



# THE OVERVIEW

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**Sotheby's**  
INTERNATIONAL REALTY



# A LEGACY OF EXCELLENCE

Sotheby's EST. 1744

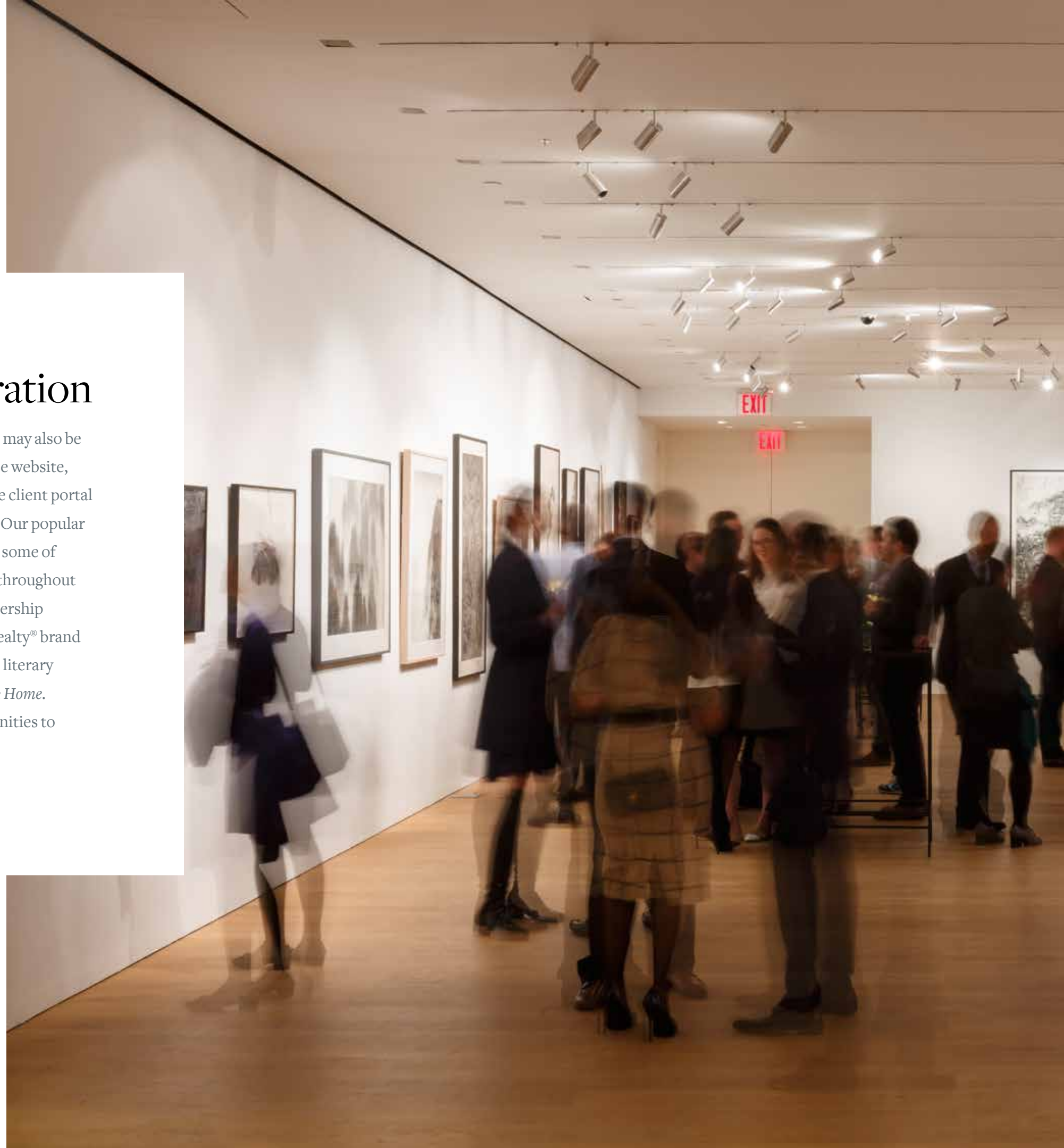


## Our Brand Heritage

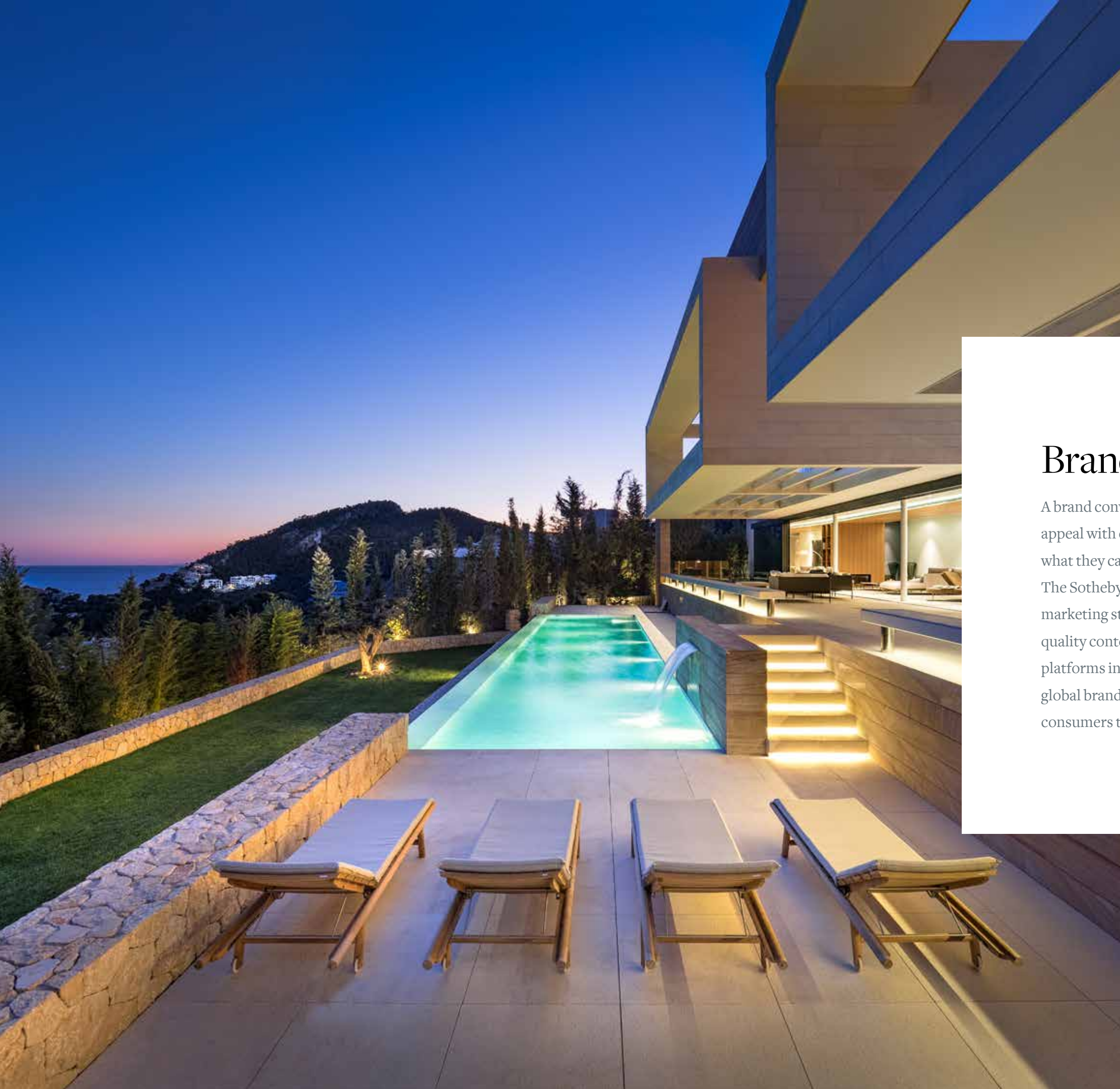
The Sotheby's International Realty® brand harnesses the worldwide recognition and prestige of the Sotheby's name. Auctioneers since 1744 with a fine tradition of marketing the world's most cherished possessions, Sotheby's is now an innovative global art business serving the most discerning clientele. *Sotheby's International Realty* benefits from this tradition and innovation through equity in the Sotheby's brand name and marketing collaboration.

