



# THE OVERVIEW

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**Sotheby's**  
INTERNATIONAL REALTY

A LEGACY OF EXCELLENCE

Sotheby's



## Our Brand Heritage

The Sotheby's International Realty® brand harnesses the worldwide recognition and prestige of the Sotheby's name. Auctioneers since 1744 with a fine tradition of marketing the world's most cherished possessions, Sotheby's is now an innovative global art business serving the most discerning clientele. *Sotheby's International Realty* benefits from this tradition and innovation through equity in the Sotheby's brand name and marketing collaboration.

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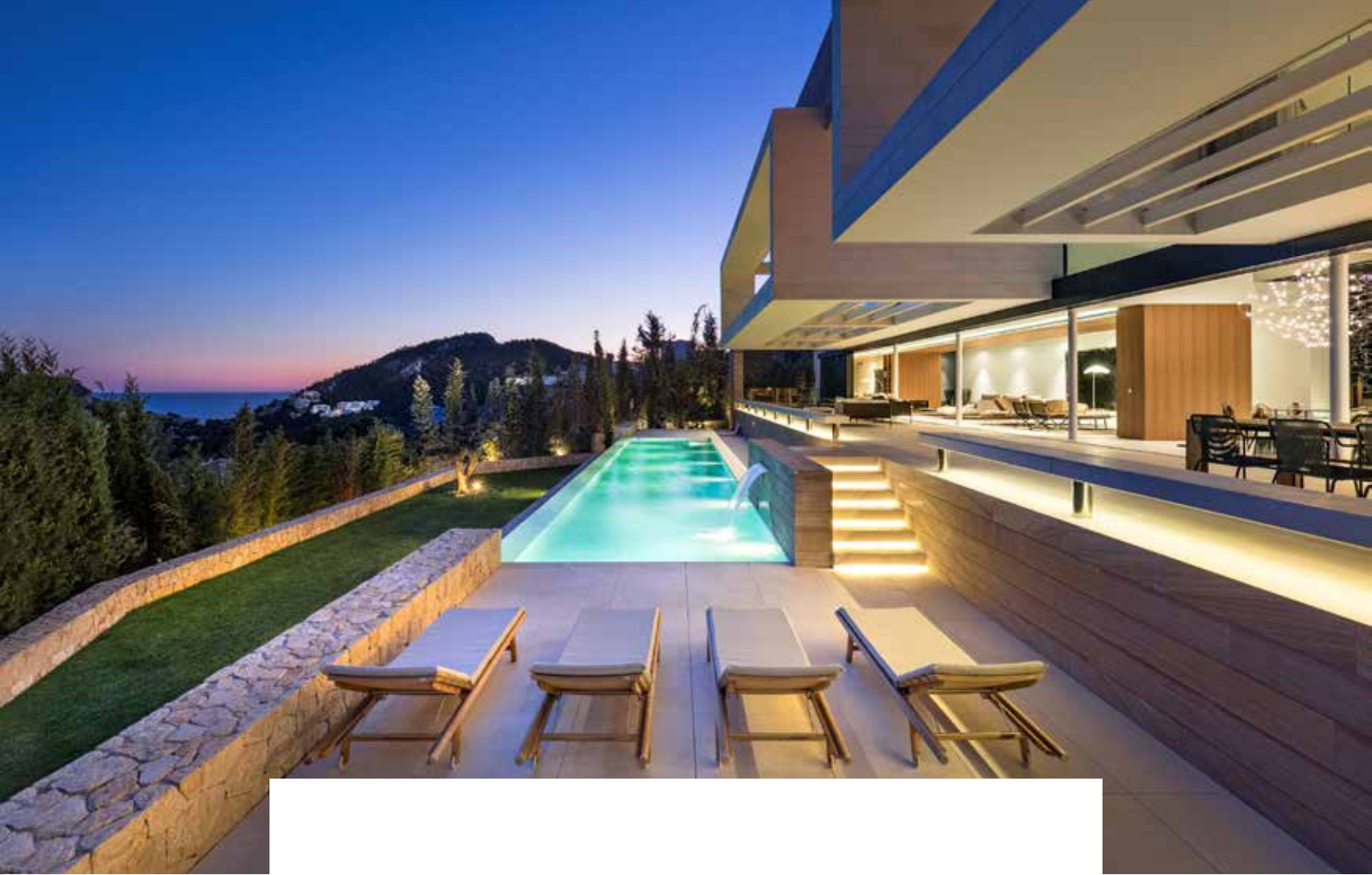


