



2021

The Distinction

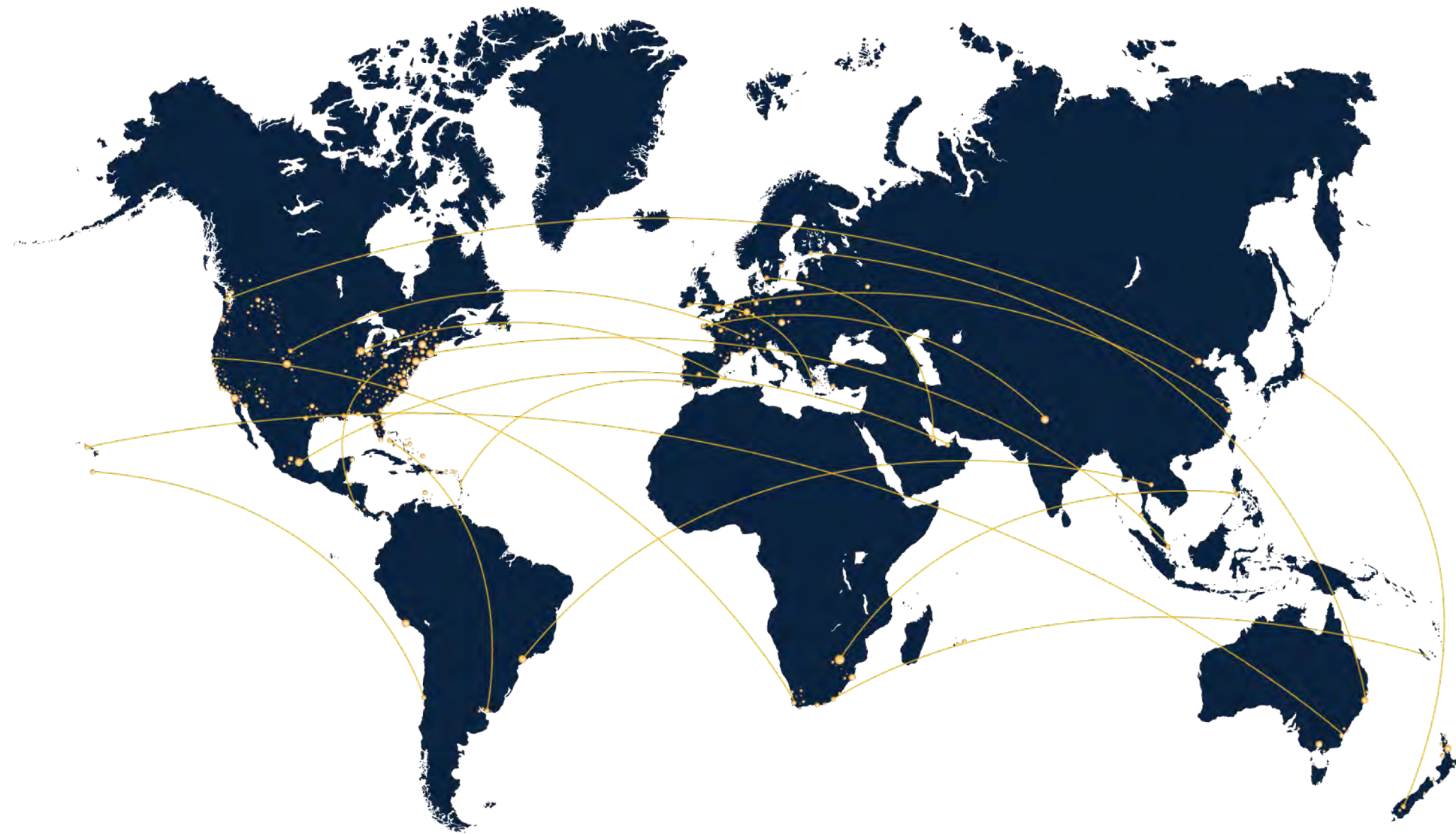
Sotheby's
INTERNATIONAL REALTY

INTRODUCTION

Clients around the world turn to Sotheby's International Realty after considering one key question:

"Who can do the most for me?"





Globally Connected

Sotheby's International Realty is the only truly global real estate brand, with a network of residential brokerage companies in more than 70 countries and territories. Through our personal relationships, our sellers reach a highly qualified global clientele.

