



THE SOURCE
EXTRAORDINARY ADVANTAGES



INVITING.
DISCREET.
SAVVY.
REFINED.

Cover property located in: Coronado, California

I M A

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G I N E



BRAND MARKETING

*Effectively communicating our unique qualities
and defining the direction of the brand.*



SOTHEBY'S HERITAGE

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

Agent Benefits: Instantaneous differentiation and brand awareness, an international referral system.

Consumer Benefits: Brand awareness assists in attracting potential buyers.





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

Our vision, communicated on this business card-sized tool, assists our network members in effectively communicating our unique qualities and defining the direction of the brand.

Agent and Consumer Benefits: Creates a point of differentiation, defines the direction of the brand, great for use with sales associates, clients and prospects.



Malibu, California | Property ID: SC89PC

Sotheby's
INTERNATIONAL REALTY

IMAGINE ADVERTISING CAMPAIGN

Our IMAGINE advertising campaign positions our network's listings in a truly distinctive manner, with the goal of increasing brand awareness and driving leads to our local offices. Executed across both print and digital outlets, the IMAGINE campaign has resulted in significant consumer interaction and increased traffic to sir.com.

Agent Benefits: These branding ads help to position *Sotheby's International Realty* agents and offices as the luxury real estate choice in their local markets.

Agent and Consumer Benefits: These international brand ads create consumer recognition in the local market throughout the world and the properties represented by our network globally.

ANTHOLOGY

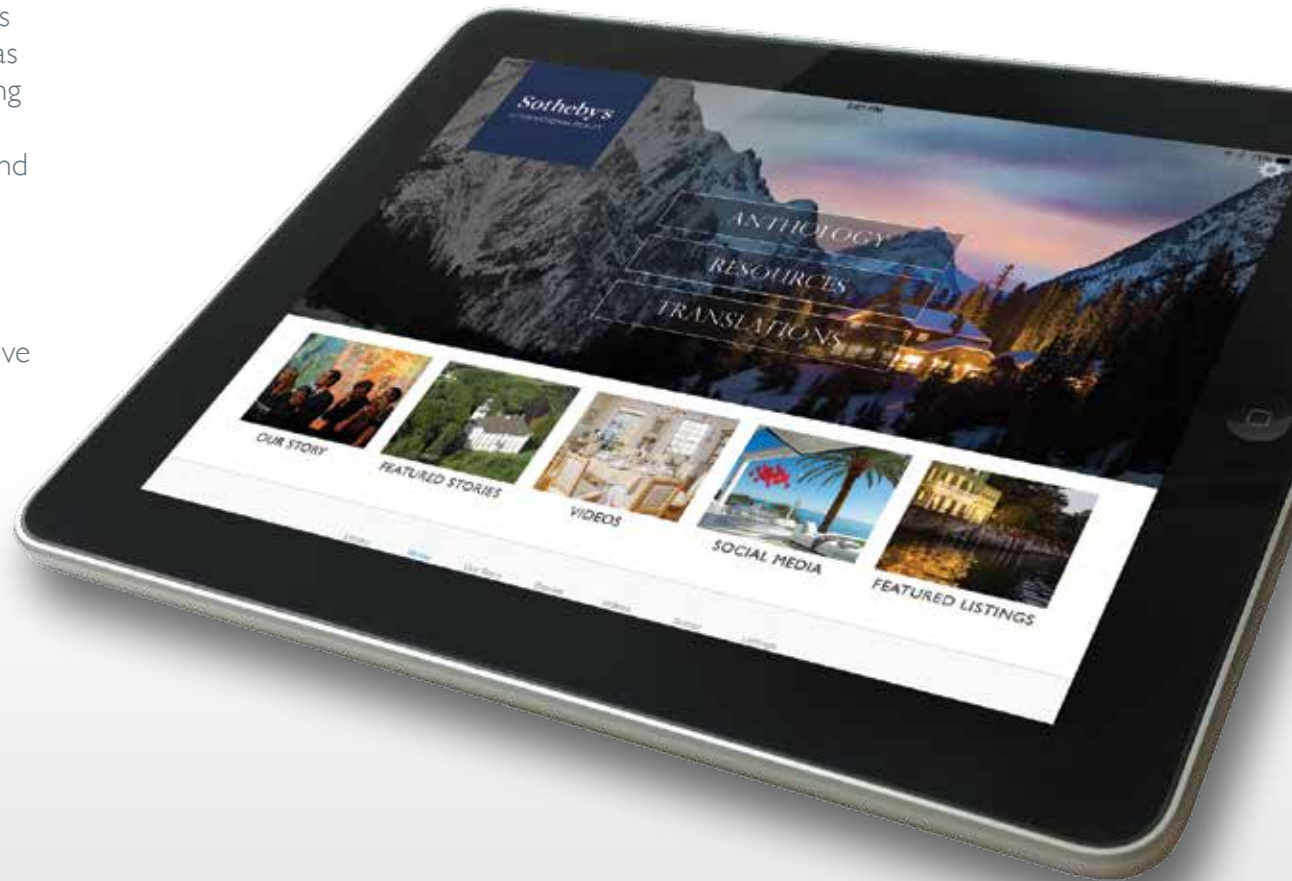
The Collection of an Extraordinary Brand

is our complete marketing program for this year and features 5 brochures that are available as printed pieces in addition to being available as digital versions within an interactive marketing app created using Adobe® Digital Publishing Suite. The digital version is for use on iPad and











Android tablets and allows updates to be continuously sent throughout the year so the latest information is available to our network members.

This structure allows for an immersive consumer experience through the use of slideshows, interactive units, embedded videos and live links to online components of our global media plan.





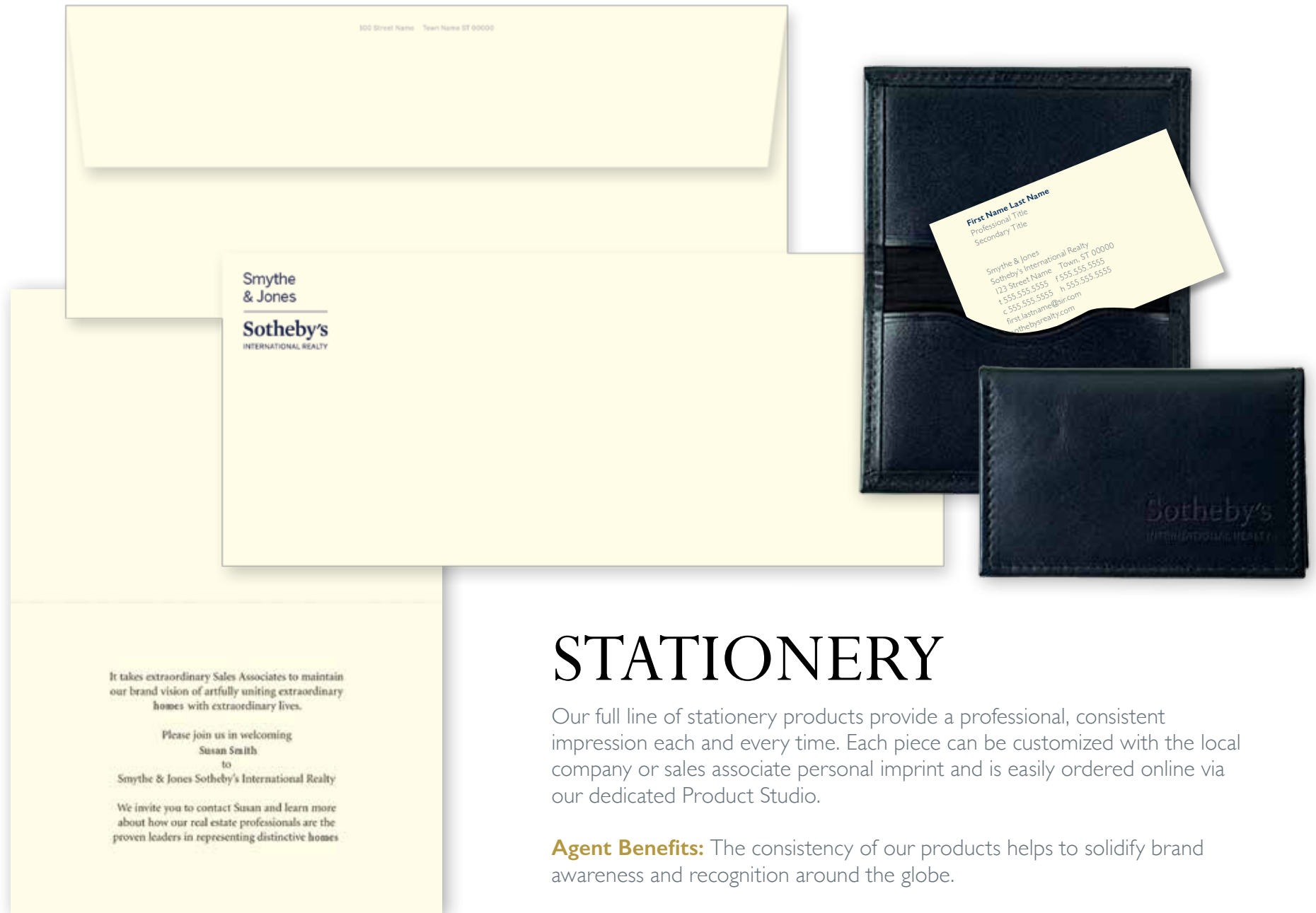
83,000 Social
Connections In
160+ Countries

-  facebook.com/sothebysrealty
-  [@sothebysrealty](https://twitter.com/sothebysrealty)
-  google.com/+sothebysrealty
-  youtube.com/sothebysrealty
-  pinterest.com/sothebysrealty
-  linkedin.com/company/sothebys-international-realty
-  sirluxuryrealestate.com
-  instagram.com/sothebysrealty

SOCIAL MEDIA

We use social media to connect the brand to our vast community of real estate intendorers and influencers from around the globe. Just like real estate, social media is about connecting people and cultivating relationships.

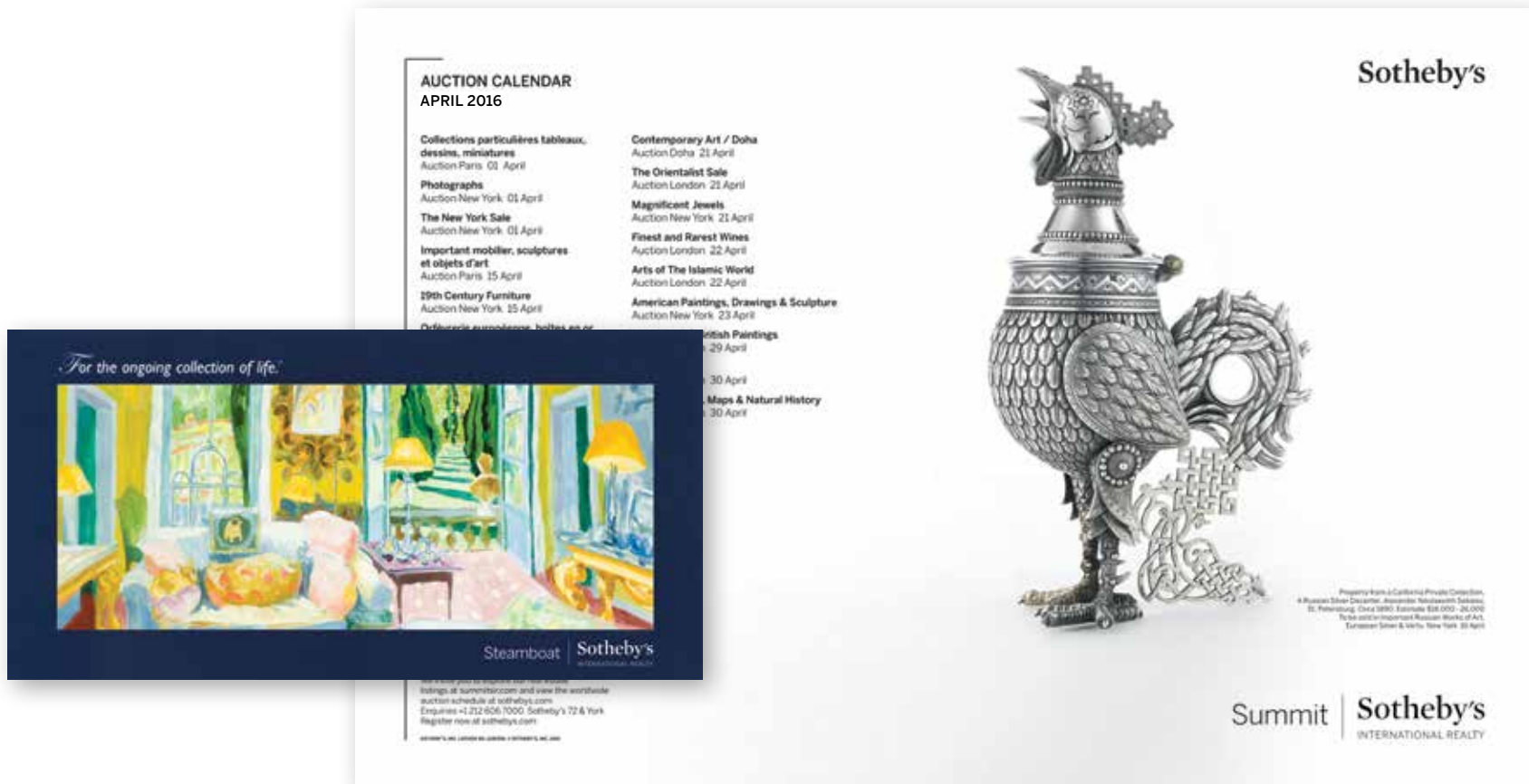
Agent and Consumer Benefits: Provides additional opportunities to connect real estate intendorers with *Sotheby's International Realty* soles professionals and created more potential opportunities to introduce these consumers to the property we represent.



