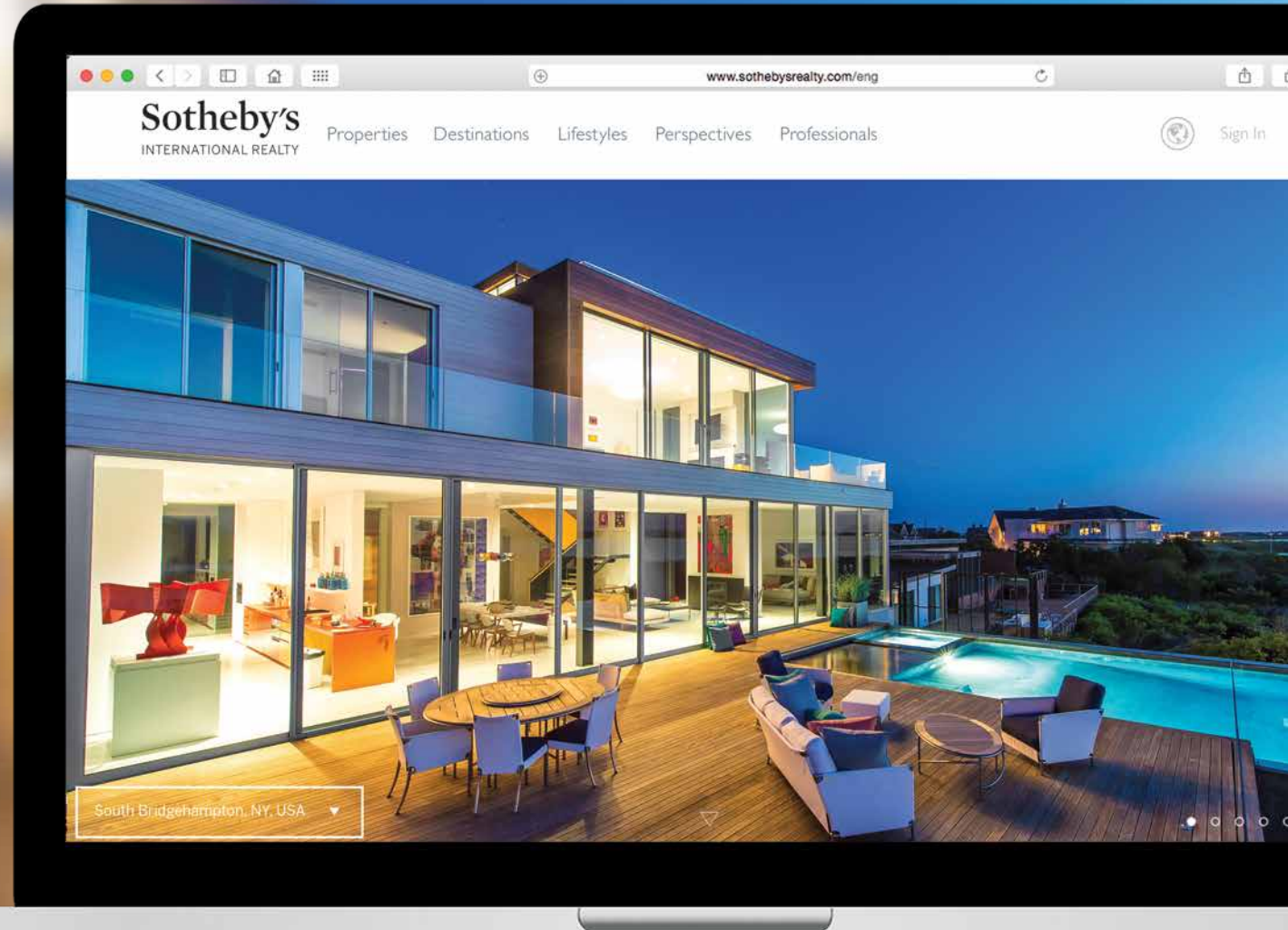
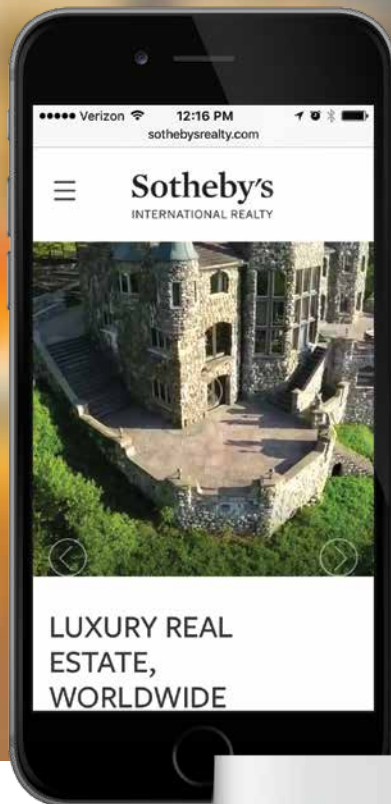


Sotheby's
INTERNATIONAL REALTY



ONLINE MARKETING
TARGETING REAL ESTATE INTENDERS GLOBALLY



I M A G

ONLINE...
WHERE
CONSUMERS
SEARCH

Cover property located in: South Bridgehampton, NY, USA

I N E

Your home's online exposure begins with the award-winning sothebysrealty.com and cascades to our worldwide network of local websites and on to our global media partners' sites. The benefit of our strategy extends the exposure of extraordinary homes to extraordinary lives in all corners of the globe, no matter if you click, tap or swipe to experience the unique.

