THE OVERVIEW

Island | Sotheby's
INTERNATIONAL REALTY

A LEGACY OF EXCELLENCE

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, 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. 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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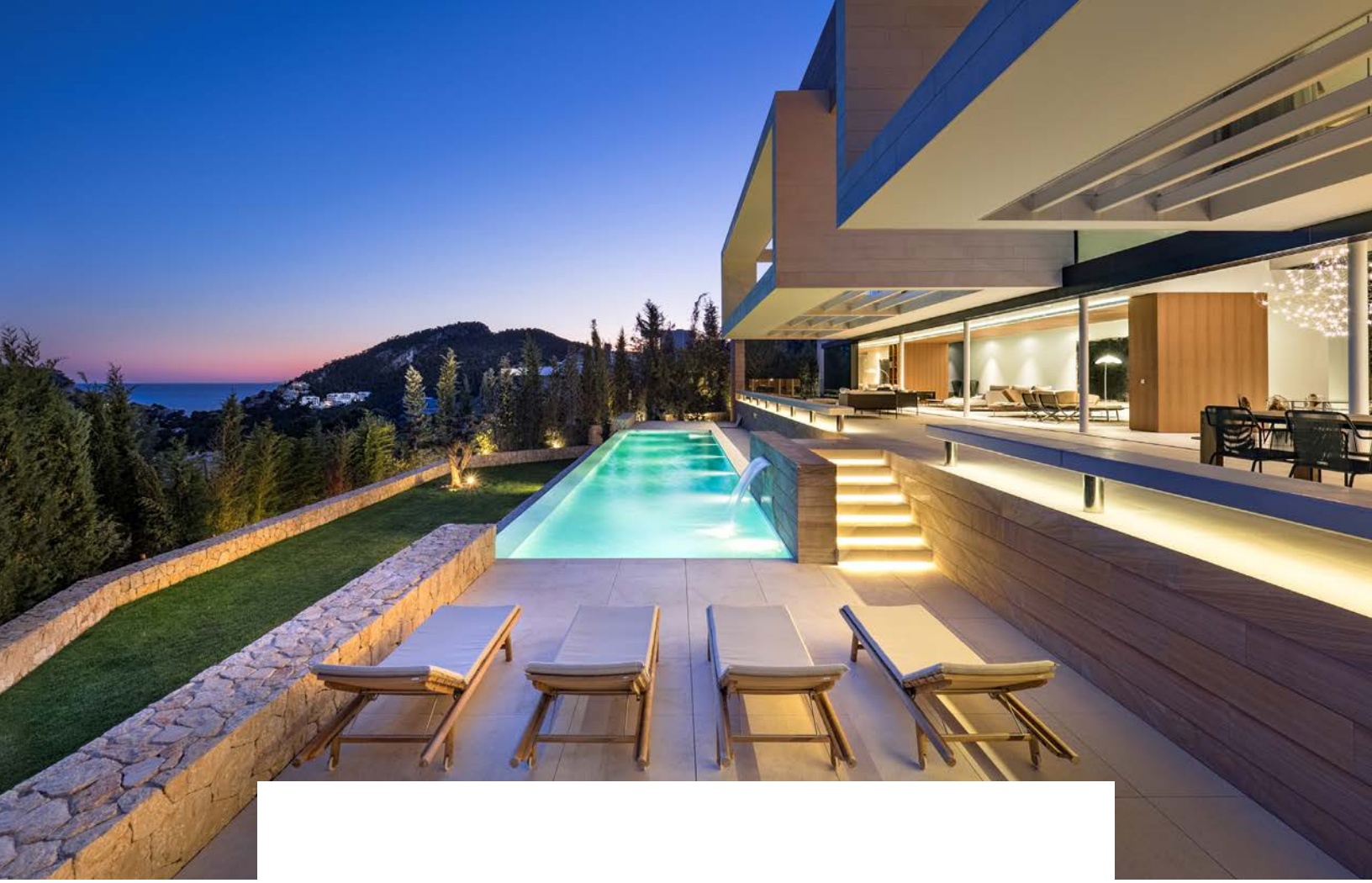

Brand Marketing

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.

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The New York Times
MANSION GLOBAL
THE WALL STREET JOURNAL.
ARCHITECTURAL DIGEST
The New York Times
居外 Juwai.com
mastercard
FINANCIAL TIMES
THE ECONOMIC TIMES

JamesEdition
LUXURY ESTATE
PropGOLuxury
ELLE DECOR
Google
Forbes
买房 myfun.com
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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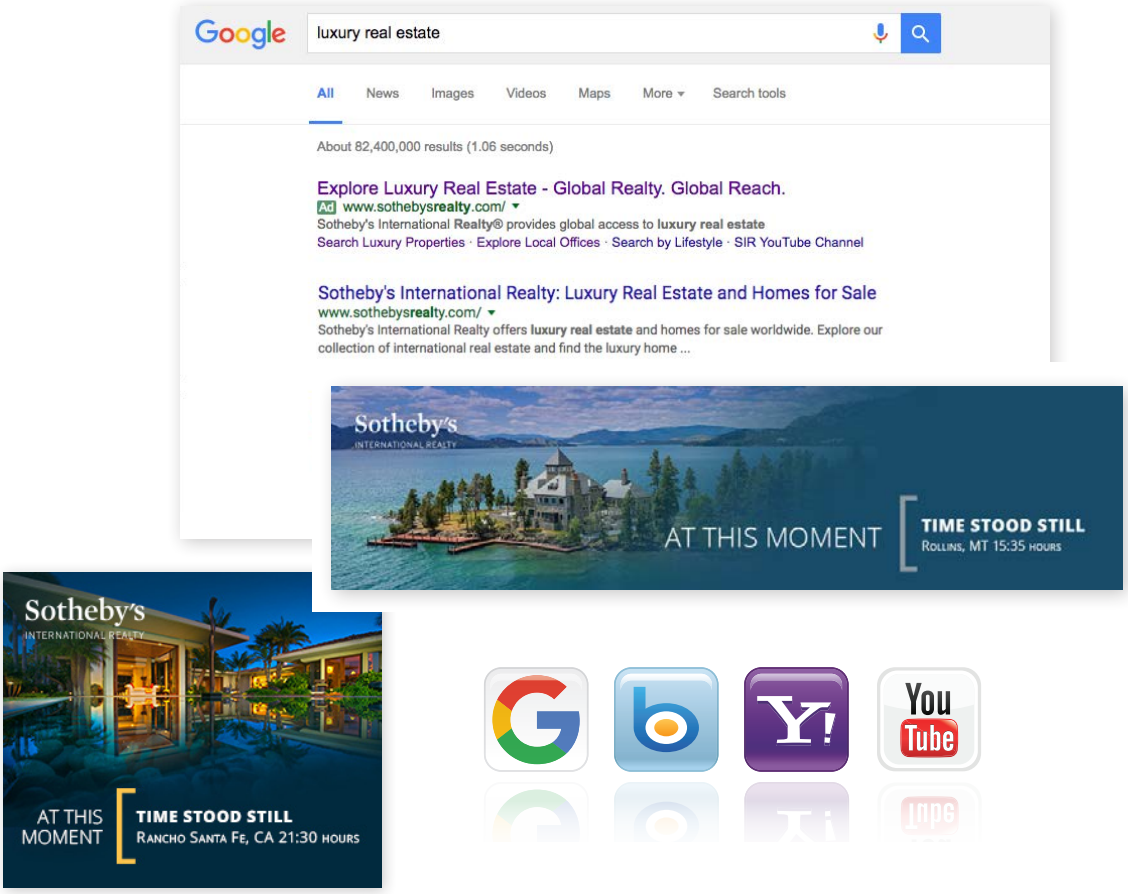

