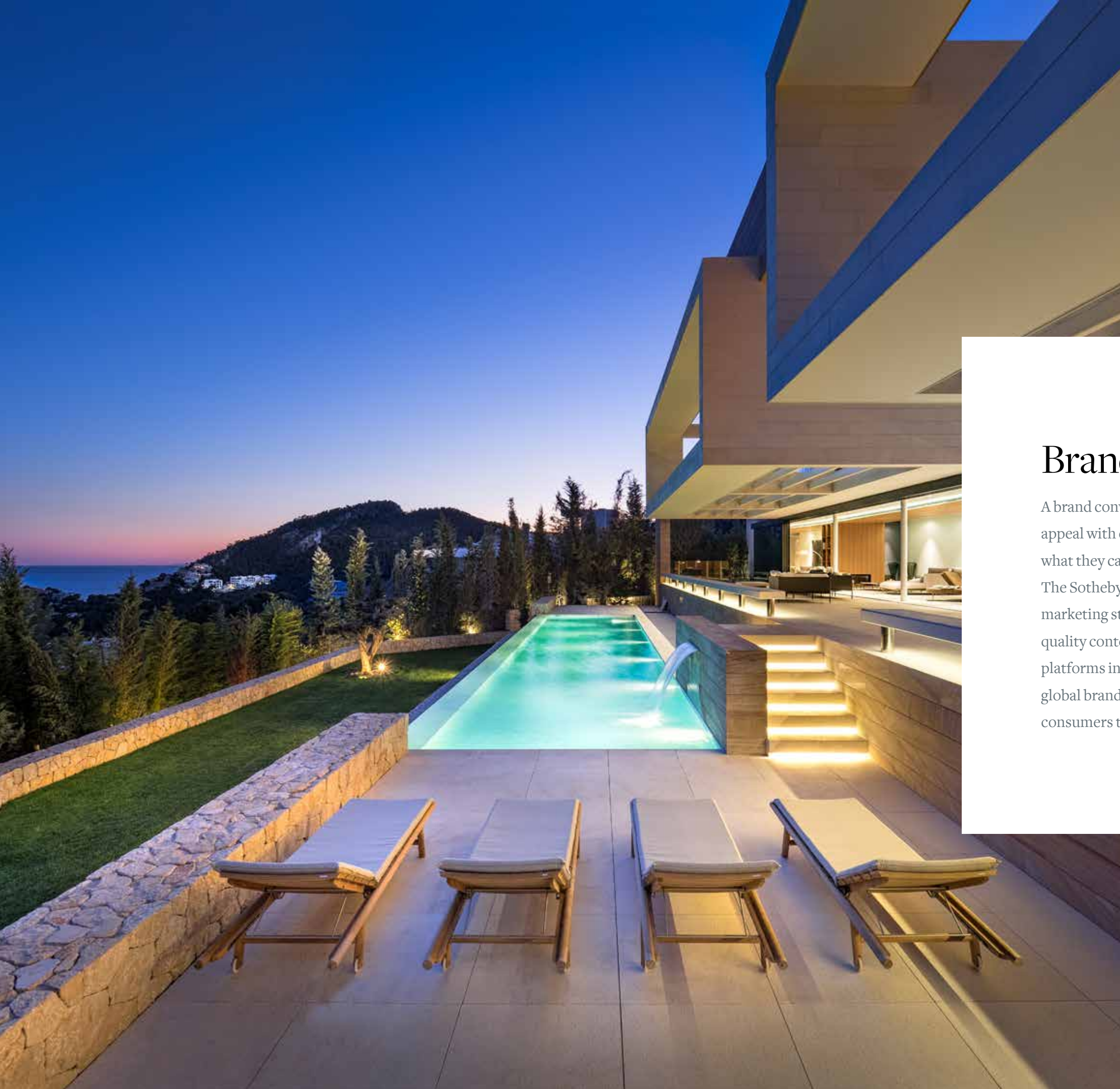




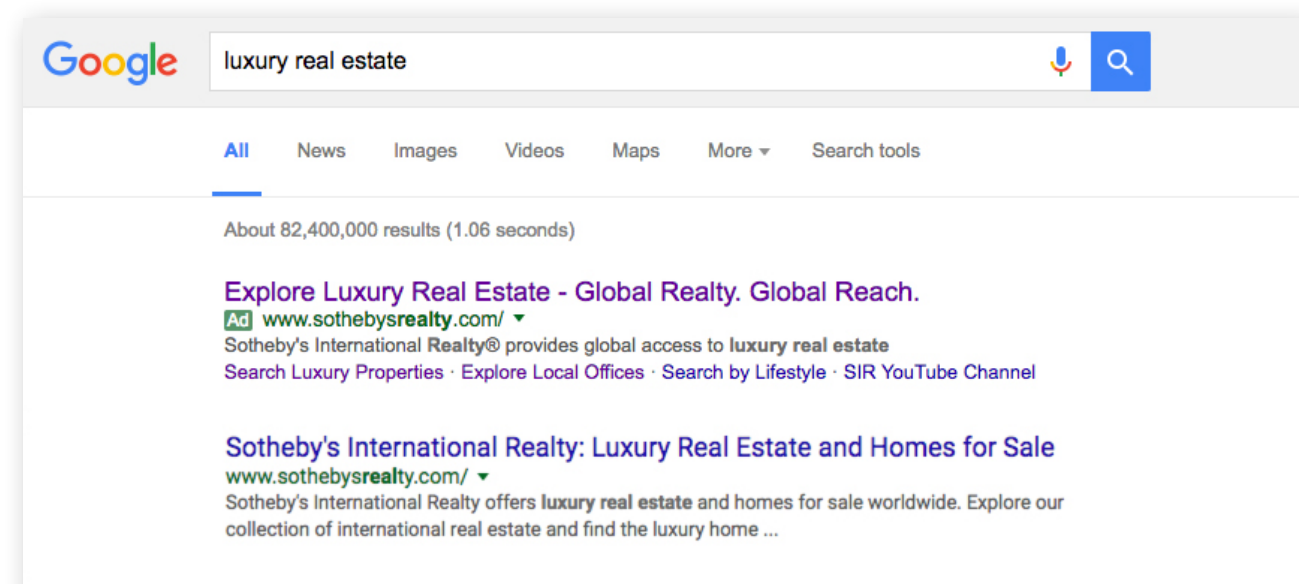
THE OVERVIEW

Sotheby's
INTERNATIONAL REALTY



Brand Marketing

A brand conveys a perception and emotional appeal with consumers and tells them what they can expect from an organization. The Sotheby's International Realty® brand marketing strategy is to develop and curate quality content, delivered across multiple platforms in order to create and maintain global brand recognition and drive more consumers to sothebysrealty.com.



Search Engine Marketing

Search engine marketing provides us with the opportunity to target a specific and qualified consumer. With over 90% of home buyers searching for homes online, it is essential that the Sotheby's International Realty® brand presence is prominent on

search engines. Our search engine marketing strategy targets the real estate intender who has already visited sothebysrealty.com through "re-marketing" – showing a display ad specifically to the user when they visit thousands of other websites.



