



2021

The Distinction

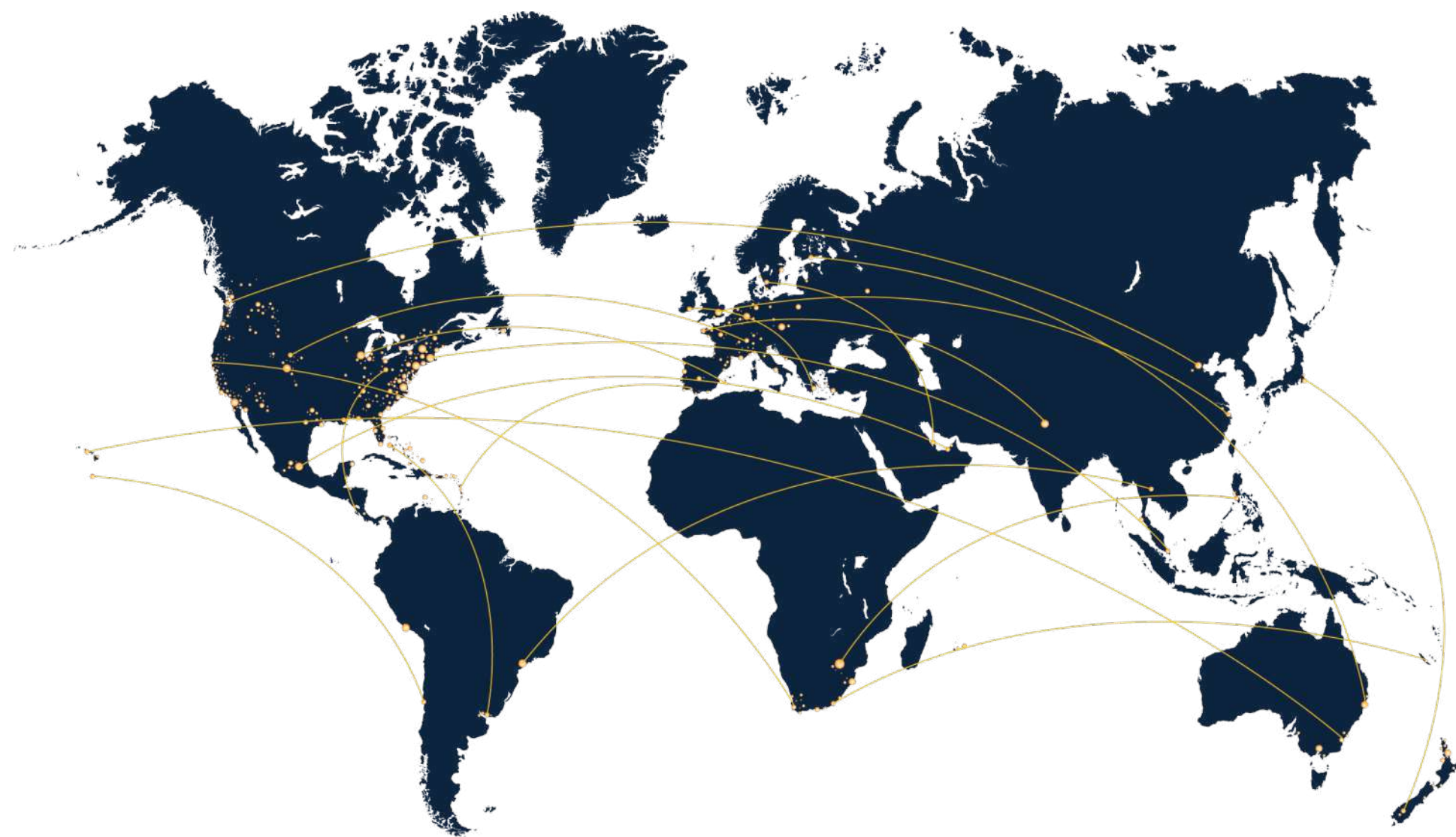
Sotheby's
INTERNATIONAL REALTY

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.