Search Engine Marketing

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.

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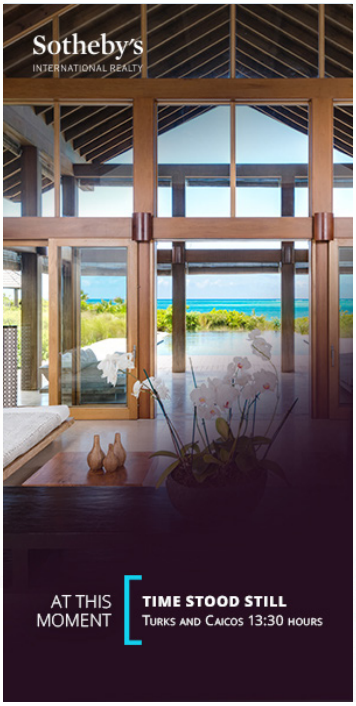
A Historic, Exclusive Moscow Neighborhood that is Home to Celebrities and State Officials

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

BY LAURA HOUSE

ORIGINALLY PUBLISHED ON NOVEMBER 19, 2016 | 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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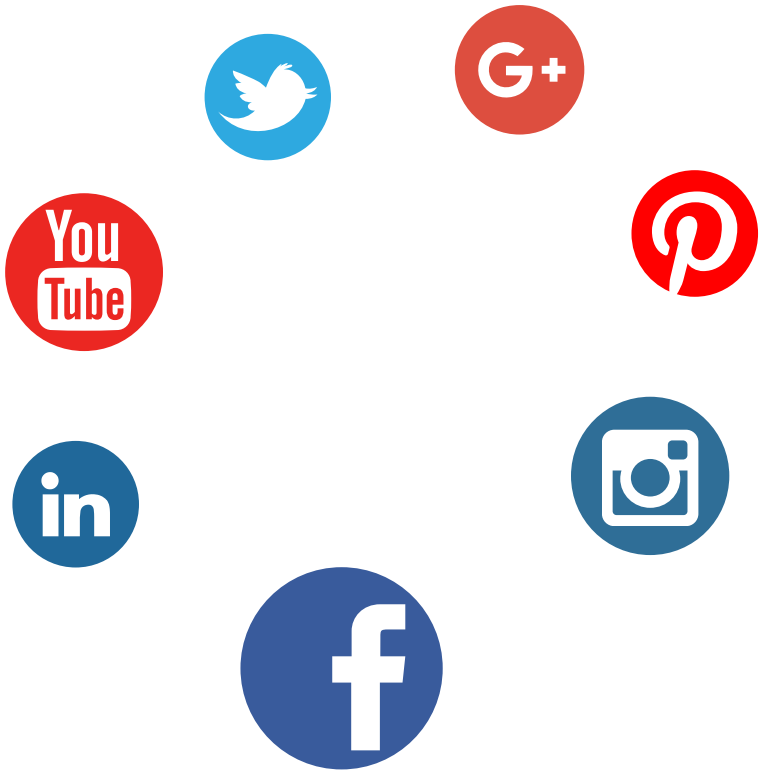
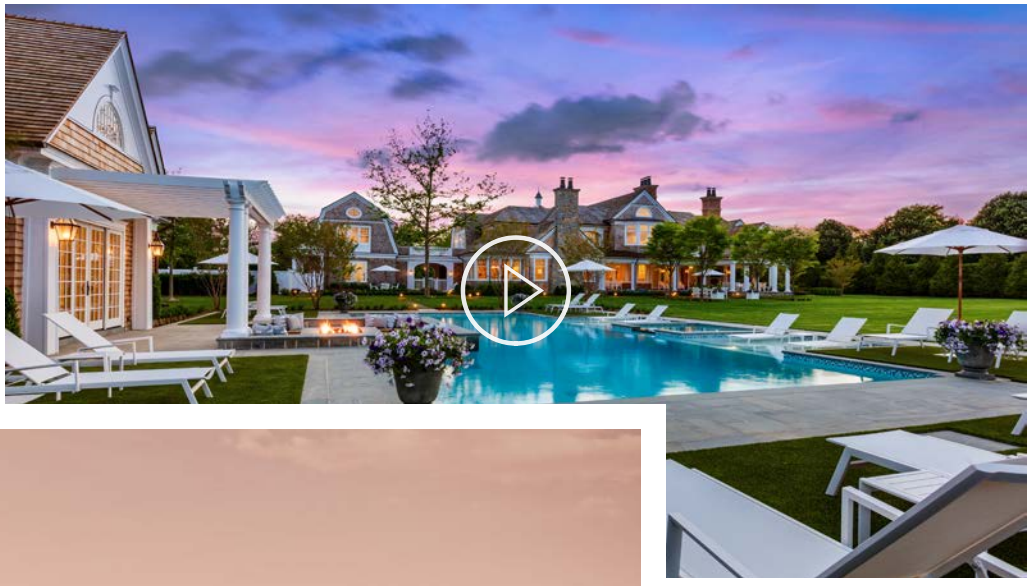
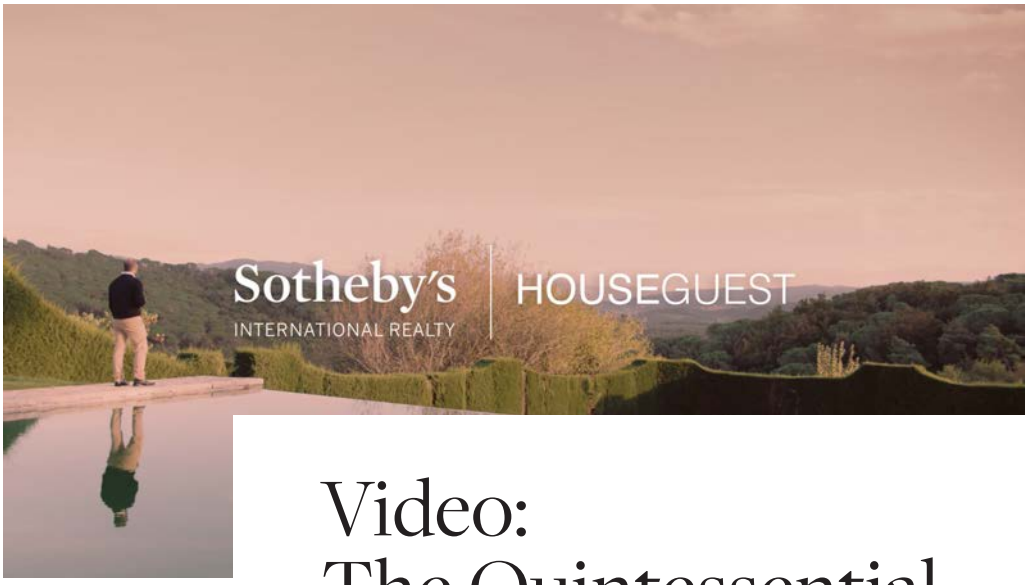


