



MARKETING PLAN

AN INTRODUCTORY GUIDE TO MARKETING YOUR HOME

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TIFFANY BILLMAN
REALTOR®

VISUAL MEDIA

Daytime photography by our preferred professional photographers is **included with every new listing**, with optional upgrades such as twilight, drone, 3D Matterport, and lifestyle videography. High-quality visual media plays a critical role in buyer engagement, often influencing **40–50%** of the purchase decision.

DIGITAL MARKETING

Powered by **industry-leading technology** and strategic global media partnerships, your listing receives maximum exposure across premier platforms including Apple, The Wall Street Journal, Vanity Fair, and Dwell, driving targeted traffic and demand. This precision-driven distribution ensures your property reaches qualified, high-intent buyers in the markets that matter most—locally, nationally, and globally.

RESPONSIVE EMAIL MARKETING

Custom-designed email campaigns support **every stage of the selling process** and integrate seamlessly with the global Sotheby's International Realty network for efficient, worldwide distribution.



GLOBAL SYNDICATION

Sierra Sotheby's International Realty's strategic online syndication positions your property in front of a qualified global audience. Your home is showcased across **more than 10,000** premier news, art, lifestyle, and luxury real estate websites worldwide, delivering unmatched visibility and reach.

PRINT ADVERTISING

Sierra Sotheby's International Realty partners with premier local and global publications to maximize exposure in our region and key feeder markets. All advertisements are professionally **designed by our in-house team**, working closely with your agent to ensure a polished, on-brand presentation.

NETWORK & AFFILIATIONS

The Sotheby's International Realty website is the **#1 trafficked and recognized website in the world** for luxury properties. The world's most recognized luxury real estate network connects your property to an elite global audience, instantly distinguished by the iconic Sotheby's International Realty brand.

50 years forward

2026 marks the 50th anniversary of Sotheby's International Realty®, a milestone that honors our unparalleled heritage and deep-rooted connection to the world-renowned Sotheby's auction house. As we celebrate five decades of representing the extraordinary, we also look ahead with pride to the new Sotheby's global headquarters at 945 Madison Avenue, the iconic Breuer building, a masterpiece of modernist architecture and a fitting home for a brand built on innovation, artistry, and excellence.

Half a century later, the power of the Sotheby's International Realty® brand has never been stronger, a global force defined by trust, legacy, and unmatched market influence.

Sierra | Sotheby's
INTERNATIONAL REALTY