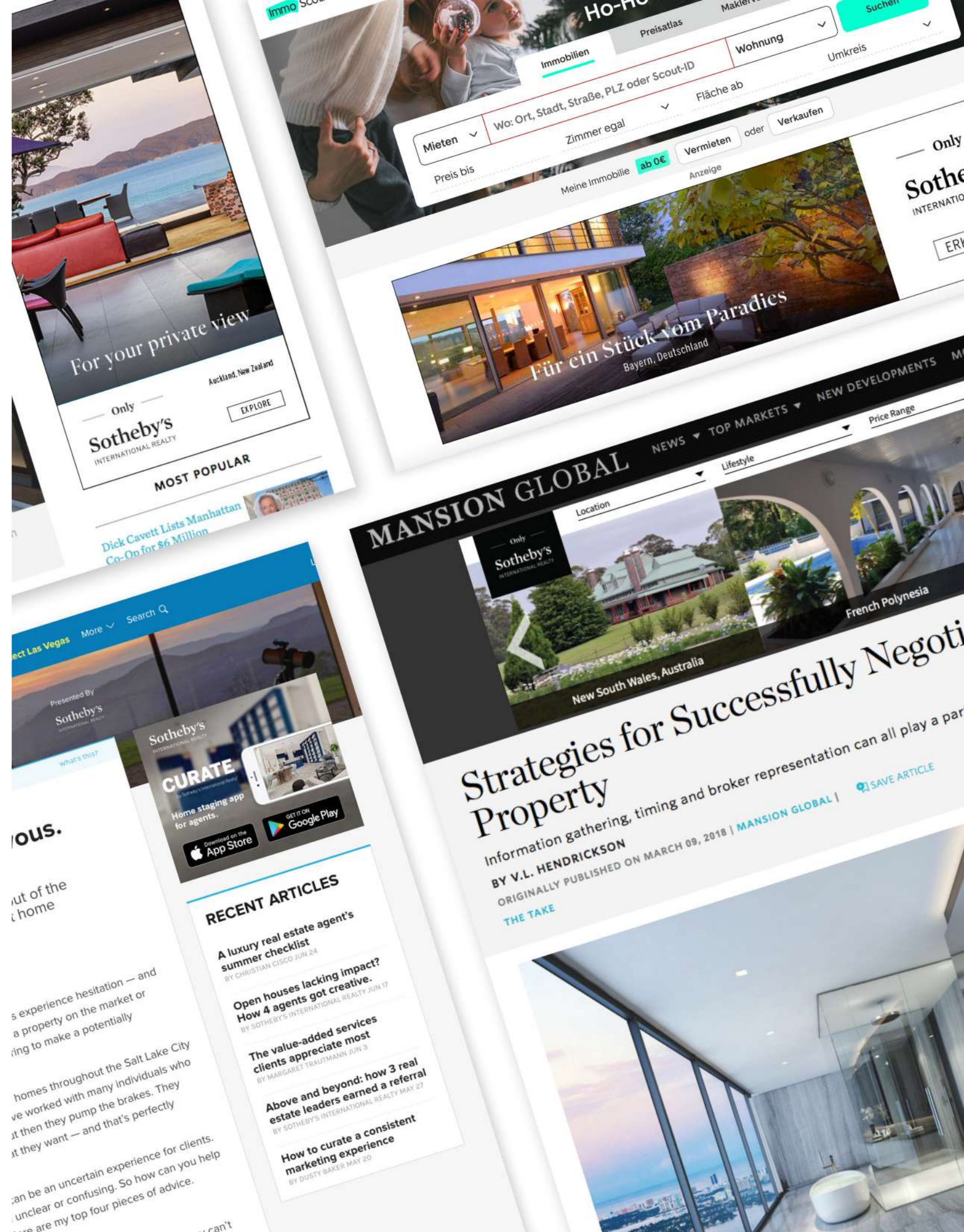


A Unique Collaboration

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.