Social Media

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.

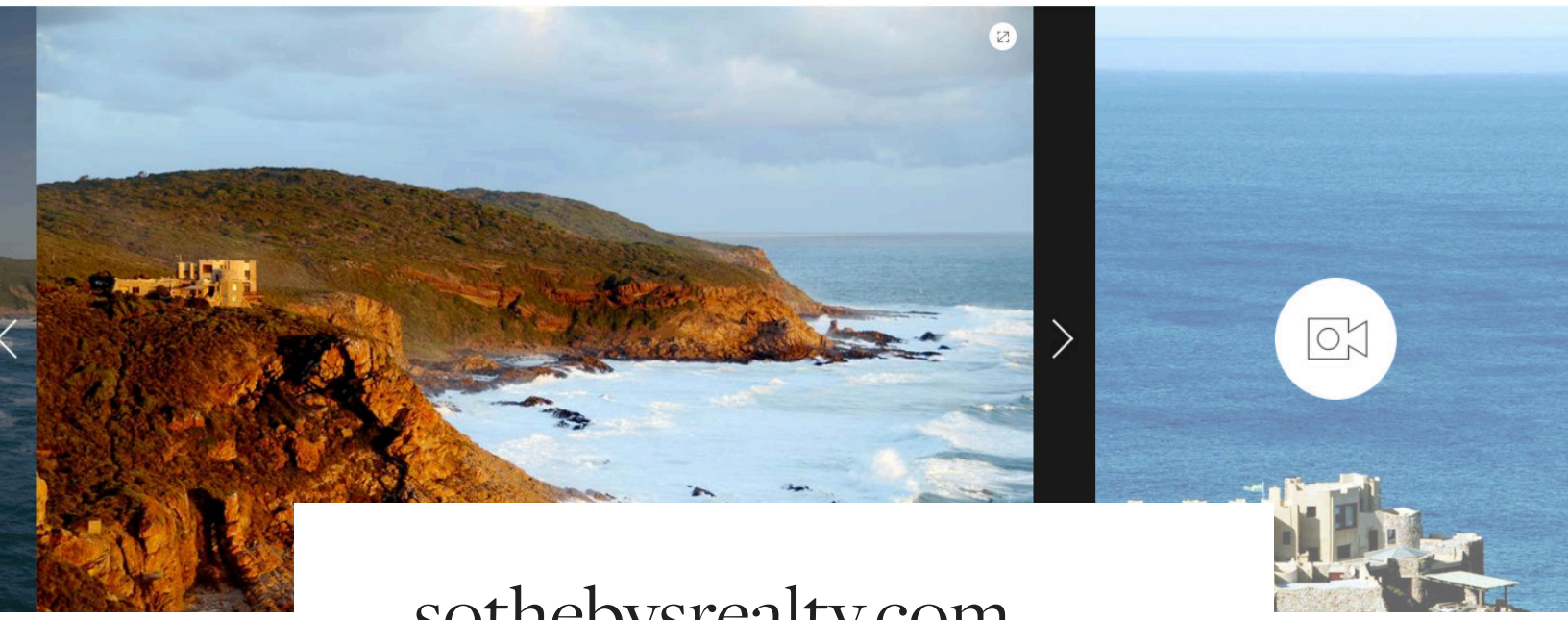




Video: The Quintessential Content

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



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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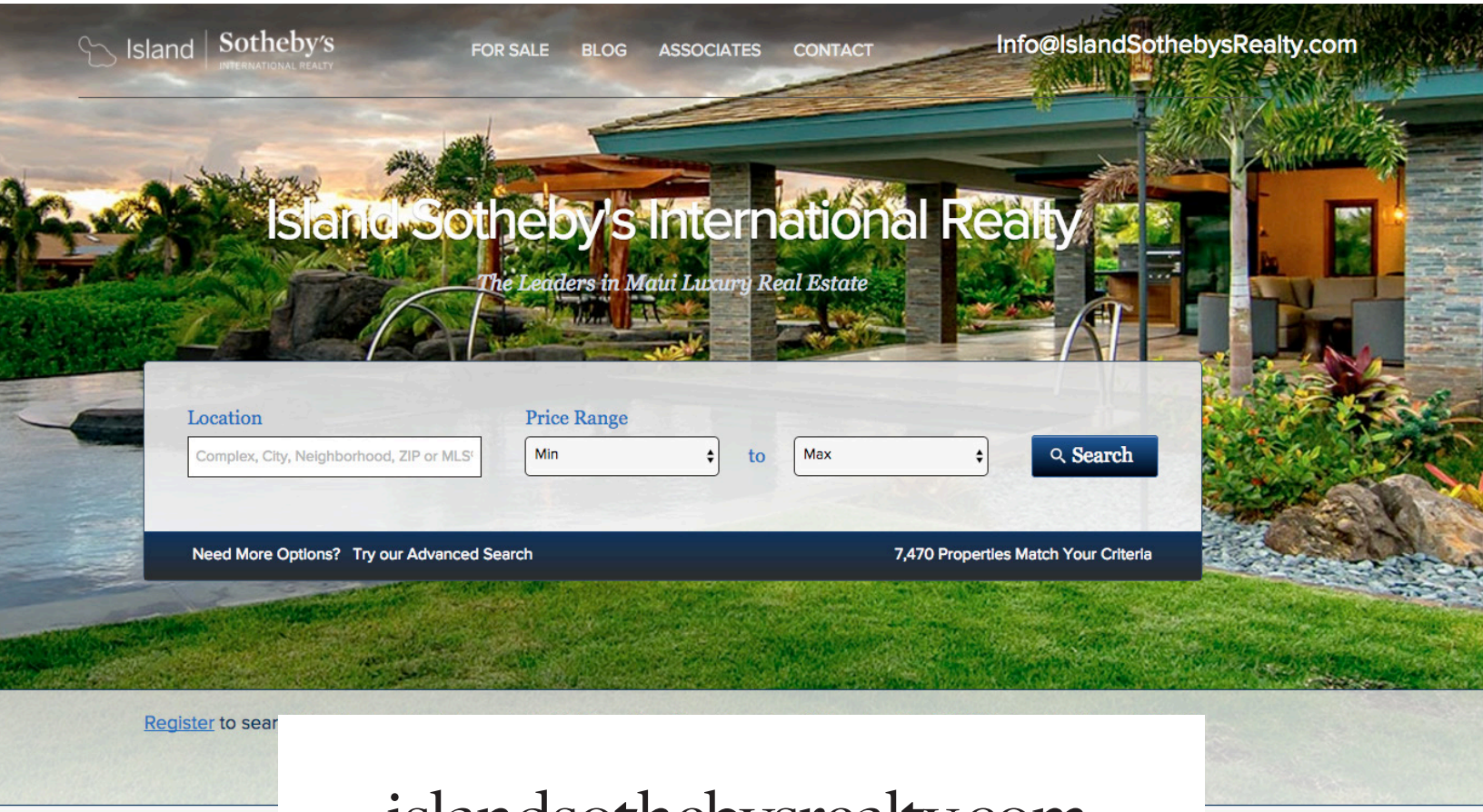
SEARCH MAUI



islandsothebysrealty.com

Managing a strong online presence is a top priority for our marketing initiatives by providing visitors with the ultimate real estate search experience. With fast navigation and unique, robust content that encompasses living on Maui, we encourage visitors to spend more time on our website.

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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
dbsir.com
deckerbullocksir.com
dielmannsothebysrealty.com
dreyfussir.com
ellissothebysrealty.com
encoresothebysrealty.com
foresthillsrealestate.com
frankhardy.com
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goldcoastsir.com
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gustavewhite.com
hallmarksir.com
harborsir.com
harborsidesir.com
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
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marketplacesothebysrealty.com
