



# THE DISTINCTION

**Sotheby's**  
INTERNATIONAL REALTY

The leader in premium real estate, we deploy intuitive technology to deliver a truly personalized, client-driven experience. With professionals in over 72 countries, 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



Auckland, New Zealand | Property ID: JQ4E7V

## **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 72 countries worldwide, making *Sotheby's International Realty* a **truly global** real estate brand.



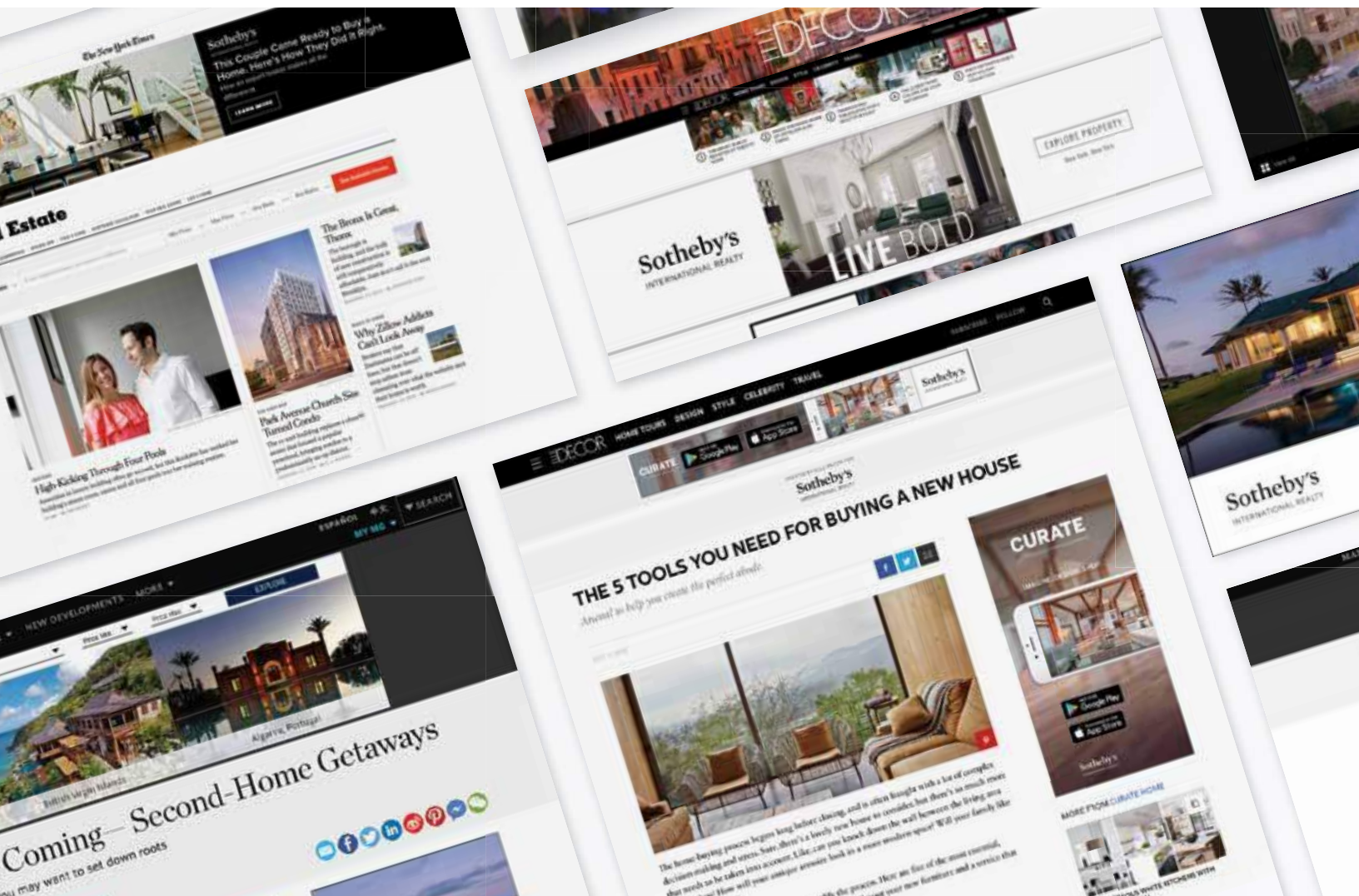
## Brand Heritage

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 the signature publications, and in digital newsletters and on sothebys.com