STATIONERY

Our full line of stationery products 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.

Agent Benefits: The consistency of our products helps to solidify brand awareness and recognition around the globe.



AUCTION COLLABORATION ADS AND POSTCARDS

Utilizing our postcard offerings or free ad creation service provides a unique way to leverage Sotheby's and provide instant recognition in your local market. Both ads and postcards communicate the synergies that exist with Sotheby's and/or communicate the details of an upcoming sale/exhibit, all while using either company and/or sales associate contact information.

Agent Benefits: Provides instant recognition by leveraging Sotheby's in a unique way and creating unique luxury positioning in the local markets.

STRATEGIC MEDIA PLAN

The Sotheby's International Realty® brand's global media plan is designed to deliver more than 1 billion media impressions, solidifying our brand as the voice of luxury real estate. Our plan includes impactful, exclusive and first-to-market partnerships with an increased strategic focus on mobile and editorial content with some of the most preeminent media reaching all corners of the globe. Our goal is to present the properties represented by our worldwide network to a broad audience of potential buyers who value and seek the unique.

Agent and Consumer Benefits: More exposure to the high-net worth individuals in our/your target market. Our seller clients benefit not only by you marketing their properties among these channels, but they also benefit from the brand recognition the millions of impressions create as well. Brand recognition and brand loyalty can engage a consumer that otherwise might not make contact with us.

The New York Times

THE WALL STREET JOURNAL.

ARCHITECTURAL DIGEST

FINANCIAL TIMES

dwell

Google™

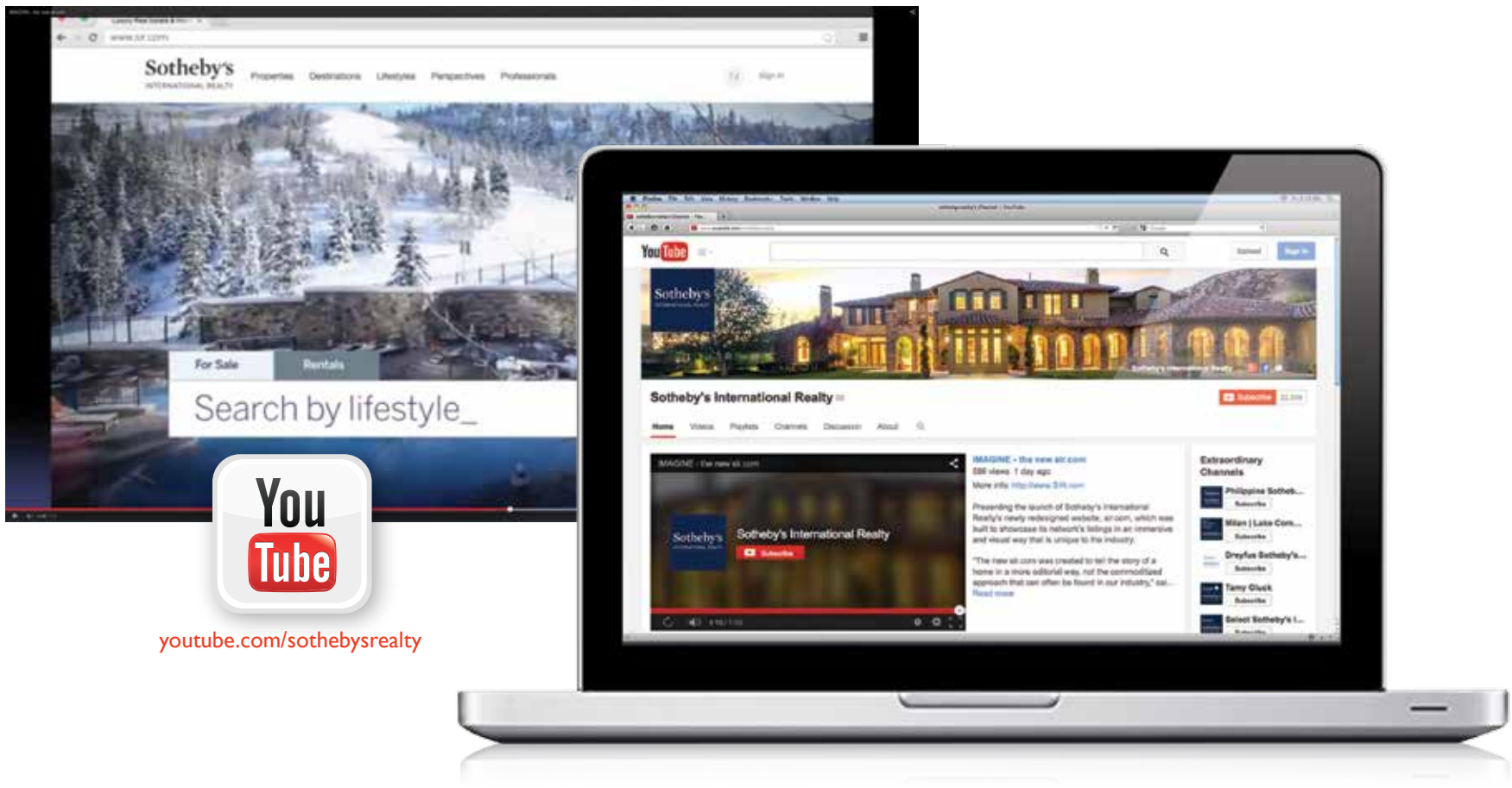
You Tube™

ELLE DECOR

PropGOLuxury

JamesEdition

South China Morning Post



youtube.com/sothebysrealty

THE SOTHEBY'S INTERNATIONAL REALTY® YOUTUBE CHANNEL

The *Sotheby's International Realty* YouTube Channel 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 easily shared through our social media outlets and are formatted

for viewing on mobile devices in an effort to create viral appeal through powerful, real-time engagement experiences.

Agent and Consumer Benefits: Opening the doors to the most magnificent homes available anywhere and at any price can create additional exposure for our valued seller clients.



Sotheby's
INTERNATIONAL REALTY

QUALITY CONTROL

Guidelines are available to our network members and provide the necessary support to ensure the listings represented by our network stand apart from the rest.

Agent and Consumer Benefits: Boh Auction & Realty clients have an expectation as to what the brand represents. Our quality control efforts help ensure the heritage and distinction of the Sotheby's brand is maintained at every level.

A grayscale world map showing the global network of Sotheby's International Realty. Numerous small black dots represent member offices across all continents. Several of these dots are highlighted with red concentric circles, indicating key markets or hubs. Red dashed lines connect these highlighted hubs across the globe, illustrating the interconnected referral network.

REFERRALS

Our network Referral program helps enhance revenue potential for both real estate and auction consignments by connecting our network members all around the world. These opportunities are managed with a white glove service to ensure they are handled with extreme care.

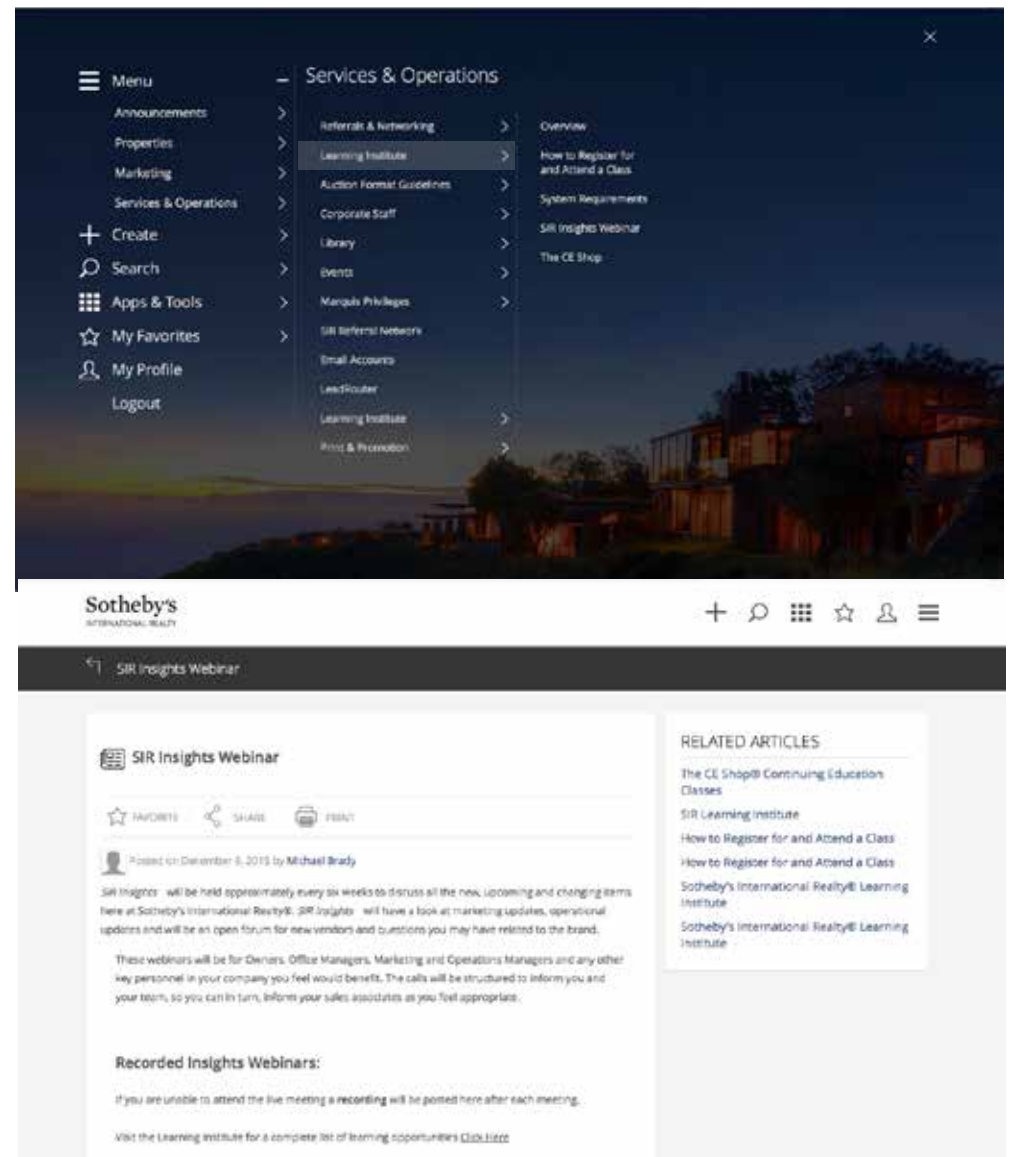
Agent Benefits: Our Referral program helps enhance revenue potential.