## An Extraordinary Collaboration

Properties represented by our network may also be featured on the Sotheby's auction house website, [sothebys.com](https://sothebys.com), their high-profile private client portal and within their exclusive newsletters. Our popular Extraordinary Properties blog features some of the most highly read content available throughout [sothebys.com](https://sothebys.com). At the heart of the partnership between the Sotheby's International Realty® brand and the Sotheby's Auction House is the literary collaboration *Sotheby's Magazine | Art & Home*. This alliance creates exclusive opportunities to reach a prestigious clientele.

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# Brand Marketing

A brand conveys a perception and emotional appeal with consumers and tells them what they can expect from an organization. The Sotheby's International Realty® brand marketing strategy is to develop and curate quality content, delivered across multiple platforms in order to create and maintain global brand recognition and drive more consumers to [sothebysrealty.com](https://www.sothebysrealty.com).

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The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL

ARCHITECTURAL DIGEST

The New York Times



mastercard

FINANCIAL TIMES

THE ECONOMIC TIMES

JamesEdition

LUXURY ESTATE

PropGOLuxury

ELLE DECOR

Google

Forbes



YouTube

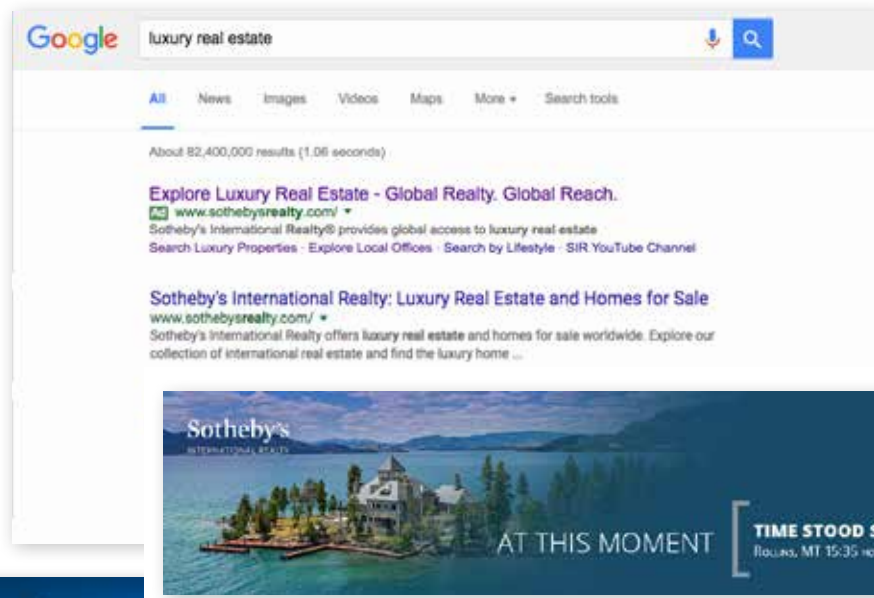


## Global Media Partnerships: Unparalleled Reach

With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic positioning, social traffic drivers and video content integration, the Sotheby's International Realty® brand utilizes hand-selected media powerhouses whose innovation, experience and international impact allow our brand to successfully connect with a global consumer.