# An Extraordinary Collaboration

Properties represented by our network may also be featured on the Sotheby's auction house website, sothebys.com, their high-profile private client portal and within their exclusive newsletters. Our popular Extraordinary Properties blog features some of the most highly read content available throughout sothebys.com. At the heart of the partnership between the Sotheby's International Realty® brand and the Sotheby's Auction House is the literary collaboration *Sotheby's Magazine | Art & Home*. This alliance creates exclusive opportunities to reach a prestigious clientele.







## 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](https://sothebysrealty.com).



## Global Media Partnerships: Unparalleled Reach

With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic positioning, social traffic drivers and video content integration, the Sotheby's International Realty® brand utilizes hand-selected media powerhouses whose innovation, experience and international impact allow our brand to successfully connect with a global consumer.

### Architecture + Design

VIEW ALL ARCHITECTURE INNOVATIVE DESIGN REAL ESTATE AD100 GARDENS + LANDSCAPES



The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL

ARCHITECTURAL DIGEST

THE  TIMES



mastercard

FINANCIAL TIMES

THE ECONOMIC TIMES

JamesEdition

LUXURY ESTATE

PropGOLuxury

ELLE DECOR

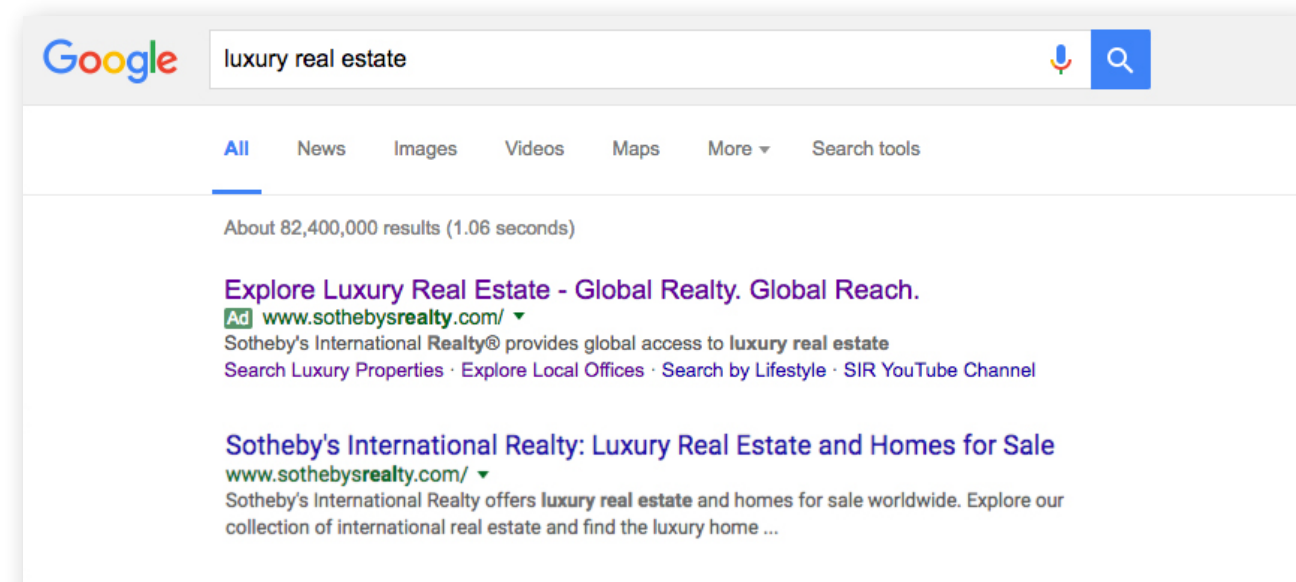
Google

Forbes



You Tube





## 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.



# Public Relations: The Voice of Luxury Real Estate

Our public relations support team helps drive awareness and position our global network and prestigious brand as the voice of luxury real estate. Properties that have international relevance, historical significance or uniqueness can be submitted for consideration in the many global media outlets we have relationships with, driving more exposure for the brand and traffic to sothebysrealty.com.