Our Brand, Your Advantage

The Sotheby's International Realty® brand is built on the centuries-long prestige of the world's preeminent auction house. Our unmatched reputation gives our listings the best-in-class exposure they deserve and it assures buyers they are working with experts they can trust no matter where they are in the world.



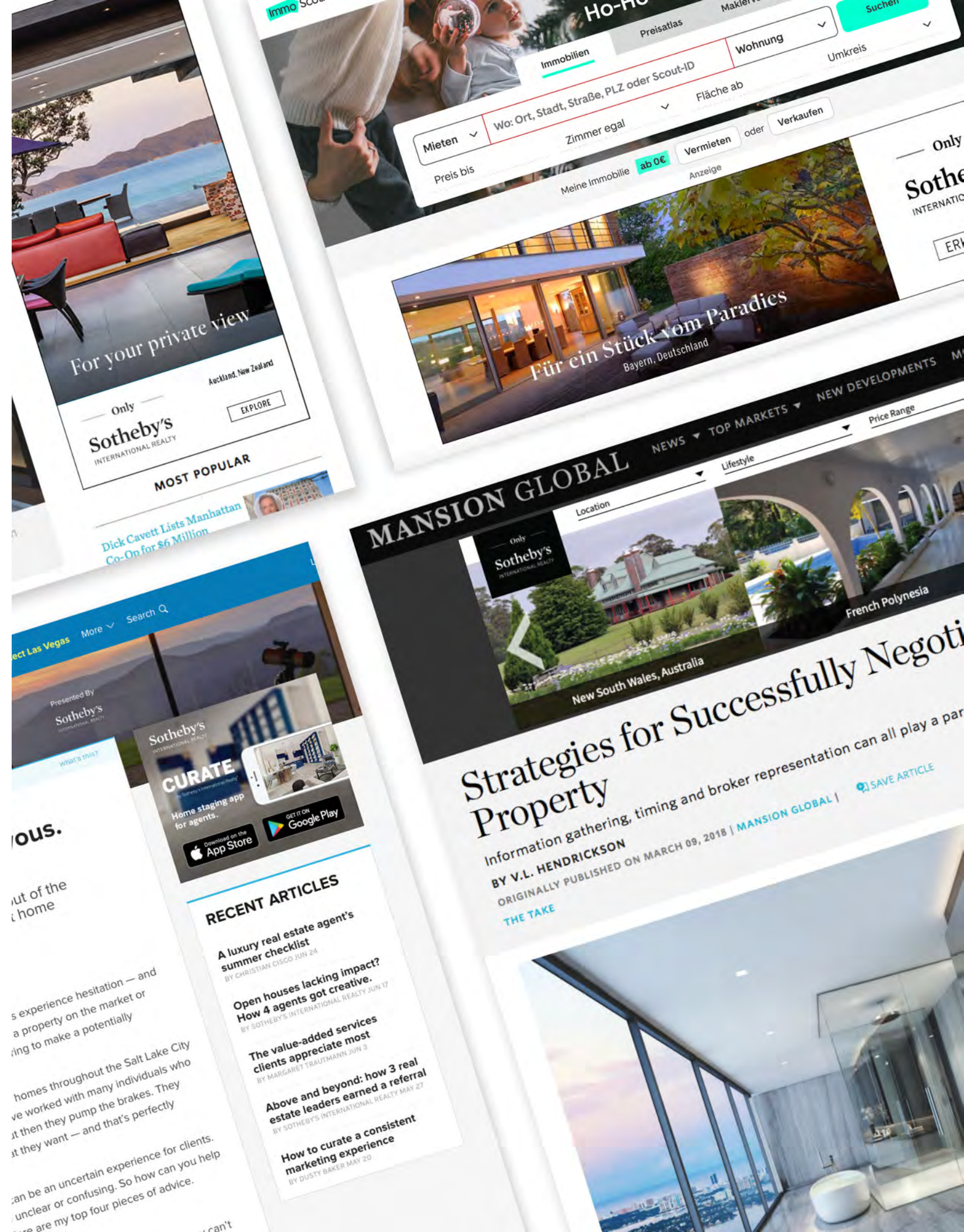


A Unique Collaboration

The properties represented by our network are exclusively promoted to the affluent clients of Sotheby's auction house through client events, signature publications, digital newsletters, and on sothebys.com.