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## Search Engine Marketing

Search engine marketing provides us with the opportunity to target a specific and qualified consumer. With over 90% of home buyers searching for homes online, it is essential that the Sotheby's International Realty® brand presence is prominent on search engines. Our search engine marketing strategy targets the real estate intender who has already visited sothebysrealty.com through "re-marketing" – showing a display ad specifically to the user when they visit thousands of other websites.

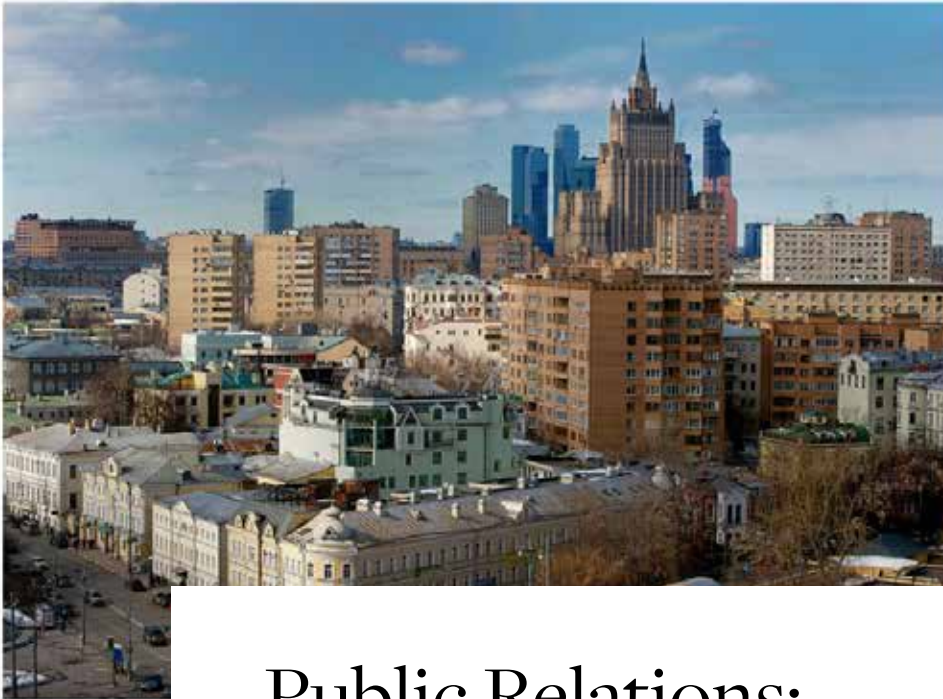


# A Historic, Exclusive Moscow Neighborhood that is Home to Celebrities and State Officials

Ostozhenka tells the story of the city over the ages through its architecture

BY LAURA HOUSE

ORIGINALLY PUBLISHED ON NOVEMBER 19, 2018 | MANSION GLOBAL | [SAVE ARTICLE](#)



## Public Relations: The Voice of Luxury Real Estate

Our public relations support team helps drive awareness and position our global network and prestigious brand as the voice of luxury real estate. Properties that have international relevance, historical significance or uniqueness can be submitted for consideration in the many global media outlets we have relationships with, driving more exposure for the brand and traffic to sothebysrealty.com.

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# MARKETING INFLUENTIAL CONNECTIONS