SEARCH ENGINE MARKETING

*It's not about being online,
it's about being found online.*

I M

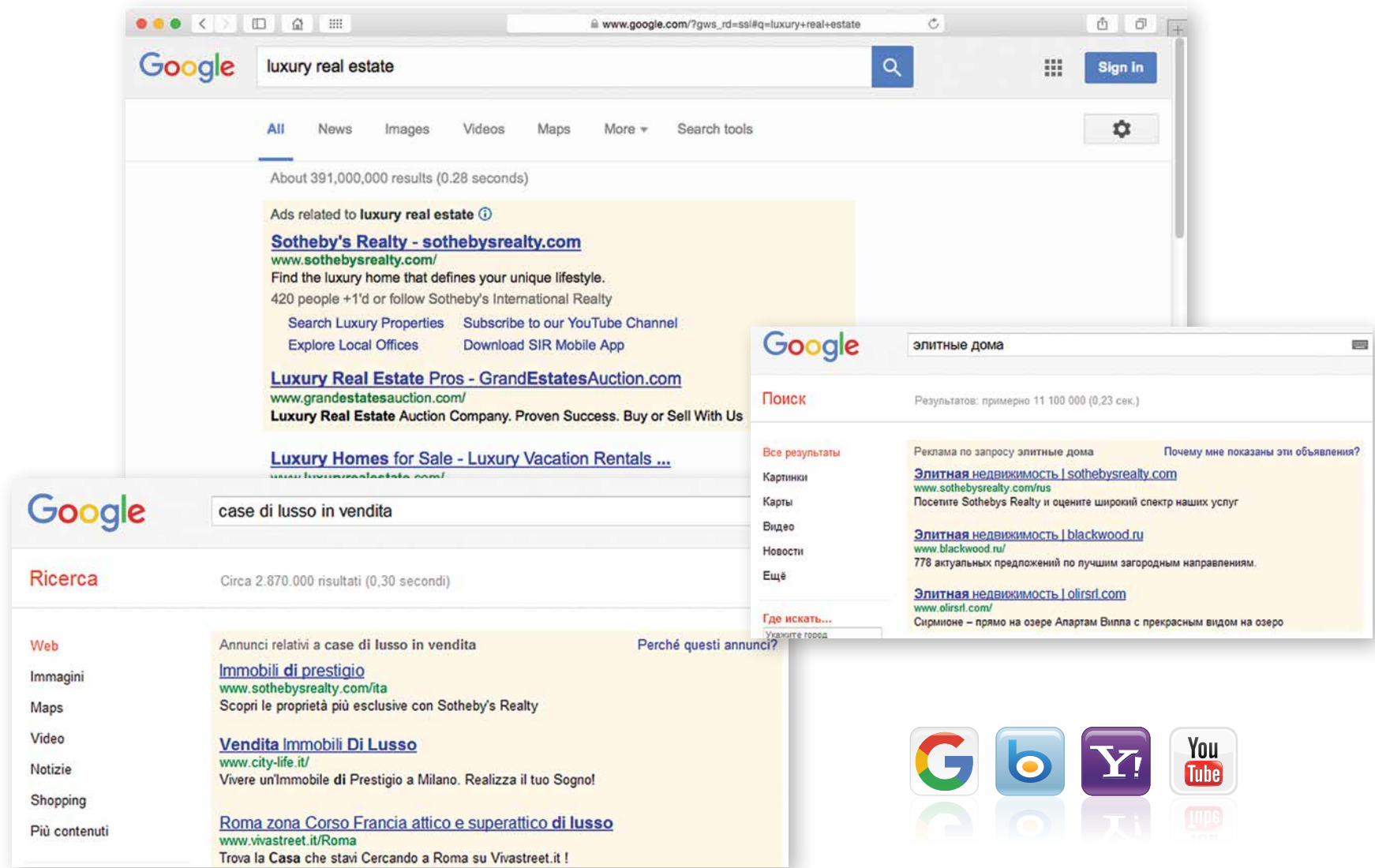
Luxury real estate



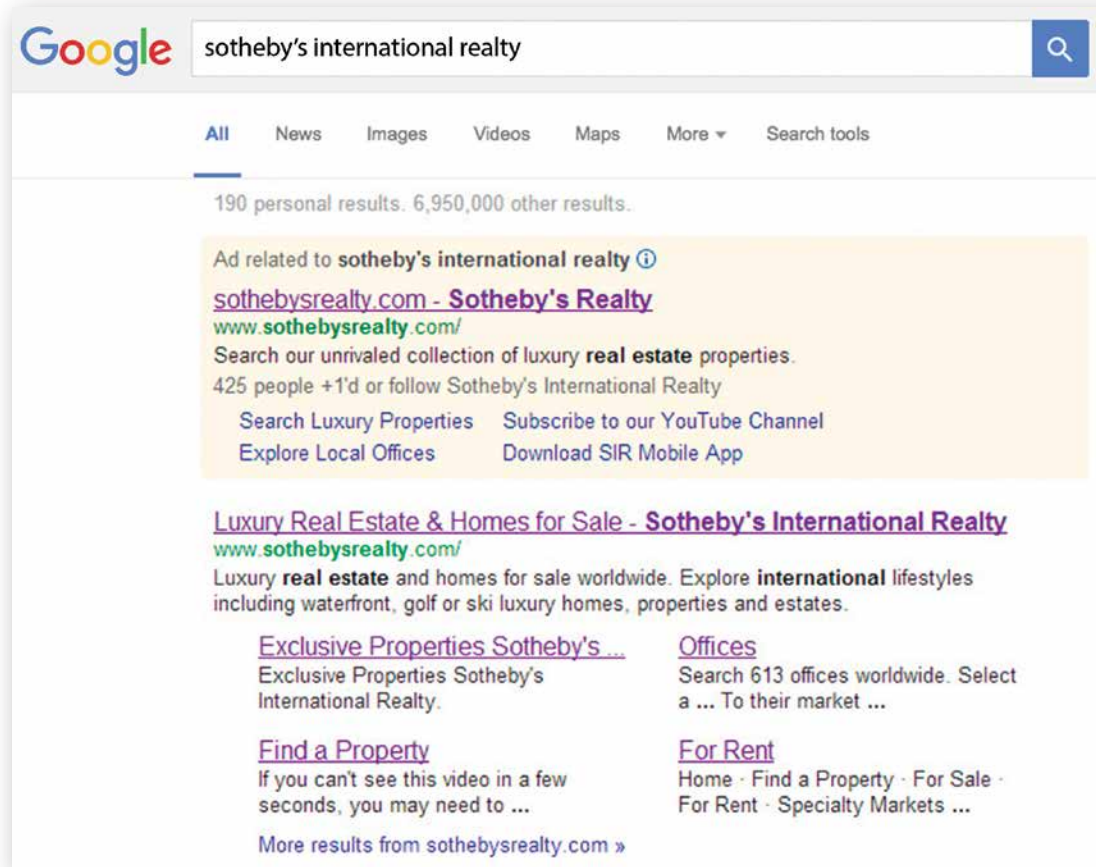
Targeting Real Estate Intenders Globally

90% of home buyers begin their search for their homes online, so it's essential that the Sotheby's International Realty® brand's presence on search engines is strong.

A G I N E



Through our evolving strategies, we continue to drive the most relevant home buyers to sothebysrealty.com to maximize the potential for your home to be found quickly on the web.



When you perform a search on a search engine, the results are a combination of organic, or “**natural results**,” based on information the search engine sees on a website and “**sponsored results**,” or paid ads. Our strategy includes both.