Impeccable Presentation

Purveyors of fine art and possessions are equally as passionate about their homes, so we take pride in showcasing our properties with rich photography, ultra high-definition video, and virtual reality tours to help inspire buyers and sellers more than ever.





THE WALL STREET JOURNAL.



MANSION GLOBAL



FINANCIAL TIMES

NIKKEI



The New York Times



PropGO LUXURY



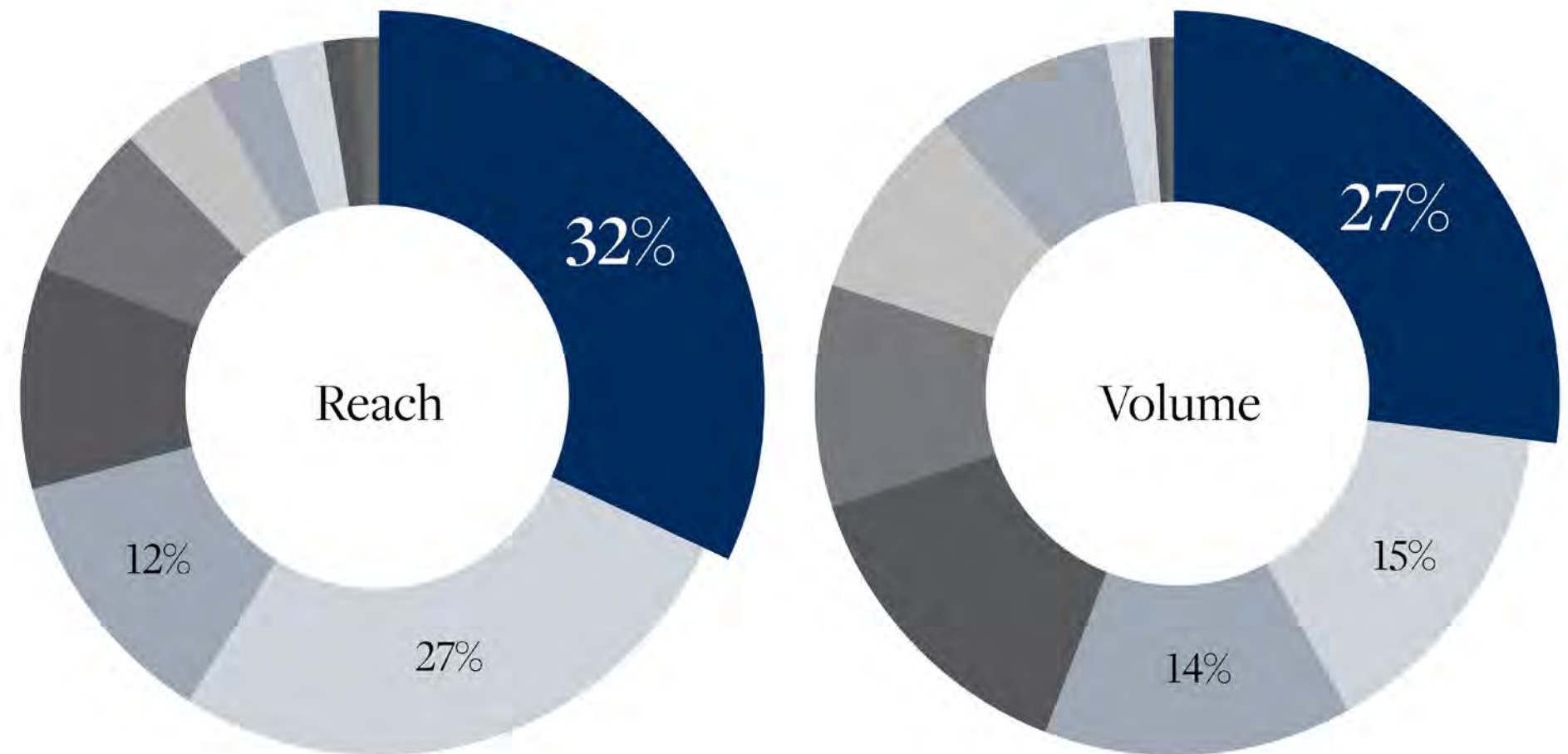
Exclusive Partnerships, Superior Exposure

The exposure and worldwide reach of our listings sets us apart. We partner with media powerhouses to introduce your home to discerning audiences worldwide. We complement those efforts with targeted digital and print advertising plans that are often exclusive to Sotheby's International Realty. In addition to your home being showcased on sothebysrealty.com, it will also be marketed on more than 100 local Sotheby's International Realty® websites.