MARKETING INFLUENTIAL CONNECTIONS

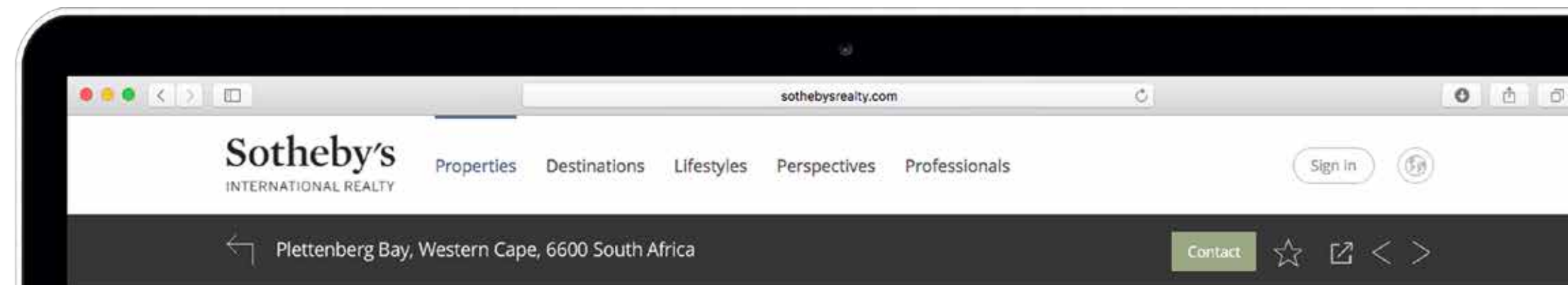


Social Media

Content marketing is the way consumers seek information. Social media is a vital tool in this space for luxury brands to provide their content to their loyal following as well as to attract new connections. Influential, well-connected buyers like to engage directly with their favorite brands, looking at unique photos, videos and articles with the ability to respond and share the content with their circles.

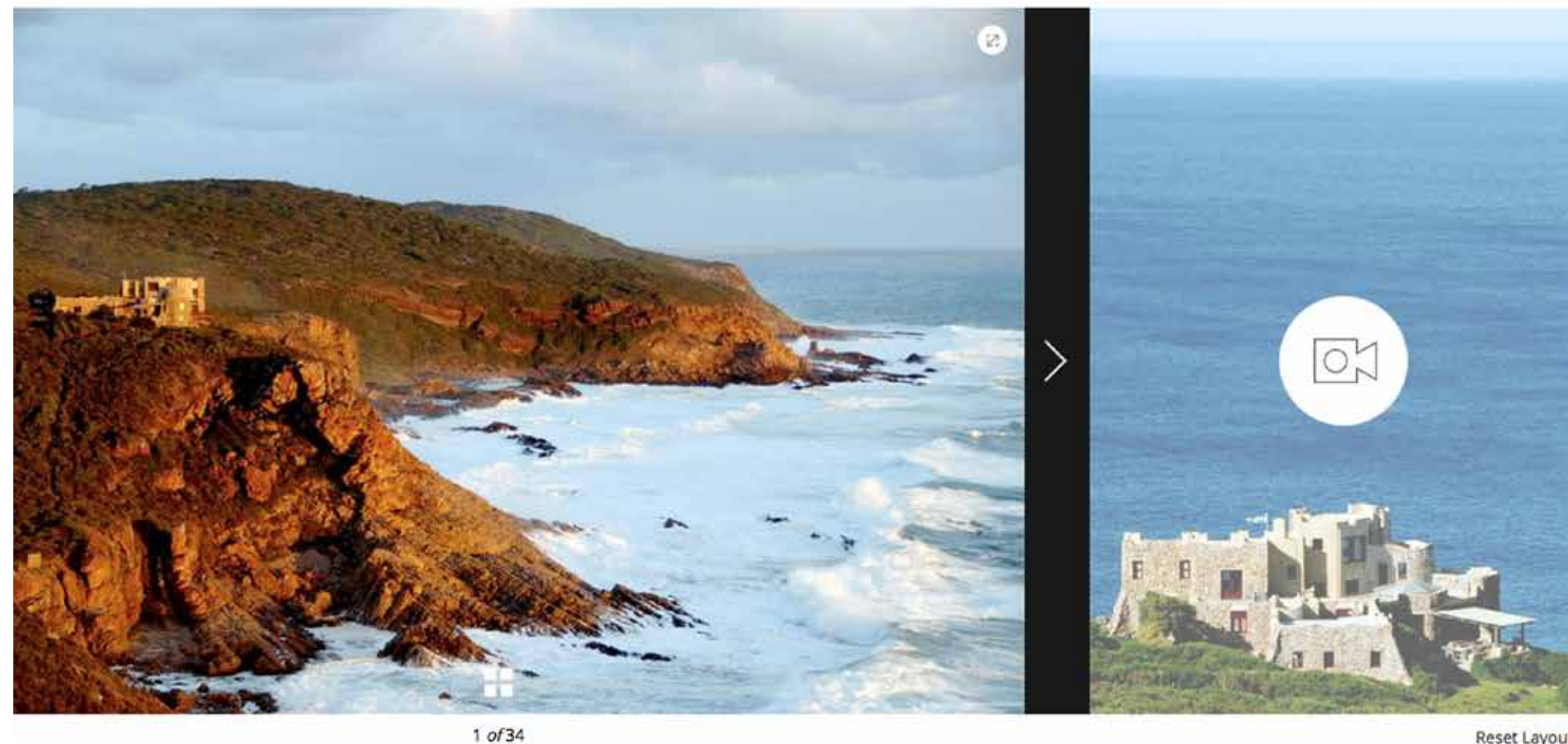
We are not simply “posting” on social media. We are nurturing a highly engaged group of opinion-makers with exclusive content on Facebook, YouTube, Twitter, Google+, Instagram, LinkedIn, Pinterest and our very own *Extraordinary Living* Blog. We know that our social content marketing approach works because Facebook is the top referring source of traffic to sothebysrealty.com.