mauritius-sothebysrealty.com
milan-sothebysrealty.com
mnsir.com
sunvalleysir.com
monumentsothebysrealty.com
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premiersothebysrealty.com
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regosothebysrealty.com
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unlimitedsir.com
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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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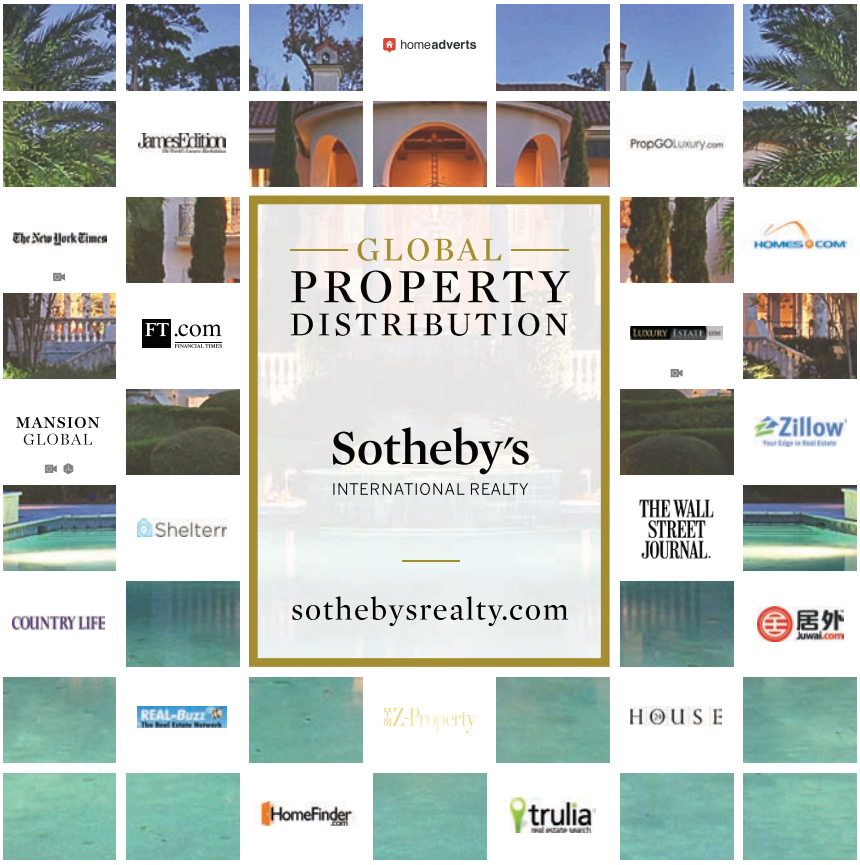

Property Distribution

Strategic placement and unique positioning of your home's best features are critical in securing the right audience to not only preview our home online, but to take the next step in their home search.

The Sotheby's International Realty® brand partners with and distributes properties to the most significant media companies and real estate-focused websites in the world in order to increase exposure and drive the online consumer back to the rich content on sothebysrealty.com. To measure results of this exposure, the brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. This keeps our homeowners informed of our marketing efforts every step of the way.