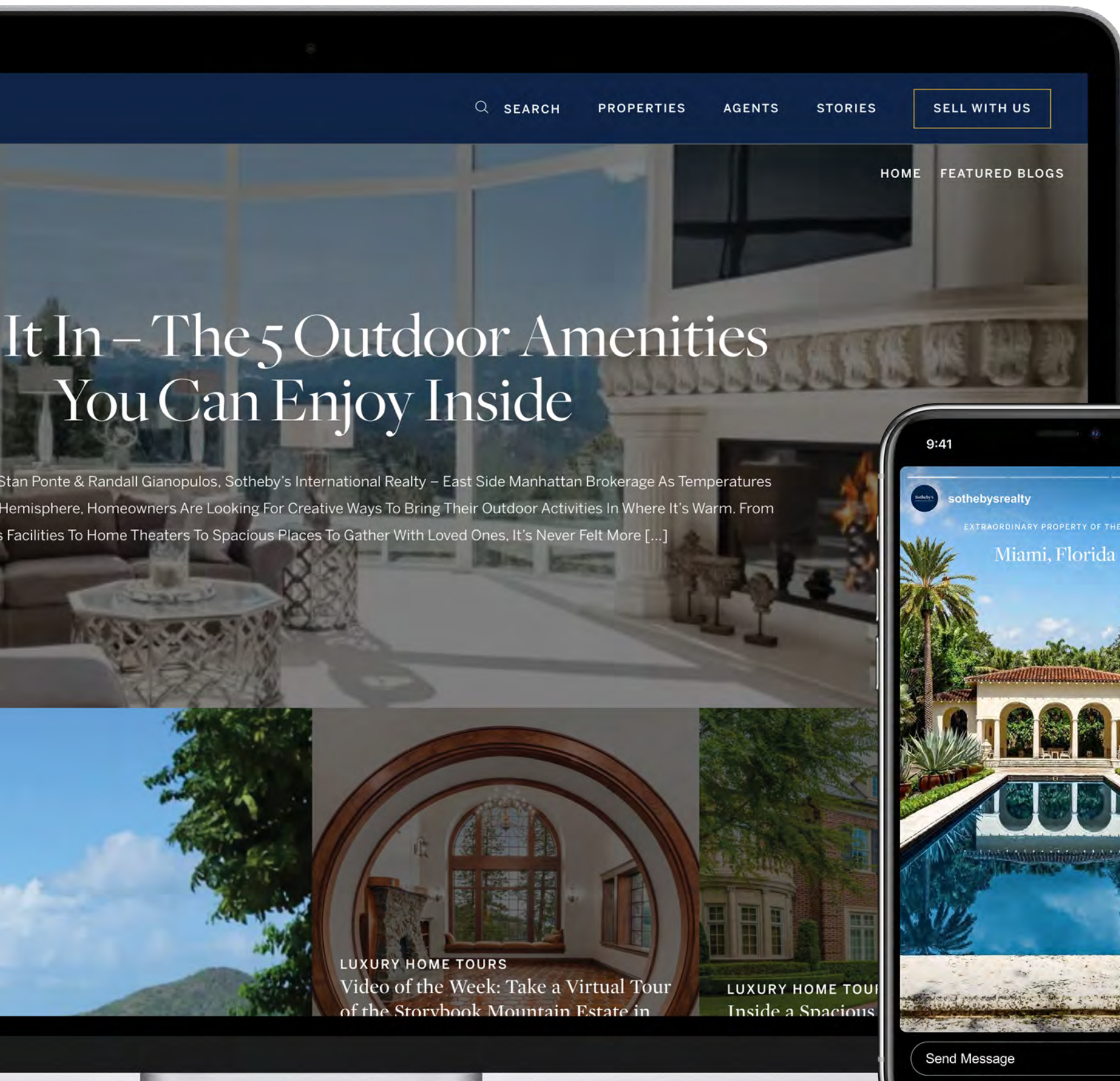
Public Relations

Sotheby's International Realty is the most profiled company in the press. Our public relations team fosters relationships with leading media outlets to achieve two objectives: increase traffic to our website and generate exposure for our listings.