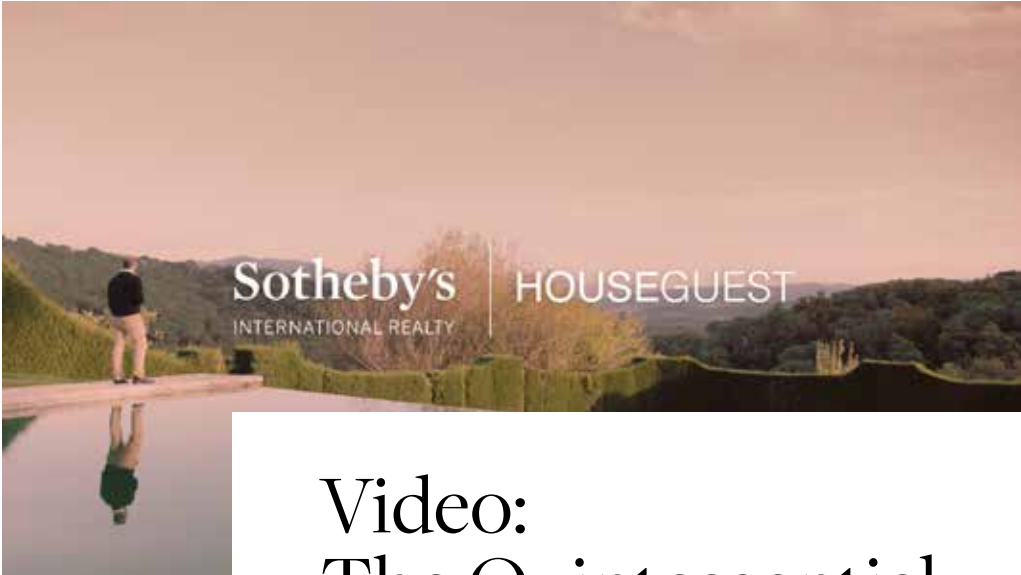


## Social Media

Content marketing is the way consumers seek information. Social media is a vital tool in this space for luxury brands to provide their content to their loyal following as well as to attract new connections. Influential, well-connected buyers like to engage directly with their favorite brands, looking at unique photos, videos and articles with the ability to respond and share the content with their circles. We are not simply “posting” on social media. We are nurturing a highly engaged group of opinion-makers with exclusive content on Facebook, YouTube, Twitter, Google+, Instagram, LinkedIn, Pinterest and our very own *Extraordinary Living* Blog. We know that our social content marketing approach works because Facebook is the top referring source of traffic to [sothebysrealty.com](http://sothebysrealty.com).

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## Video: The Quintessential Content

Home buyers are engaging with video in every element of their online experience –on websites, social networks, and their connected TVs. Research tells us that the longer consumers are on a website, the more likely they are to take action and inquire about a property. Video provides a truly immersive and engaging experience for the consumer and remains the cornerstone of our content strategy for sothebysrealty.com.

# AN IMMERSIVE EXPERIENCE

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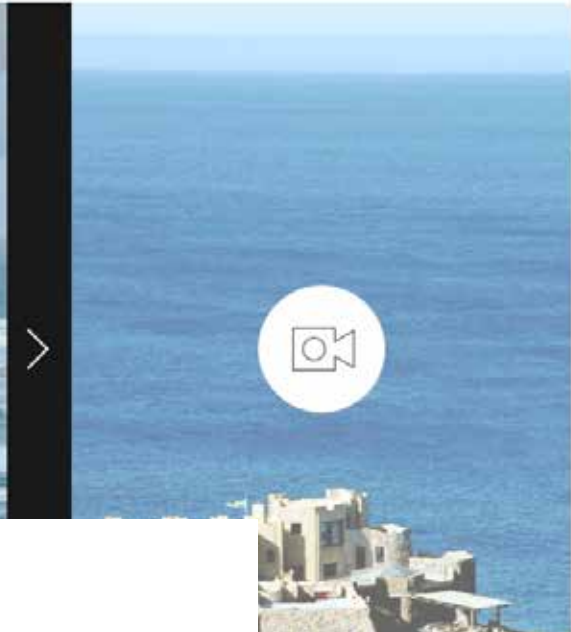
[Properties](#) [Destinations](#) [Lifestyles](#) [Perspectives](#) [Professionals](#)

[Sign In](#)



← Plettenberg Bay, Western Cape, 6600 South Africa

[Contact](#)



## sothebysrealty.com

sothebysrealty.com attracts more consumers to search, view and inquire than any other luxury real estate website. Millions of viewers immerse themselves in our collection of vibrant, full screen high definition videos and photography. sothebysrealty.com also offers 3D and Virtual Reality Tours, 17 languages and featured lifestyle and destination content. A home presented with such in-depth and unique content has a much higher success rate capturing search engine inquiries and engaging online consumers.

