

**Trusted with
life's most prized
possessions for
275 years and
counting.**

Sotheby's EST. 1744



Sotheby's

Sotheby's



KUPER SOTHEBY'S INTERNATIONAL REALTY





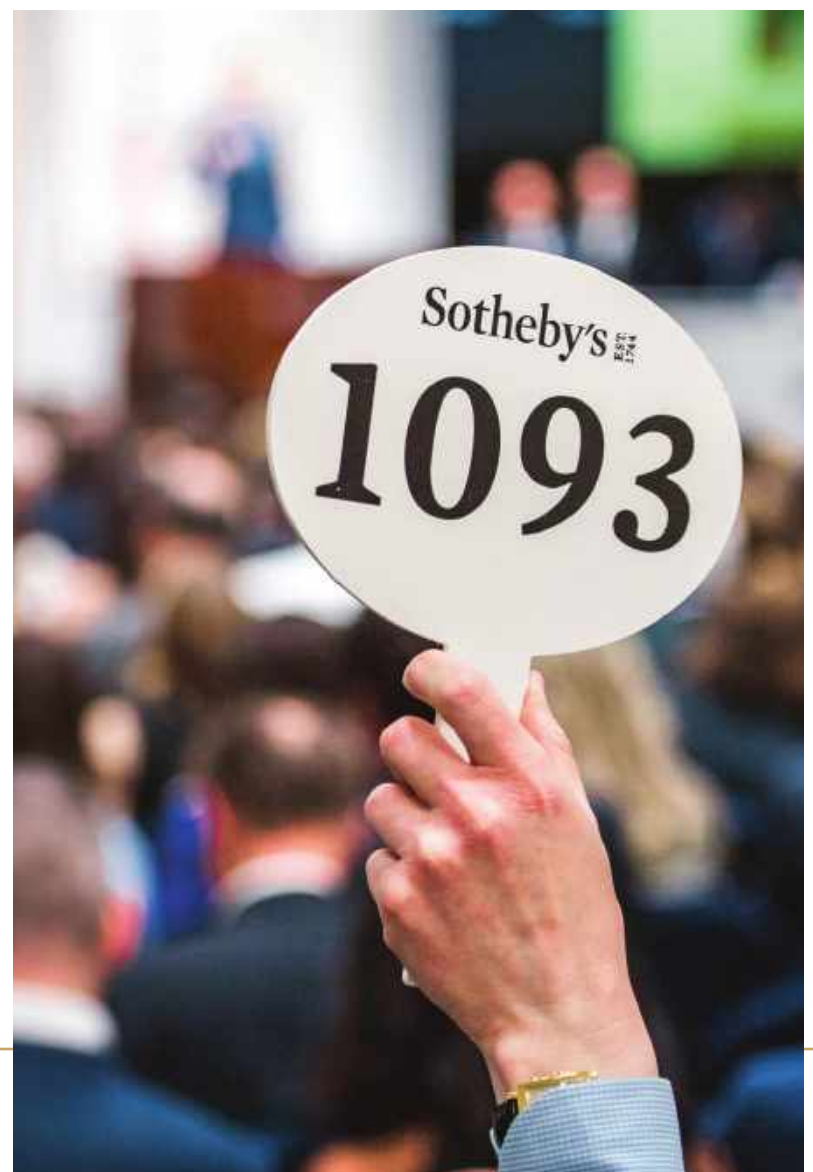
our brand
our brand
our brand

Our Heritage

Recognized worldwide, the prestige of the Sotheby's brand is unparalleled. The acclaimed Sotheby's auction house, established in 1744 in London for collectors of art and other fine possessions, expanded to New York City in 1955.

Kuper Sotheby's International Realty inherited this iconic brand name, building on its centuries-long legacy by delivering unrivaled real estate services. Our reputation for quality service and expertise is unmatched. This is our unique difference. The properties represented by our network are exclusively featured in Sotheby's auction house marketing programs, including high-profile client events, plus showcased in their signature publications, digital newsletters, and on sothebys.com. So while our brand is uniquely local, our reach is global and that means more exposure that connects sellers with qualified homebuyers all around the world.