AN IMMERSIVE EXPERIENCE



sothebysrealty.com

sothebysrealty.com attracts more consumers to search, view and inquire than any other luxury real estate website. Millions of viewers immerse themselves in our collection of vibrant, full screen high definition videos and photography. sothebysrealty.com also offers 3D and Virtual Reality Tours, 17 languages and featured lifestyle and destination content. A home presented with such in-depth and unique content has a much higher success rate capturing search engine inquiries and engaging online consumers.





alliancesothebysrealty.com
artisansothebysrealty.com
atlantafinehomes.com
baysir.com
beijingsir.com
belizesir.com
bgsir.com
brazensothebysrealty.com
bvisothebysrealty.com
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venturesir.com
vistasir.com
wardwight.com
warrenlewis.com
waterfieldsir.com
wssir.com
wishesir.com

Innovative and Interconnected Cascading Platform

Once a home is on sothebysrealty.com, it will be exclusively marketed on more than 100 websites around the world. This network of interconnected, locally focused and globally aware

Sotheby's International Realty® network members' websites, receive over eight million visitors per year and create another exclusive property syndication opportunity.



Property Distribution

Strategic placement and unique positioning of your home's best features are critical in securing the right audience to not only preview your home online, but to take the next step in their home search. The Sotheby's International Realty® brand partners with and distributes properties to the most significant media companies and real estate-focused websites in the world in order to increase exposure and