## 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

THE ECONOMIC TIMES

theTradeDesk®

ELLE DECOR

The New York Times

YouTube

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PropGOLuxury

JamesEdition

inman

VANITY FAIR

FINANCIAL TIMES

Emirates

AD  
ARCHITECTURAL DIGEST

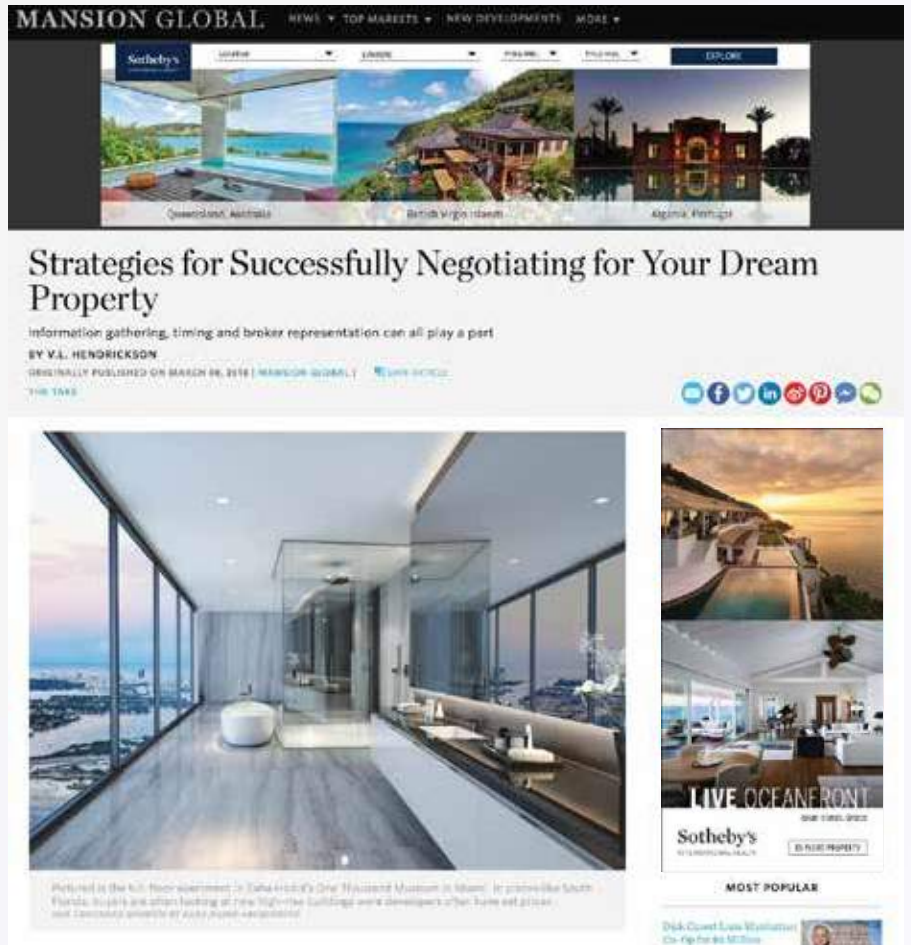
NIKKEI

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.

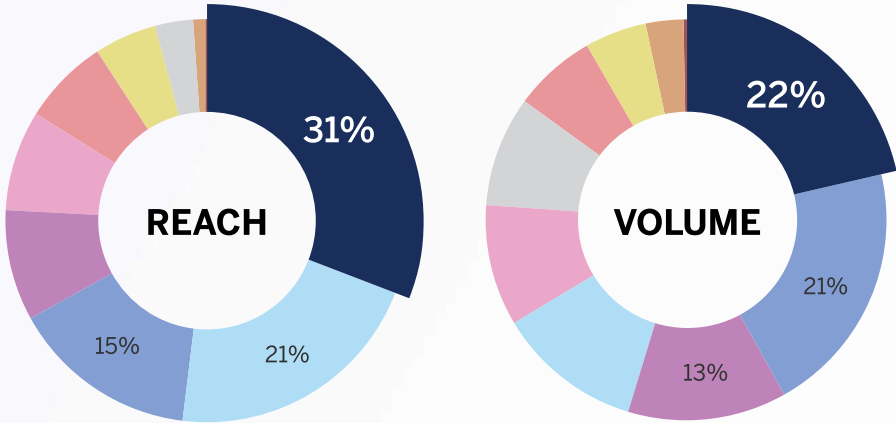




## Targeted Advertising

With an emphasis on exclusivity, the *Sotheby's International Realty* 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