## A Historic, Exclusive Moscow Neighborhood that is Home to Celebrities and State Officials

Ostozhenka tells the story of the city over the ages through its architecture  
BY LAURA HOUSE  
ORIGINALLY PUBLISHED ON NOVEMBER 19, 2016 | MANSION GLOBAL | [SAVE ARTICLE](#)



Elevated view of cityscape of central Moscow's Kropotkinskaya district  
VLADIMIR ZAKHAROV / GETTY IMAGES



### MOST POPULAR

- [How to Build a High-Tech Gym at Home](#)
- [Gatsby-esque Mansion on Long Island Gets \\$15M Chopped Off its \\$100M Asking Price](#)
- [In Harlem, a Turn-of-the-Century Brownstone with a Two-Car Garage](#)
- [Baronial Chateau on Long Island Selling for Second Time in Century](#)
- [A Four-Story Bootlegger's Lair in Chicago](#)

### VIDEO

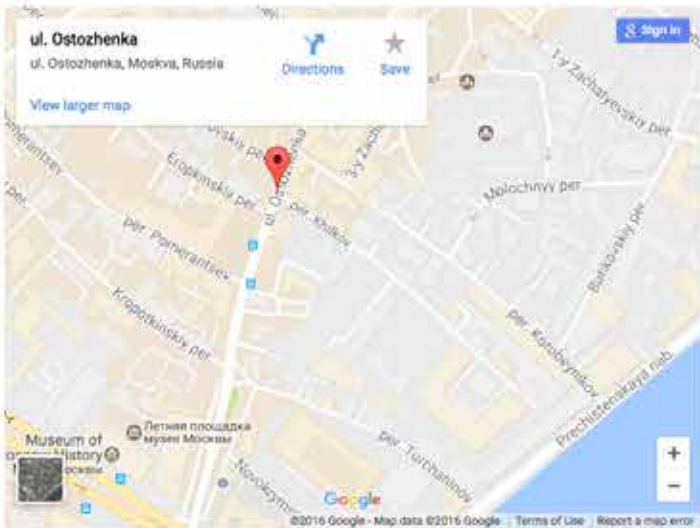
- [In Harlem, a Turn-of-the-Century Brownstone with a Two-Car Garage](#)
- [Tom Ford Drops \\$39M on a Fashionable Los Angeles Home](#)
- [A Four-Story Bootlegger's Lair in Chicago](#)

## Neighborhood Notes

Anchored by an imposing statue of Friedrich Engels and a Russian Orthodox church capped in golden domes, Ostozhenka Street, otherwise known as as Moscow's "Golden Mile," is one of the world's most expensive residential areas.

### Boundaries

The beating heart of the city center, Ostozhenka is adjacent to the Moscow River. The area is bookended by the Kropotkinskaya and Park Kultury metro stations and spans Ostozhenka Street to Prechistenka Street and the Prechistenskaya embankment.





# 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.

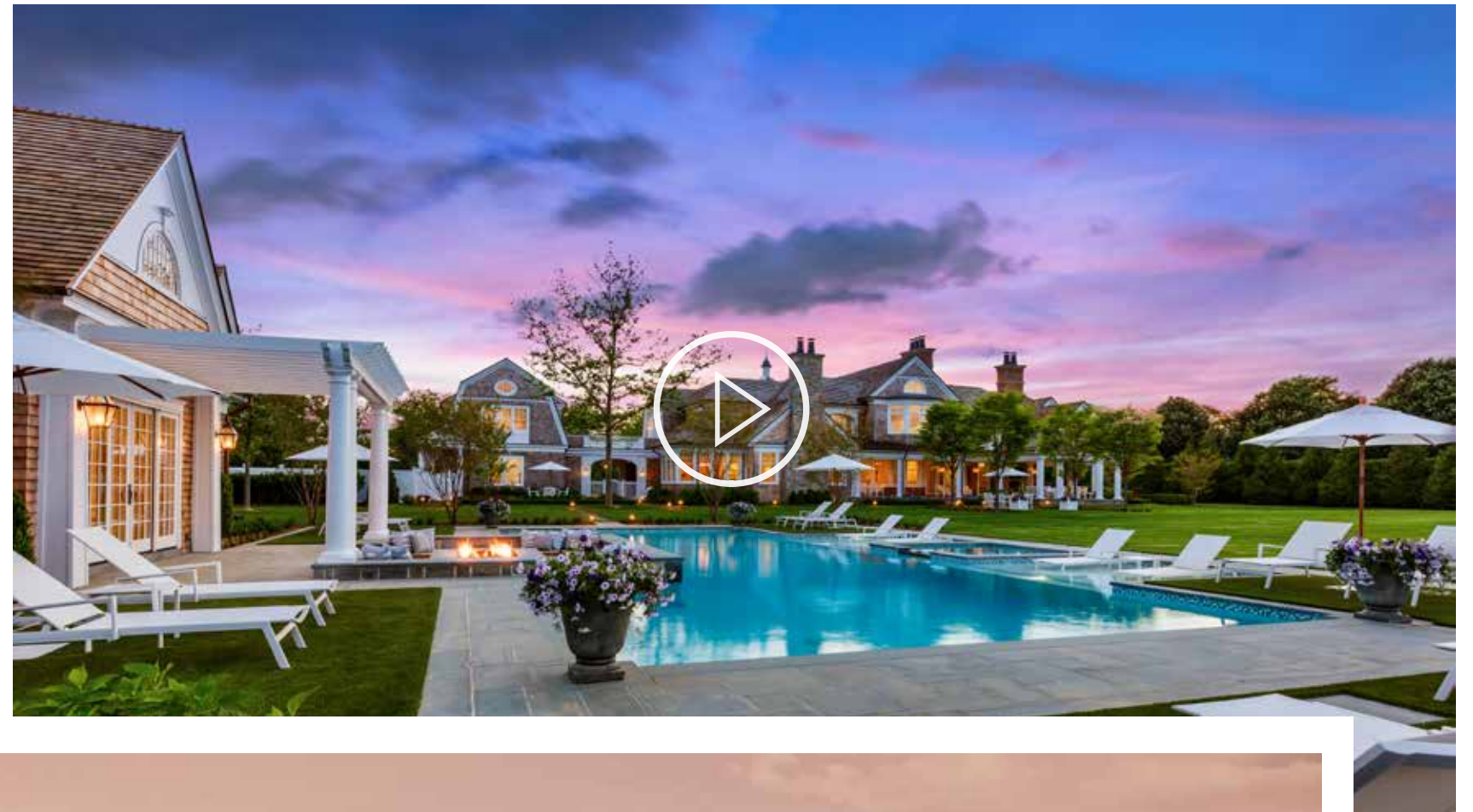
We are not simply “posting” on social media. We are nurturing a highly engaged group of opinion-makers with exclusive content on Facebook, YouTube, Twitter, Google+, Instagram, LinkedIn, Pinterest and our very own *Extraordinary Living* Blog. We know that our social content marketing approach works because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