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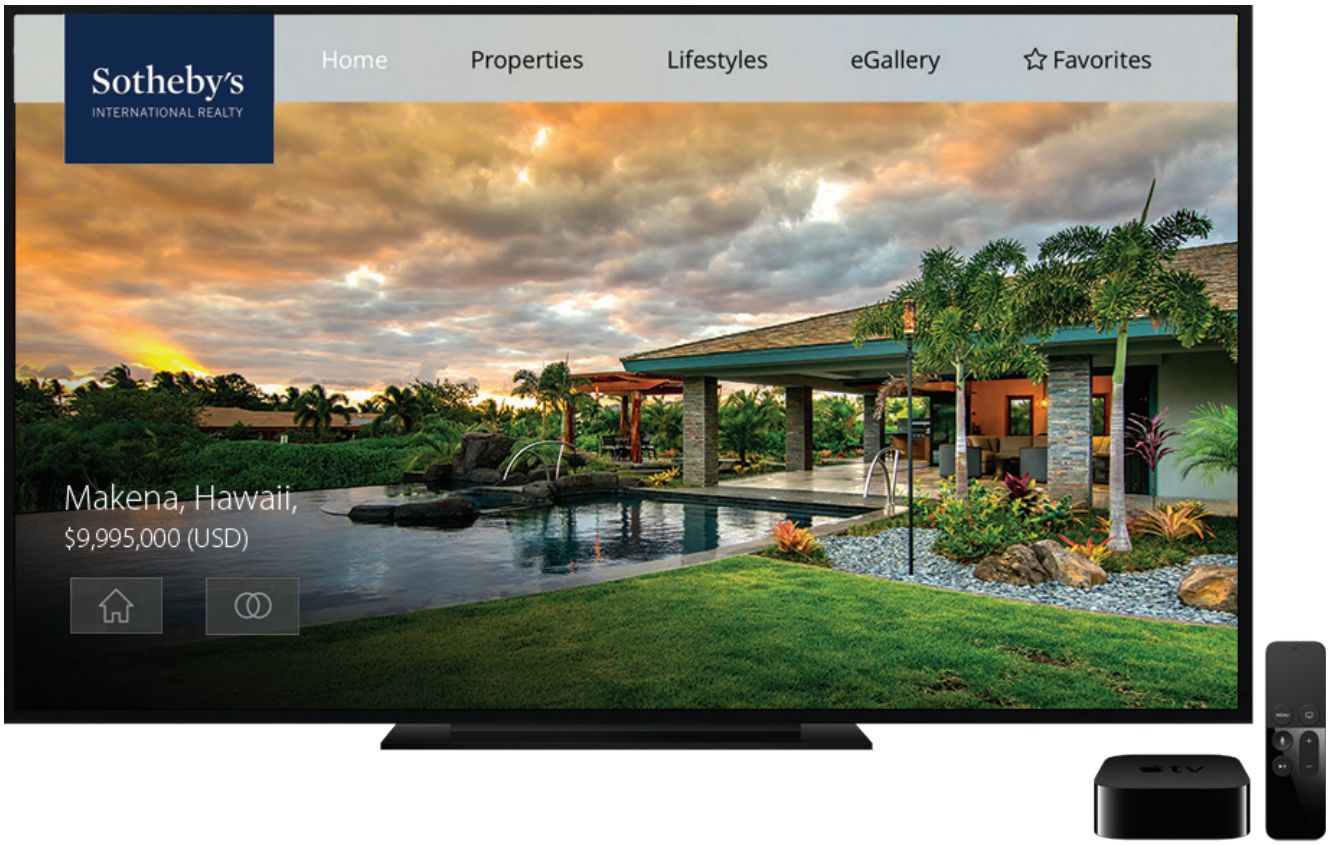

Apple TV

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 their 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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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.

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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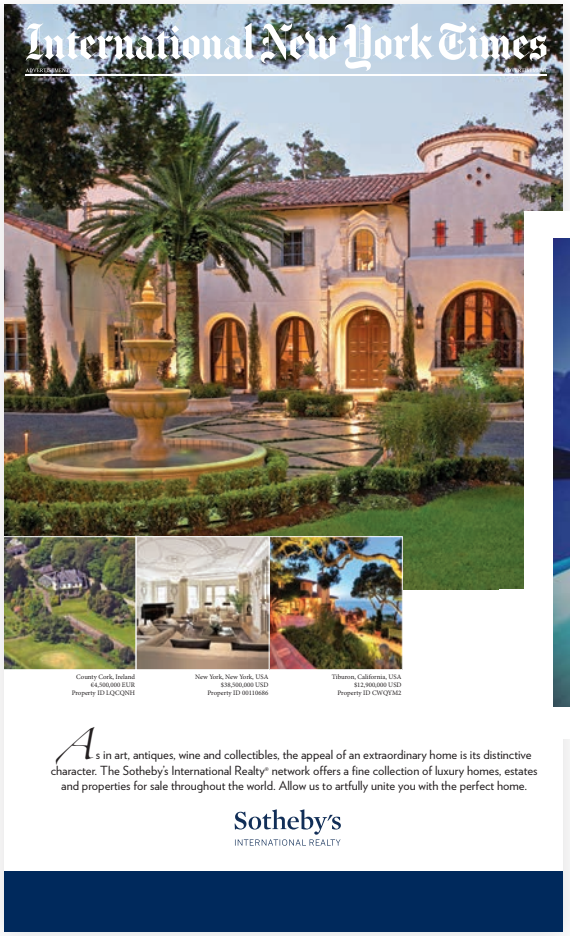