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alliancesothebysrealty.com  
artisansothebysrealty.com  
atlantafinehomes.com  
baysir.com  
beijingsir.com  
belizesir.com  
bgsir.com  
brazensothebysrealty.com  
bvisothebysrealty.com  
bytheseasir.com  
callawayhenderson.com  
carvillsir.com celiadunnsir.com  
chapinsothebysrealty.com  
coastalsir.com  
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deckerbullocksir.com  
dielmannsothebysrealty.com  
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encoresothebysrealty.com  
foresthillsrealestate.com  
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gibsonsothebysrealty.com  
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goldcoastsir.com  
gulftobaysothebysrealty.com  
gustavewhite.com  
hallmarksir.com  
harborsir.com  
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hcronerrealestate.com  
heritagehousesothebysrealty.com  
heritagesir.com  
hodgekittrellsir.com  
israelsir.com  
jamesonsir.com  
klsir.com  
sirguadalajara.com  
kuperrealty.com  
sirloscabos.com  
landmarksothebysrealty.com  
legacysir.com  
lenihansothebysrealty.com  
listsothebysrealty.com  
luskandassociates.com  
maltasothebysrealty.com  
manormorsir.com  
marketplacesothebysrealty.com  
mauritius-sothebysrealty.com  
milan-sothebysrealty.com

mnsir.com  
sunvalleysir.com  
monumentsothebysrealty.com  
nicaraguasir.com  
northcountryrsir.com  
oceansir.com  
pacificsothebysrealty.com  
todaysothebysrealty.com  
pacsir.com  
premiersothebysrealty.com  
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rsir.com  
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sanmiguelsothebysrealty.com  
selectsothebysrealty.com  
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towneandcountryinc.com  
treasurecoastsir.com  
ttrsir.com  
turksandcaicossir.com  
unlimitedsir.com

venturesir.com  
vistasir.com  
wardwight.com  
warrenlewis.com  
waterfieldsir.com  
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sirrivieramaya.com  
sirvillage.com  
soleilsir.com  
sothebysrealty.lu  
sothebysrealtyusvi.com  
stmartinsir.com  
steamboatsir.com  
streetsothebysrealty.com  
sullivanbi.com  
summitsothebysrealty.com  
synergysir.com  
tateandfoss.com  
thebearsclubsir.com  
thelipmangroupsothebysrealty.com

# Innovative and Interconnected Cascading Platform

Once a home is on sothebysrealty.com, it will be exclusively marketed on more than 100 websites around the world.