facebook

LUXURY ESTATE

EXPANSION

dwel

MANSION GLOBAL

Instagram

theTradeDesk

Bloomberg

Google



FINANCIAL TIMES

NIKKEI

Immo
Scout24

The New York Times



JamesEdition

PropGOLuxury

inman

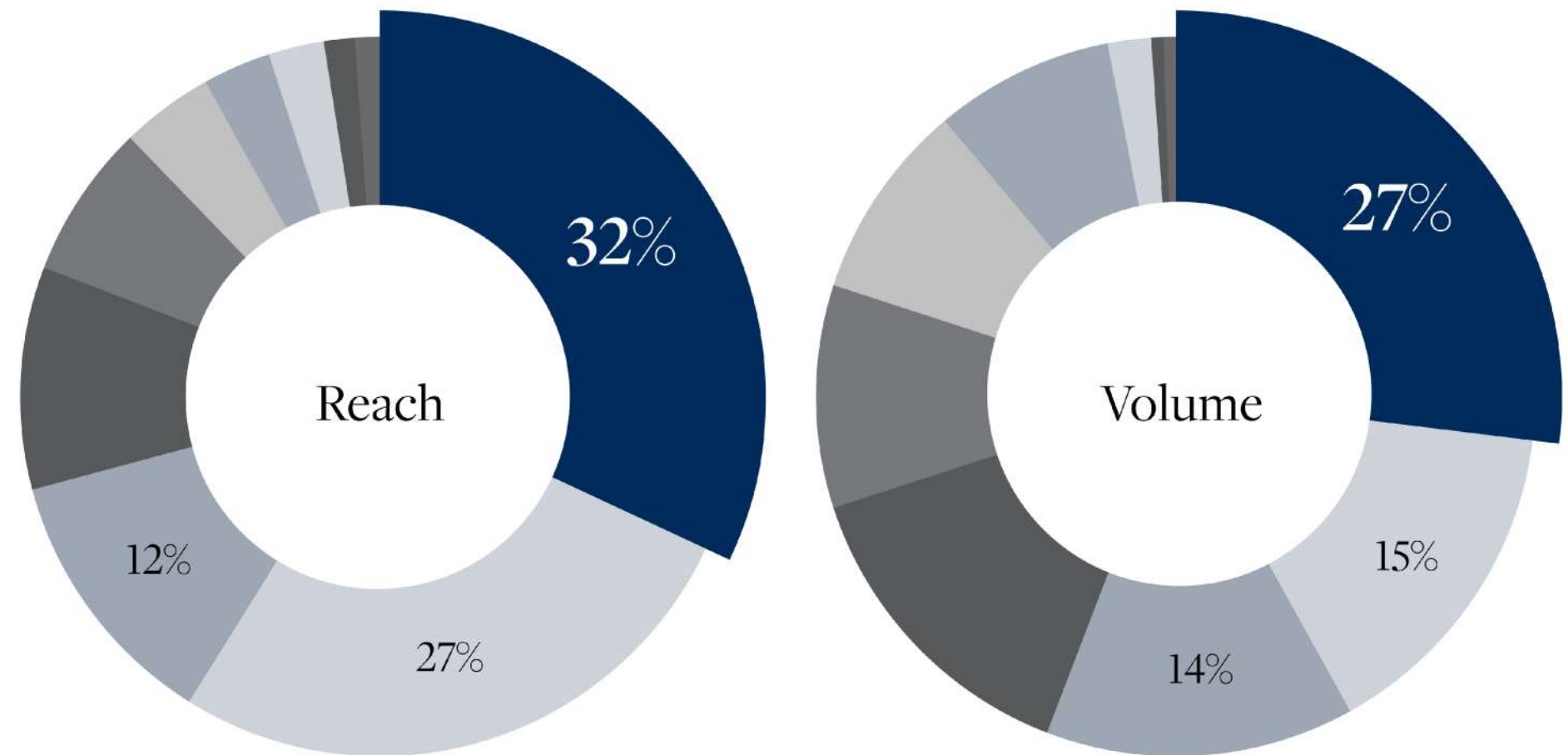
Exclusive Partnerships, Superior Exposure

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.