Press Share of Voice

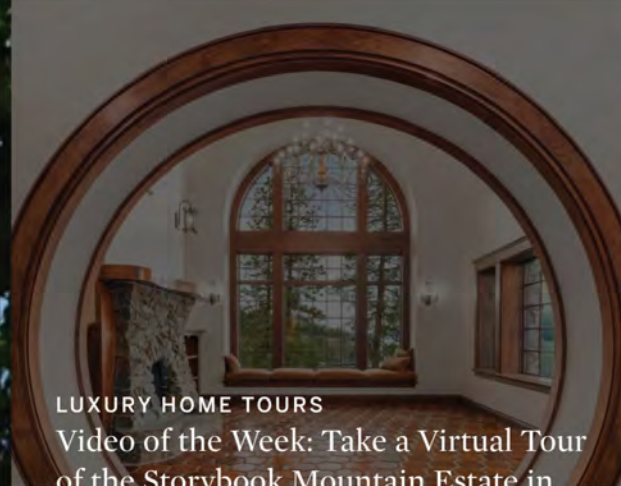


Source: Meltwater, January 1, 2020 – December 31, 2020



It In – The 5 Outdoor Amenities You Can Enjoy Inside

Stan Ponte & Randall Gianopulos, Sotheby's International Realty – East Side Manhattan Brokerage As Temperatures
Hemisphere, Homeowners Are Looking For Creative Ways To Bring Their Outdoor Activities In Where It's Warm. From
Facilities To Home Theaters To Spacious Places To Gather With Loved Ones, It's Never Felt More [...]



LUXURY HOME TOURS
Video of the Week: Take a Virtual Tour
of the Storybook Mountain Estate in