Property Advertising: Exclusive Access

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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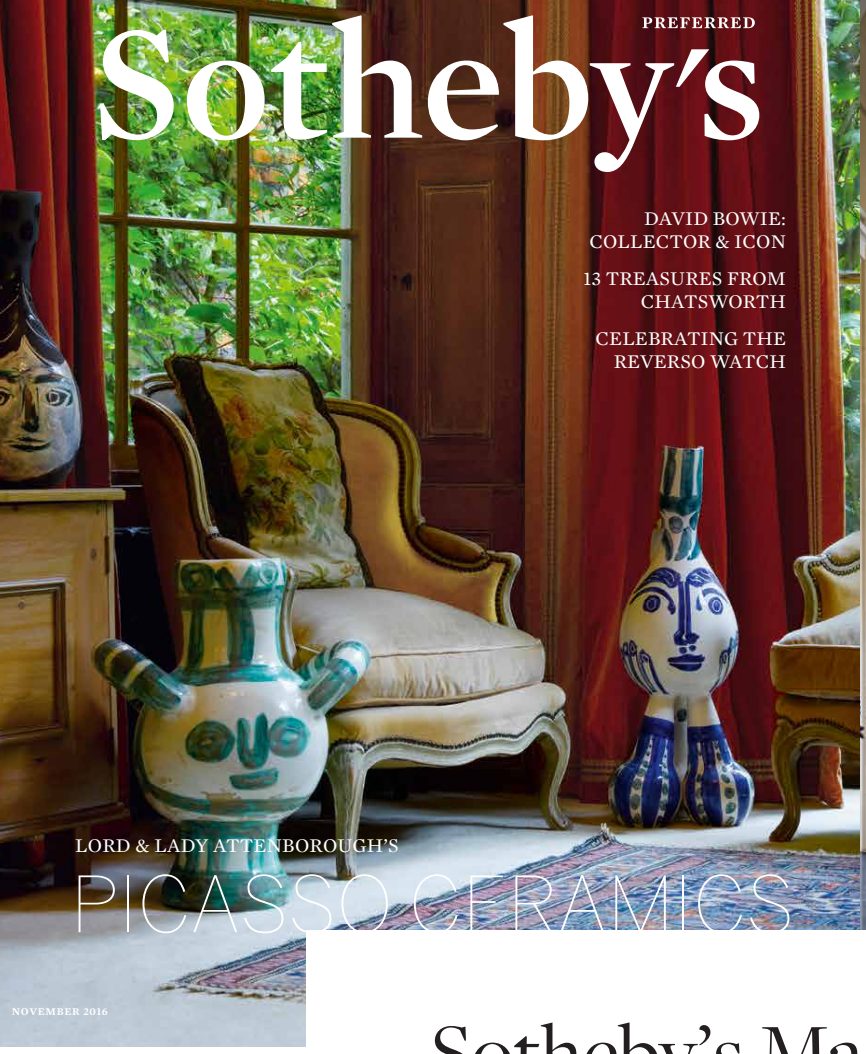

Sotheby's Magazine | Art & Home

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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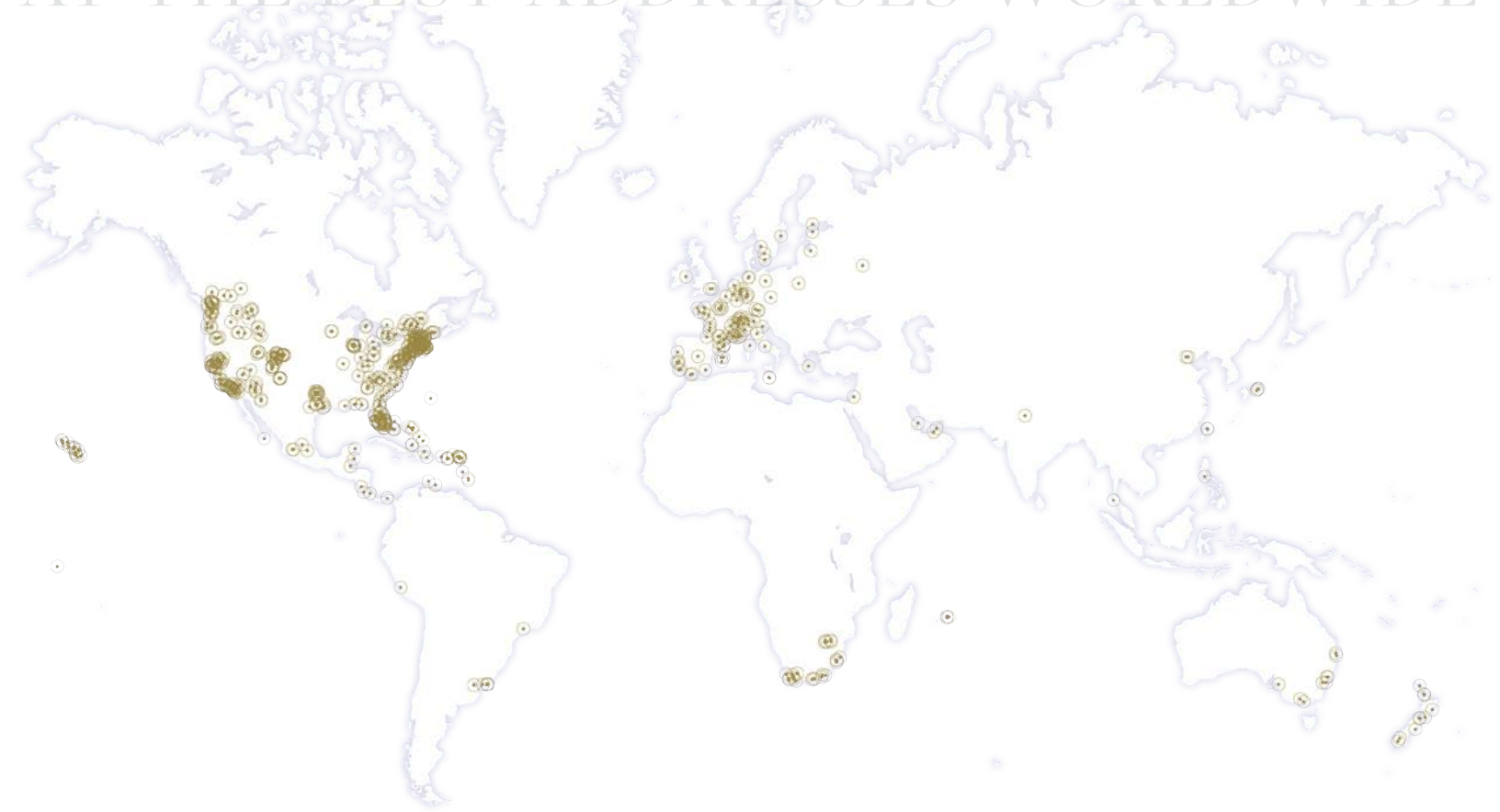
AT THE BEST ADDRESSES WORLDWIDE



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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Three Maui Locations

WAILEA
The Shops at Wailea
3750 Wailea Alanui Dr
Suite B34
Wailea, HI 96753
(808) 879.8880

WEST MAUI
Napili Plaza
5095 Napilihau St
Suite 113A
Lahaina, HI 96761
(808) 665.1166