- Douglas Elliman
- Coldwell Banker
- Berkshire Hathaway HomeServices
- Keller Williams Realty
- Engel & Völkers
- Compass
- LeadingRE
- Knight Frank
- Christie's International Real Estate

JANUARY 2018 - JUNE 2018

### 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, and Facebook, the top referring source of traffic to [sothebysrealty.com](http://sothebysrealty.com). Additionally, the *Sotheby's International Realty* brand's YouTube channel has more subscribers and video views than any other real estate brand.

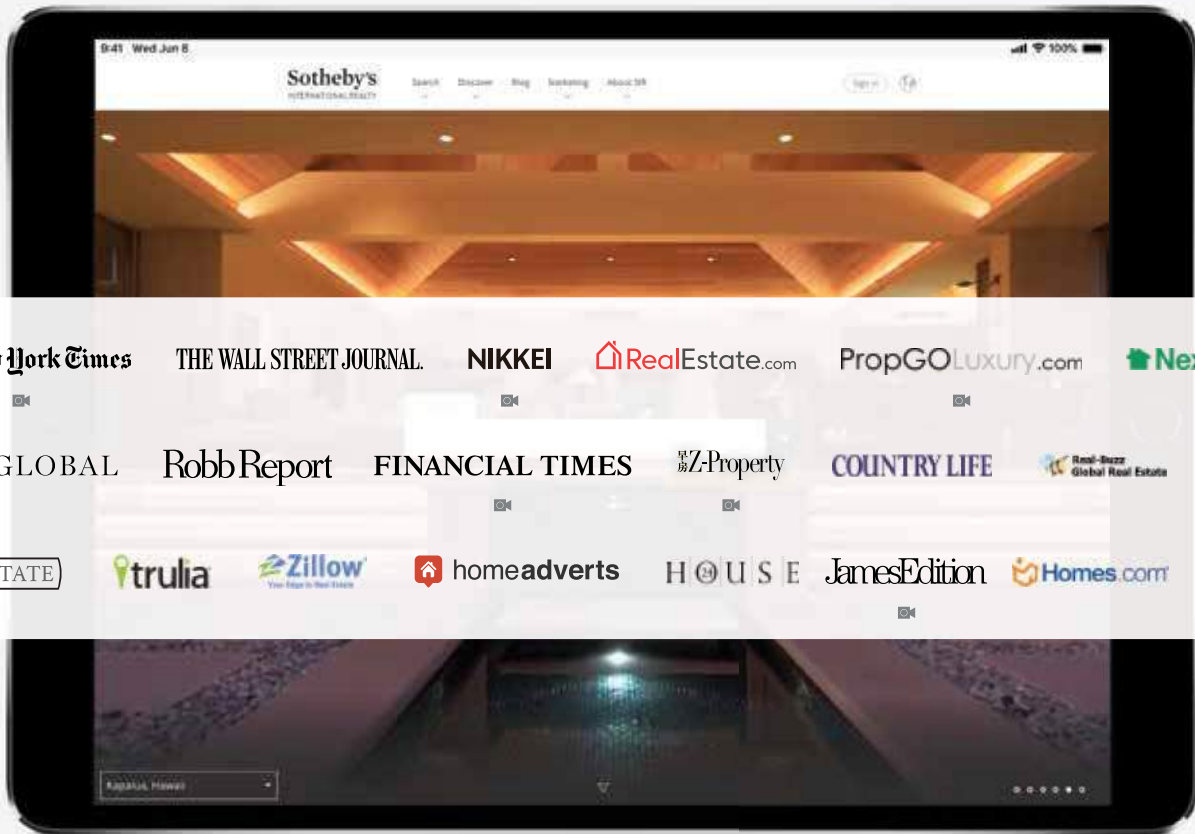


## GALLERY

Photos and videos from 1515 N LOWER RIDGE RD

**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

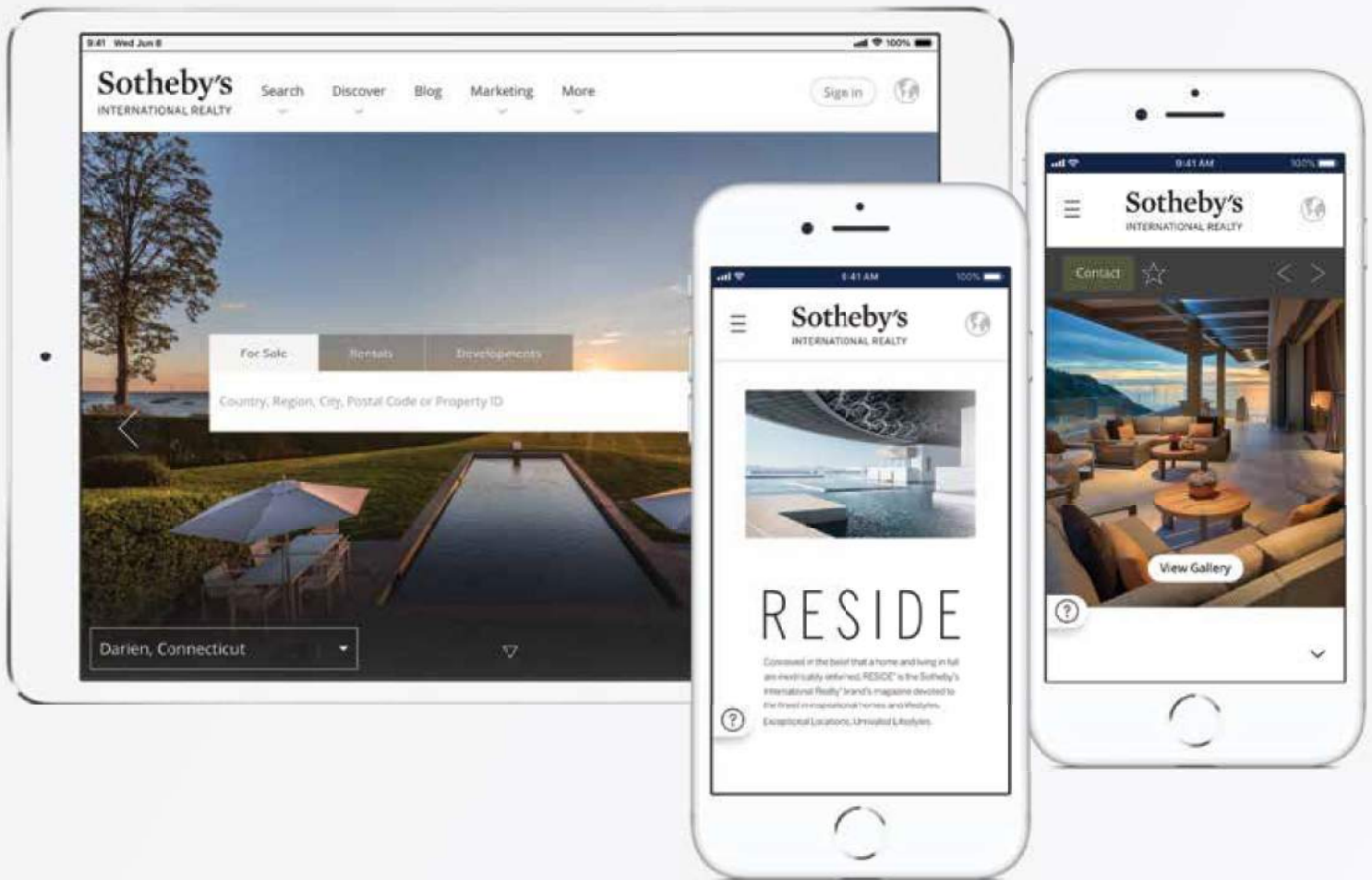
The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. Additionally, once a home is showcased 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