Consumer Benefits: Both real estate and auction referrals are handled with consistent service to ensure consumers are provided with the service they would expect from Sotheby's and the *Sotheby's International Realty* brand.

LEARNING INSTITUTE

The members of our network can benefit from a selection of learning opportunities designed to help enrich their business. A variety of learning opportunities are offered to help sales associates learn about new marketing initiatives as well as keeping up to date in an ever changing real estate environment.

Agent Benefits: The leadership & sales training to presentation skills, these learning opportunities were designed to help build business and help sales associates stay abreast of technology and marketing initiatives that will ultimately grow your business.

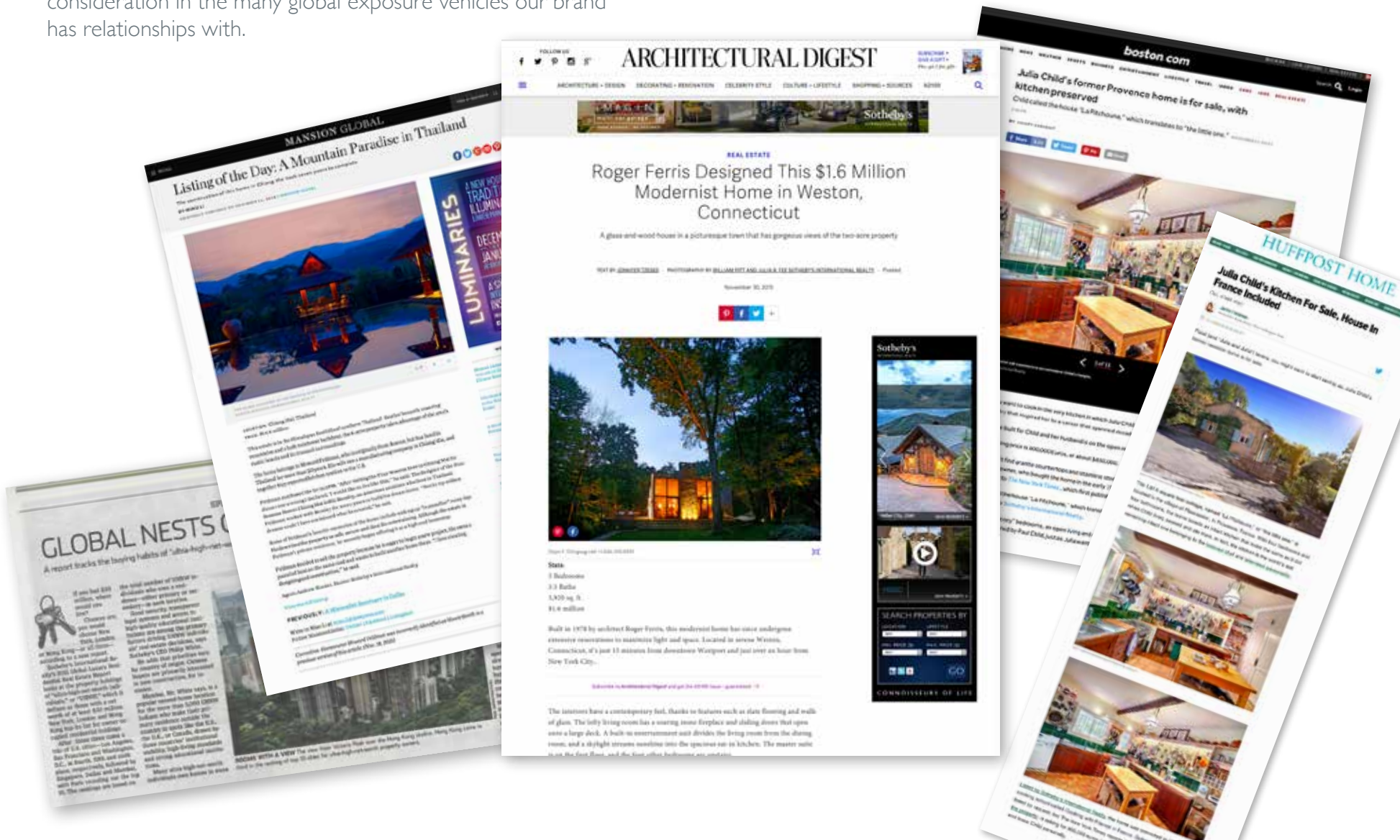


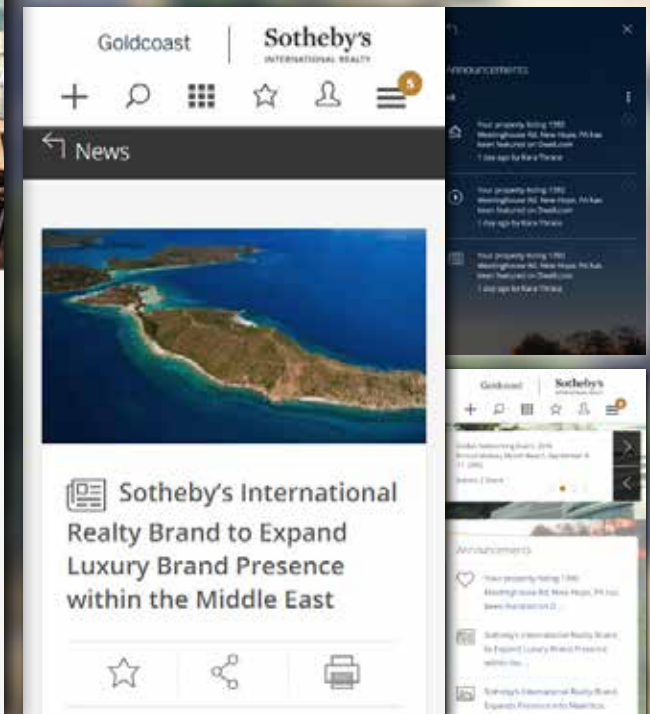
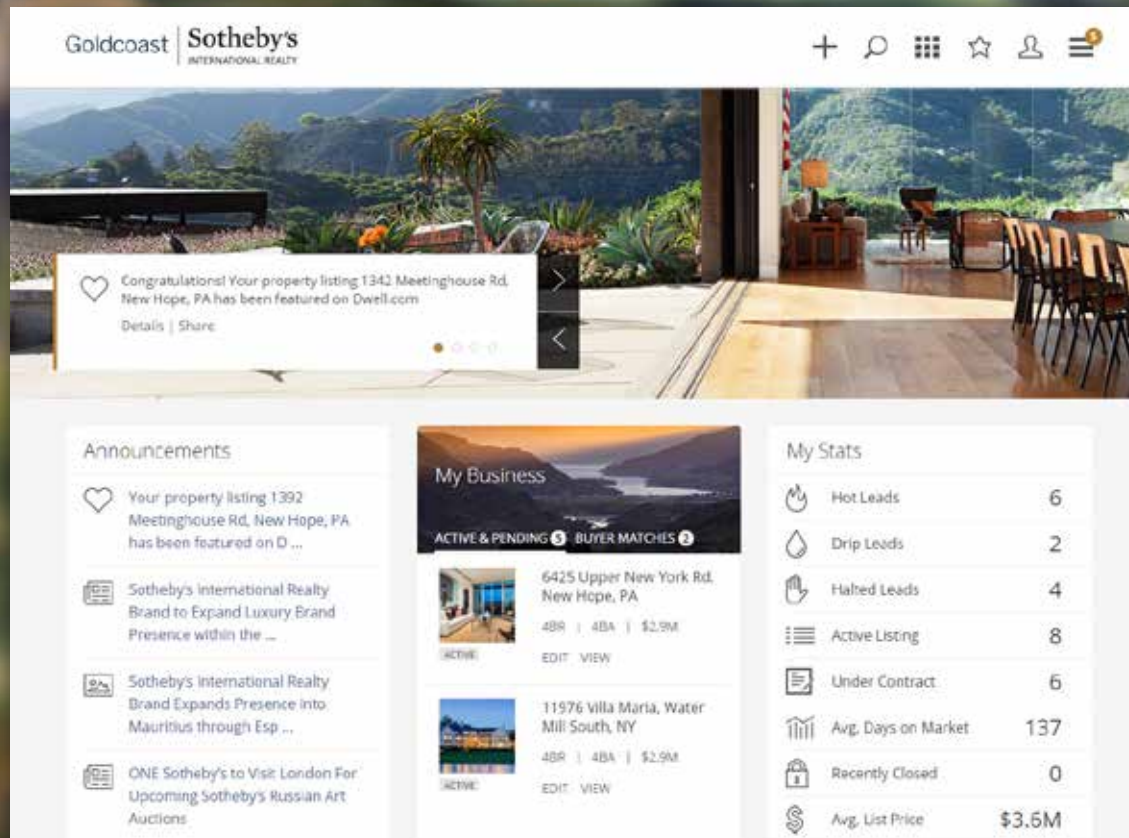
EXPOSURE THROUGH

PUBLIC RELATIONS

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

Agent and Consumer Benefits: Public relations helps drive brand awareness and positions our brand, network of experts and leadership as the voice of luxury real estate.



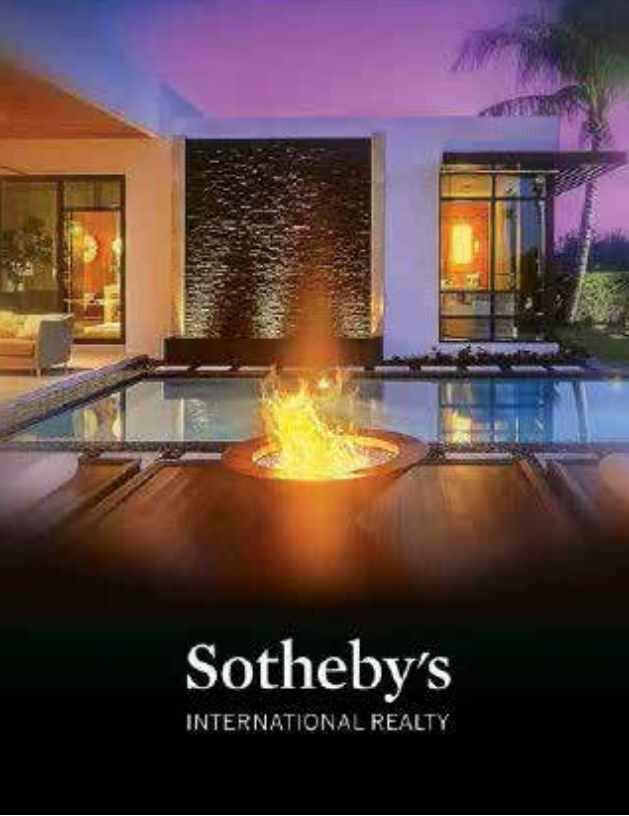


ACCESS.SIR.COM

Access.SIR.com plays a critical role as the gateway to all that our brand has to offer and provides exclusive access at any time of day no matter where you are in the world.

This communication vehicle is designed to keep agents up to date on all things brand related. Manage your business, keep engaged with the brand, and have instant access to any and all brand content. It's responsive design means you'll have access on the go at any time of the day or night!

the elements of an Extraordinary Brand



“The Sotheby's International Realty® brand is represented by the top real estate experts in nearly every major city worldwide. The opportunity to build relationships and share ideas with global real estate leaders at events like the Global Networking Event and the Leadership Forum is imperative to our continued success.”

—Michael Rankin, Principal and Managing Partner, TTR Sotheby's International Realty



NETWORKING

Throughout the year, networking opportunities are made available to our brand members to share ideas, learn from one another and grow as a result. Our Leadership Forum and Global Networking Event 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. Our Regional Networking events are intended to develop strategic relationships within surrounding markets.