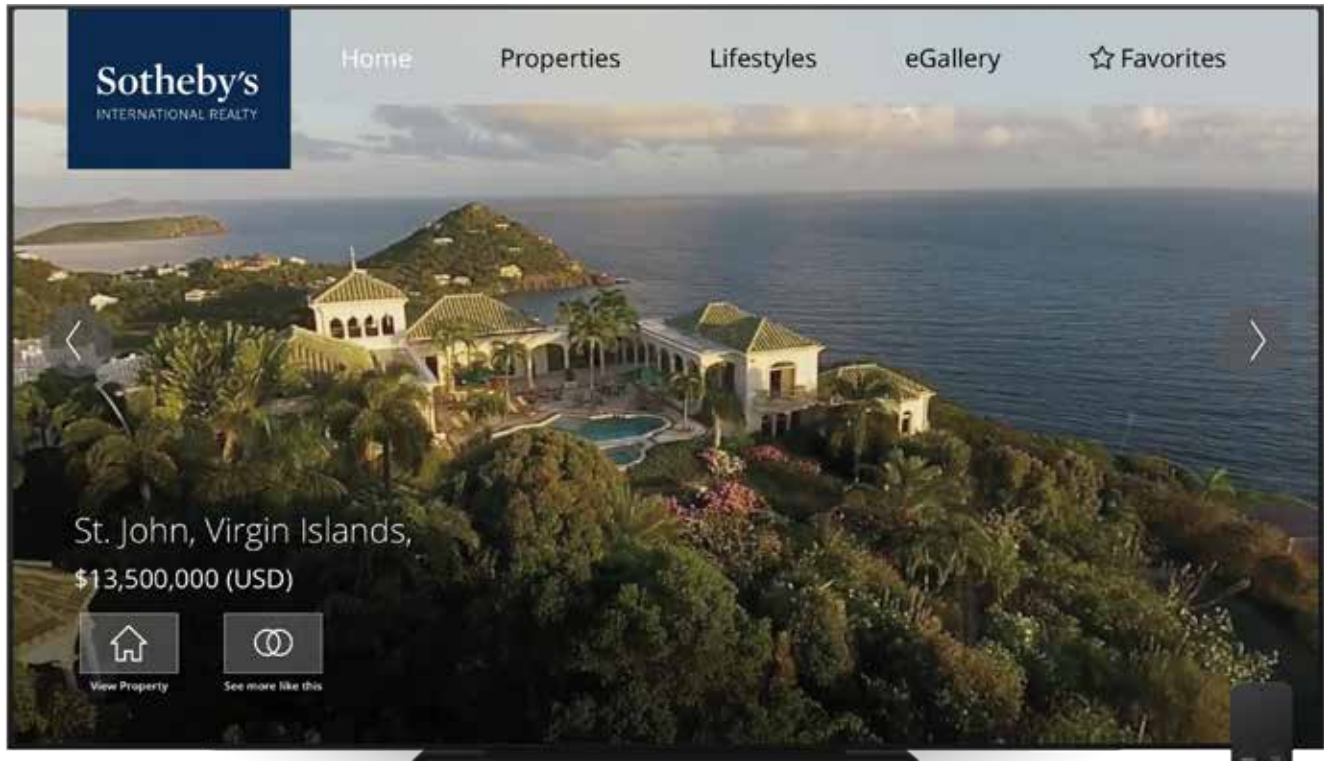
This network of interconnected, locally focused and globally aware Sotheby's International Realty® network members' websites, receive over eight million visitors per year and create another exclusive property syndication opportunity.

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## Apple TV

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 room. Apple TV allows the *Sotheby's International Realty* brand to present our curated high definition videos and photography on a screen larger than ever before. Unique to our app, users can explore properties via our visual lifestyle search and keep track of your favorite properties and recent searches. The app is designed to truly immerse the consumer in the *Sotheby's International Realty* brand.

