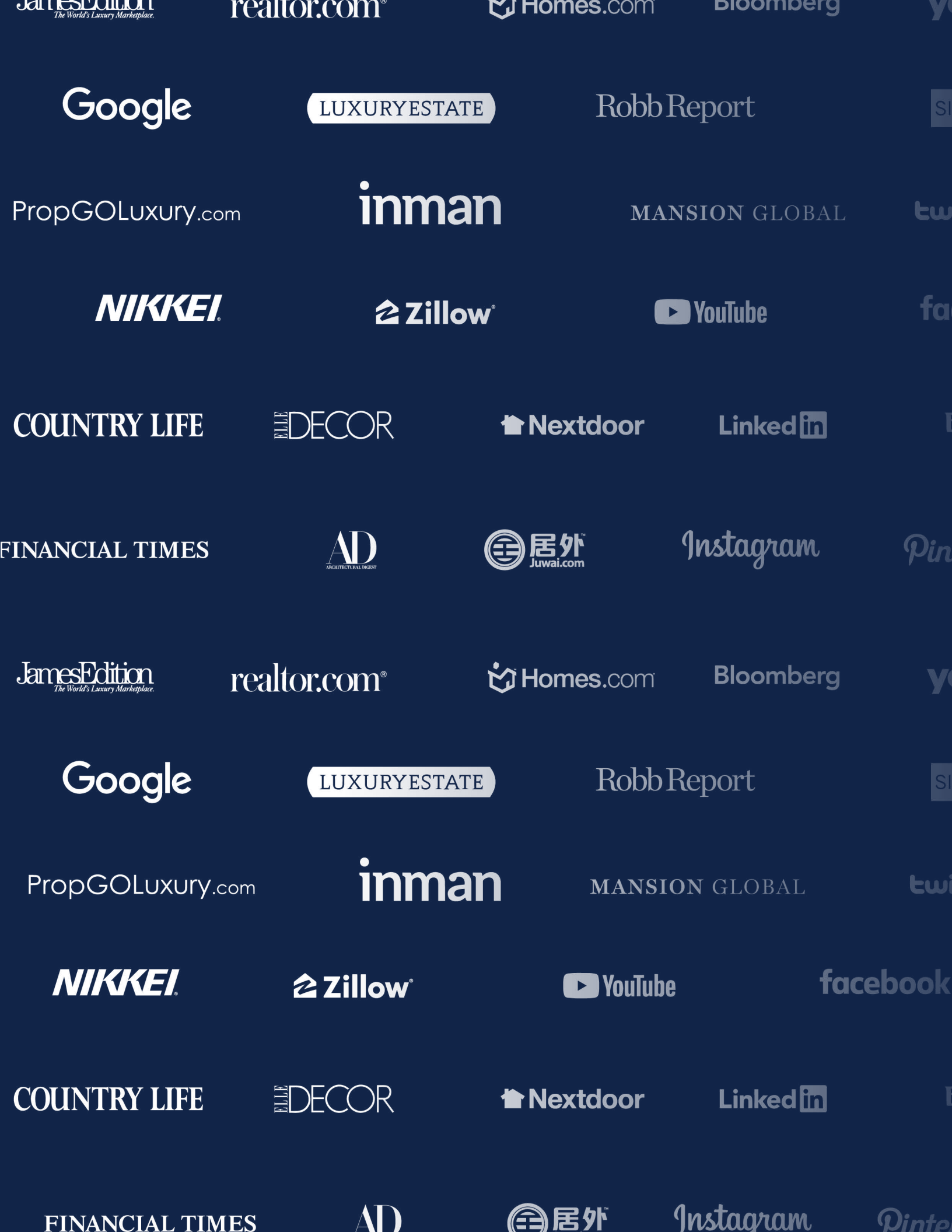
ONE | Sotheby's INTERNATIONAL REALTY

# Unrivaled *Exposure*

ONE MARKETING GUIDE


JamesEdition
The World's Luxury Marketplace.
realtor.com®
Homes.com
Bloomberg
Google
LUXURYESTATE
Robb Report
PropGOLuxury.com
inman
MANSION GLOBAL
NIKKEI
Zillow
YouTube
COUNTRY LIFE
ELLE DECOR
Nextdoor
LinkedIn
FINANCIAL TIMES
AD
ARCHITECTURAL DIGEST
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Juwai.com
Instagram
facebook