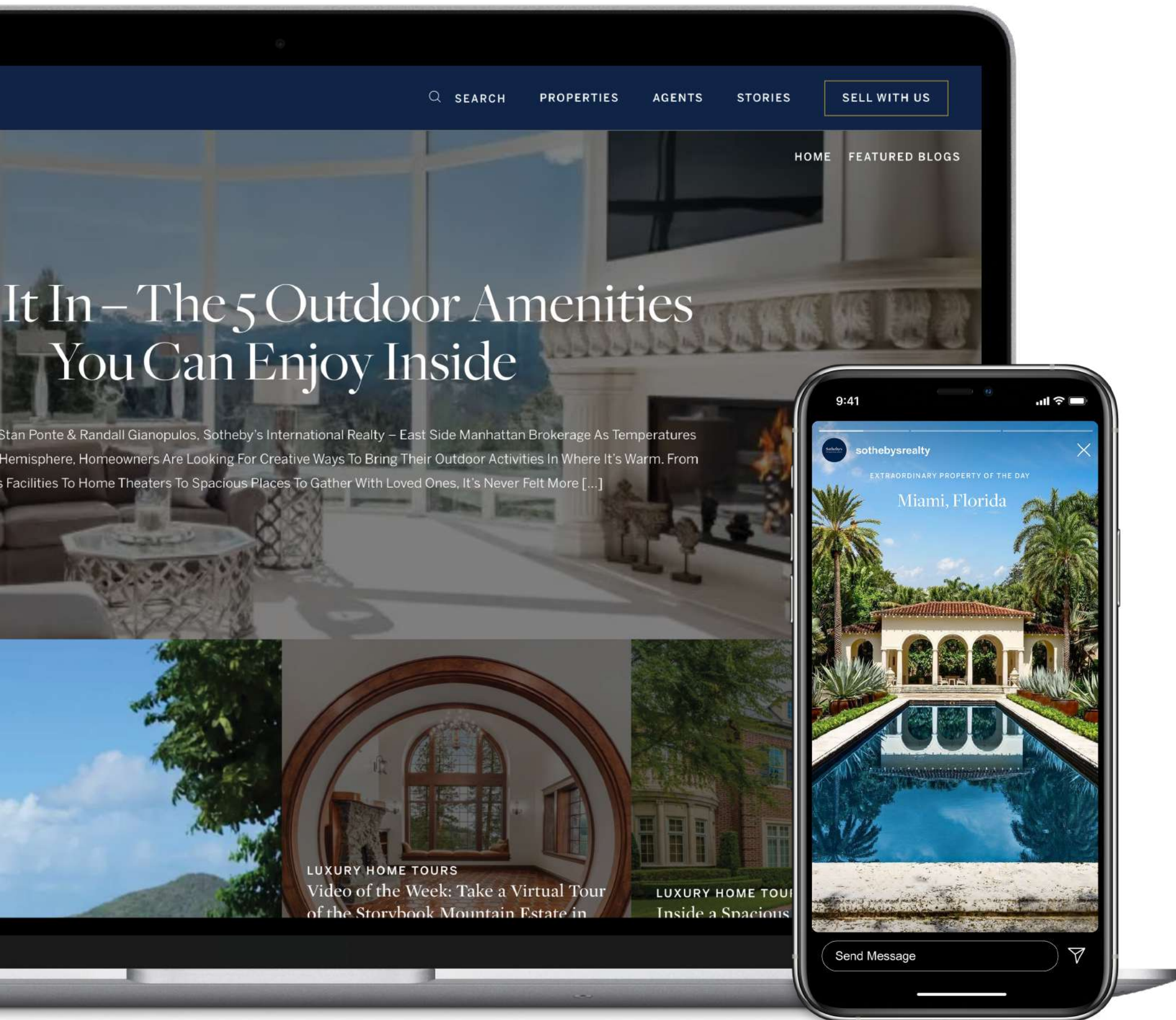
Public Relations

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

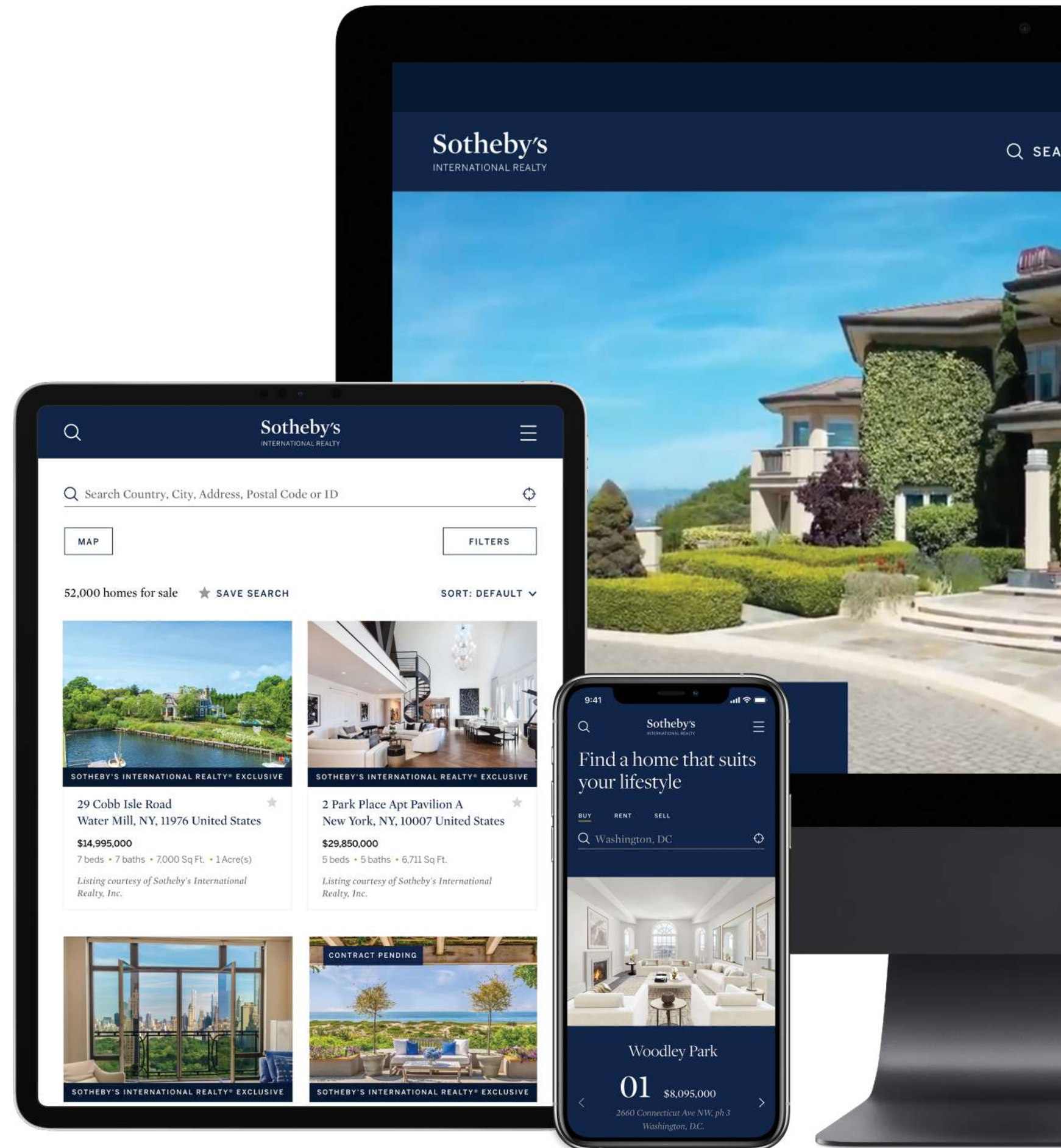


Social Media

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.





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.