Proven results since 2012:

- 24 million visits from search engines
- Over 1.1 billion “paid search impressions”

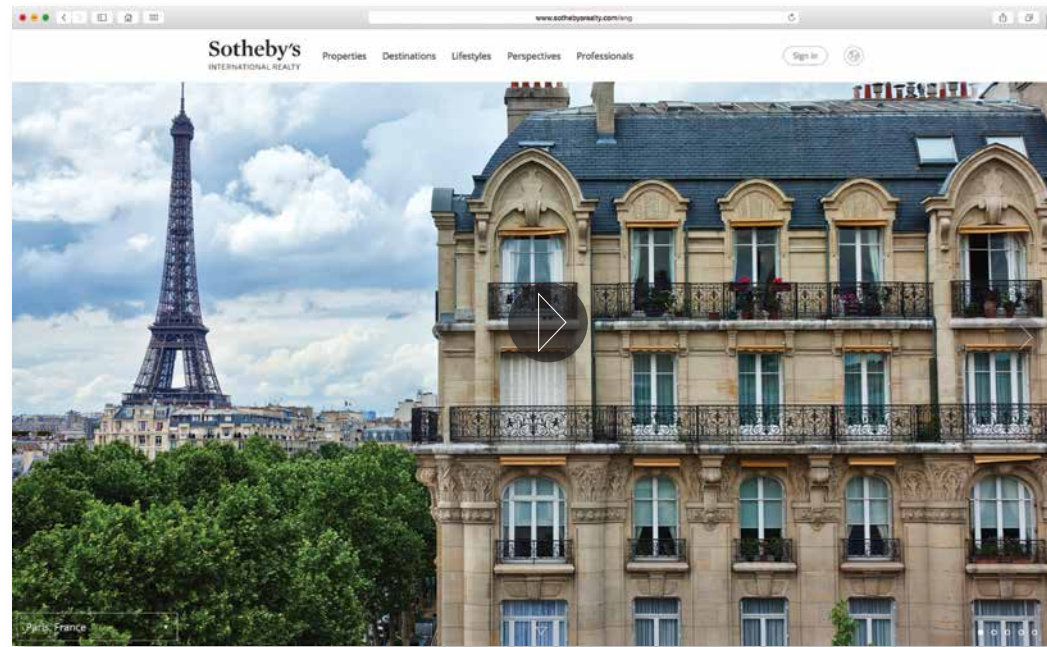
Thousands of relevant leads:

- 300,000 from “natural” searches
- 85,000 from paid search engine placements

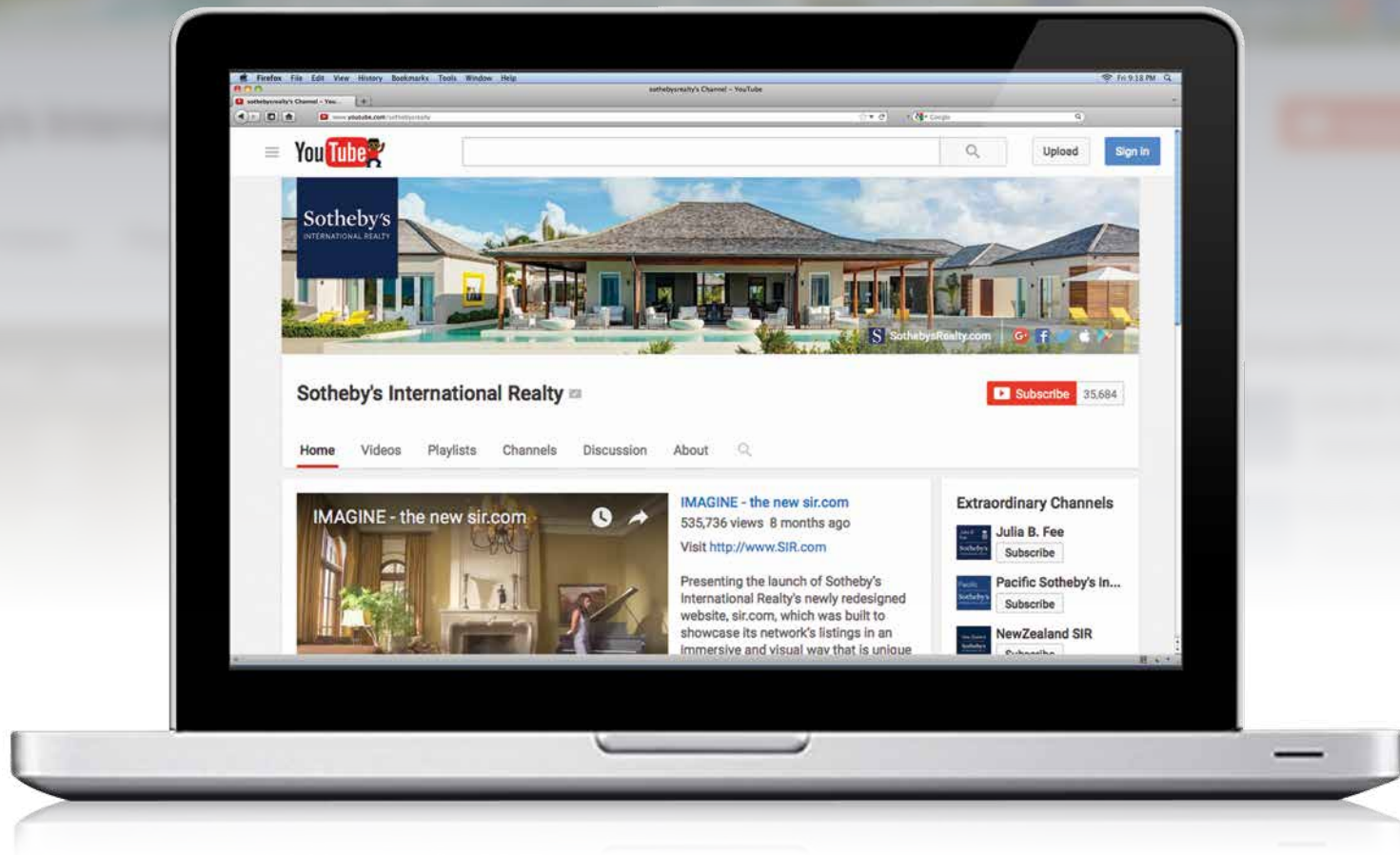


VIDEO

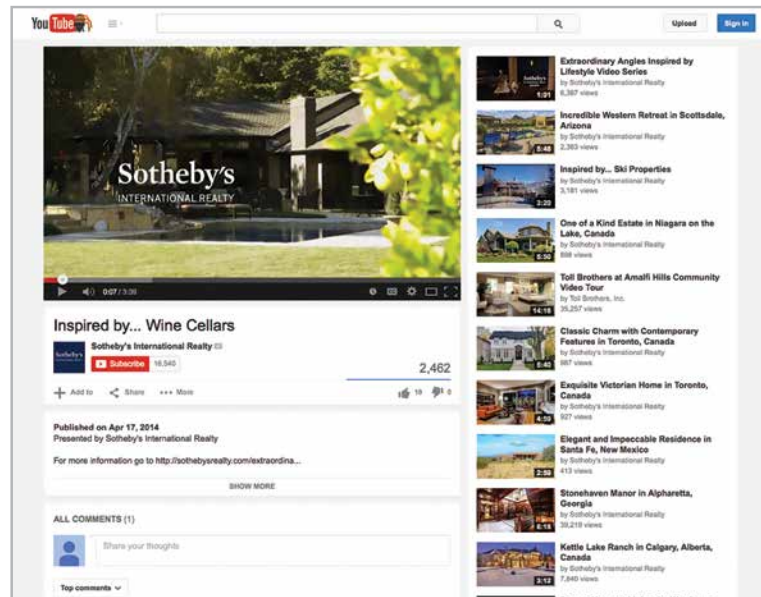
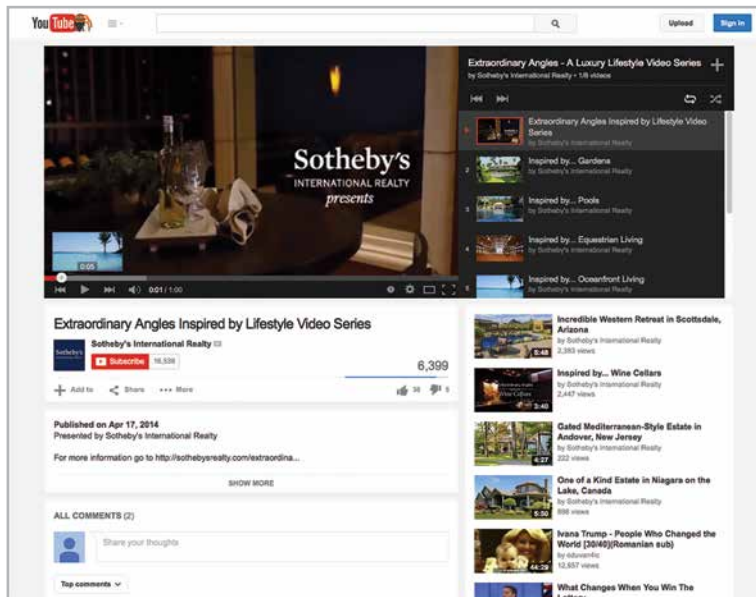
*If a picture is worth a thousand words,
how much is a video worth?*



Sotheby's International Realty is at the forefront in the use of video in the Real Estate space. With video powering everything from the homepage of sothebysrealty.com to our ad units on our partner websites, video is allowing prospective buyers to experience our properties like never before.



youtube.com/sothebysrealty



The *Sotheby's International Realty* brand channel, youtube.com/SothebysRealty, strives to be the industry-leading video experience highlighting the highest-quality videos from locations around the world.

***Sotheby's International Realty* YouTube brand channel stats:**

- 10 million+ views
- 35,000+ subscribers
- 2,400 property and destination videos and counting
- 40,000 minutes of video watched every day (over 27 days' worth)
- Over 115,000 "Likes," shares, comments and favorites



The background of the slide is a blurred photograph of a building with warm interior lights and a swimming pool with blue water, set against a twilight sky. A semi-transparent dark blue rectangle is centered over the image.

SOCIAL MEDIA

The art of meaningful connections.

CONNECTING A

Global Real Estate Community

At *Sotheby's International Realty*, we use social media to connect the brand to our vast community of real estate intenders and influencers from across the globe. Social Media, like real estate, is about connecting people and cultivating relationships.

Social media is not a buzzword, but a powerful marketing vehicle. It has massive global reach as well as the ability to engage and interact in real time, creating real, meaningful, and lasting connections.

The more we can connect real estate intenders with *Sotheby's International Realty* sales professionals, the more potential opportunities we have to connect these consumers with your home

Harnessing
the power of
social media to
make the right
connections.

83,000 Social
Connections In
160+ Countries

Facebook

Largest social network worldwide with **1.4 Billion+** users.
The social network for **connecting friends, family** and **friends-of-friends**.

Google+

Essential for optimizing organic search results (SEO)

LinkedIn

The business social network used for professional networking and strengthening the brand's positioning as the voice of luxury real estate.

Instagram

400 million monthly active users with more than 80 million photos shared per day—using hashtags and optimizing images increases engagement.

Twitter

Broadcasting short messages—Tweets—to followers and acquaintances around **common topics** through the use of #hashtags.

YouTube

The top video research destination for home shoppers.

Pinterest

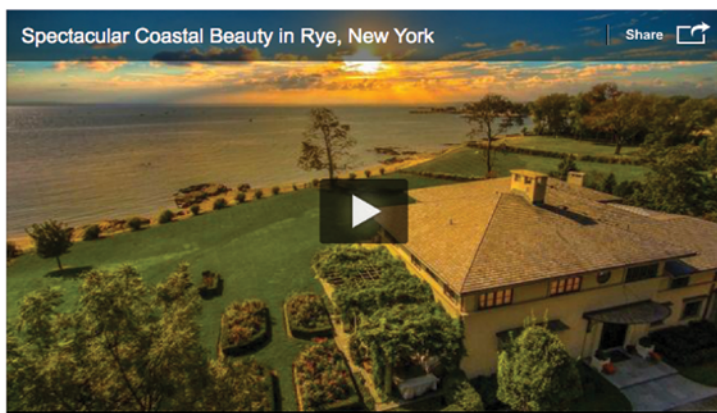
Fastest growing website ever—faster than Google and Facebook. Desirable real estate demographic comprised of affluent women interested in home décor; interior design and architecture.



OUR STATS:

- **56 Million** social impressions worldwide.
- **400,000 visits** to sothebysrealty.com via social referrers
- **Thousands** of properties showcased.
- **315,000+** Followers across Twitter, Google+, LinkedIn, Instagram, YouTube and Pinterest.
- **Extraordinary Property of the Day** features one property from around the globe on Facebook, Twitter, Google+, Instagram and Pinterest, generating thousands of additional property views per day.

Spectacular Coastal Beauty in Rye, New York | Video House Tour



\$25,000,000 USD | Rye, New York | Julia B. Fee Sotheby's International Realty

This world-class oasis with Long Island Sound views, exquisite interior spaces and outstanding amenities features 346 feet of frontage and almost three landscaped acres. This superbly built coastal home promises a lifestyle of incomparable luxury; panoramic water views imbue all living and entertaining spaces with dazzling vistas showcasing the sparkling sea, miles of sky and the twinkling lights of distant coastline.

Share this:



► [Video](#) / Posted on December 9, 2015 by Erik Weinbrecht in [LUXURY HOME TOURS](#), [LUXURY REAL ESTATE](#) / Tagged [House Tour](#), [New York](#) / [Leave a comment](#)

From the Pages of a Storybook | Fairytale Luxury

Posted on December 8, 2015 by [sothebysrealty](#)

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[MARKET SPOTLIGHTS](#)

[REAL ESTATE HEADLINES](#)

Extraordinary Living Blog

Timely and relevant, the *Sotheby's International Realty* Extraordinary Living blog provides inside access to some of the world's most unique homes and covers a myriad of topics including Art, Architecture, Lifestyle and Market Trends. Some of our most popular articles include:

- The Global Luxury Residential Real Estate Report 2015
- 10 Most Popular Properties of 2014
- Immerse yourself in the NEW sothebysrealty.com
- Tom Cruise's Telluride Home | House Tour
- Home Design for the Ultra-High Net Worth
- Key Locations for Ultra High Net Worth Real Estate

sothebysrealty.com/blog



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[@sothebysrealty](https://twitter.com/sothebysrealty)



google.com/+sothebysrealty



pinterest.com/sothebysrealty



linkedin.com/company/sothebys-international-realty



youtube.com/sothebysrealty



instagram.com/sothebysrealty

The background of the slide is a blurred photograph of a building with a swimming pool at dusk. The building has several windows, some of which are lit up. The pool is visible in the lower right, reflecting the ambient light. The overall color palette is dominated by deep blues and purples of the twilight sky, with some warmer tones from the building's lights and the pool's surface.