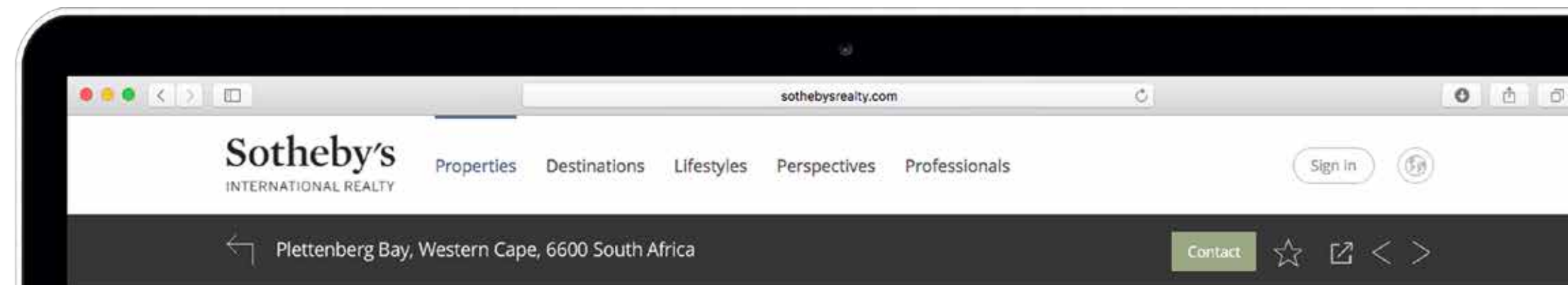
## Video: The Quintessential Content

Home buyers are engaging with video in every element of their online experience – on websites, social

networks, and their connected TVs. Research tells us that the longer consumers are on a website, the more likely they are to take action and inquire about a property. Video provides a truly immersive and engaging experience for the consumer and remains the cornerstone of our content strategy for sothebysrealty.com.

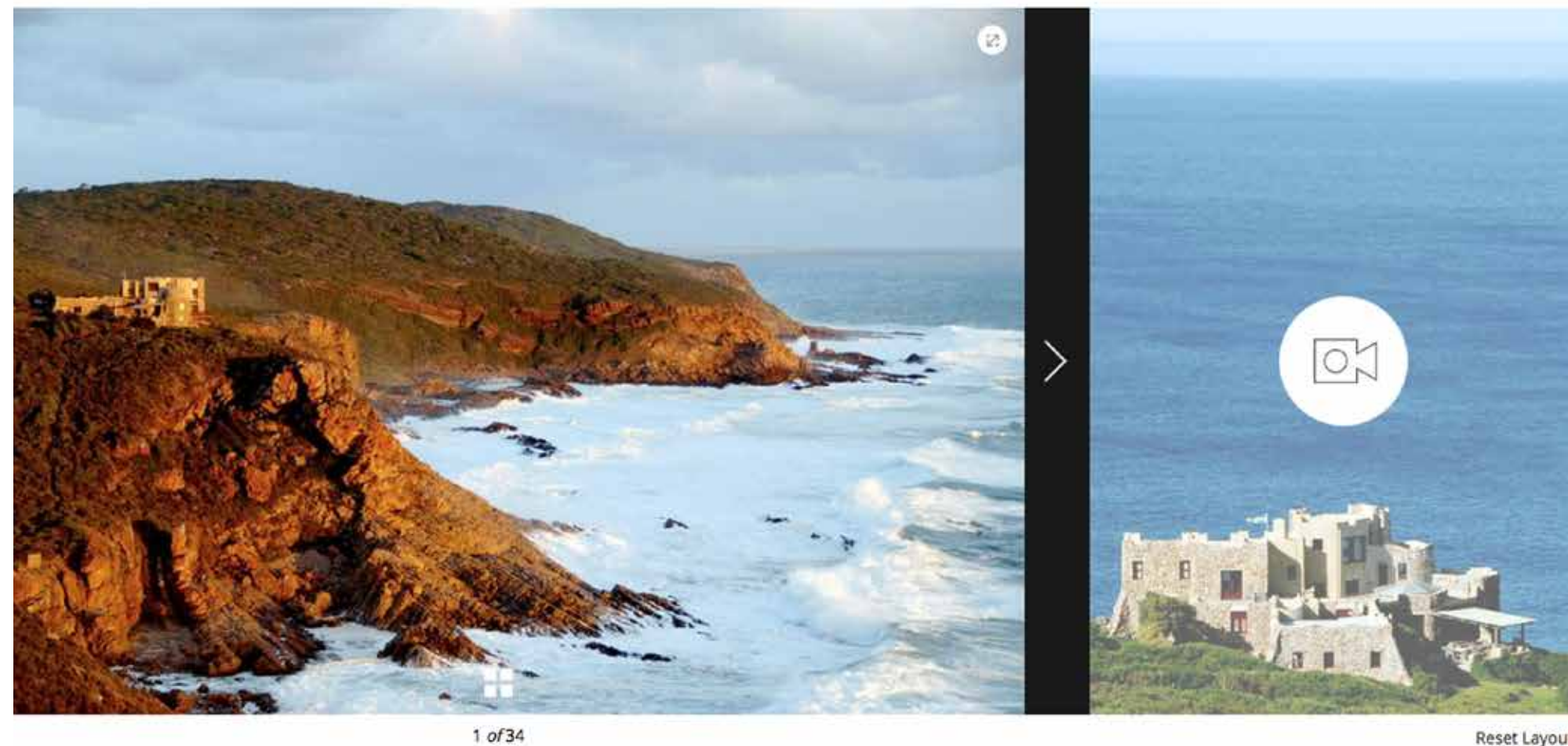


# AN IMMERSIVE EXPERIENCE




## 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  
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bytheseasir.com  
callawayhenderson.com  
carvillsir.com  
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chapinsothebysrealty.com  
coastalsir.com  
dbsir.com  
deckerbullocksir.com  
dielmannsothebysrealty.com  
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milan-sothebysrealty.com  
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robinsonsir.com  
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sanmiguelsothebysrealty.com  
selectsothebysrealty.com  
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sirguadalajara.com  
sirloscabos.com  
sirrivieramaya.com  
sirvillage.com  
soleilsir.com  
sothebysrealty.lu  
sothebysrealtyusvi.com  
stmartinsir.com  
steamboatsir.com  
streetsothebysrealty.com  
sullivanbi.com  
summitsothebysrealty.com  
sunvalleysir.com  
synergysir.com  
tateandfoss.com  
thebearsclubsir.com  
thelipmangroupsothebysrealty.com  
todaysothebysrealty.com  
towneandcountryinc.com  
treasurecoastsir.com  
ttrsir.com  
turksandcaicossir.com  
unlimitedsir.com  
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.

