorded under "Inquiries".

Listing Count - The number of active listings that each agent has on the site of the report. In the number of active listings in a property category on the site of the report.

Listing Inventory - The total active listings that are being tracked from the MLS report.

MLS on Property Views - Reporting on Property View data requires that the internet marketing channel please directed information on the number of times consumers accessed the property view for each property. The data indicates that property view data is not available for the MLS.

Performance Rank - ListHub uses unique algorithms to determine the performance of listings within certain property categories as well as the performance of listings for each agent. This algorithm factors in the number of clicks, the number of inquiries, and the number of inquiries.

Property Views - Indicates when a consumer clicks on the thumbnail view of a property to view more details, while still on the channel marketing platform (Web site, i.e. from the property view that the consumer has access to the link for more property information) which results in a "View or click-through" when clicked.

Property views, clicks, and inquiries are based on the number of clicks displayed to the program. If the channel displays a listing provided by a source other than ListHub or if a listing is not displayed due to an advertising error, the activity for that listing is not included in ListHub reports.

OFFICE REPORT for Sotheby's International Realty 09/27/2010

Sotheby's INTERNATIONAL REALTY

30-DAY REPORT FOR SOtheby's INTERNATIONAL REALTY LISTINGS

EXECUTIVE SUMMARY

You currently have 11 listings, and you are subscribed to 11 channels. 16 of your properties have been visited at least 1 time over the last 30 days.
 Terms are defined on the last page of this report.

Top Channels by Number of Visits

Channel	Visits	% of Visits
1. Yahoo! Real Estate	31	43.3%
2. Homes.com	10	20.0%
3. Zillow.com	14	18.8%

Top Locations of Your Online Consumers

Location	Visits	% of Total Visits
1. Worcester, MA	6	8.3%
2. Milford, MA	5	6.9%
3. Ellsworth, MA	1	1.3%

Number of Clicks - Last 30 Days

Number of Inquiries - Last 12 Months

Top Listing Agents (Real online performance ranking)

Agent	Agent ID	Listing Count	Click-Throughs (Clicks)	Inquiries	Performance Rank
	4018214	1	5	1	1st
	4042380	4	15	0	2nd
	4013940	2	15	0	3rd

Top Property Categories

Description	Listing Count	Click-Throughs (Clicks)	Inquiries	Performance Rank
3300K - 3300K - 300K Residential - For Sale	0	0	1	1st
6000K - 6000K - 400K Residential - For Sale	2	11	0	2nd
910K - 910K - 700K Residential - For Sale	1	12	0	3rd

SOTHEBYSREALTY.COM

Sothebysrealty.com is at the core of an integrated global online marketing program designed to distinctly showcase the collection of extraordinary homes represented by our network members. With unique features from currency conversion to language translation to the ability to search for a home via our specialty markets offerings, sothebysrealty.com welcomes nearly 500,000 monthly average visitors to search for a home in ways like no other real estate website.

Other notable 2011 stats:



Total Unique Visitors – approx. **3,850,000**

Avg Monthly Visits – approx. **462,000**

Total Visits – approx. **5,550,000**

Average Minutes Per Visit – approx. **12:45**

Total Pageviews – approx. **50,753,000**

Avg Monthly Pageviews – approx. **4,230,000**

Visitors from outside the US – approx. **38%**



CASCADING PLATFORM

Members of our network are able to take advantage of our cascading solution of interconnected websites and digital marketing partnerships. The cascading effect of this system offers complete company/agent flexibility and provides our network members with complete feature rich websites and tools to improve overall productivity while delivering on the *Sotheby's International Realty* brand's standards.