Agent Benefits: Networking opportunities help drive business and promote idea-sharing.

Consumer Benefits: Relocating consumers can benefit from agent networking through personal referrals to agents met during these events. A more personalized service can enhance the consumer experience.

ACCOLADES

In 2015, the *Sotheby's International Realty* brand proudly won Franchise Business Review's Best in Category for Real Estate Franchisee Satisfaction award for the 8th year in a row. In addition to its real estate ranking, the brand also came in second overall among the Top 50 Large Franchise Systems, which is a ranking of all franchise systems with more than 250 units across all categories.

Agent and Consumer Benefits: This award illustrates our commitment to customer satisfaction, both with our franchisees and consumers.



2007

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2008

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2009

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2010

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2011

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2012

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2013

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2014



PROPERTY MARKETING

The consumer brand connection.

I M

HOME HISTORY BOOK

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

Agent Benefits: Gives the agent the ability to elicit information about a property to use in advertising and marketing and builds a unique bond and partnership between the agent and seller.

Consumer Benefits: Keeping a copy of the Home History Book in the home for all potential homebuyers to see, the seller's comments can help create an emotional appeal. Emotion is a major component in the home-buying decision.



A G I N E

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, create an eBook, PowerPoint or Keynote.



*A presentation is a monologue,
a conversation is a dialog.*

TABLET

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. Our tablet presentation reinforces our innovative dexterity and keeps a client's eyes riveted to the screen with each dynamic swipe of a slide.

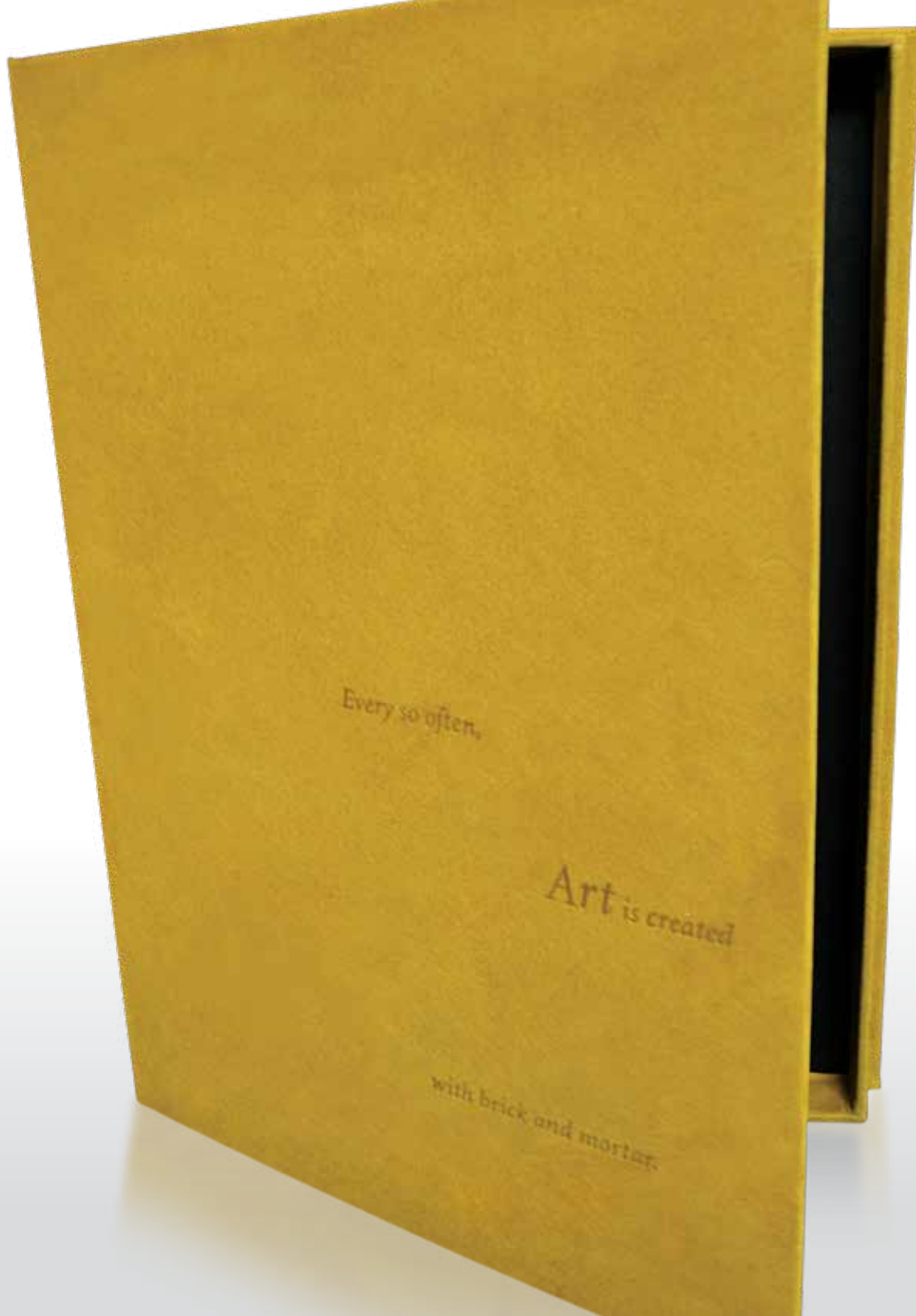


Agent & Consumer Benefits: Whether you utilize the paper-based version or electronic version of the Marketing Presentation, it provides a comprehensive and continuously updated list of features and benefits provided by you, your company and the *Sotheby's International Realty* brand. While roughly 60% of people are visual learners, it is up to you to internalize the content so it becomes as conversation, not a

presentation. A presentation is a monologue, a conversation is a dialog. Use the visuals to keep your client engaged in your conversation. It is up to you to describe the features and benefits that you, your company, and the *Sotheby's International Realty* brand bring to the table to assist the sellers in achieving their real estate goals.

Artfully uniting...

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 in addition to acting as a great client touch point communication to disseminate out each month, demonstrating the power and strength of our worldwide network.

Agent & Consumer Benefits: Significant Sales leverages the power and strength of our worldwide network by aligning local companies and agents with significant transactions around the globe.

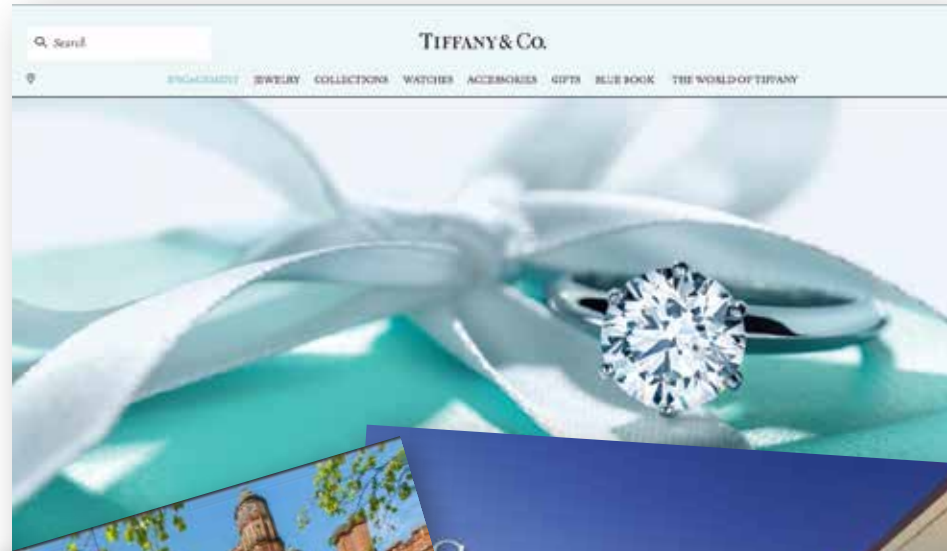


CLIENT FOLLOW-UP

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
 - Seasons Calendar
 - Auction House catalogues
 - Art & Home subscription
 - Tiffany products
 - Assouline coffee table book discount
- ...and many other promotional products via our Product Studio through Xpressdocs.

Agent & Consumer Benefits: Client follow-up is essential for maintaining repeat business. Our Client Follow-up offerings create meaningful touch points beyond a post card or email.

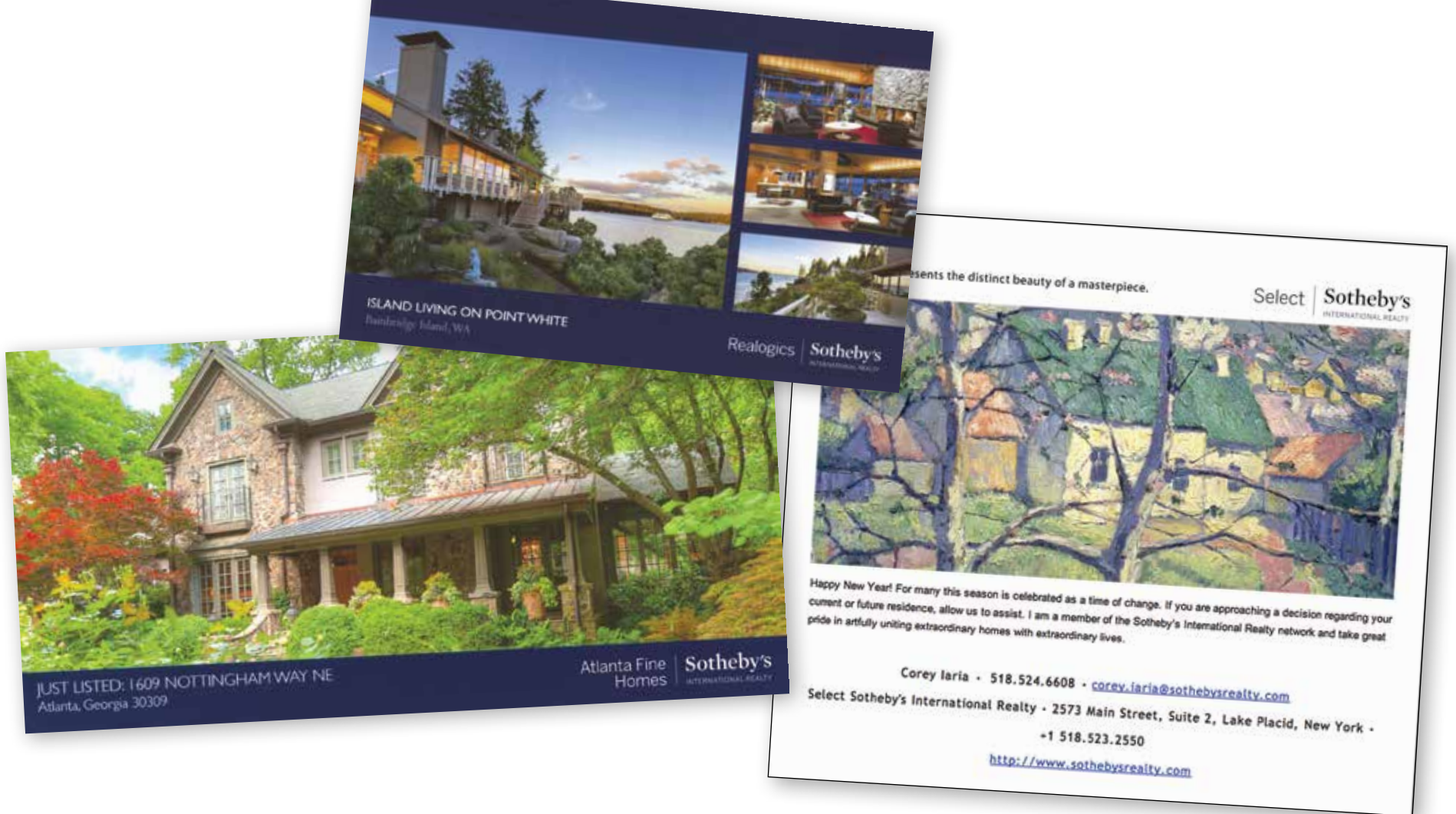


SIGNAGE

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.