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ACCESS ON THE GO



## SIR Mobile

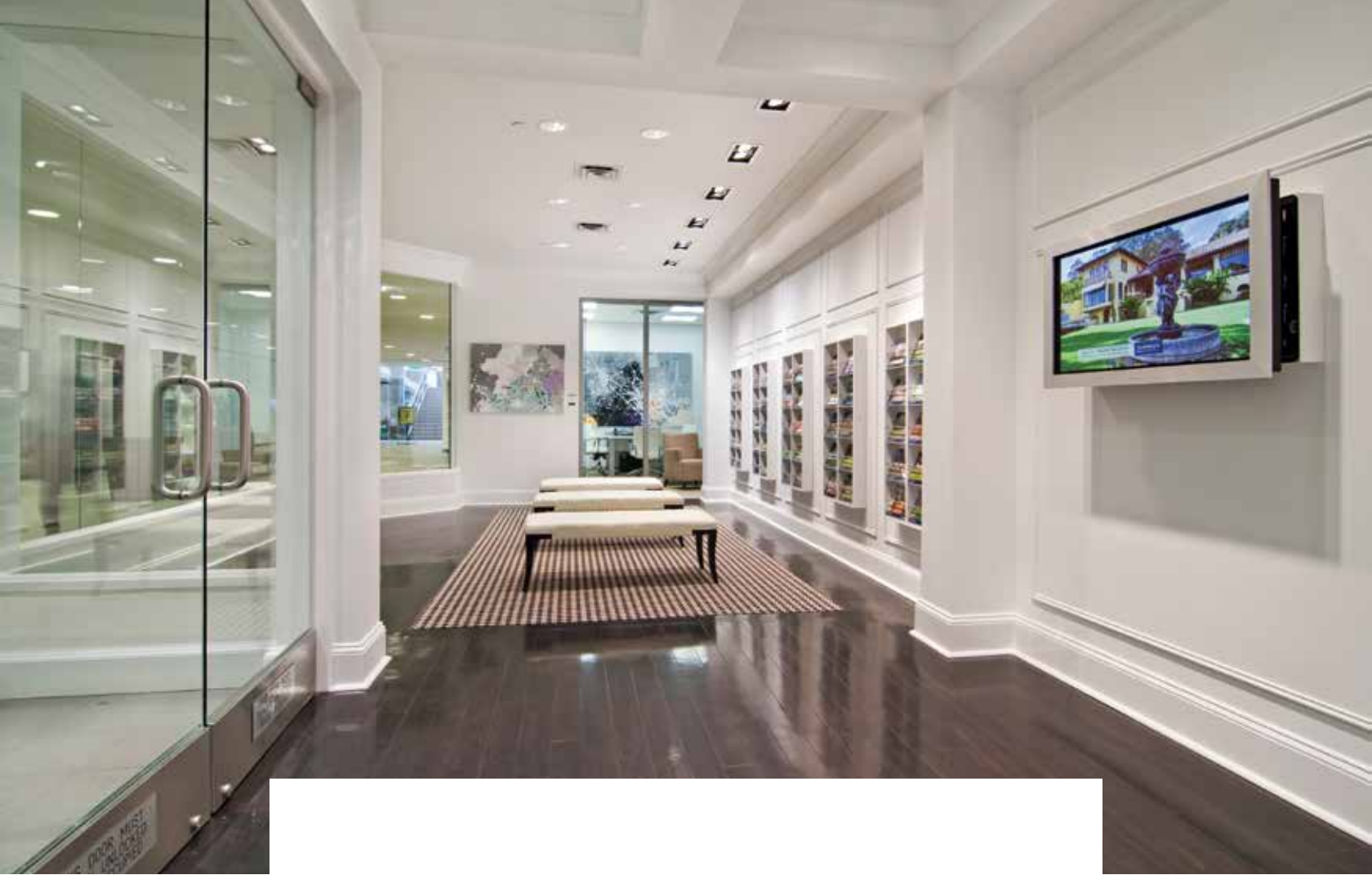
The Sotheby's International Realty® mobile app is the only luxury real estate app that serves properties in nearly 70 countries.

Those who seek the unique when on the road can search using SIR Mobile on Android or Apple and connect with our global real estate experts around the world. Use GPS or the draw tool to locate your next home and learn about the local lifestyle amenities with our points-of-interest toolbar, showcasing local restaurants, golf courses, resorts and more. With an ever-increasing amount of home searches performed from a handheld device it is vital to have a best-in-class app that meets the needs of today's home buyers.

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## eGallery

The Sotheby's International Realty® eGallery is displayed on high-definition screens in *Sotheby's International Realty* and Sotheby's auction house locations around the world. It is an exclusive, real time, dynamic property slideshow designed to provide worldwide reach for the select upper-tier properties represented by our network.