broker/company websites



sales associate websites

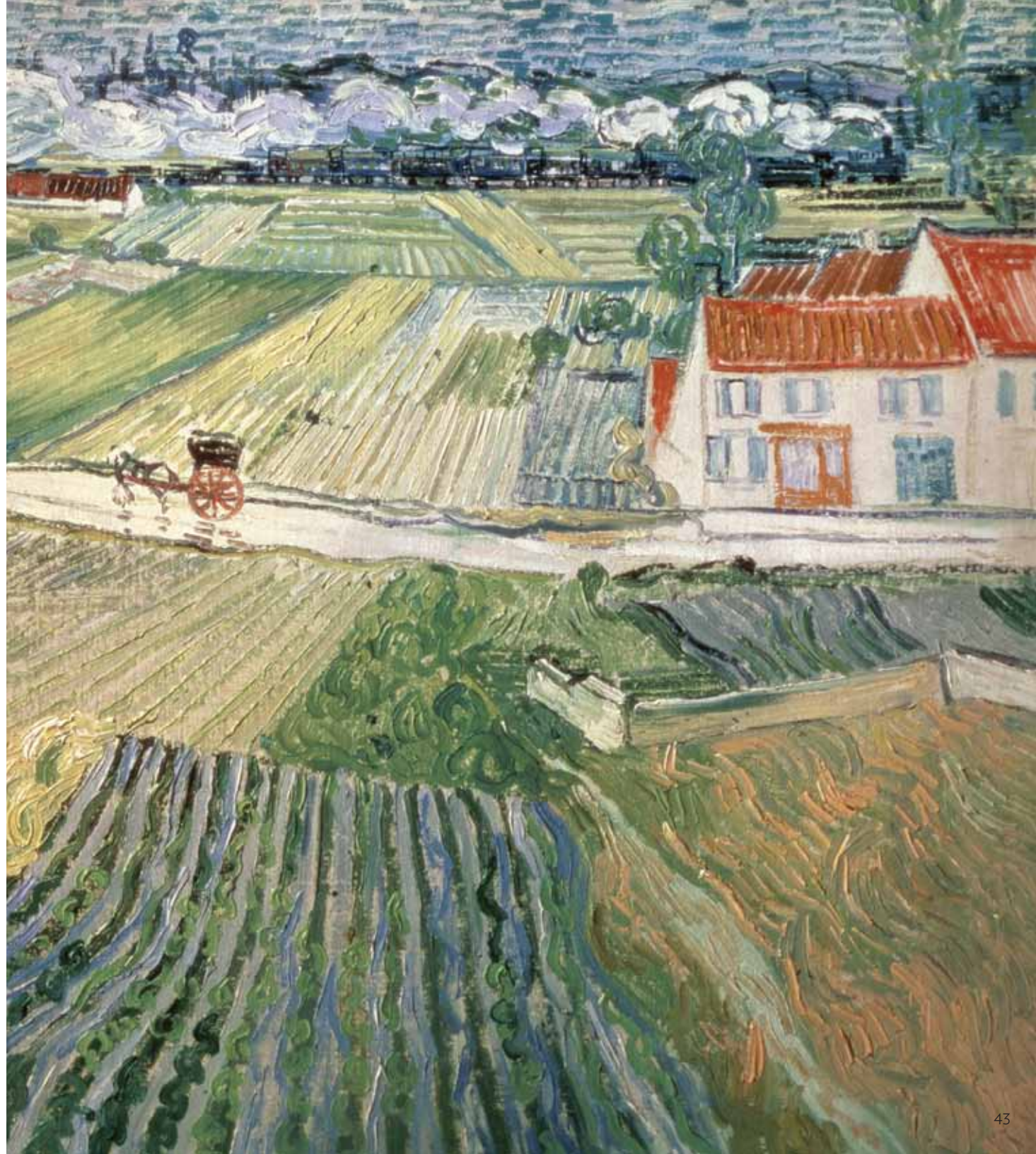


SIR MOBILE

SIR Mobile is the only real estate mobile app that works on all devices, anywhere in the world and includes the ability to search for international properties. Our app allows consumers to view properties based on GPS location, address, city or postal code all while displaying detailed property information including price, beds/baths, taxes, high-quality photos and more. And when a prospective client wants more information the “call” feature connects them directly to a *Sotheby's International Realty* sales associate.

FINE ART IMAGES

Members of our network are able to leverage the brand association with the art world by incorporating fine works of art into their own local advertising message. Various images are available from well-known artists including Van Gogh, Renoir, Monet and more and provide instant differentiation... all at no cost for use.



AD STUDIO/AD TEMPLATES

Our complimentary Ad Studio houses many advertising options to choose from that have all been pre-designed for ease of use. Dozens of templates with visuals and supporting copy are available to choose from, allowing you to customize your message and then remit to the media publication of your choice. Templates include choices for marketing listings as well as institutional ads for personal promotion.