SIR MOBILE

Buyers search on the go.

SIR Mobile is a luxury real estate mobile app that works anywhere and searches globally in 61 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. 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.

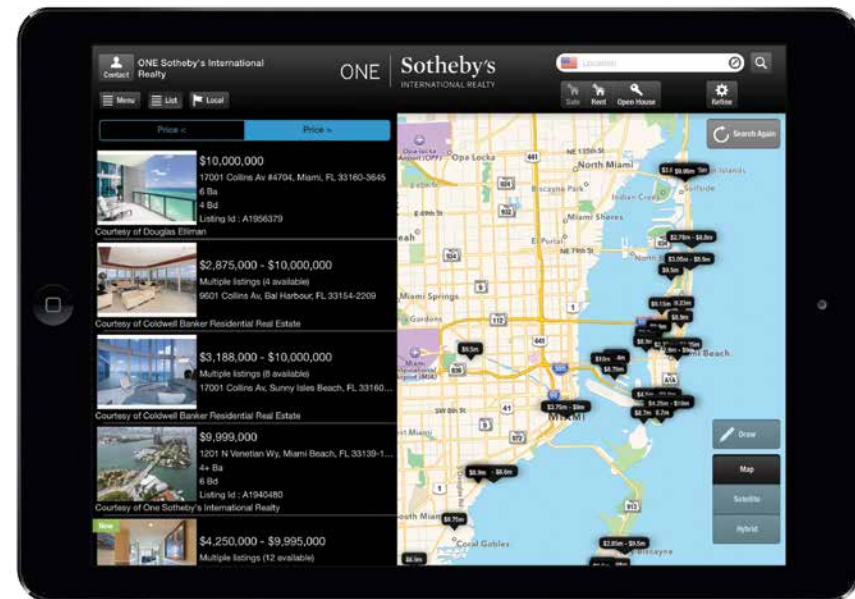
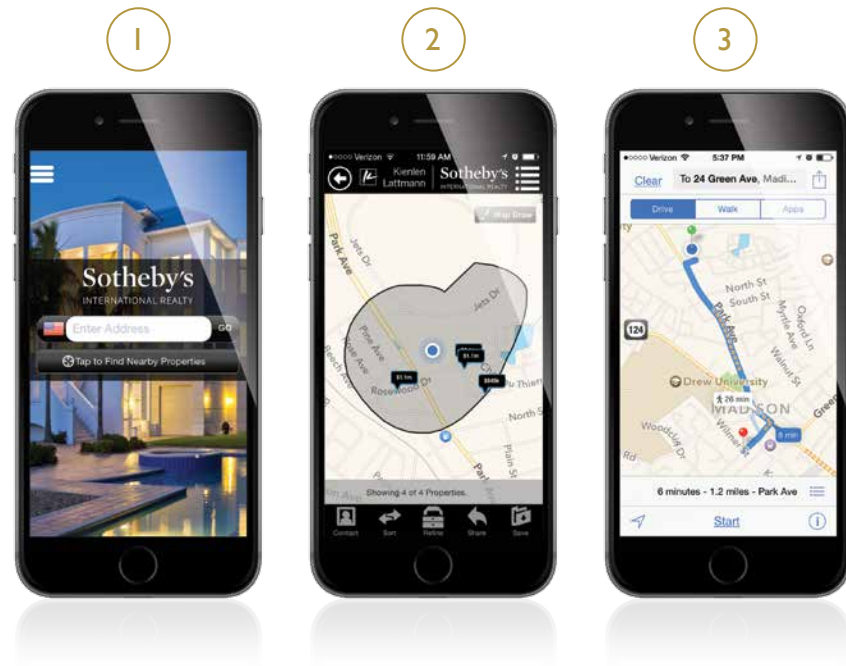
Features of SIR Mobile

1. GPS Search: Find the closest homes to wherever you are with the ability to search globally in 61 countries.
2. Map Draw Tool: Draw your own custom search.
3. Driving directions to the homes that interest you.



To get SIR Mobile

- Text "SIR" to 87778
- Search for "SIR" in the App Store or on Google Play



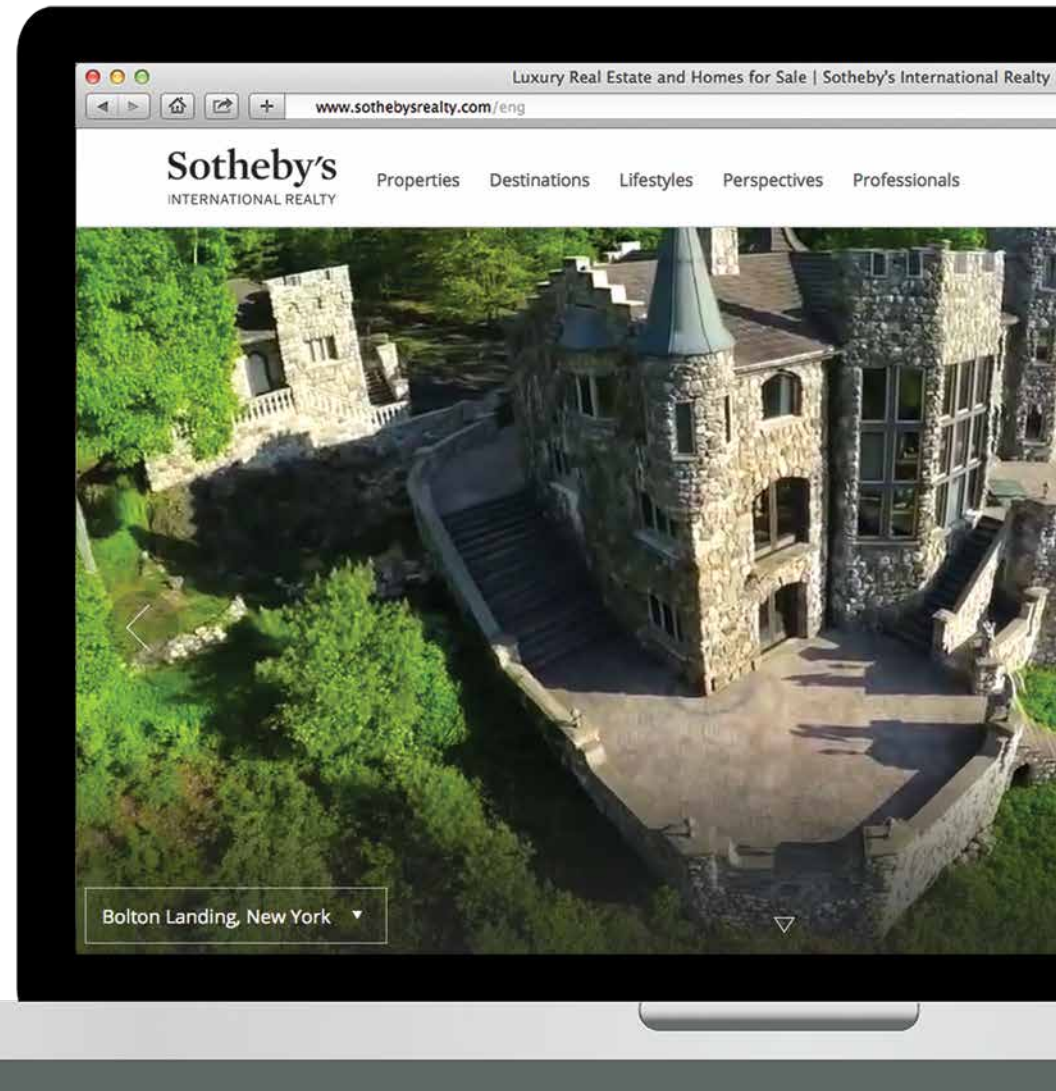
A blurred background image showing a house with a pool at dusk. The house is on the left, and the pool is on the right. The sky is a deep blue, and the pool water is a lighter blue. The overall scene is out of focus, creating a soft, atmospheric effect.