UPCOUNTRY
3628 Baldwin Ave
Makawao, HI 96768
(808) 572.8600

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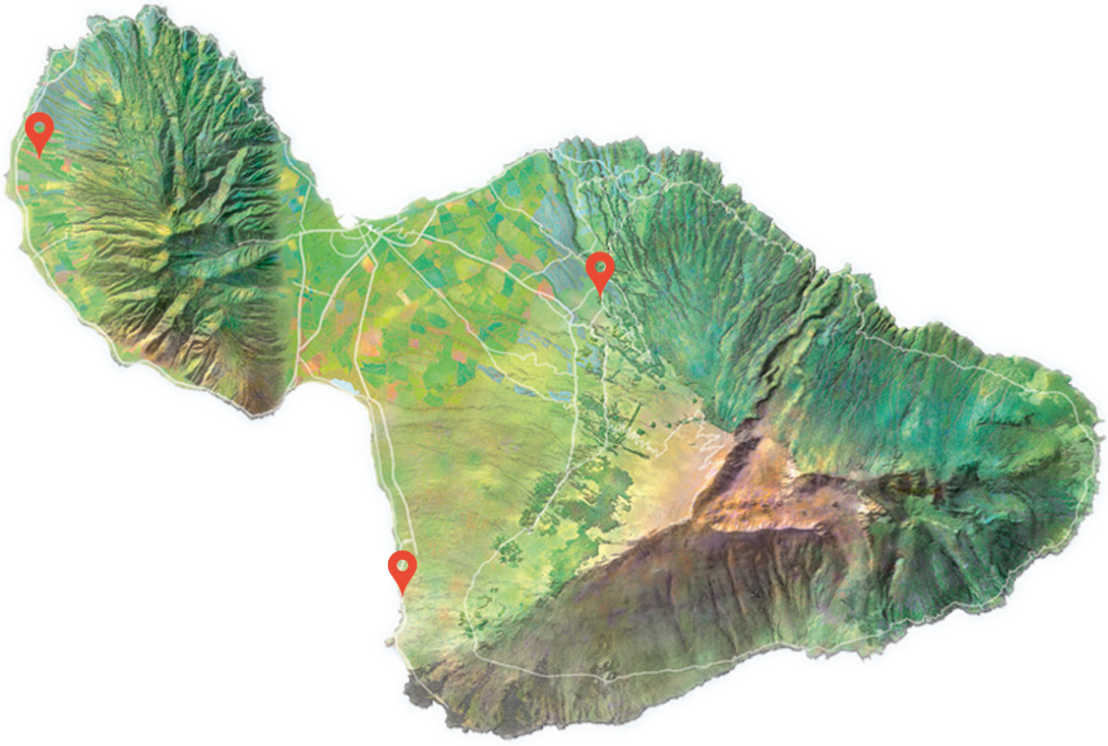

The Island Advantage

Brand Presence: Brand–reputation, awareness, value

All Inclusive: A $200,000 home is a Sotheby's listing just as much as a $2,000,000 home

Local Expert, Global Reach: Listings are aggressively marketed both locally and around the world

Effective footprint: 3 neighborhood offices, with a close-knit network of specialists

1 Billion Media Impressions: No other company can deliver this type of media blitz

sothebysrealty.com: With over 1 million visits per month, each home's online exposure begins with sothebysrealty.com

islandsothebysrealty.com: Robust content and extraordinary photography that encompass living in Maui

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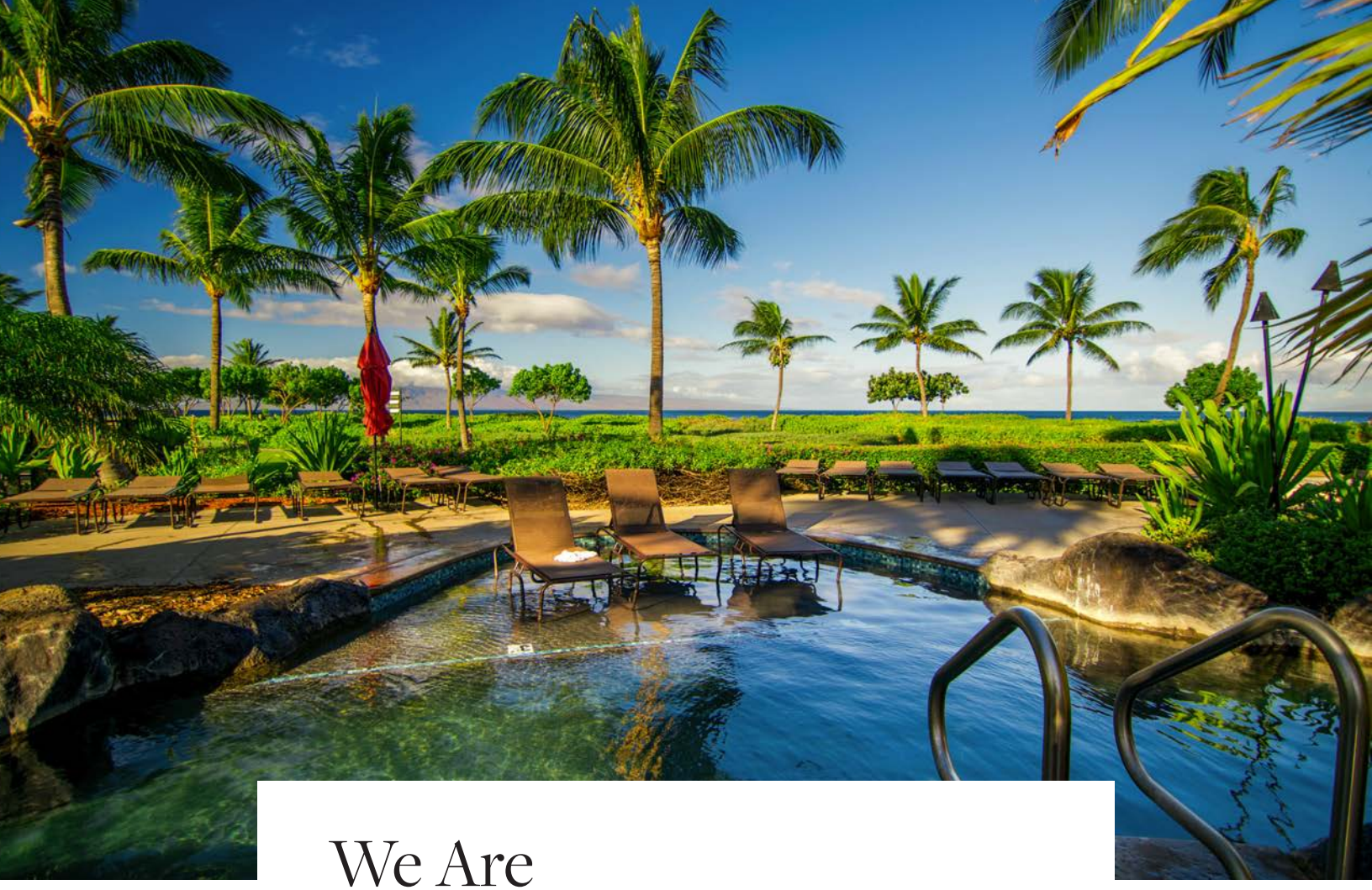

We Are

Upcountry Maui: Over $89 million in sales in 2016

Wailea Maui: Over $88 million in sales in 2016

West Maui: Over $96 million in sales in 2016

Maui: 3 offices, 70+ associates
Over $273 million in sales in 2016
Over $1.8 billion closed island wide since forming Island Sotheby's International Realty in 2006

Hawaii: 10 Brokerage firms representing the finest properties in the Hawaiian Islands with sales of $1 billion in 2016

The World: A network of over 20,000 brokers in 880+ offices in 70 countries, generating $95 billion in sales in 2016.