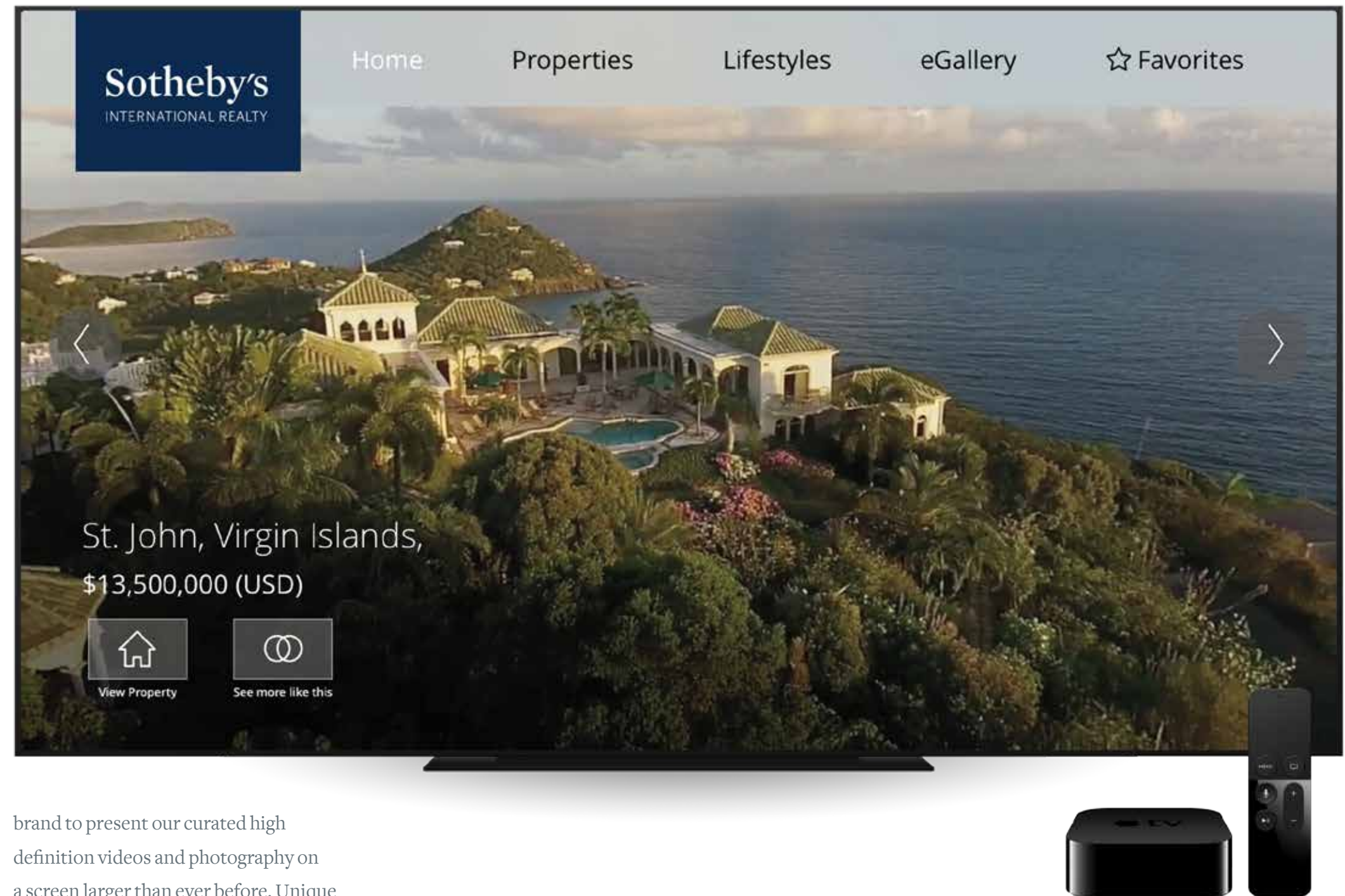




## Apple TV

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.