sothebysrealty.com

Motivating an online consumer to act.

A Ground-Breaking, Immersive Experience

sothebysrealty.com was designed to be ground-breaking, speaking to consumers in a highly visual way—which research tells us they want. Providing consumers a content-rich destination that focuses on property, lifestyle and location allows us to showcase the properties represented by our network in a compelling way that is unique to the industry. Full screen, high-definition video on the homepage directly connects consumers to properties around the world in a fully immersive experience.



EXTRAORDINARY ANGLES

VIEW PHOTOS BY FEATURE

KITCHENS LIVING ROOMS DINING ROOMS BEDROOMS POOLS VIEWS

Magnificent Territorial Home O...
Scottsdale, Arizona 85255 United States
4 4 \$1,525,000

Beautiful Windgate Ranch Hom...
Scottsdale, Arizona 85255 United States
3 3 \$1,175,000

Spectacular Remodel on Specta...
Scottsdale, Arizona 85255 United States
3 3 \$846,500

SPANISH WELLS
Bonita Springs, Florida 34135 United States
3 2 \$579,000

Updated Home in Troon North a...
Scottsdale, Arizona 85262 United States
3 2 \$550,000

Classic Single Level Home in Nor...
Scottsdale, Arizona 85255 United States
3 2 \$505,000

Spectacular Views on a Quiet Cu...
Fountain Hills, Arizona 85208 United States

Gorgeous Private North Scottsd...
Scottsdale, Arizona 85262 United States

Expandable 5 BR Tudor on Build...
Riversdale, New York 10471 United States

Sunny Exposure & Mountain Vie...
Carrizowood, Idaho 83809 United States

La Closerie
Montreal, Quebec H3H2V1 Canada

Apartment with terrace - Victor ...
Paris, Paris 75116 France

BONITA BAY
Bonita Springs, Florida 34134 United States

Large Corner 3 Bedroom + Terra...
Riversdale, New York 10471 United States

Charming Two-Family Antique
Newtown, Connecticut 06482 United States

Redefining the Search

Building on consumer demand for a more visual search experience, sothebysrealty.com empowers our visitors to customize their **search based on the home feature** most important to them. Consumers can still search for a home based on lifestyle and amenity but now have the ability to sort their results by various home features including pools, kitchens and views, all while comparing visual images of that feature among their search results.

[Properties](#)
[Destinations](#)
[Lifestyles](#)
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PHOTO GALLERY

The estate is one-of-a-kind, carefully planned over the course of several years.