# When a home is represented by ONE Sotheby's International Realty, it benefits from the instant recognition and credibility of a strong brand.

Some call that the *halo effect*; when a well-known brand elevates an already-great product. We call it *an exceptional partnership:* when a unique home shines, presented through the highest quality marketing, technology and referral network in the world.

From premium property distribution to top press coverage, we showcase exceptional properties to high-quality buyers along Florida's East Coast and the entire world.

## UNMATCHED GLOBAL PROPERTY SYNDICATION

Upon launching, your property will be showcased on all these websites, from lifestyle to business and real estate portals, around the world.

MANSION GLOBAL · WALL STREET JOURNAL · NIKKEI · PropGOLuxury.com
LUXURYESTATE · Robb Report · FINANCIAL TIMES · Juwai.com
Nextdoor · JamesEdition · Bloomberg · EXPANSION
HomeFinder.com · Homes.com · COUNTRY LIFE · realtor.com®

*Mansion Global min. $1 Million listing price and Luxury Estate min. 200,000 €.

## GLOBAL REACH: OVER 100 TOP BROKERAGES AROUND THE WORLD

For high-quality international impact, your property will be showcased on more than 100 Sotheby's International Realty brokerage websites around the world.

## SOCIAL MEDIA IMPACT

We create exclusive content showcasing our properties on various social media platforms reaching many parts of the globe. Additionally, the Sotheby's International Realty brand's award-winning YouTube channel has more views and subscribers than any other real estate brand.

- FACEBOOK: 100K
- YOUTUBE: 300K
- INSTAGRAM: 272K
- LINKEDIN: 68.6K
- TWITTER: 25.7K
- PINTEREST: 12.6K

Unmatched

## EXCLUSIVE ADVERTISING TO SOTHEBY'S CLIENTS

Our outstanding alliance of marketing efforts helps present our properties to the esteemed clientele of the Sotheby's Auction House.

## EXCLUSIVE PROPERTY ADVERTISING PROGRAM

Our print and digital property advertising program includes pre-negotiated, subsidized rates to secure properties vast targeted exposure.

| PRINT | DIGITAL | E-NEWSLETTERS |
|---|---|---|
| RESIDE | ASIA TATLER | BLOOMBERG MARKETS |
| THE WALL STREET JOURNAL | MODERN LUXURY | BOAT INTERNATIONAL |
| THE NEW YORK TIMES | ROBB REPORT.COM | CHIEF EXECUTIVE |
| OCEAN HOME | WSJ.COM | CORPORATE BOARD MEMBER |
| BOAT INTERNATIONAL | PROPGOLUXURY.COM | GOLF DIGEST |
| CONDÉ NAST MAGAZINES | JUWAI.COM | NYT REAL ESTATE |
| FINANCIAL TIMES | CURBED QUICK LISTINGS | SAILING WORLD |
| ARCHITECTURAL DIGEST | JAMESEDITION | YACHTS & YACHTING |

## WORLD-CLASS DIGITAL ADVERTISING

A global, nonstop advertising campaign drives traffic to our website and properties, all year round.