LUXURY HOME TOUR
Inside a Spacious

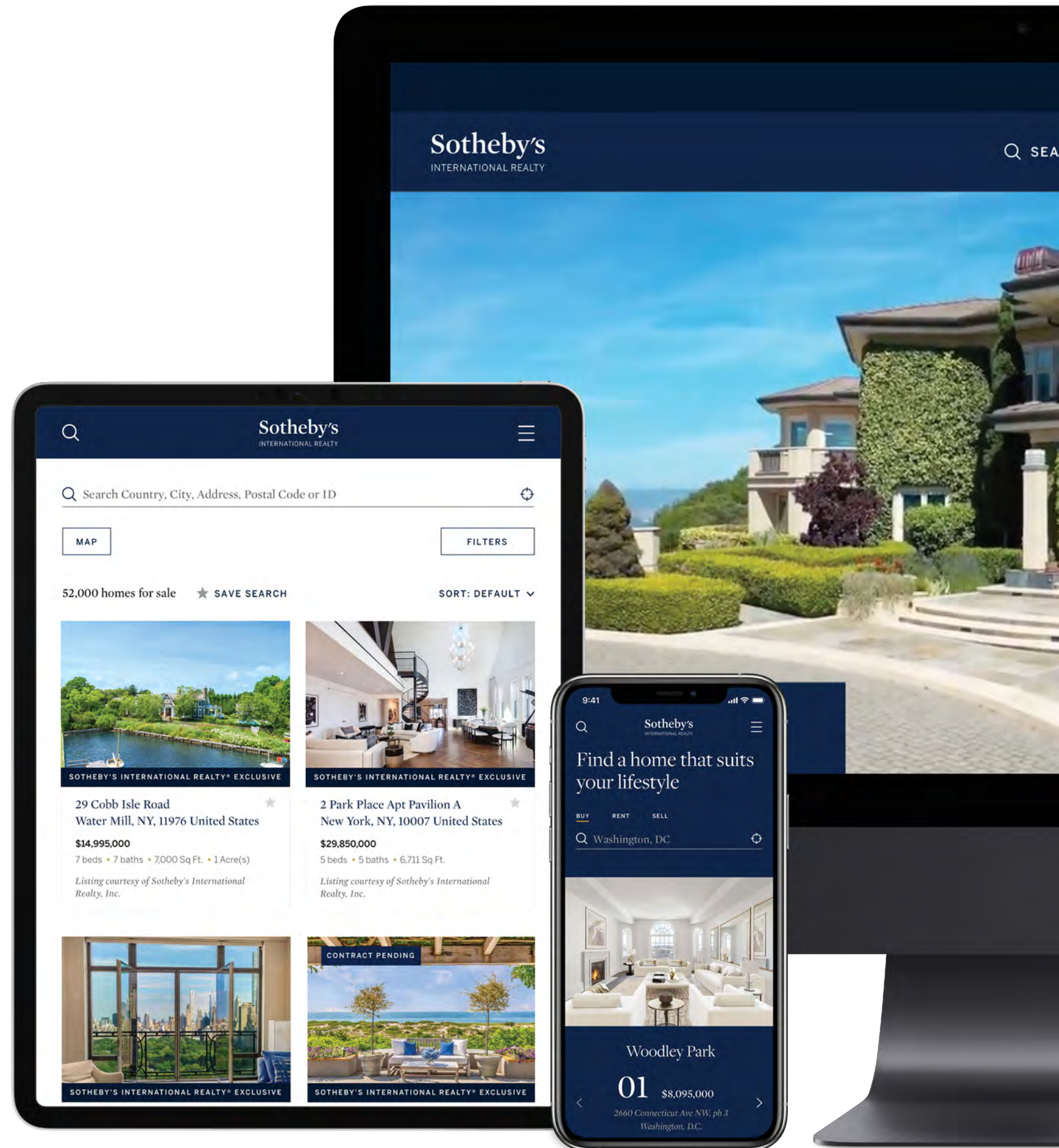


Social Media

We craft exclusive social media content for people passionate about fine living. We have a growing number of more than 850K followers viewing our content on Instagram, YouTube, Facebook, Pinterest, LinkedIn, Twitter, WeChat and our popular RESIDE® Blog. Our award-winning YouTube channel has more video views and subscribers than any other real estate brand.

sothebysrealty.com

Our enhanced website — now in 14 languages/dialects — engages millions of buyers to immerse themselves in your home via high-resolution photography, 3D virtual reality tours and ultra high-definition videography. Listings from around the globe can be accessed seamlessly on any device and mobile users can directly text a sales associate from any listing page.