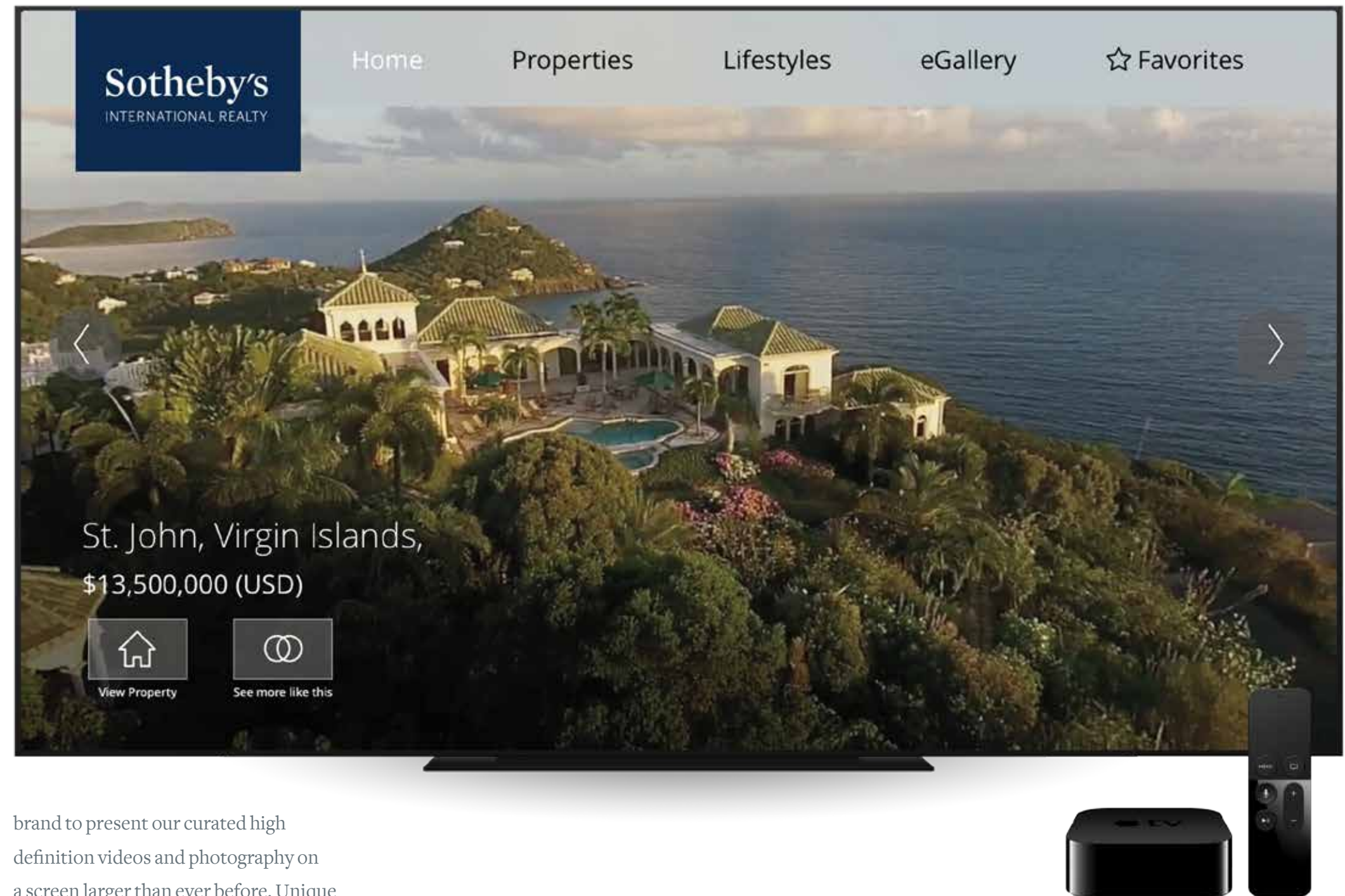
drive the online consumer back to the rich content on sothebysrealty.com. To measure results of this exposure, the brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. This keeps our homeowners informed of your marketing efforts every step of the way.



Apple TV

Apple TV is found in 24 million homes and with our innovative Apple TV app families can share the experience of discovering Sotheby's International Realty® brand properties from the comfort of their couch or home theater room. Apple TV allows the *Sotheby's International Realty*

brand to present our curated high definition videos and photography on a screen larger than ever before. Unique to our app, users can explore properties via our visual lifestyle search and keep track of your favorite properties and recent searches. The app is designed to truly immerse the consumer in the *Sotheby's International Realty* brand.



ACCESS ON THE GO



SIR Mobile

The Sotheby's International Realty® mobile app is the only luxury real estate app that serves properties in nearly 70 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. Use GPS or the draw tool to 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. With an ever-increasing amount of home searches performed from a handheld device it is vital to have a best-in-class app that meets the needs of today's home buyers.



Inviting. Discreet. Savvy. Refined.

*Built on centuries of tradition and dedicated to
innovation, the Sotheby's International Realty® brand
artfully unites connoisseurs of life with their aspirations
through a deeply connected global network of
exceptional people.*