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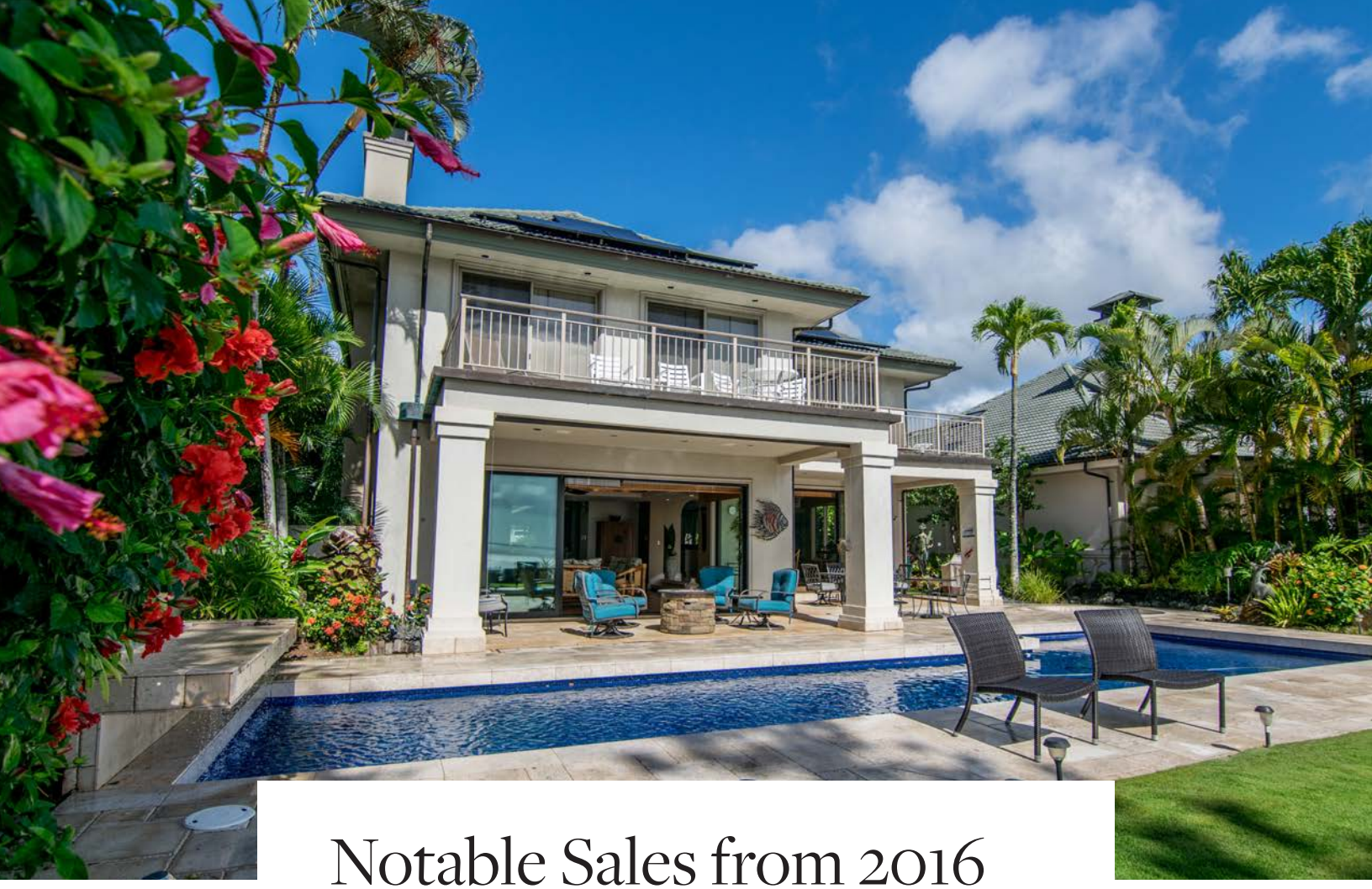

Notable Sales from 2016

$8M, S Kihei Road, Kihei

$3.675M, Paia Pohaku Pl, Lahaina

$3.325M, Ironwoods . Kapalua

$2.9M, Ironwoods, Kapalua

$2.750M, Kawehi Place, Kula

$2.7M, Pulelehua St, Kapalua

$2.65M, Alaula Place, Wailea

$2.6M, Haupala Place, Lahaina

$2.525M, Crestview Road, Lahaina

$2.450M, Middle Road, Kula

$2.4M, Fairway Drive, Kapalua

$2.3M, Kapukaulua Place, Spreckelsville

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The Art of Giving: Community & Ho'okupu

Island Sotheby's International Realty is highly involved in the community. Whether it be at the office or company level, our brokers and administrative staff participate in many local and global opportunities to support community and local charities.

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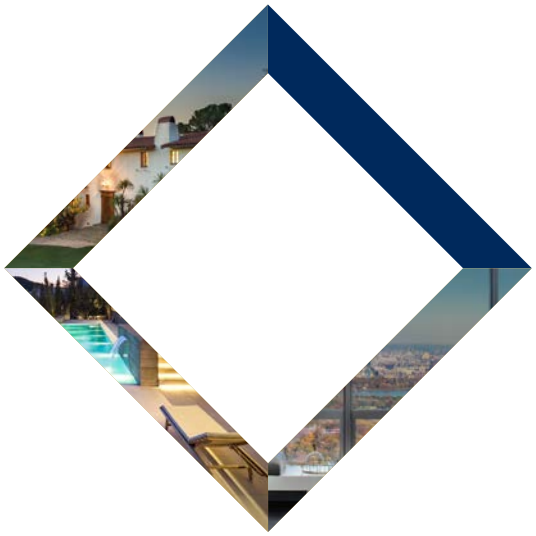

Inviting. Discreet. Savvy. Refined.

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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