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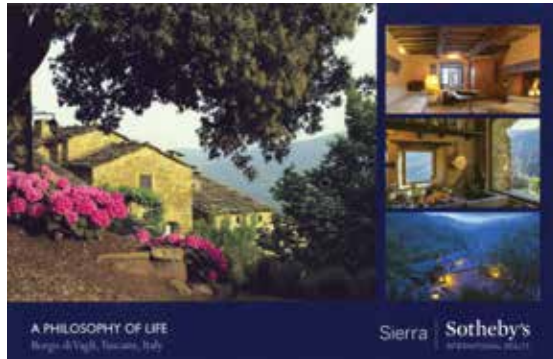
## Touch Gallery

The Sotheby's International Realty® brand Touch Gallery is a touch screen system that provides a unique branded interactive property search experience on high-definition screens. This through-the-glass storefront display system entices foot traffic to engage with properties, outside of *Sotheby's International Realty* office locations throughout the world. The podium and wall mount versions create a touch screen property search experience within *Sotheby's International Realty* office spaces, conference rooms and lobbies. The gallery is yet another way the brand is engaging today's real estate consumer.

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# A POWERFUL FIRST IMPRESSION



## Property Brochures and Significant Sales

In addition to a vast digital and media campaign, direct mail provides an extra edge when promoting a home. A series of professionally designed brochures, postcards and email templates are available and easily customizable. A plan to successfully market a home includes a combination of powerful interactive and direct mail efforts to generate additional consumer interest both locally and globally. Also, a regular newsletter promotes significant sales throughout the network. This illustrates how the *Sotheby's International Realty* brand provides access to some of the most qualified buyers around the world.

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**International New York Times**

Country Club, Ireland  
€4,700,000 EUR  
Property ID: IRLC0281

New York, New York, USA  
\$18,200,000 USD  
Property ID: 98118666

Thomas, California, USA  
\$12,900,000 USD  
Property ID: 10026262

AT THE MOMENT

CLOUDS BECAME ART

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As in art, antiques, wine and collectibles, the appeal of an extraordinary home is its distinctive character. The Sotheby's International Realty® network offers a fine collection of luxury homes, estates and properties for sale throughout the world. Allow us to artfully unite you with the perfect home.

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## Property Advertising: Exclusive Access

Exclusive agreements with the world's most influential media partners provide unique access for firms to place print and digital property ads that target qualified buyers for your home. That includes mainstream partners such as the *New York Times* and the *Wall Street Journal*, as well as lifestyle-focused partners such as *Ocean Living* and *Country Life*.

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## RESIDE®

RESIDE® is our brand's award-winning, proprietary magazine, featuring luxury homes and lifestyles from around the world. Several regional issues are distributed to thousands of readers. Contents include a comprehensive property section, engaging editorial, global lifestyle features and more. Each issue of RESIDE® is also created as an eBook for electronic marketing and distribution, expanding its reach.

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# Sotheby's

PREFERRED

DAVID BOWIE:  
COLLECTOR & ICON  
13 TREASURES FROM  
CHATSWORTH  
CELEBRATING THE  
REVERSO WATCH

# ART & HOME

NOVEMBER 2016

The elements of an extraordinary life

LORD & LADY ATTENBOROUGH'S

## PICASSO CERAMICS

NOVEMBER 2016

Sotheby's  
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## Sotheby's Magazine | Art & Home

This large format magazine enriches readers with sophisticated content related to the art and real estate world, now including a digital version under sothebys.com. *Sotheby's Magazine | Art & Home* features editorial showcasing Sotheby's International Realty® brand properties and also includes a property gallery, providing an advertising opportunity that targets the Sotheby's clientele.

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# Sotheby's

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## A True Global Network

The Sotheby's International Realty® network is an exclusive association of high-quality residential brokerage companies throughout the world. Additionally, a Global Referral System connects the *Sotheby's International Realty* network to facilitate the thousands of referrals that occur annually among our offices.

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*Inviting. Discreet. Savvy. Refined.*

*Built on centuries of tradition and dedicated to innovation, the Sotheby's International Realty® brand artfully unites connoisseurs of life with their aspirations through a deeply connected global network of exceptional people.*

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# Sotheby's

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COVER PROPERTY LOCATED IN **COTE D'AZUR, FRANCE**