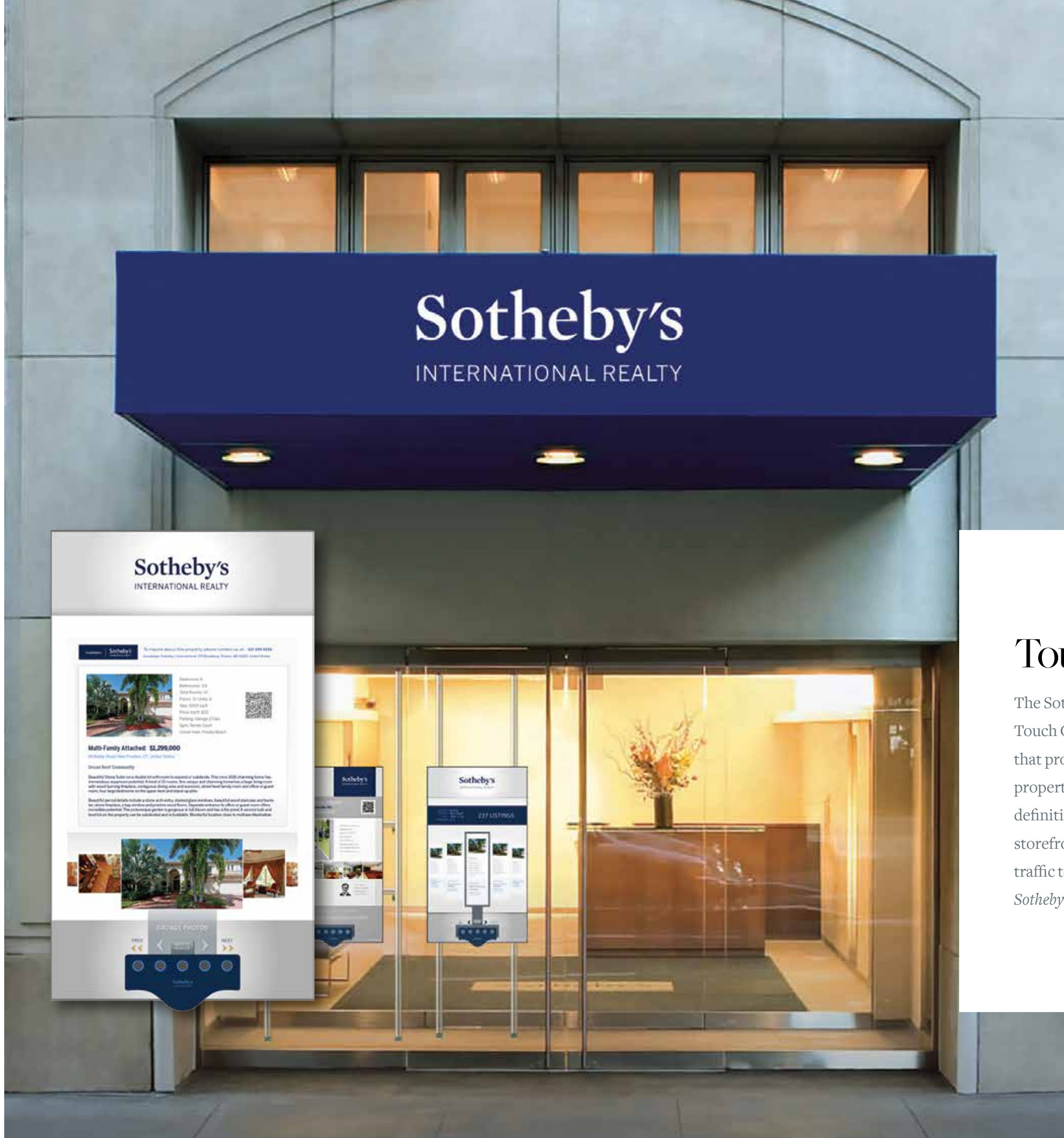


## eGallery

The Sotheby's International Realty® eGallery is displayed on high-definition screens in *Sotheby's International Realty* and Sotheby's auction house locations around the world. It is an exclusive,

real time, dynamic property slideshow designed to provide worldwide reach for the select upper-tier properties represented by our network.





The Sotheby's International Realty® brand Touch Gallery is a touch screen system that provides a unique branded interactive property search experience on high-definition screens. This through-the-glass storefront display system entices foot traffic to engage with properties, outside of *Sotheby's International Realty* office locations

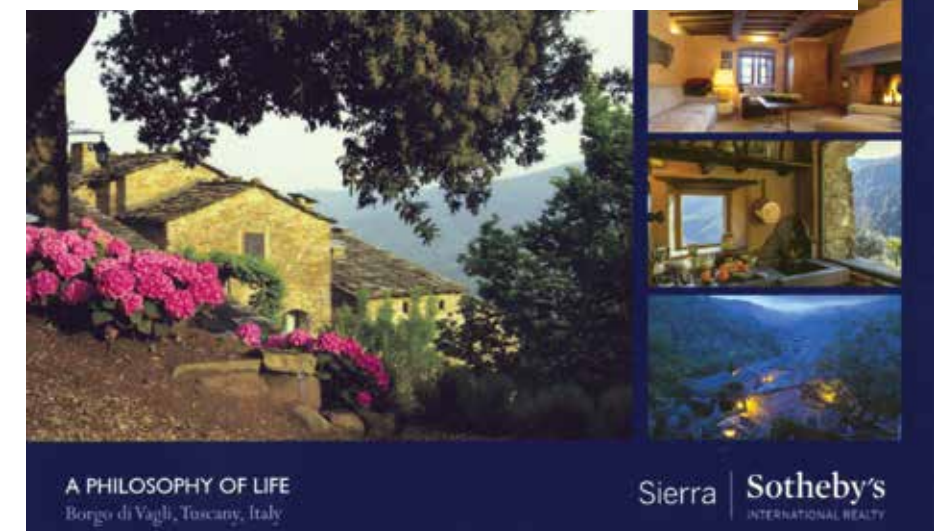
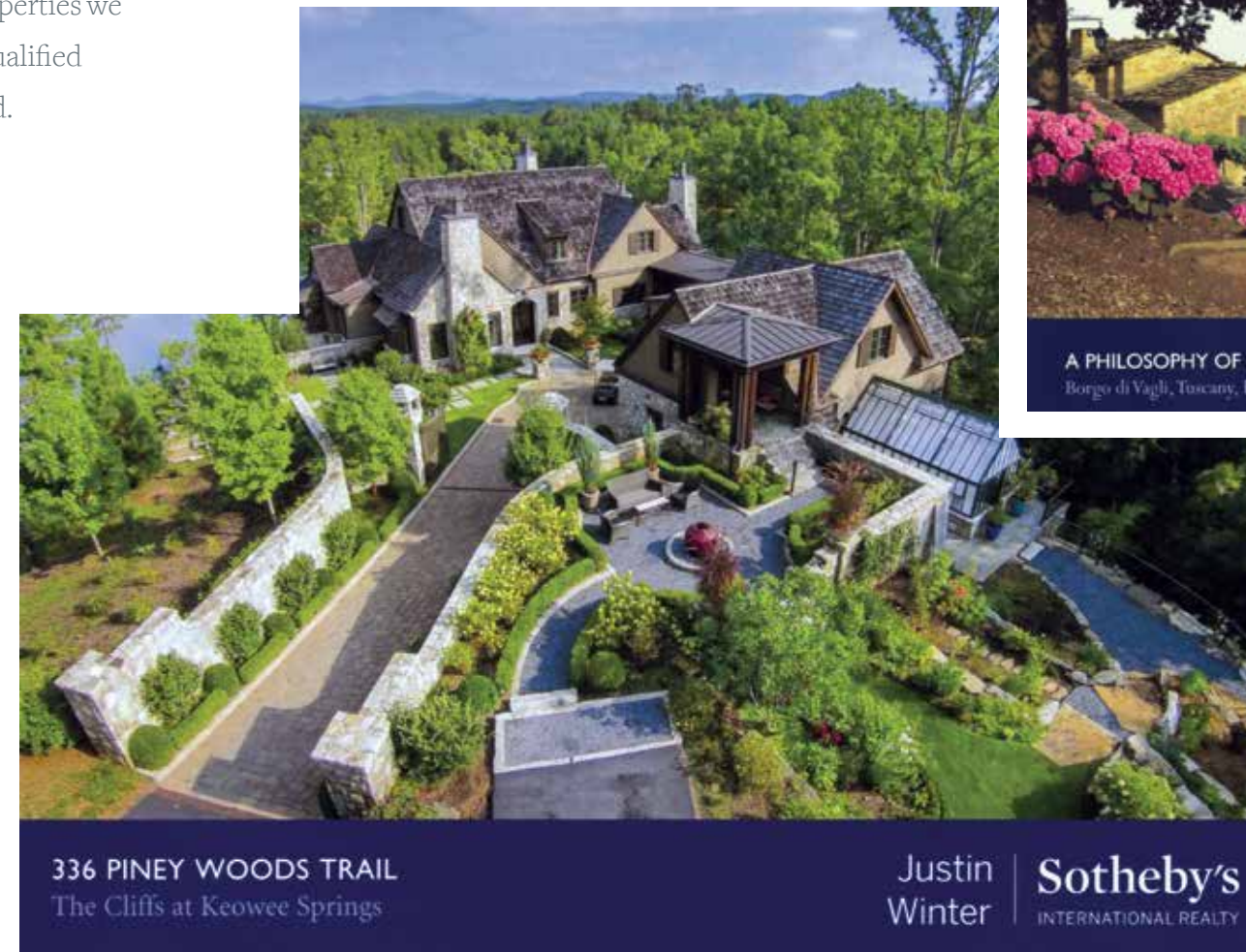