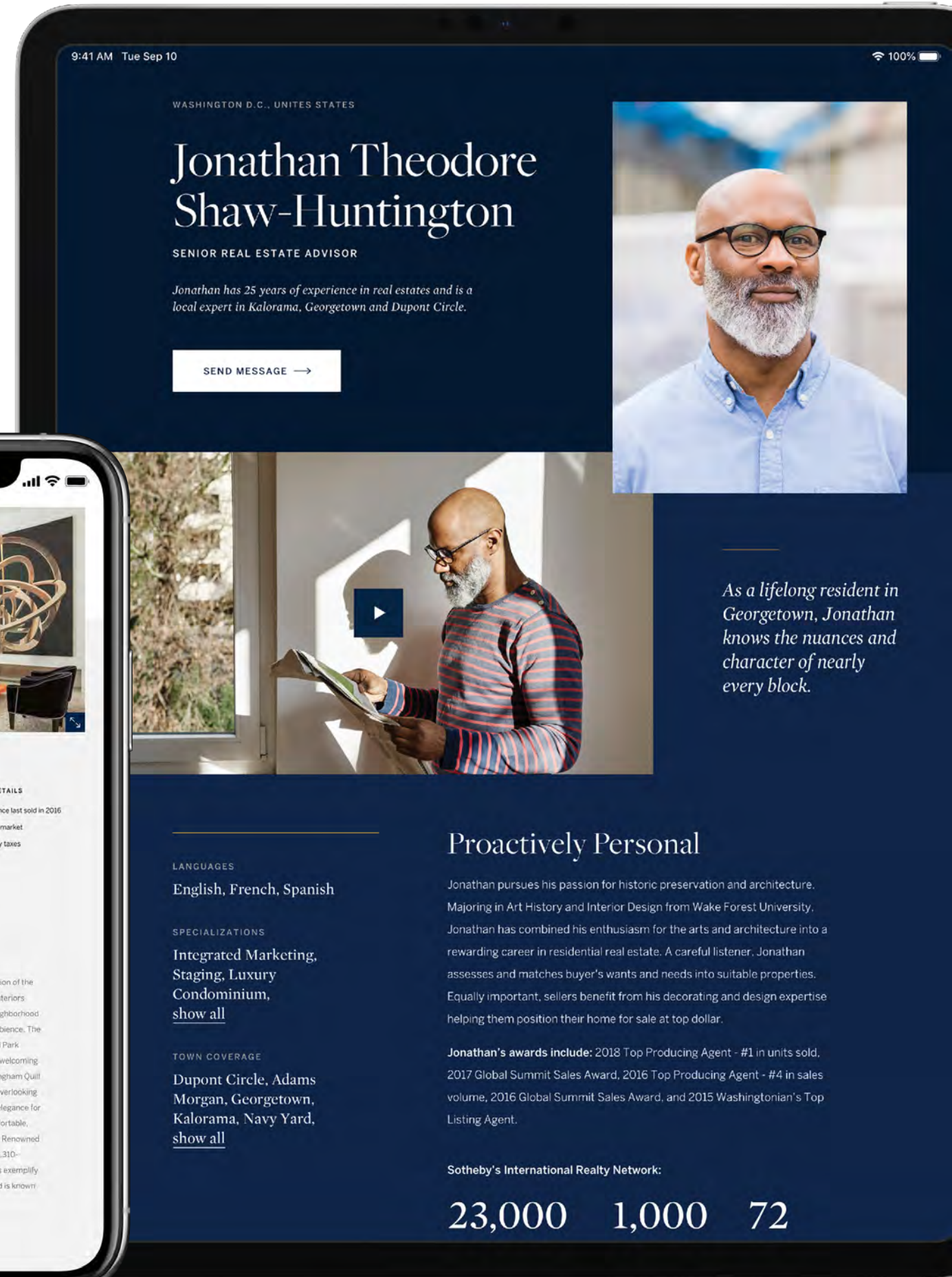
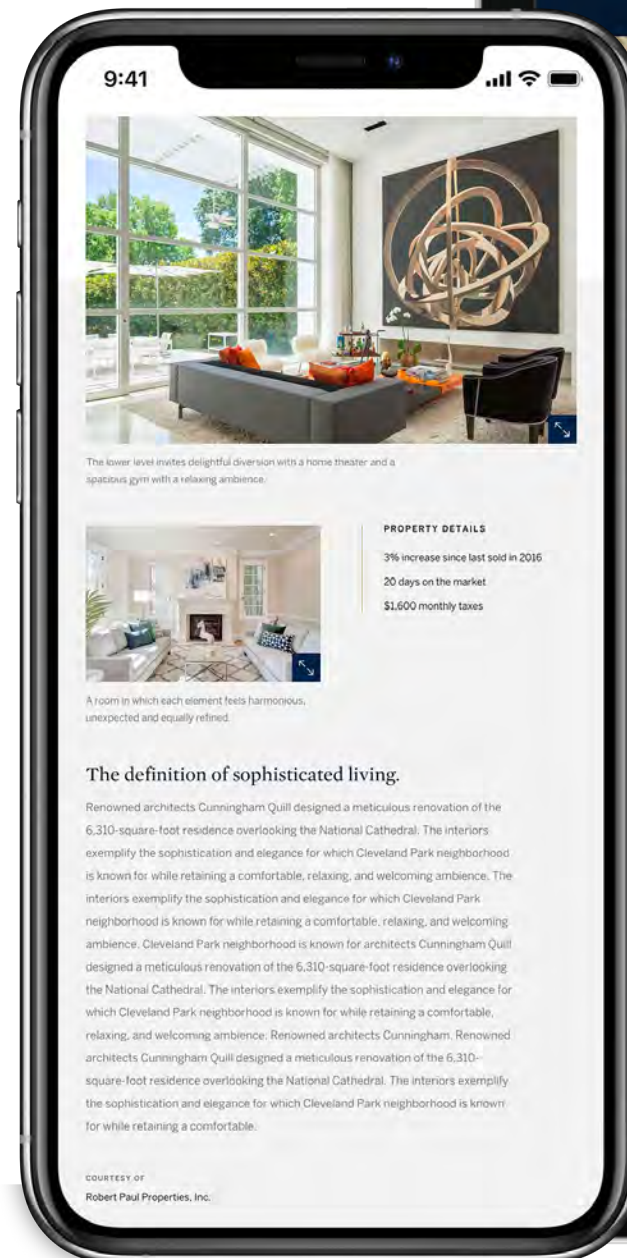


Apple TV

Our innovative Apple TV app gives consumers the big-screen details of our properties from the comfort of their living rooms. It's the best way to explore a home from afar. Our app is the only one that lets users explore via lifestyle and amenities, highlight properties and recent searches, as well as view property videos.

