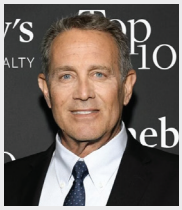
# *Nothing Compares.*

When you list with ONE Sotheby's International Realty, your home benefits from an unparalleled combination of global reach, prestige, and high-performance marketing. We don't just raise the bar, we set it.

| What You Get | ONE Sotheby's International Realty | Competitors |
|---|---|---|
| Full Service Real Estate Support | ✓ Comprehensive transactional support from licensed, trained professionals | ✓ Comprehensive support from licensed professionals |
| Access to Listing Services | ✓ Your home will be listed online and professionally presented | ✓ Polish may vary depending on agent or brokerage |
| Local Expertise | ✓ Neighborhood knowledge and strategic pricing | ✓ Neighborhood knowledge and strategic pricing |
| Professional Photography & Videography | ✓ High-end visuals included for every listing | ✓ Often offered, varies in quality |
| Data Reporting & Seller Feedback | ✓ Ongoing insights and reporting | ✓ May vary by brokerage |
| Brand Legacy & Global Recognition | ✓ Backed by the 280+ year-old Sotheby's Auction House | X Typically lack a heritage brand or global reputation |
| Global Property Distribution | ✓ Guaranteed visibility on NYT, WSJ, JamesEdition, SIR.com & more. | X Distribution often limited to regional sites |
| Unrivaled PR Exposure | ✓ Most profiled real estate brand in global press | X Press coverage is limited or agent-dependent |
| Elevated Web Exposure | ✓ SIR.com is the #1 luxury real estate website globally | X Lacks global web authority |
| Unmatched Video Exposure | ✓ YouTube channel with the most views & subscribers in real estate | X Limited visibility or brand-level video presence |
| Global Advertising Opportunities | ✓ Dedicated placements in WSJ, NYT, Architectural Digest, Condé Nast, more | X Limited or pay-to-play without dedicated placement |
| Access to Sotheby's Auction House Clientele | ✓ Trusted global network of high net worth individuals | X No affiliation or access to the Sotheby's Auction House network |

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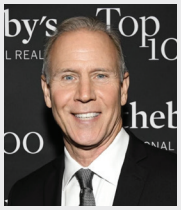

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