Agent & Consumer Benefits: Research proves that consumers want to work with recognized brands. A fractured brand image can confuse customers and clients alike. The *Sotheby's International Realty* brand places great emphasis on sign compliance around the world to ensure our brand marks are consistently recognized by consumers globally.

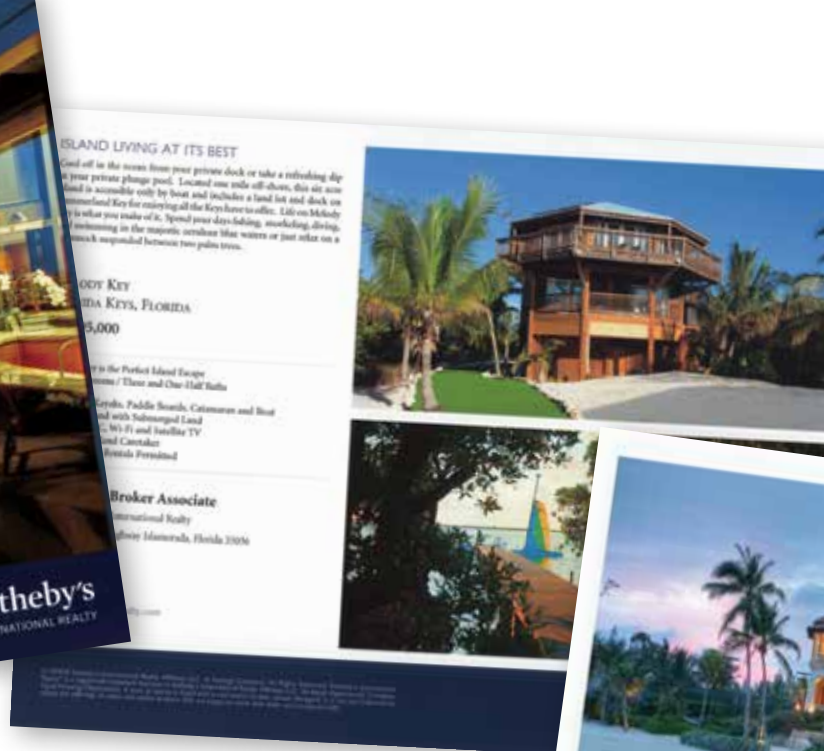




POSTCARDS & ePOSTCARDS

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

Agent & Consumer Benefits: Direct mail, whether traditional or electronic, can create additional property exposure. But exposure is not as valuable as action. The consistency of the recognized *Sotheby's International Realty* brand image can get a consumer to take action and make contact.



PROPERTY BROCHURES

Our brand's professionally printed brochures are a consistent point of differentiation across our worldwide network, allowing our network 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.

Agent and Client Benefits: There is differentiation in consistency. The goal is not to differentiate for the sake of it, but to leverage the consistency of the brand to set the properties you represent apart from your competitors. The consistent look and feel of our brand's professionally printed brochures creates a worldwide point of differentiation in our property marketing.





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. Properties 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.

Agent Benefits: Our brand's ability to distribute property brochures across our entire international network is a clear point of differentiation for marketing a home.

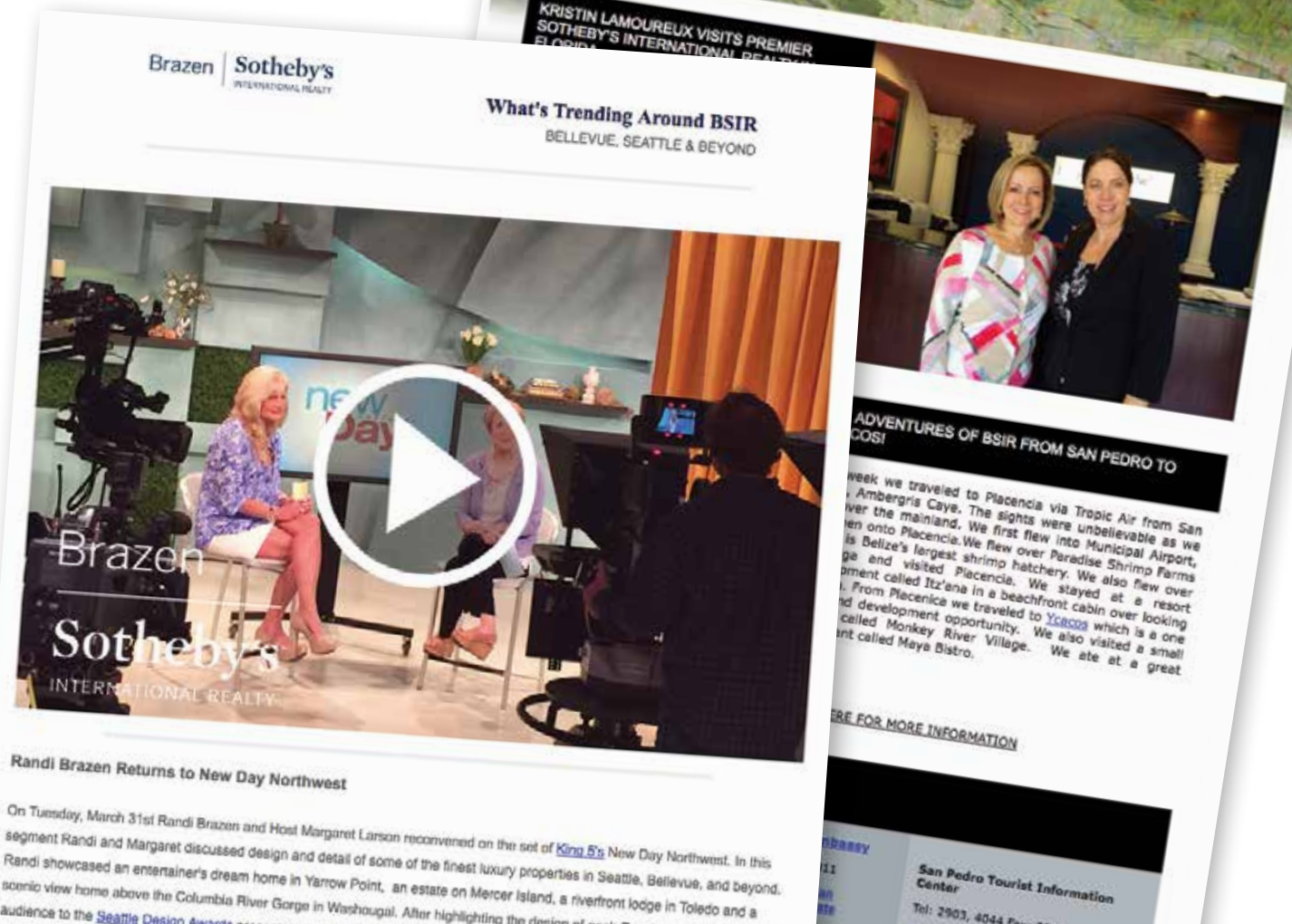
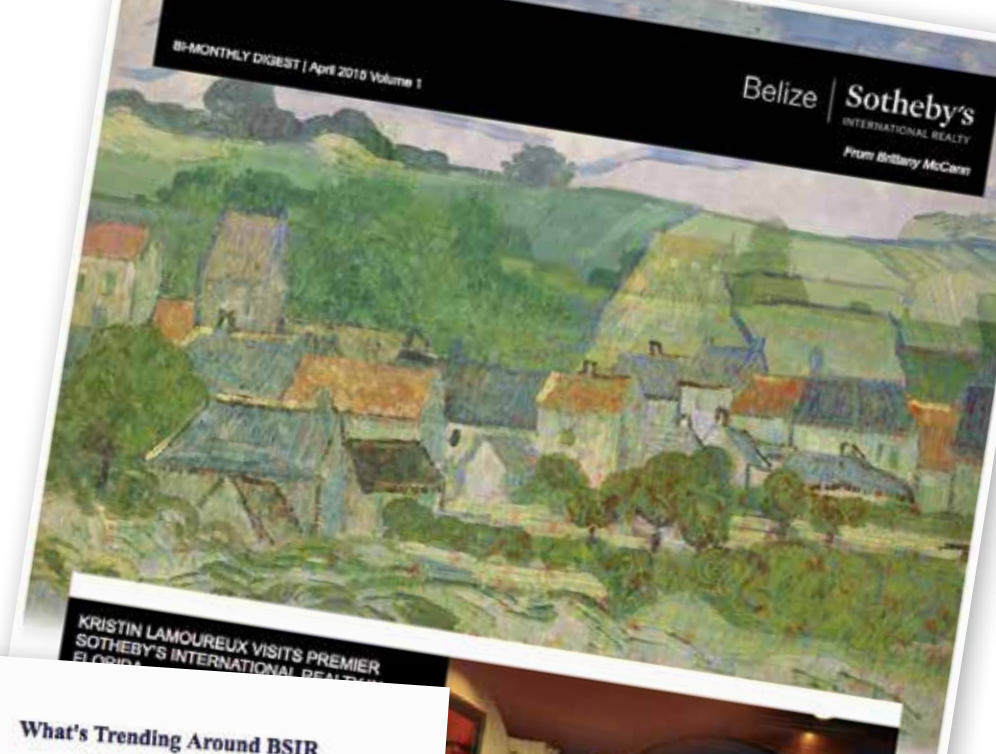
Client Benefits: Our brand's ability to distribute property brochures across our entire international network opens the door to more potential homebuyers.

NEWSLETTERS AND eNEWSLETTERS

Various templates exist with pre-written, brand-related and industry-focused copy that allows our members to create a printed or electronic newsletter quickly and easily in an effort to stay in touch with current, past and future clientele. 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.

Agent Benefits:

Real Estate newsletters provide yet another touch point between you and your client. By providing meaningful and up to the minute information about the industry, it becomes clear that you are the recognized expert in the field of real estate. You are perceived as a valuable asset.



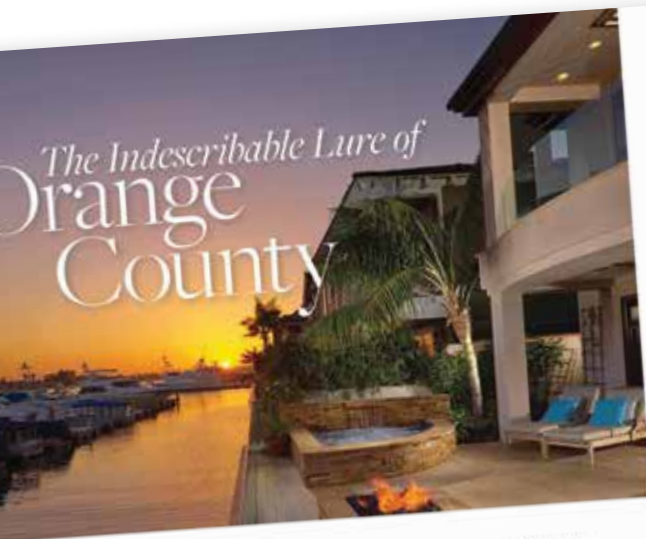
RESIDE[®] MAGAZINE

RESIDE[®] is our brand's award-winning, proprietary magazine, featuring luxury homes and lifestyles from 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. Each issue of RESIDE is also created as an eBook for electronic marketing/distribution.

Agent Benefits: RESIDE[®] magazine can be seen as a significant point of differentiation from the competition when on a marketing presentation. It can also attract potential buyers as well.

The eBook: Can be used as get another touch print with your client.

Client Benefits: It creates additional exposure for the seller's home to a targeted group of affluent consumers.



Orange County contains large urban cities, state parks, foothills and vast open spaces.

An enormously diverse region, Orange County contains large urban cities, state parks, majestic foothills and vast open spaces. The economy is equally wide-ranging, attracting world-class entrepreneurs, high-tech industries and major financial service corporations, all serviced by John Wayne Airport and the amenities of major metropolitan cities. For affluent buyers, however, it is the county's unique collection of Pacific Coast communities—one of the most prized stretches of real estate in the world—that make it truly special. Estates in certain coastal enclaves here can reach prices of \$30 million or more.