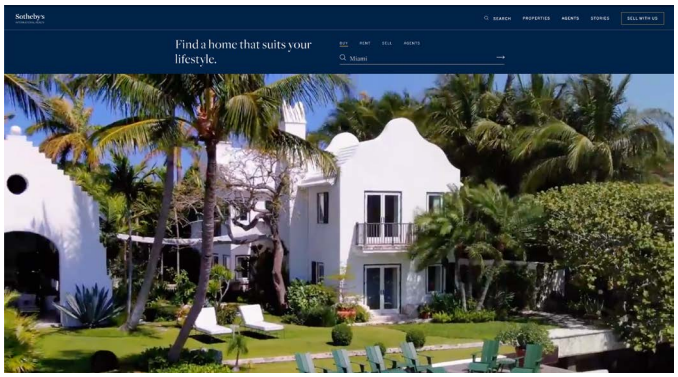
Google YouTube
facebook yahoo!
EXPANSION Robb Report
ARCHITECTURAL DIGEST
Bloomberg ELLE DECOR
Juwai.com MANSION GLOBAL

Marketing

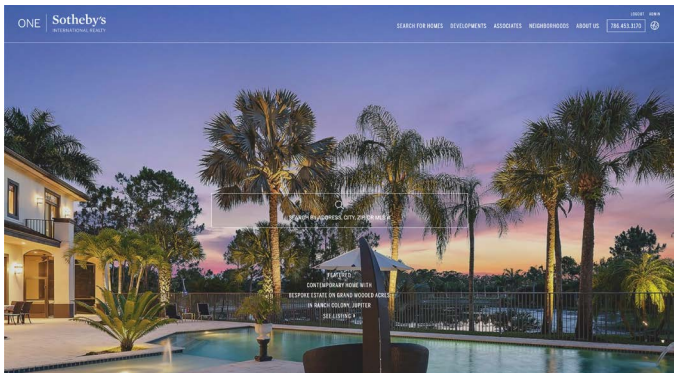
# LEADING WEBSITES

When your property goes live, our goal is to drive the highest number of relevant visits from qualified buyers. We bring two groundbreaking brand websites together to attract the highest number of affluent buyers to view your property and submit an inquiry.

## SOTHEBYSREALTY.COM




## ONESOTHEBYSREALTY.COM




### #1 Most visited luxury real estate website in the world

**18**
LANGUAGES, CURRENCY CONVERSION

**60%**
OF TRAFFIC FROM OUTSIDE THE US

**60%**
OF TRAFFIC FROM MOBILE

### The fastest growing real estate website along Florida's East Coast

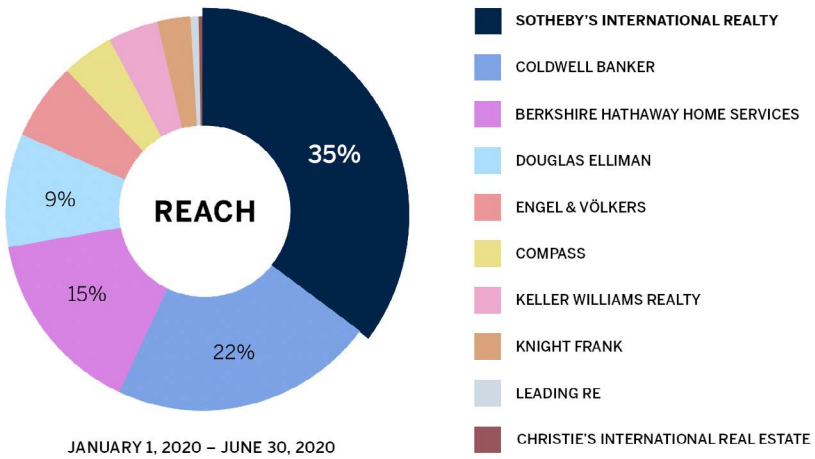
**264%**
INCREASE IN VISITS IN 2020

**277%**
GROWTH IN USERS FROM MARKETING PROMOTIONS IN 2020

## PUBLIC RELATIONS: WE DRIVE THE CONVERSATION

We get more PR exposure than any other real estate brand by showcasing the exceptional properties we represent.