# A POWERFUL FIRST IMPRESSION

## Property Brochures and Significant Sales

A plan to successfully market a home includes a combination of powerful interactive and direct mail efforts to generate additional consumer interest both locally and globally. In addition to a vast digital and media campaign, a series

of professionally designed brochures, postcards and email templates are available and easily customizable. A newsletter promotes significant sales throughout the network. This illustrates an additional way in which the Sotheby's International Realty® brand promotes the properties we represent to the most qualified buyers around the world.







International New York Times


ADVERTISEMENT

ADVERTISEMENT







County Cork, Ireland  
€4,500,000 EUR  
Property ID LQCQNH



New York, New York, USA  
\$38,500,000 USD  
Property ID 00110686



Tiburon, California, USA  
\$12,900,000 USD  
Property ID CWQYM2



Houston, Texas, USA  
\$8,450,000 USD  
Property ID EFF632

As in art, antiques, wine and collectibles, the appeal of an extraordinary home is its distinctive character. The Sotheby's International Realty® network offers a fine collection of luxury homes, estates and properties for sale throughout the world. Allow us to artfully unite you with the perfect home.

Sotheby's  
INTERNATIONAL REALTY

AT THIS MOMENT

CLOUDS BECAME ART  
BRITISH VIRGIN ISLANDS 19:30 HOURS

British Virgin Islands · Property ID: MYTT7X · [sothebysrealty.com](https://sothebysrealty.com)

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Sotheby's  
INTERNATIONAL REALTY

# Property Advertising: Exclusive Access

Exclusive agreements with the world's most influential media partners provide

unique access for firms to place print and digital property ads that target qualified buyers for your home. That includes mainstream partners such as the *New York Times* and *the Wall Street Journal*, as well as lifestyle-focused partners such as *Ocean Living* and *Country Life*.



# RESIDE

## RESIDE®

RESIDE® is our brand's award-winning, proprietary magazine, featuring luxury homes and lifestyles from around the world. Several regional issues are

distributed to thousands of readers. Contents include a comprehensive property section, engaging editorial, global lifestyle features and more. Each issue of RESIDE® is also created as an eBook for electronic marketing and distribution, expanding its reach.