SIR Mobile

Our mobile app — now in 14 languages/dialects — is the only luxury real estate app that serves properties around the world. You can experience homes on your mobile device with property videos and 3D tours.





Curate by Sotheby's International RealtySM

Curate by Sotheby's International Realty is the augmented reality (AR) luxury real estate tool that lets you envision your future home. Any property can be transformed using a curated selection of AR furnishings and décor sets. You can download the app in the Google Play Store or the Apple App Store.

RESIDE[®] Magazine

RESIDE[®] is the Sotheby's International Realty[®] brand's print and digital magazine devoted to the finest in inspirational homes and lifestyles worldwide. It's a destination for connoisseurs of art, culture, design, travel, fashion, food, and philanthropy — and another impactful way to reach even more buyers.



Daniel Gale | Sotheby's International Realty

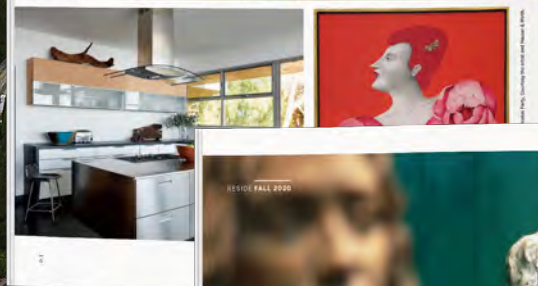
Ranch Houses Get a Chic Update | Where to Gaze At the Stars | Malin Akerman's Favorite Things at Home | Tastes of the Middle East

RESIDE



WHAT'S NEW IN ART, ARCHITECTURE, AND DESIGN

EDGY PASTELS, AMENITY-FILLED SECOND HOMES, AND KITCHEN APPLIANCES THAT BLEND IN WELL

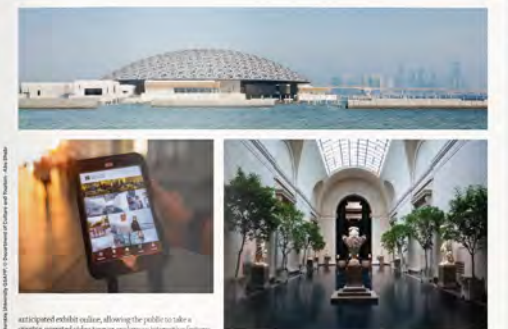


ARCHITECTURE
The modern vacation home, for the most part, is the result of the mid-century modern style. In getting an updated feel, the architecture and interiors are still very much in the style of the original residence. Architects James M. Hoover and Stewart K. McLeod, whose offices are in the San Francisco Bay Area, describe a second home, says high-end, says individuals are spending more time at these homes away from home. "There is a lot of focus on the interior design, and we often see these homes as their edge," Hoover says, adding that these homes are often built in the style of the original residence. "There are also places where they combine modern and traditional styles, and we often see these homes as their edge," Hoover says, adding that these homes are often built in the style of the original residence. "There are also places where they combine modern and traditional styles, and we often see these homes as their edge," Hoover says, adding that these homes are often built in the style of the original residence.



VISITING MUSEUMS CULTURAL INSTITUTIONS ARE ACCESSIBLE FROM YOUR COUCH

For the convenience of the world's great museums and institutions, the world's great museums and institutions have turned to technology to bring their collections and experiences more accessible to all. In the light of the ongoing global pandemic, museums have looked for ways to bring their collections and experiences more accessible to all. In the light of the ongoing global pandemic, museums have looked for ways to bring their collections and experiences more accessible to all. In the light of the ongoing global pandemic, museums have looked for ways to bring their collections and experiences more accessible to all.



artistic exhibit online, allowing the public to take a virtual tour of the museum's collection. The American Museum of Natural History has also launched a virtual tour of its collection. The American Museum of Natural History has also launched a virtual tour of its collection. The American Museum of Natural History has also launched a virtual tour of its collection. The American Museum of Natural History has also launched a virtual tour of its collection.

Check out the new virtual tour of the American Museum of Natural History's collection.



We...

leverage our brand's heritage and sophistication.

connect with affluent consumers who share our vision.

go above and beyond to meet clients' needs.

offer the only true, worldwide luxury real estate network.

partner with leading media to obtain the best exposure.

provide unparalleled reach to qualified buyers and sellers.

showcase every listing with the highest quality production.

utilize the latest technology for even greater impact.

deliver a singular client experience.

Doing more is our distinction.