Newport Beach offers a range of properties including homes with walkout beach, access and luxury residences in upscale residential districts around Newport Harbor. Newport Coast, just to the south, sits on higher ground in the San Joaquin Hills and features long, unobstructed views of the ocean. Laguna Beach is a world unto itself, a kind of timeless artist colony secluded between the elevated rocky coast and the mountains. The most dramatic cliffside estates here and in neighboring Dana Point are unparalleled in their scenery and the immediacy of the searing surf.

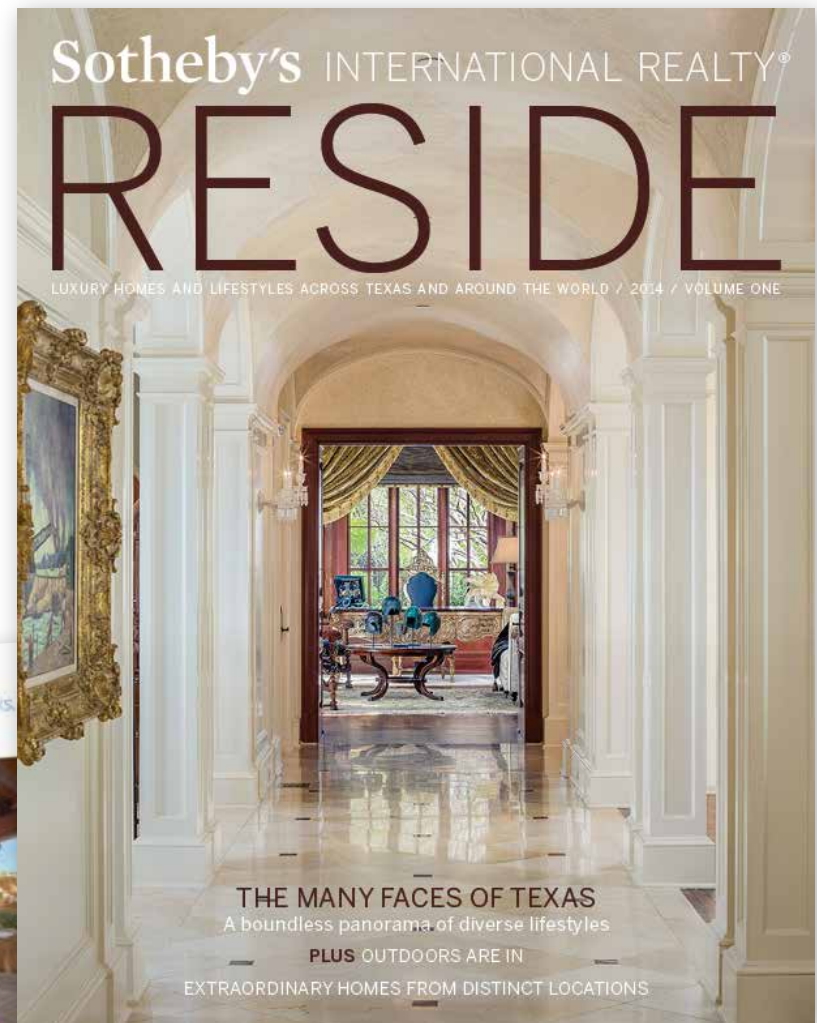
So it begs the question: Is Orange County truly the perfect environment to live, work, escape and

play? It's difficult to imagine anywhere with a better set of advantages.

"Buyers who move here are very satisfied with their choice," Giern says. "I've frequently heard them wonder about why they did not move here sooner."

Magazine page
HOMES: Sotheby's International Realty - Newport Beach, CA
\$10,000,000 - Property ID: 400000000 - Also seen in RESIDE 2014

This page
Top: HOMES: Sotheby's International Realty - Newport Beach, CA
\$10,000,000 - Property ID: 400000000 - Also seen in RESIDE 2014
Bottom: HOMES: Sotheby's International Realty - Laguna Beach, CA
\$5,000,000 - Property ID: 400000000 - Also seen in RESIDE 2014



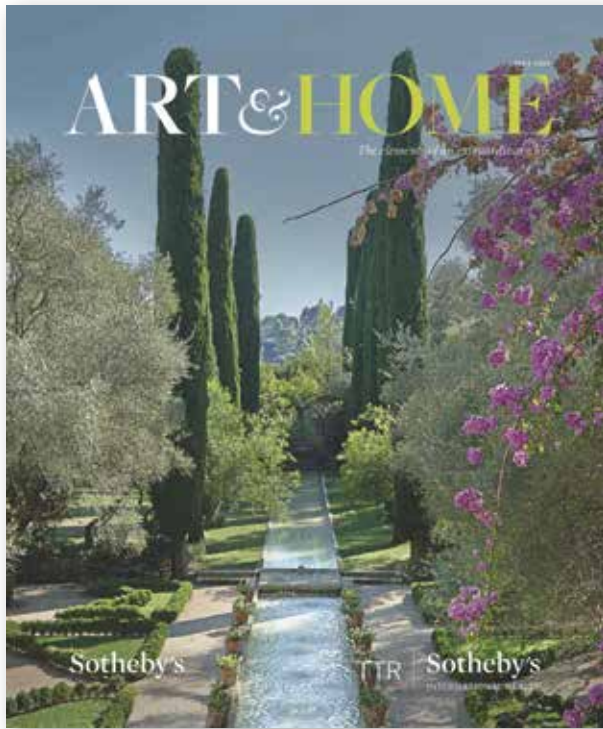
THE MANY FACES OF TEXAS
A boundless panorama of diverse lifestyles
PLUS OUTDOORS ARE IN
EXTRAORDINARY HOMES FROM DISTINCT LOCATIONS



Orange County has an almost indescribable effect on people. The Pacific beaches, the intimate walking villages full of outstanding restaurants and shopping, the sun-soaked colors, magnificent seaside architecture, an unlimited array of outdoor recreation under perfect weather—it all seems almost too good to be true, and it puts those who visit under a kind of spell. There's simply a different aura to this part of Southern California, and Orange County makes almost everyone reconsider their ideal perfect environment.

Some of what sets it apart is historical. "The coastal cities between Newport Beach and San Clemente were first conceived as resort destinations and coastal villages," explains Rob Giern, Managing Director at HOM Sotheby's International Realty. "They were all designed on a smaller scale, to be pedestrian-friendly small towns with seaside charm, perfect weather year around and a wonderful quality of life."

...it all seems almost too good to be true, and it puts those who visit under a



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 magazine options help our network members differentiate themselves from the competition.

Agent Benefits: Custom magazines are a great tool to help effectively showcase property inventory available through your firm and you. Magazines can be produced starting with as little as 16 pages and our options can fit any budget. To complement our printed magazine selections, eVersions are also available for electronic distribution and/or posting to a website for increased and targeted exposure.



eGALLERY & TOUCH GALLERY

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.

Agent & Consumer Benefits: The *Sotheby's International Realty* eGallery & Touch Gallery is another property syndication point and is designed to provide worldwide reach for a property, unlike any other company can provide.

The *Sotheby's International Realty* Touch Gallery is a unique touch screen system that provides an interactive property search experience on high-definition screens. Our through-the-glass storefront display system entices foot traffic to engage with properties as passersby walk by *Sotheby's International Realty* office locations throughout the world. The podium and wall mount versions create an iPad-like property search experience within *Sotheby's International Realty* office spaces, conference rooms and lobbies.

COOPERATIVE ADVERTISING

Leveraging the reach of many of the world's most well-known media publications 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 the properties featured 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.

Agent Benefits: Our Cooperative Advertising Program helps our members by leveraging the reach of the world's most well-known media publications. Our year long commitments allow us to provide pre-negotiated, subsidized rates to provide a vast, targeted exposure at a reduced cost.

Client Benefits: Property exposure in some of the world's most well-known media publications that target a more affluent clientele.



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 recognized media partners through localized targeting and efficient rates.

Agent Benefits: Leveraging our digital campaigns provides our members with thinking opportunities to enhance their local marketing initiatives. Their driven more traffic to your website, and in turn creates a tremendous amount of new buyer opportunities.

Client Benefits: When one of our network members engages these digital marketing campaigns the clients benefit from this additional web traffic because it creates the potential for more online consumers to have access to the sellers property information.

The image is a collage of digital marketing assets. At the center is a laptop displaying a web browser with the New York Times homepage. A large article titled "At Silver Moon Bakery, the Baking Never Stops" is visible on the screen. Above the laptop, there is a horizontal banner for Sotheby's International Realty with the text "lake life" and a search icon. To the right of the laptop, there are two vertical banners. The top one is for "The New York Times" with the word "IMAGINE" and a search icon. The bottom one is for Sotheby's International Realty with the text "sprawling acres" and a search icon. At the bottom right of the collage is the Google logo.

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.



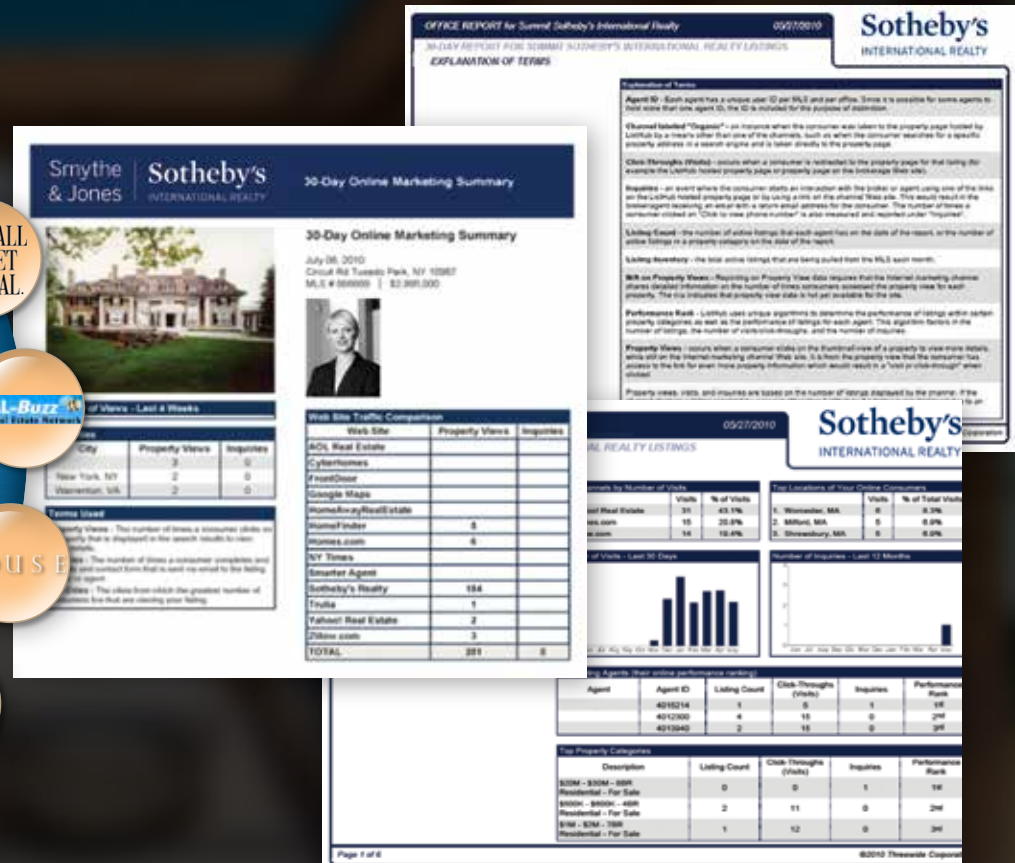
DEPARTURES
Wine Spectator
Handelsblatt
etc...