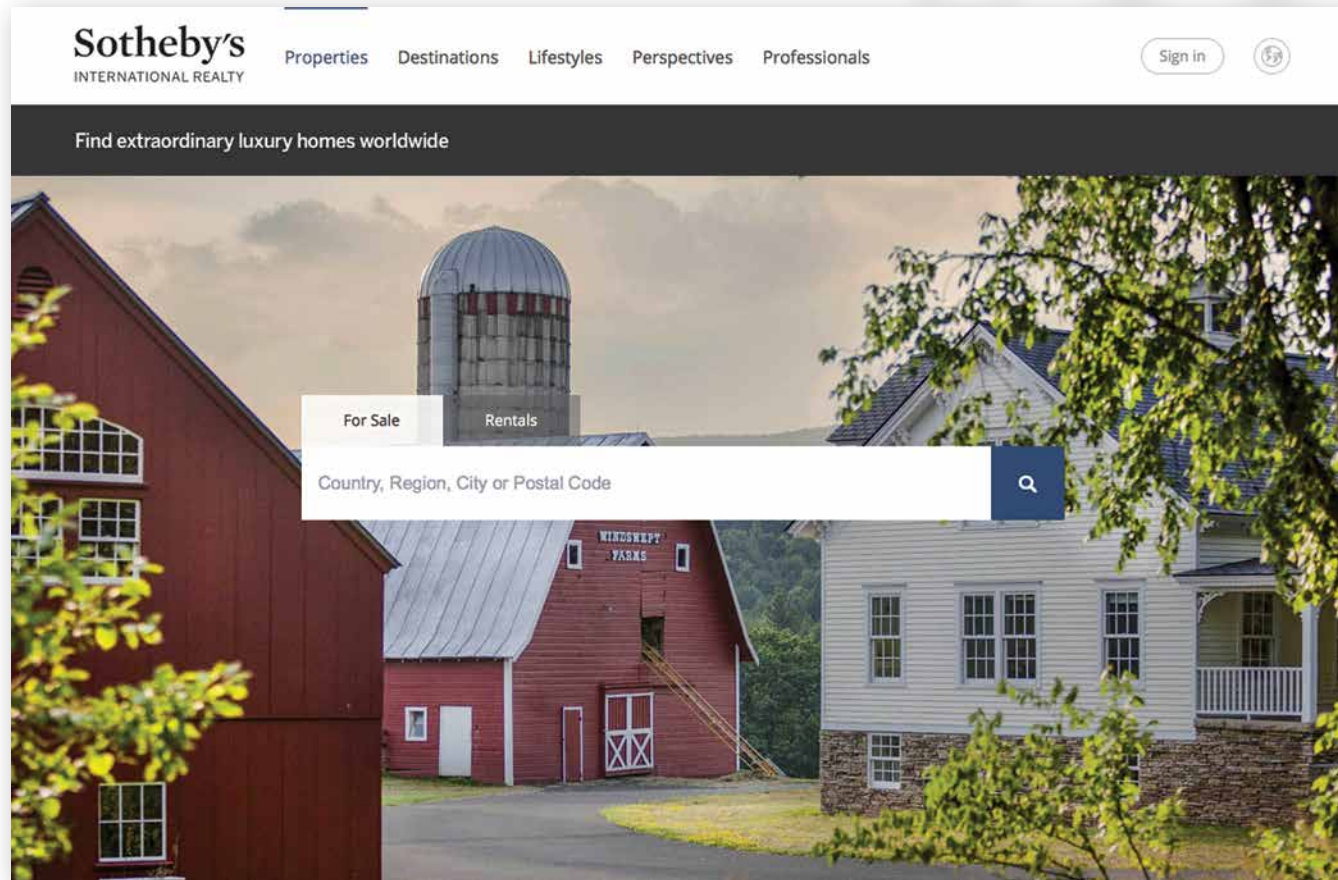
ABOUT THIS PROPERTY

ABOUT 115 FRANCISCO WAY

Nestled deep within the rarest assemblage of nearly 300 acres of rolling meadows and mature forest just 12 minutes from the historic resort town of Telluride, Colorado, this property offers the ultimate retreat for those seeking privacy, scenic beauty and serenity. Carefully planned over the course of several years, the home offers exceptional design and meticulous craftsmanship throughout. Intimate spaces frame views of the surrounding mountains while bleached cedar

Telling the Story

The art of marketing a home is based on showcasing each home's unique soul. Our enhanced editorial approach on sothebysrealty.com allows our network's affiliates to tell a home's story going beyond just words. Your home's **property details** page provides potential buyers with high-definition video, high-resolution images narrated by captions and expert quotes from those most familiar with the property such as the architect or designer and may be displayed in 16 languages.



Unique Locations, Unique Views

Our local experts throughout more than 61 countries know their communities and neighborhoods better than any other real estate professional. Their unique perspective and experience is showcased through **our new location search pages**, offering insights into what makes each market we represent extraordinary. High-definition videos, high-resolution imagery, and expert content is a constant.



Find your perfect destination property

Search all properties for sale

Please choose from one of these luxury real estate destinations to begin your journey to find your dream home.



Local Expertise

Today's consumers are thirsting for more relevant content regarding the **areas of interest** to them. sothebysrealty.com allows these real estate intenders to explore some of the most sought after international destinations for luxury real estate in the world while **highlighting the professional firms that represent these distinctive locations**. Additionally, this pertinent content optimizes our site in a way that organically drives more traffic to sothebysrealty.com, maximizing the potential for homebuyers to find your home.



Search properties by lifestyle



Beach



Country Living



Eco-friendly



Equestrian



Farm & Ranch



Fly-in

Search premier aviation communities and hanger homes



Golf



Historic



Lakefront



Metropolitan



Mountain



Private Island



Retirement



Ski



Waterfront



Wine & Vineyard

Popular City Searches

Find homes for sale in these popular cities

Manhattan real estate
Vail real estate
Beverly Hills real estate
Paris real estate
Lugano real estate
Phuket real estate

See all Locations ▶

Hamptons real estate
Aspen real estate
Miami real estate
Cannes real estate
London real estate
Sydney real estate

Popular Lifestyles

Search for homes that fit your lifestyle

Riverfront properties
Beachfront properties
Private Island properties
Lodge properties
Winery properties
Ranch properties

See All Lifestyles ▶

Waterfront properties
Lakeside properties
Ski properties
Vineyard properties
Farm properties
Historic properties

Popular Destinations

Search for homes in destinations around the world

Dominican Republic
Cayman Islands
Tampa Bay Area, USA
Seattle, Washington, USA
Milan, Italy
Scottsdale and Paradise Valley, USA

See All Destinations ▶

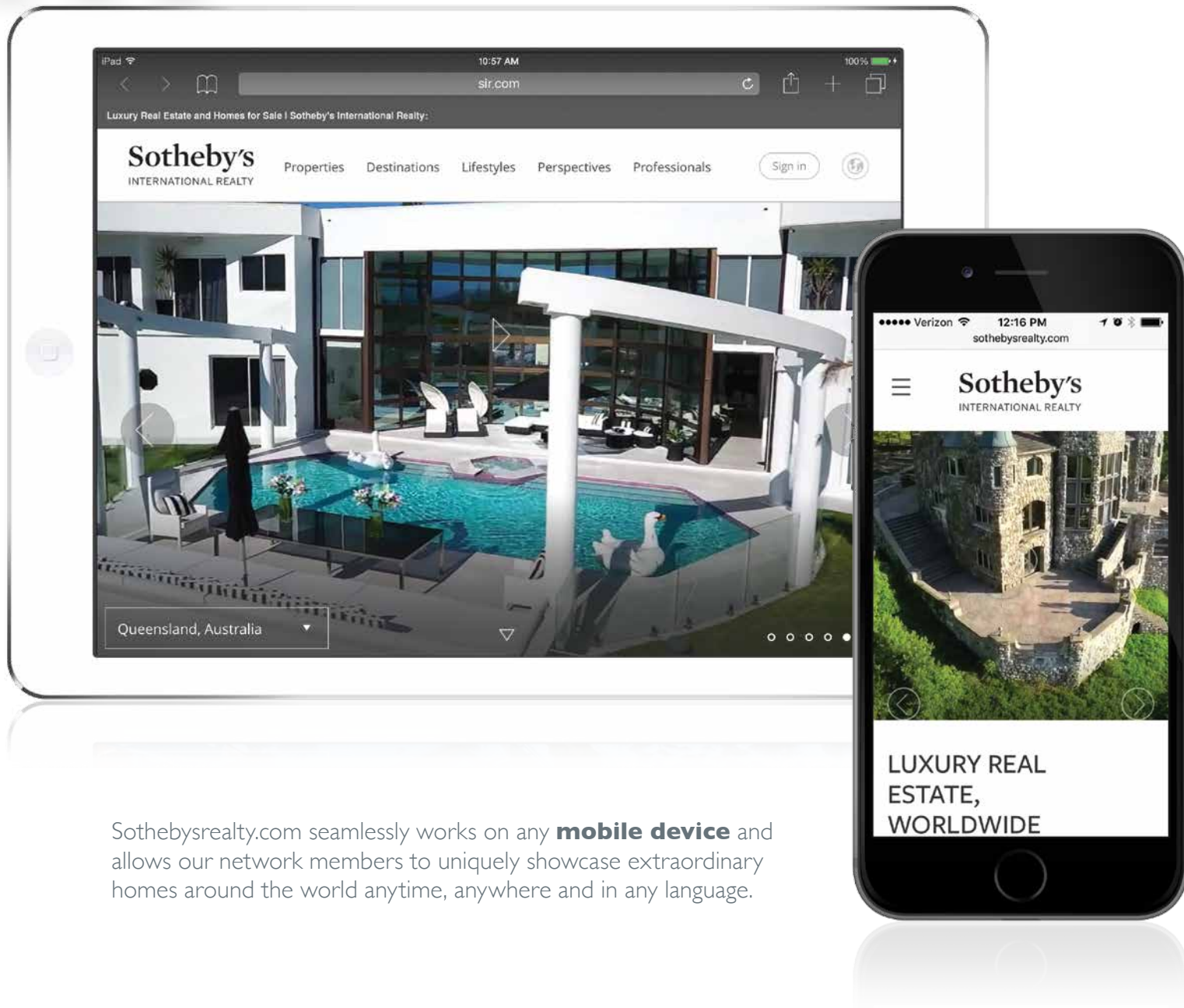
Charleston, USA
The Bahamas
Costa del Sol, Spain
French Riviera, France
Vail, Colorado, USA
San Miguel de Allende, Mexico