Sotheby's
INTERNATIONAL REALTY

unique impressions worldwide

TRAVELING BEACH HOUSES
MONTICELLO, CALIFORNIA
MONTICELLO, CALIFORNIA
CANNON, FRANCE
CAY COAST, SOUTH ISLAND
SCOTTSDALE, AZ
SAN FRANCISCO
SANTA MONICA, CA
TIBURON, CA
BURLINGAME, CA
NEPTUNE
CORAL GABLES, FL
KEY BISCAYNE, FL
KEY BISCAYNE, FL
KEY BISCAYNE, FL
PALM BEACH, FL

EXPERIENCE "ECO SOUND", JUNE 4TH 2010

THIS IS OUR WORLD.

The power to lead a better life is in the details. From the most unique and rare to the most common, that's the way we think. And we're not just talking about the details of our homes, but the details of our lives. From the most unique and rare to the most common, that's the way we think. And we're not just talking about the details of our homes, but the details of our lives.

our qualities are common, our benefits endless.

Signature **Sotheby's**
INTERNATIONAL REALTY

AMY W. HOFFMAN
1307 N. W. 10th Ave
Tampa, Florida 33612
407.276.8112 • amy@sotheby.com

LIKE NO OTHER

THE WORTH OF A HOME can be found in details that truly define uniqueness: as simple as a centuries old fireplace that retains the history; permanence of a time past, or as grand as a rooftop promenade atop a landscape of city lights. So to us, it's not about the size of the property, the number of bedrooms, or even the price, but more about the distinct character that makes a home worthy of being called exceptional.

This is our world.

Because the worth of a home is defined in its unique details.

Smythe & Jones | Sotheby's
INTERNATIONAL REALTY

Lynde Smythe
lyn@smytheandjones.com 406.542.1234
111 Main Street Columbia New York 10022
smytheandjones.com

THE MOUNTAINS, THE LAKES, THE ARCHITECTURE.

THIS IS OUR WORLD.

There is no property that defines more of yourself. Sotheby's International Realty, Inc. is our partner in this journey. We are committed to providing you with the most exceptional properties, those rare and those few. We are committed to providing you with the most exceptional properties, those rare and those few. We are committed to providing you with the most exceptional properties, those rare and those few.

our qualities are common, our benefits endless.

Signature **Sotheby's**
INTERNATIONAL REALTY

Ann Smythe
101 Highway 42 Coonah, CO 81421
478.960.8286
ann@sotheby.com
www.sotheby.com

PROPERTY RESERVOIR

The Property Reservoir, available through our members' intranet site, provides a local listing ad with instantaneous global appeal by allowing access to properties outside a specific local market. Additionally, members can add listings, as they desire, in hopes that they will receive exposure in publications outside their local market. A reporting feature is available so activity can be provided to clients.

Shared Library

For details on the items below, click the "Preview" button to see a list of details or the "Download" button to download your ad.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 ◀ | ▶



The Club at Spanish Peaks - Elkridge Estate
BIG SKY, MONTANA, 59716, USA
\$4,795,000.00
141852

[Preview](#) [Download](#)



Sensational Tahoe Keys Waterfront
SOUTH LAKE
TAHOE, CALIFORNIA, 96150, USA
\$1,299,000.00
110387

[Preview](#) [Download](#)



57 Dune Lane
HILTON HEAD ISLAND, SOUTH
CAROLINA, 29928, USA
\$5,200,000.00
248445

[Preview](#) [Download](#)



Charming Glenbrook Townhome
GLENBROOK, NEVADA, 89413, USA
\$1,699,000.00
80008304

[Preview](#) [Download](#)



Stunning Cave Rock Estate
ZEPHYR
COVE, NEVADA, 89448, USA
\$2,450,000.00
80007982

[Preview](#) [Download](#)



Shamrock Bend
SAVANNAH, GEORGIA, 31411, USA
\$3,185,000.00
16439

[Preview](#) [Download](#)



[Download](#)

Ad Name:
57 Dune Lane

Ad Description:

City:
Hilton Head Island

State/ Province:
South Carolina

Zip/ Postal Code (can be left blank):
29928

Country:
USA

Price:
\$5,200,000.00

Listing Contact Name:
Catherine Harrison

Email Address:
Catherine.Harrison@sothebysrealty.com

Property ID/MLS ID (if applicable):
248445

Country Code/ Area Code (US):
912

Phone Number Prefix:
234

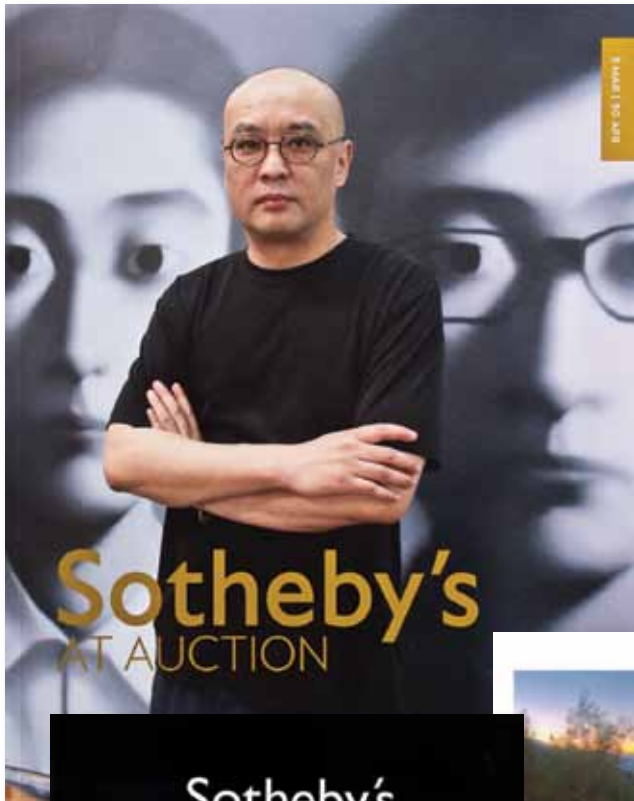
Line Number:
3323

Image Color:
Color

80008304
\$1,699,000.00
GLENBROOK, NEVADA, 89413, USA

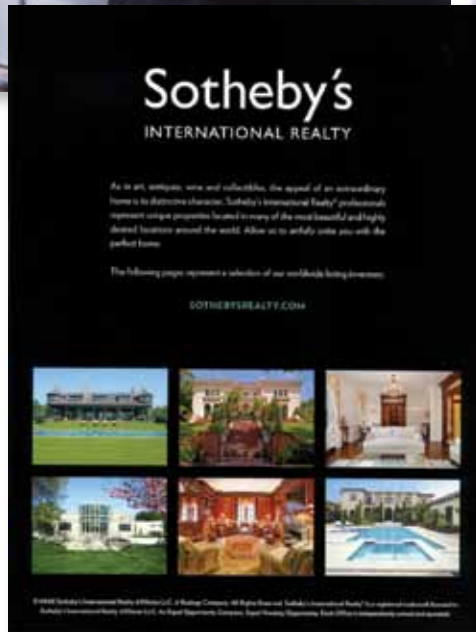
80001865
\$2,450,000.00
COVE, NEVADA, 89448, USA

16439
\$3,185,000.00
SAVANNAH, GEORGIA, 31411, USA



SOTHEBY'S AT AUCTION

Reaching the most affluent and discerning clientele of the Auction House, *Sotheby's At Auction*, is an exclusive publication showcasing the most important pieces of fine and decorative art, precious objects, collectibles and more. This magazine is published eight times per year and members of our network are able to take advantage of discounted, pre-negotiated rates to feature listings within the designated property gallery section that is included in each issue.




INSIDE SOTHEBY'S AUCTIONS CATALOGUES DEPARTMENTS BUY & SELL

SEARCH

Sotheby's

Hong Kong

OVERVIEW AUCTIONS CONTACTS DEPARTMENTS




Suites 3101-3106, 3108
88 Queensway
110 000 880 0000
310 3101-3106
Hong Kong, China
Tel: +852 2524 8121
Fax: +852 2510 6238
Auction and Exhibition
Convention and Exhibition
Expo Drive Wanchai
0000 : 0000 0000
00000000 00 00

Sotheby's was the first auction house in Hong Kong, opening an office in 1973 and holding our first auction that same year. Since then, Hong Kong has become central to Sotheby's involvement with the Asian art market.