Sotheby's  
INTERNATIONAL REALTY



# Sotheby's

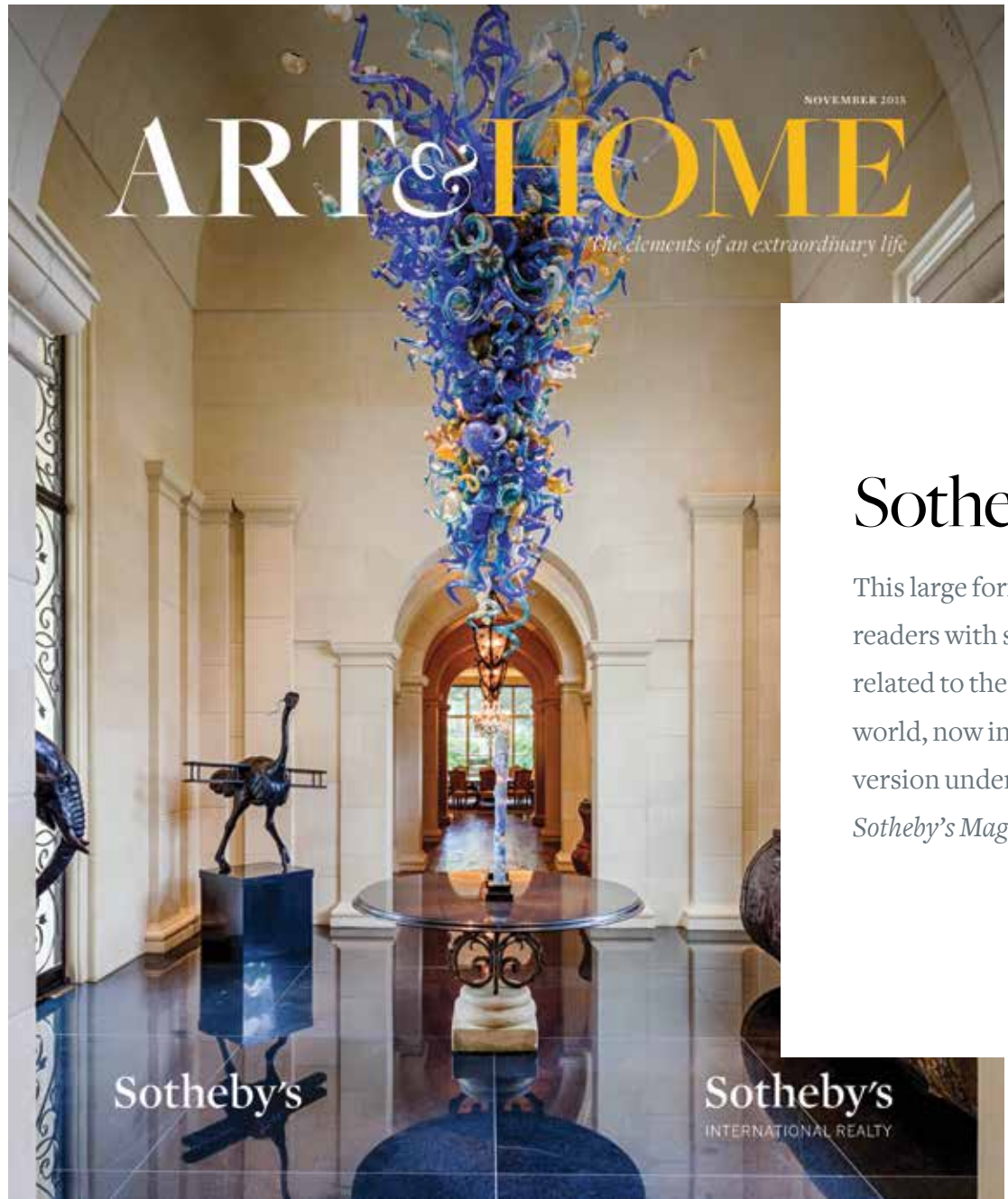
PREFERRED



LORD & LADY ATTENBOROUGH'S

# PICASSO CERAMICS

NOVEMBER 2016



## Sotheby's Magazine | Art & Home

This large format magazine enriches readers with sophisticated content related to the art and real estate world, now including a digital version under sothebys.com.  
*Sotheby's Magazine | Art & Home*

features editorial showcasing Sotheby's International Realty® brand properties and also includes a property gallery, providing an advertising opportunity that targets the Sotheby's clientele.



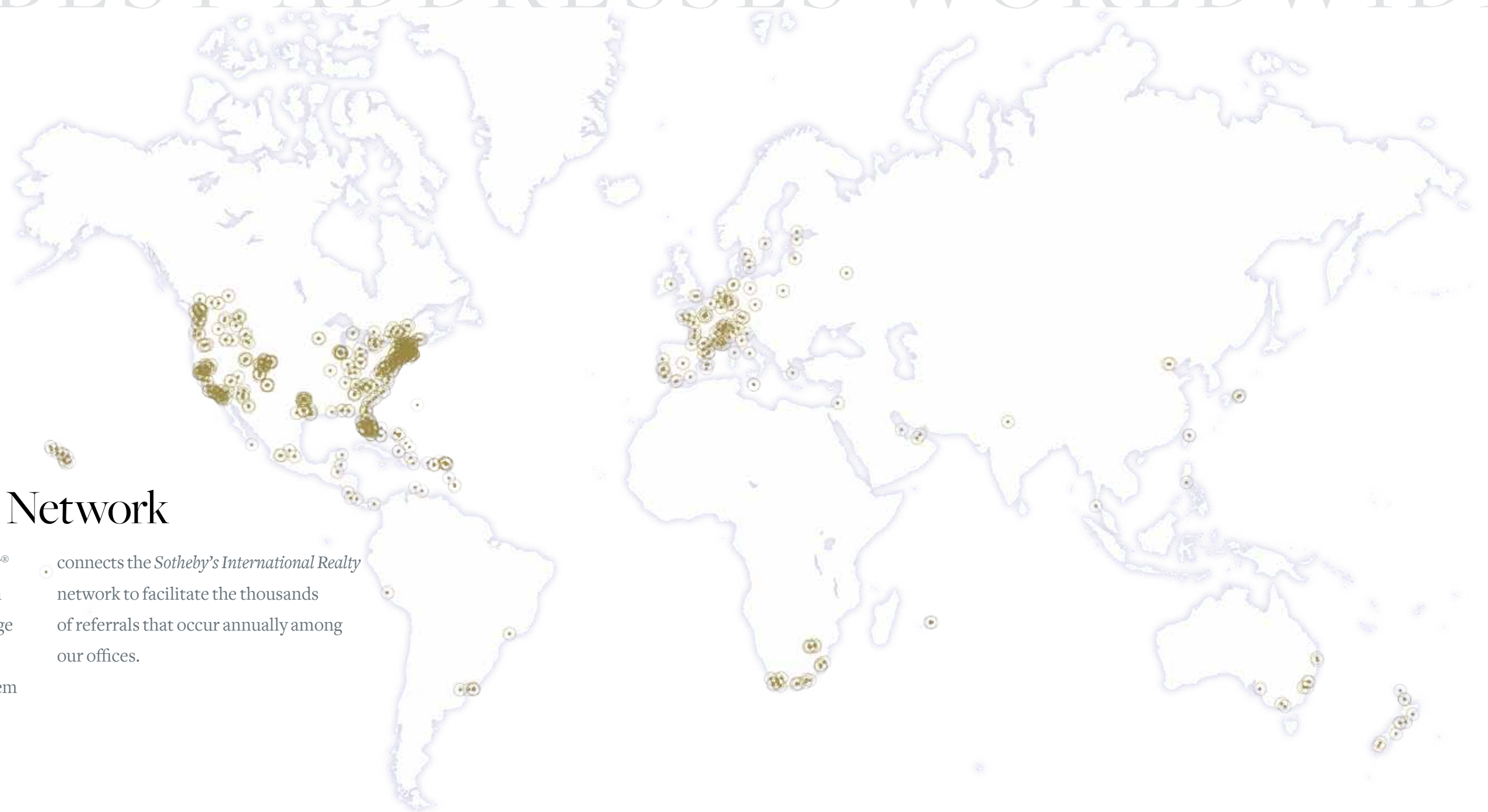
# AT THE BEST ADDRESSES WORLDWIDE

## A True Global Network

The Sotheby's International Realty® network is an exclusive association of high-quality residential brokerage companies throughout the world.

Additionally, a Global Referral System

connects the *Sotheby's International Realty* network to facilitate the thousands of referrals that occur annually among our offices.





*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.*



# Sotheby's

INTERNATIONAL REALTY

COVER PROPERTY LOCATED IN **COTE D'AZUR, FRANCE**

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