PROPERTY DISTRIBUTION

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

Agent and Client Benefits: While the Sotheby's International Realty partnerships provide global exposure to your property, the ListHub reporting platform allows you to measure results allowing both the agent and client to make changes to the marketing plan according to the activity captured in the reports. What this means is adjustments made to the marketing plan may optimize the exposure of a property, driving more inquiries which may result in reducing the time a property is on the market.



sir.com

sir.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 market offerings, sir.com welcomes over 1 million monthly average visits to search for a home in ways like no other real estate website.

Agent and Client Benefits: sir.com is at the core of an integrated global online marketing program designed to distinctly showcase a collection of extraordinary homes. Over

1 million monthly visitors means more potential, qualified people have access to the properties our network members represent. Currency conversion, language translation, the ability to search for a home via our specialty marketing offerings and our unique focus on photography and now video are all distinctive features that appeal to the online consumer. But beyond distinctive feature is relevant and useful content that today's consumers are thirsty for. A website rich with the features and content that appeals to the consumer is more likely to get that online consumer to take action. All of the exposure in the world does nothing if it does not compel the consumer to inquire.

NOTABLE 2014 STATS

Total Unique Visitors – approx. **6,897,304**

Avg Monthly Visits – approx. **900,960**

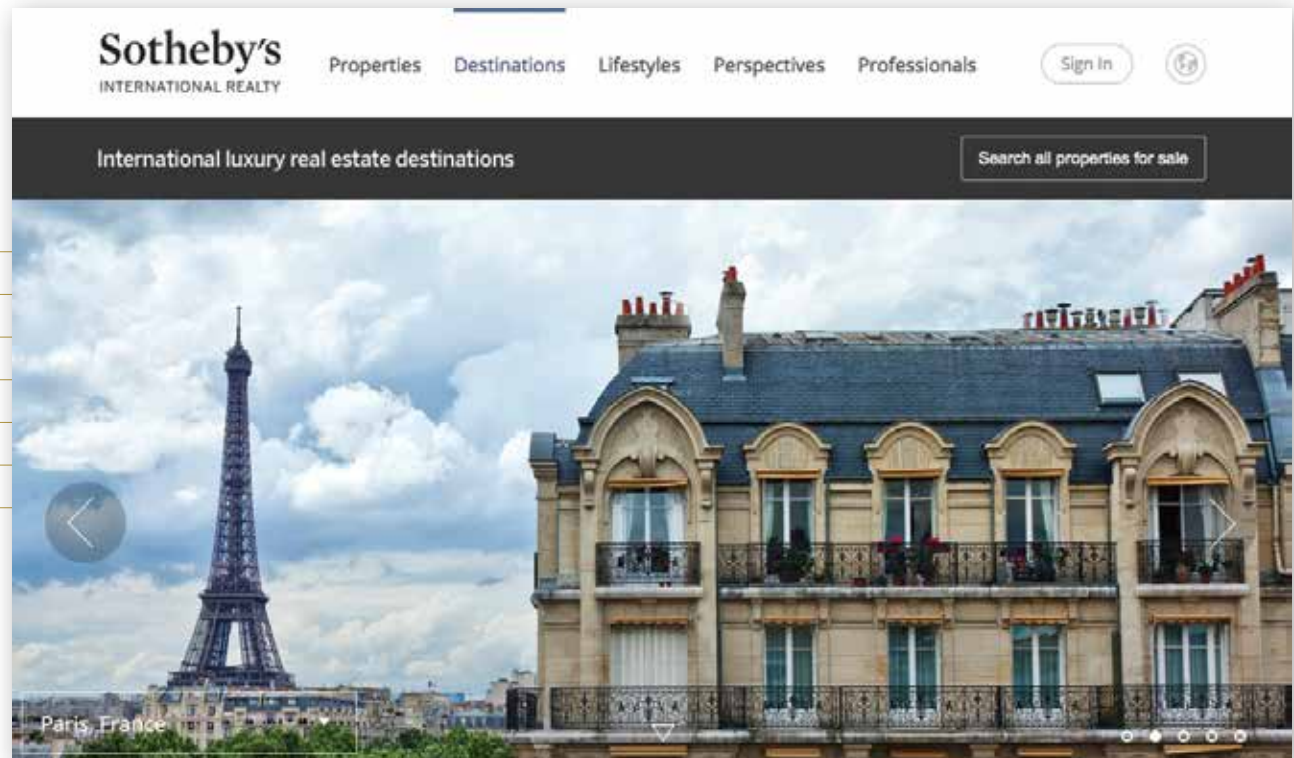
Total Visits – approx. **10,808,290**

Total Page Views – approx. **76,066,056**

Avg Monthly Page Views – approx. **6,338,838**

Visitors from Outside the US – approx. **45%**

Total Property Views – approx. **25,193,829**

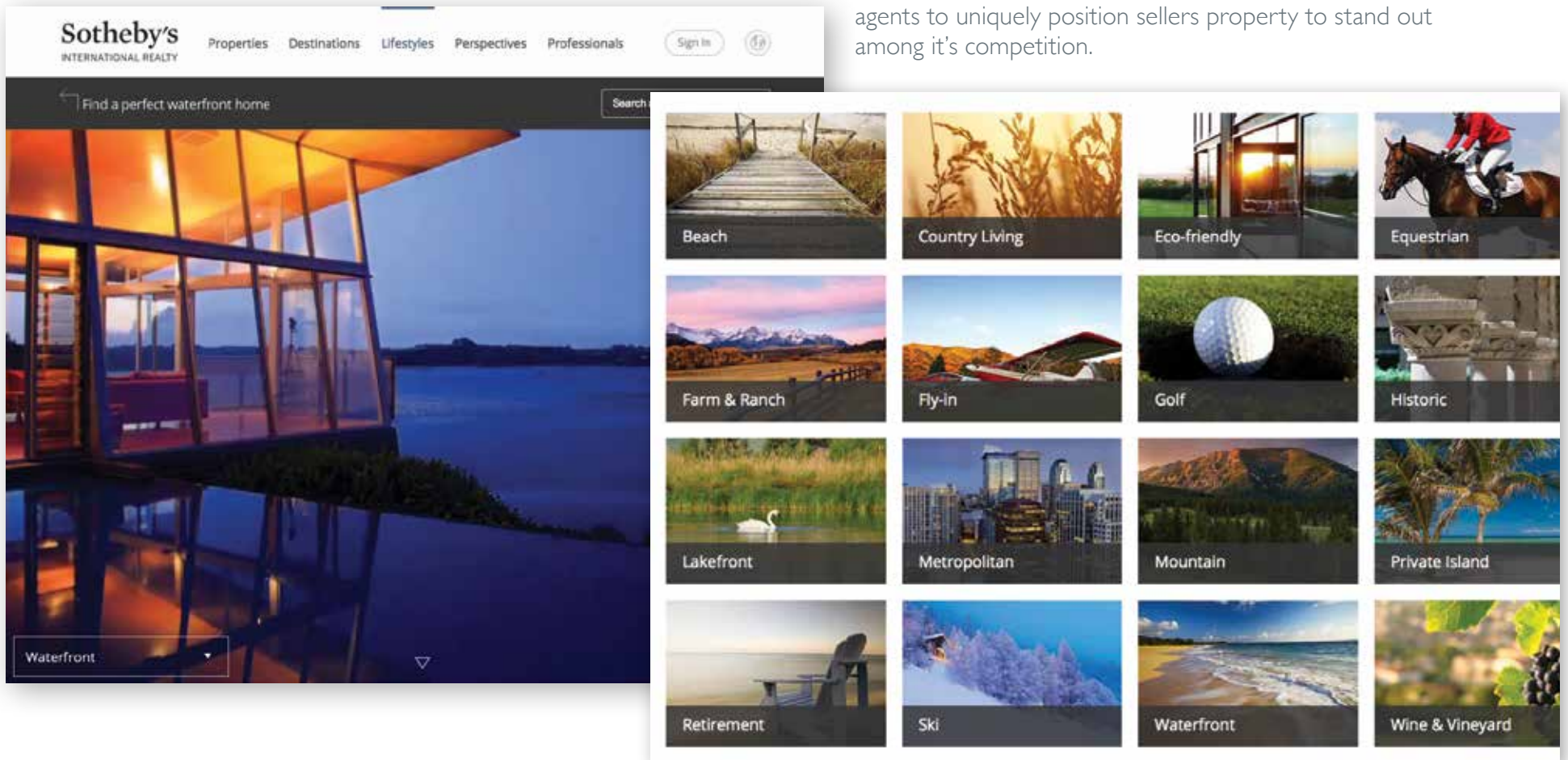


LIFESTYLE AND SPECIALTY

MARKET SITES

If you specialize in a niche market or take a listing that would fit within one, you have the ability to leverage our network's specialty lifestyle microsites including: Farm & Ranch, Waterfront, Ski, Golf and Historic. Visitors can explore the extraordinary properties the *Sotheby's International Realty* network represents all over the world as well as unique content and connect with you to find a property that fits their lifestyle.

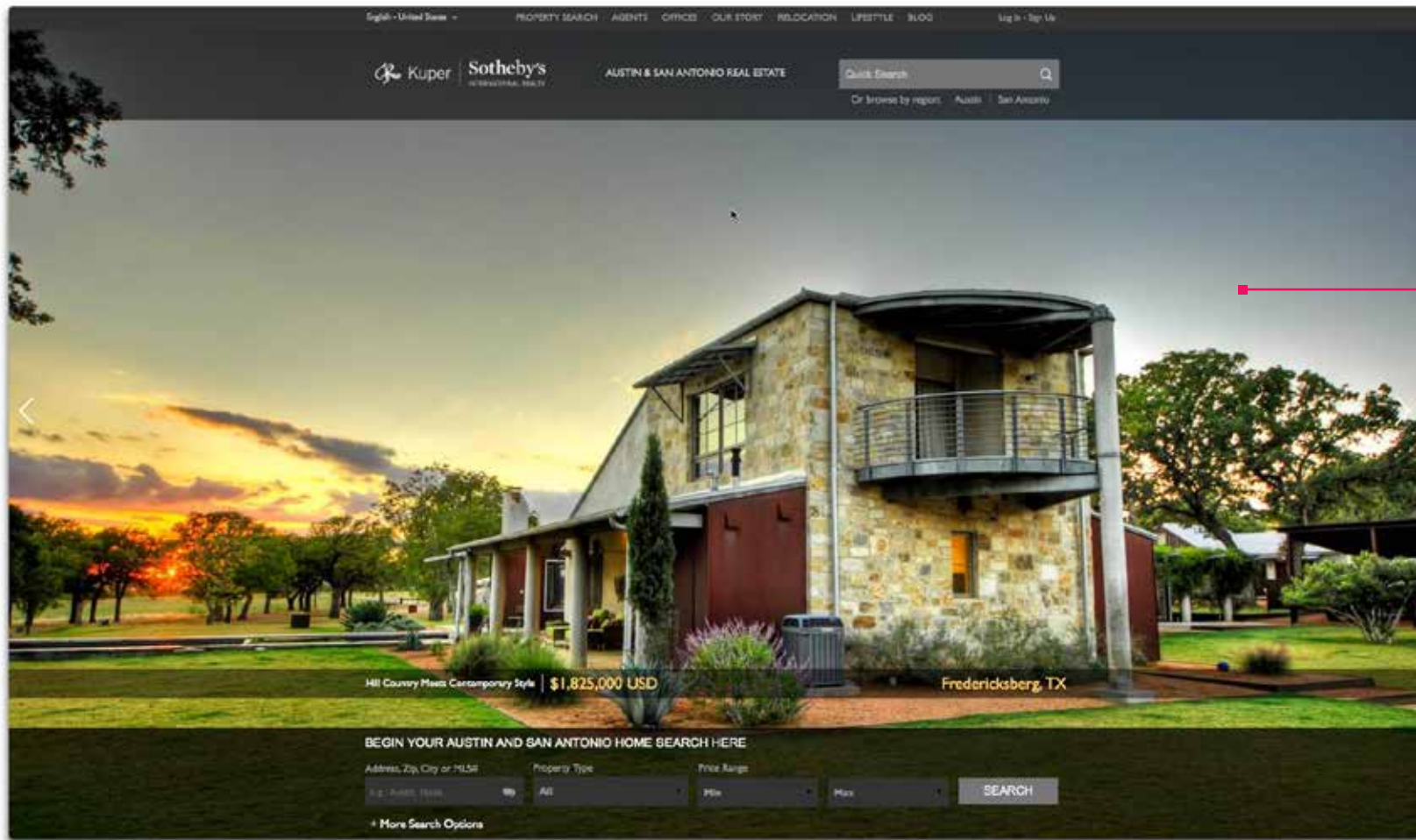
Agent & Consumer Benefits: Our lifestyle/specialty marketing programs provide a unique platform to help differentiate the sales professionals who are dedicated to marketing properties that fall within these niche categories. Each program has a devoted landing page that can also be accessed from sothebysrealty.com as well as dedicated marketing collateral designed to reinforce our brand's investment in each one of these important and individual segments. These specialty/lifestyle sites and content allow agents to uniquely position sellers property to stand out among it's competition.