Sotheby's biannual sales series in Hong Kong is held in April and October. It features auctions of Chinese Ceramics & Works of Art, Fine Chinese Paintings, Contemporary Asian Art, 20th Century Chinese Art, Modern & Contemporary Southeast Asian Paintings, Magnificent Jewels & Jadeite, Important Watches and Wine.

While always a vibrant collecting center, in recent years, Sotheby's Hong Kong has witnessed extraordinary demand from a new generation of avid collectors. Sotheby's 2010 sales realised nearly \$690 million—an increase of 145 percent over the previous year's sales. Recent successes include Sotheby's fifteenth consecutive completely sold-through wine sale in Hong Kong and four private collections of Imperial Treasures and important Chinese Works of Art that achieved an extraordinary \$147.6 million and included a massive Imperial White Jade "Xintian Zhuren" Qing Dynasty Seal. This remarkable object shattered the record for an Imperial seal at auction, being sold at \$15.6 million (presale estimate: \$3 to \$4 million).

[read more](#)



SELECT LANGUAGE

REGISTER TO SAVE FAVOURITES

INSIDE SOTHEBY'S AUCTIONS CATALOGUES DEPARTMENTS BUY & SELL

SEARCH

Sotheby's

INSIDE SOTHEBY'S

OVERVIEW ABOUT US LOCATIONS SERVICES VIDEOS BOARD OF DIRECTORS MAGAZINE

BEYOND AUCTIONS
Learn more about our partners:

- SOTHEBY'S INTERNATIONAL REALTY
- SOTHEBY'S DIAMONDS
- SOTHEBY'S INSTITUTE OF ART
- SOTHEBY'S WINE
- SOTHEBY'S FINANCIAL SERVICES

ABOUT US & LOCATIONS



Sotheby's at a Glance

- Founded March 11, 1744
- Oldest company on the New York Stock Exchange
- 90 locations in 40 countries
- 250 auctions each year in over 70 categories

SERVICES



SOTHEBY'S INTERNATIONAL REAL ESTATE LUXURY REAL ESTATE LISTINGS





Investor Relations

Sotheby's is a public company registered with the New York Stock Exchange, listed under the ticker symbol BID. The Investor Relations department maintains company financial information and relevant investment details about the organization for dissemination to the investors.

For additional Investor Relations information, please [click here](#).

Press Office

Contact Sotheby's Press Office +1 212 606 7176

Sotheby's History

1744 On behalf of the United States Government, Sotheby's sold the United States Capitol Dome for \$1.6 million, the highest price ever paid for a building.

1858 When Sir John Lubbock, Baronet, the 1st Baronet, was asked to buy the National Trust for Historic Preservation for \$1.5 million.

1905 The largest collection of Old Masters and Works of Art is sold in Paris for \$7 million. The 8th Street Collection is sold in New York for \$2.5 million.

1984 Sotheby's sets the world record for any work of art sold at auction when Pablo Picasso's *Les Femmes d'Alger (O. J. R.)* is sold in New York for \$220 million.

1984

Our Magazine - Sotheby's At Auction

REGISTER TO SAVE FAVOURITES



SOTHEBYS.COM

As part of our integrated collaboration efforts with the Auction House, select *Sotheby's International Realty* listings have the unique opportunity to be featured on sothebys.com within certain high-exposure spots. Sothebys.com is consistently one of the top five referring sites to sothebysrealty.com and acts as the preferred online destination for the Auction House's coveted clientele to learn about event details, art services, private sales, exhibitions and more.

LISTING.EXPOSURE@SOTHEBYSREALTY.COM

Sotheby's International Realty network members have an array of exclusive, complimentary exposure opportunities available for their listings. By submitting high quality property images to listing.exposure@sothebysrealty.com, listings will be considered for one of our many high profile, highly visible placements such as:

- ▶ Sothebysrealty.com web covers
- ▶ Brand campaign editorial features with our major media partners
- ▶ Showcased in brand creative



Sotheby's
INTERNATIONAL REALTY

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