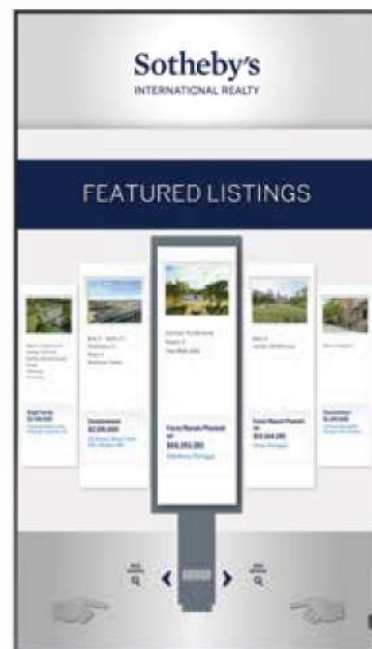
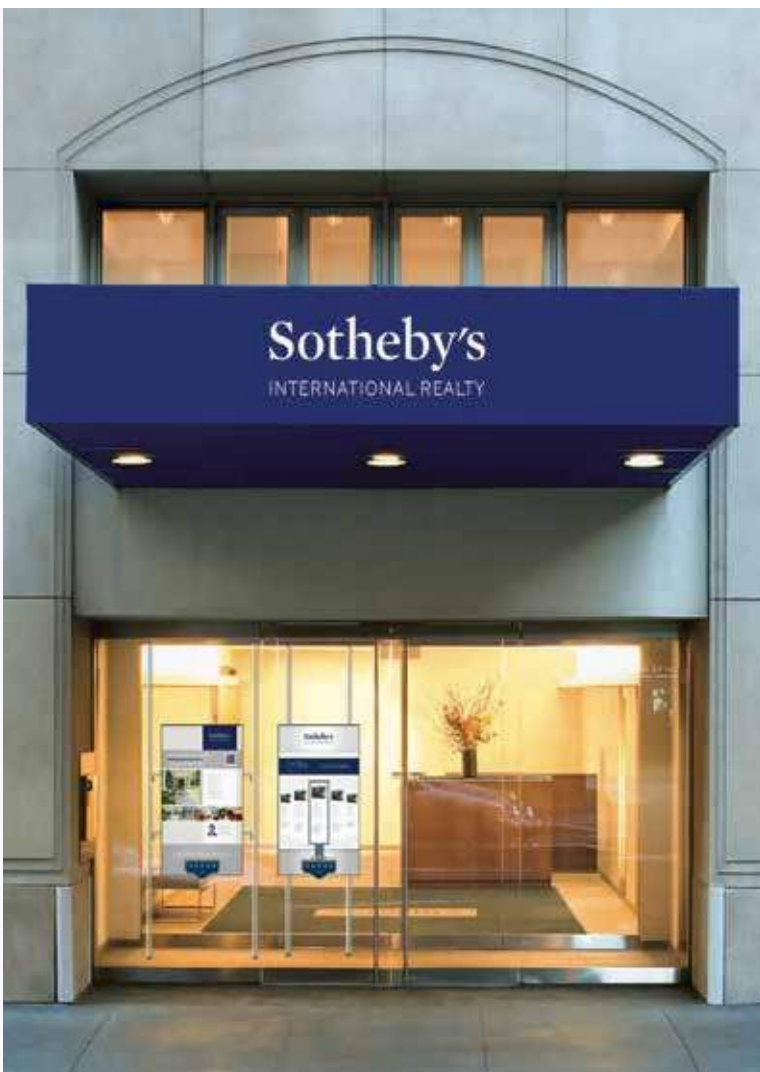
The *Sotheby's International Realty* Apple TV app is designed to fully immerse consumers. With our innovative app, homebuyers can discover *Sotheby's International Realty* brand properties from the comfort of their living rooms. Unique to our app, users can explore our extraordinary offerings via lifestyle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

## SIR MOBILE



## SIR Mobile

The *Sotheby's International Realty* mobile app is the only luxury real estate app that serves properties in 72 countries. 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.



## Touch Gallery

We continually employ impactful technology to showcase the homes represented by our network. At *Sotheby's International Realty* office locations, our cutting-edge storefront touch galleries are state-of-the-art. These high-definition, through-the-glass touch-screens encourage interaction with our global properties.





## **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 with Dow Jones Media Group for our affiliate network, coupled with a robust digital presence which extends the global reach of the content.

# Sotheby's

INTERNATIONAL REALTY

**ON THE COVER:**

**Brentwood, Tennessee, USA** [sothebysrealty.com/id/4QH6QW](https://sothebysrealty.com/id/4QH6QW)

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