## PR SHARE OF VOICE

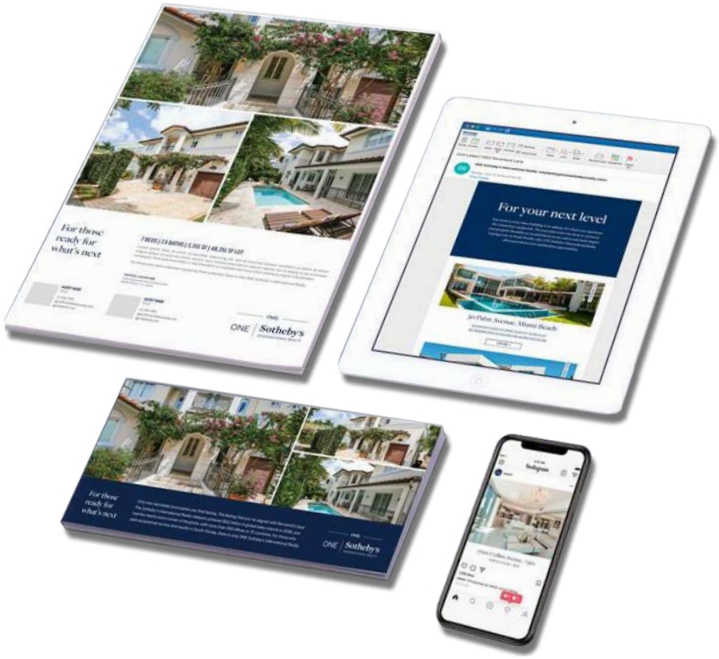


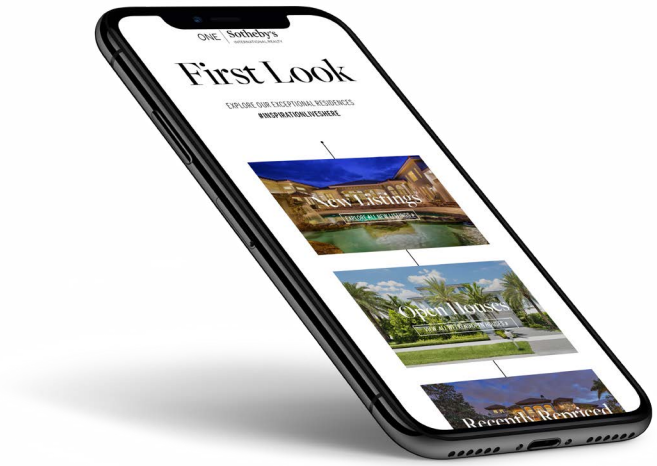

JANUARY 1, 2020 – JUNE 30, 2020

Unmatched

## CUSTOM PROPERTY MATERIALS

Your property will be presented through a series of custom materials showing buyers its unique story and selling points. That includes a unique website and domain, as well as social media posts, email blasts and print materials.




## EMAIL

Every new listing is announced through our First Look email campaign to our brokerage community and client database on a weekly basis.

## GLOBAL REFERRAL SYSTEM

The Sotheby's International Realty Referral Network connects the top 23,000 agents in 70 countries and territories to refer properties to their clients, wherever they may be.

**23,000**
**TOP SALES ASSOCIATES**

**70**
**COUNTRIES AND TERRITORIES**

Marketing

Let's have a conversation about marketing opportunities for your property, and most importantly, about your real estate goals.

NESTLER POLETTO

AT

ONE | Sotheby's INTERNATIONAL REALTY

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AVENTURA BRICKELL BOCA RATON COCOA VILLAGE CORAL GABLES DELRAY BEACH FT LAUDERDALE JUPITER KEY BISCAYNE MIAMI BEACH MELBOURNE BEACH PALM BEACH GARDENS STUART SUNNY ISLES VERO BEACH WESTON


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