Cascading Platform

The cascading platform is a website solution for the members of our network which combines the features and functions of sothebysrealty.com with local expertise and information. Each company and agent in our network can take advantage of our innovative and interconnected website platform to build

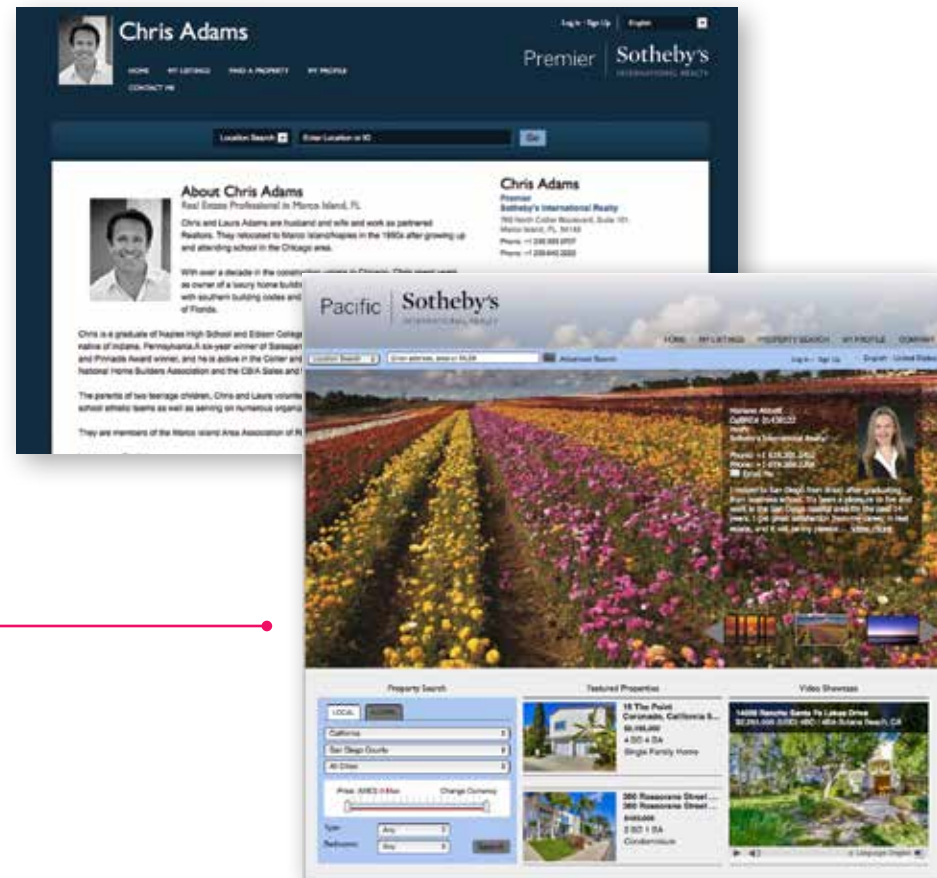
their own locally targeted website solution optimized to drive more exposure to the properties our network represents. The sites feature properties available in the local market as well as all of the *Sotheby's International Realty* properties our network represents from all around the world.



broker/company websites



sales associate websites



Agent Benefits: Through the platform, each of our companies and agents can control the story being told on their individual websites providing valuable information to a home seeker about their part of the world, the place they live and the properties they represent. By cascading the experience, the site optimization techniques and the listing content to each of the interconnected company and agent websites, each property our network represents will generate exponentially more exposure to those who seek a unique home.

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, bed/baths, taxes, high-quality photos and more. When a prospective client wants more information, the “call” feature connects them directly to a *Sotheby's International Realty* sales associate.

Agent and Client Benefits: In the world of real estate property marketing, it is all about exposing the property to as many potential buyers as possible. With more and more searches being conducted from smart phones and tablets, the SIR Mobile app serves up the information to the consumer in a way that is easy to use and easy to read. The more accessible the information is, the more likely the real estate consumer is to take action and inquire about a property.





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 such as Van Gogh, Renoir, Monet and more and provide instant differentiation...

all at gratis.

Agent Benefits: 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.



SOTHEBY'S MAGAZINE | ART & HOME

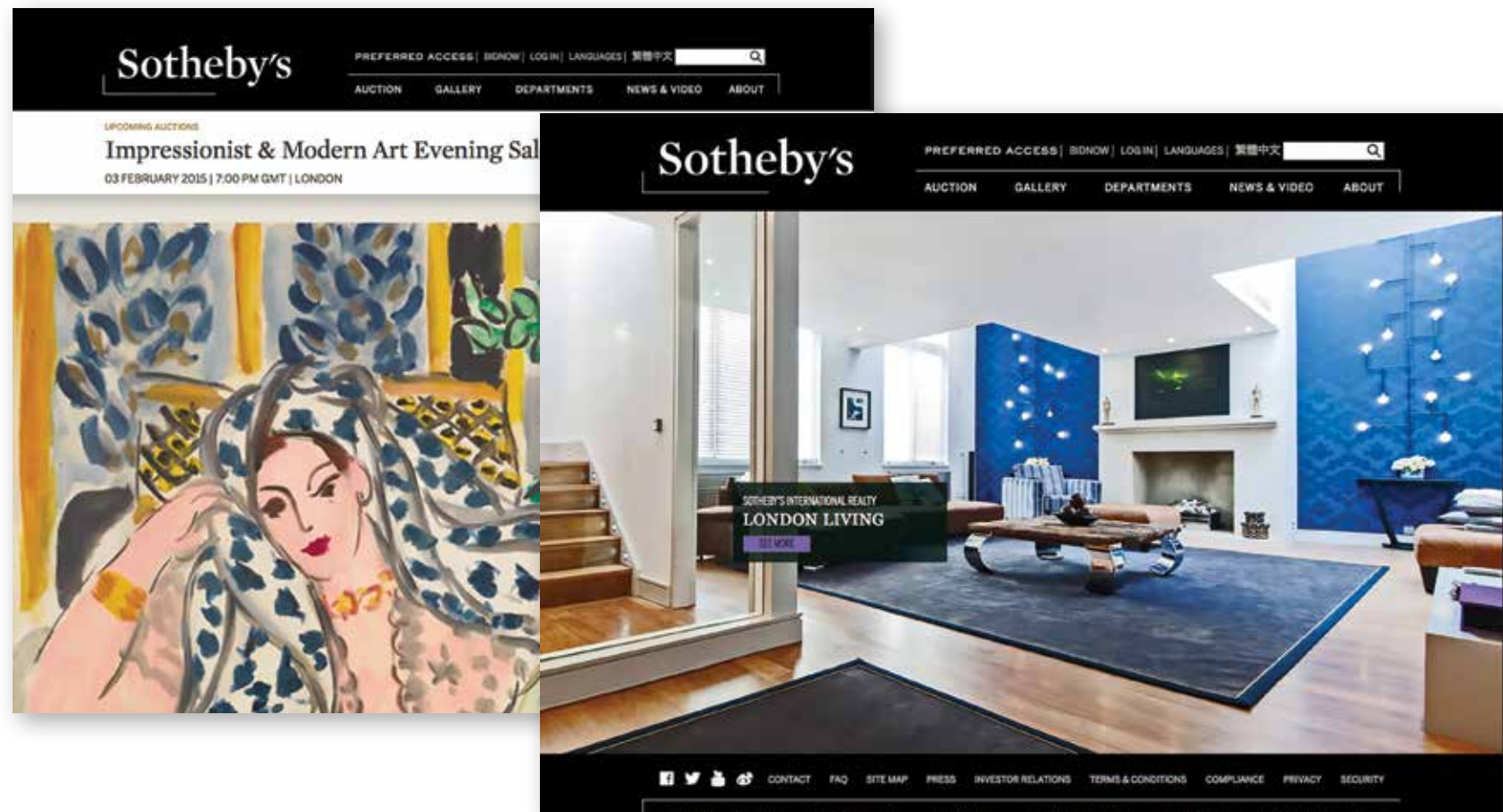
At the heart of our partnership, the Sotheby's International Realty brand and the Sotheby's Auction House have entered into a literary collaboration, publishing the new magazine, Sotheby's Magazine | Art & Home. The larger format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine / Art & Home will feature editorial showcasing Sotheby's International Realty properties and will also include a regular property gallery, providing advertising opportunities.

Agent and Client Benefits: Sotheby's Magazine | Art & Home is an exclusive publication showcasing the most important pieces of fine and decorative art, precious objects, collectibles and more. By advertising select properties in this publication, the most affluent and discerning clientele of the auction house are reached.

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.

Agent & Consumer Benefits: Sothebys.com provides an exclusive and unique opportunity to showcase listings in a targeted and global manner. Featured properties are rotated on a frequent basis to provide optimal exposure to a highly acquisitive audience that appreciates the appeal of an extraordinary home as much as that of art, antiques, wine and collectibles. This online presence is limited to select listings and is one of the most sought after exposure points within our digital marketing offerings.

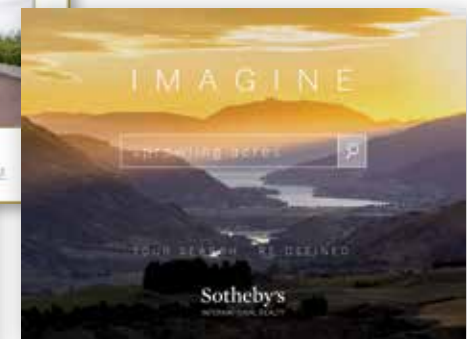
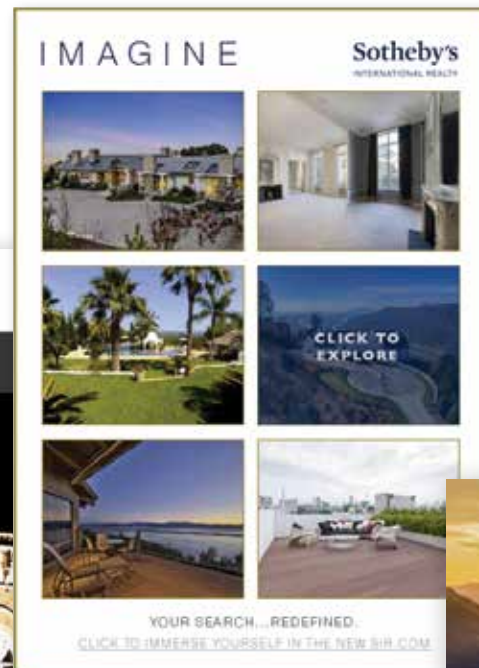


LISTING.EXPOSURE@SIR.COM

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

- sir.com web cover properties
- Brand campaign editorial features with our major media partners
- Showcase in brand creative
- Integrated into the Auction House's website, sothebys.com
- Videos featured on our YouTube channel
- ...and many more

Agent and Client Benefits: This complimentary exposure creates exactly that; additional high-profile exposure on our array of websites as well as our major media partners.



I M A G I N E

IMAGINE

an extraordinary brand

Sotheby's
INTERNATIONAL REALTY

Born from Tradition. Built for Innovation.

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