About Sotheby's International Realty Affiliates LLC

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the *Sotheby's International Realty* network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. Sotheby's International Realty Affiliates LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLG), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. In February 2004, Realogy entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the *Sotheby's International Realty* name and the development of a full franchise system. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744.

Lifestyle: Our Heart and Soul

At the foundation of the *Sotheby's International Realty* brand is **our focus on lifestyle**. With a more visual search experience, consumers are able to explore varied lifestyles and associated properties from Farm & Ranch, to Waterfront, Ski, Historic, and Golf.



Sothebysrealty.com seamlessly works on any **mobile device** and allows our network members to uniquely showcase extraordinary homes around the world anytime, anywhere and in any language.

Worldwide Property Advertising

Your Home Around the World

In order to increase exposure for your home and ultimately uncover the right buyer, the *Sotheby's International Realty* brand has partnered with and distributes properties to the most significant media companies and real estate-focused website in the world. To measure results, the *Sotheby's International*

Realty brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. *Sotheby's International Realty* properties are viewed an astounding **190,000,000** times across all of our partner sites annually.

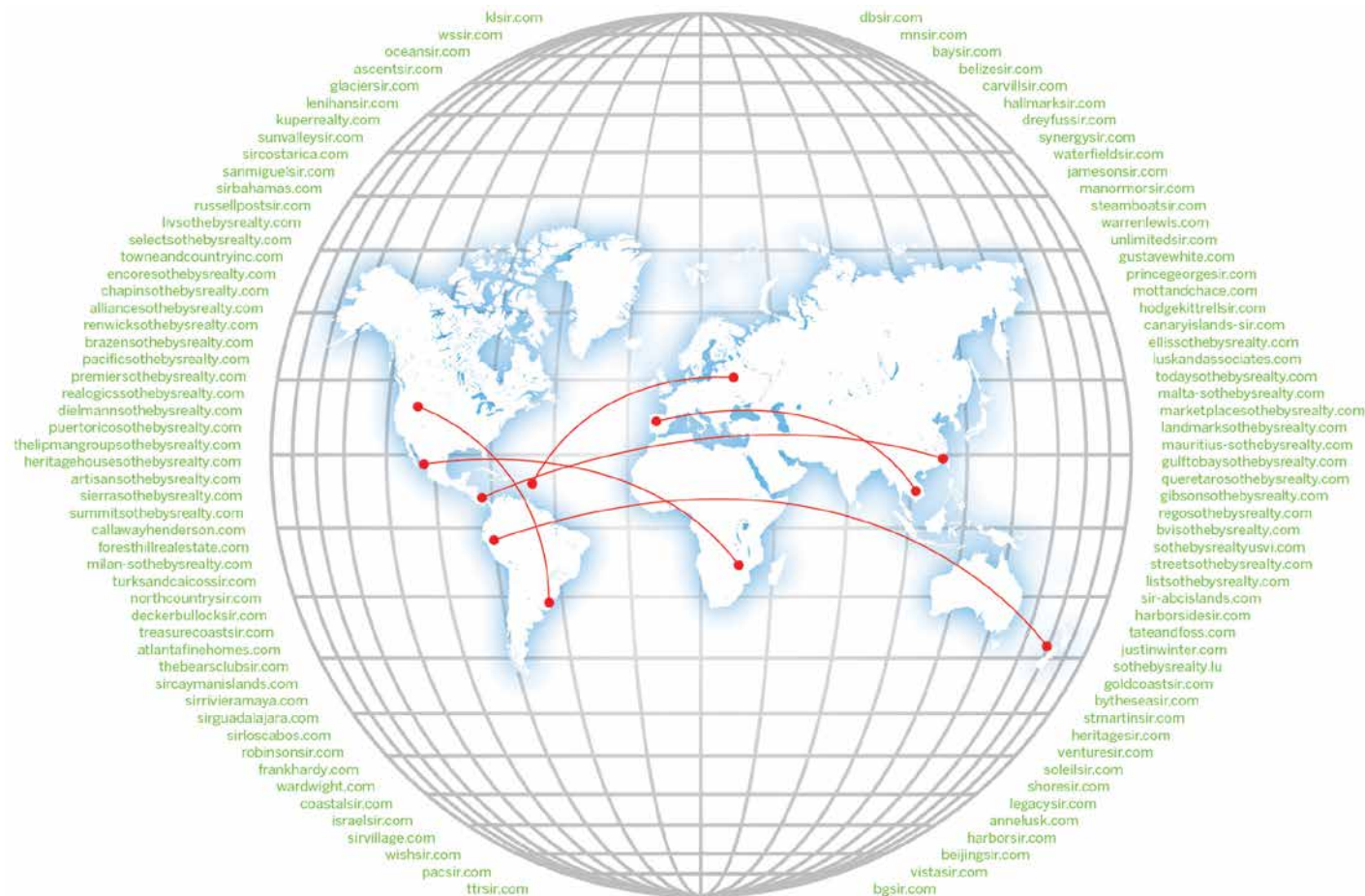


One Network, Limitless Exposure

Cascading Website Platform

Your property may also be found on our network of interconnected, locally focused and globally aware *Sotheby's International Realty* network members' websites.

Each site tells the *Sotheby's International Realty* story through the eyes of the local real estate professional, combining local expertise with global reach.



The *Sotheby's International Realty* brand is leveraging the power of our network members to attract consumers to over 120 locally focused websites receiving over 8 million visitors per year.



Born from Tradition. Built for Innovation.

I M A



IMMAGINE

IMAGINE

an extraordinary brand

Sotheby's
INTERNATIONAL REALTY

Born from Tradition. Built for Innovation.