Global Network

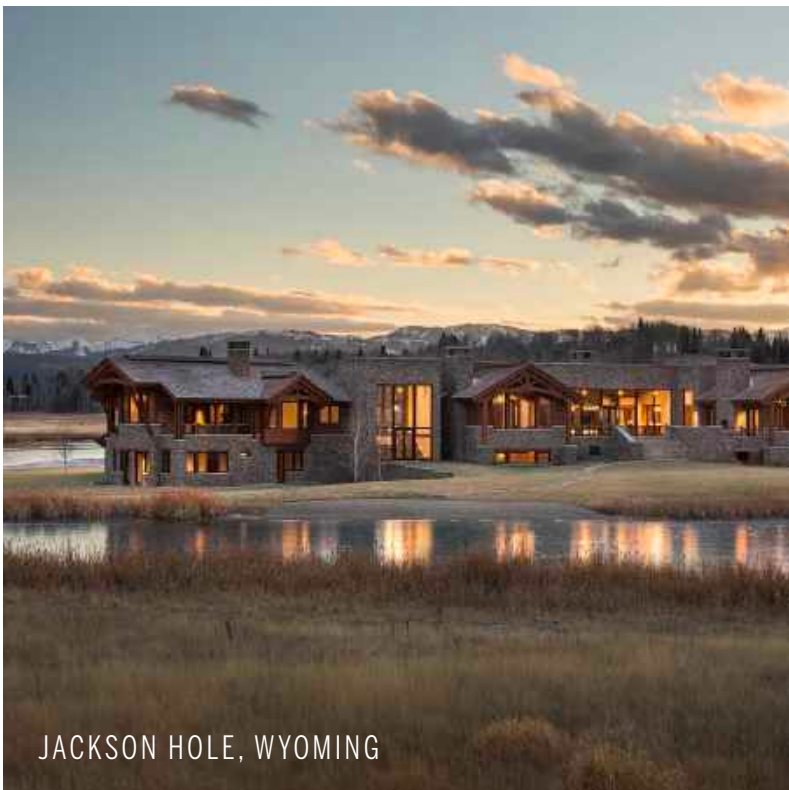
The Sotheby's International Realty® network was founded in 1976 and shares nearly three centuries of heritage with Sotheby's, both selling some of the world's most cherished possessions.

With over 1,000 offices in more than 70 countries worldwide, our team at Kuper Sotheby's International Realty offers clients direct access to the global real estate marketplace and an unparalleled platform for transitioning to and from Central Texas.

ACROSS THE GLOBE

23,000 agents 71 countries 1,000 brokerages

\$114 billion annual sales



Local Expertise Since 1972

Kuper Realty was formed in 1972 under the leadership of Charles Kuper, Jr. and his family. That local legacy then combined with the Sotheby's International Realty brand as the regional affiliate for Central Texas, taking the power of Kuper Sotheby's International Realty to the next level. It is our mission to be the leader of luxury real estate in Texas by providing service that exceeds expectations, delivering knowledge that surpasses the competition, and presenting progressive marketing and innovative technology that outperforms the industry demand.



LOCAL BROKERAGES

Hill Country Galleria

13420 GALLERIA CIR., STE. A-105
AUSTIN, TEXAS 78738

Northwest Hills

8911 N. CAPITAL OF TEXAS HWY., #2220
AUSTIN, TEXAS 78759

Barton Creek

2700 BARTON CREEK BLVD., STE. 200
AUSTIN, TEXAS 78735

Downtown Austin

524 N. LAMAR, STE. #204
AUSTIN, TEXAS 78703

Westlake

4301 WESTBANK, BLDG. B, STE. #100
AUSTIN, TEXAS 78746

New Braunfels

764 WEST SAN ANTONIO ST.
NEW BRAUNFELS, TEXAS 78130

Boerne

1002 RIVER RD., STE. #300
BOERNE, TEXAS 78006

Dominion

4 DOMINION DR., BLDG. 2
SAN ANTONIO, TEXAS 78257

Stone Oak

434 N. LOOP 1604 W., STE. #3103
SAN ANTONIO, TEXAS 78232

Alamo Heights

6606 N. NEW BRAUNFELS AVE.
SAN ANTONIO, TEXAS 78209

Broadway

5000 BROADWAY ST.
SAN ANTONIO, TEXAS 78209



our strategy
our strategy
our strategy





The Property Journey

1. The Listing Agreement

The exclusive listing agreement is signed after the comparative market analysis has been presented and an optimal sales price is determined.



2. Quick Launch

The listing is quick launched through Kuper Connect after the listing agreement is signed but before it is officially live on the market. This alerts the company's network of elite agents that the property is available and facilitates early sales.



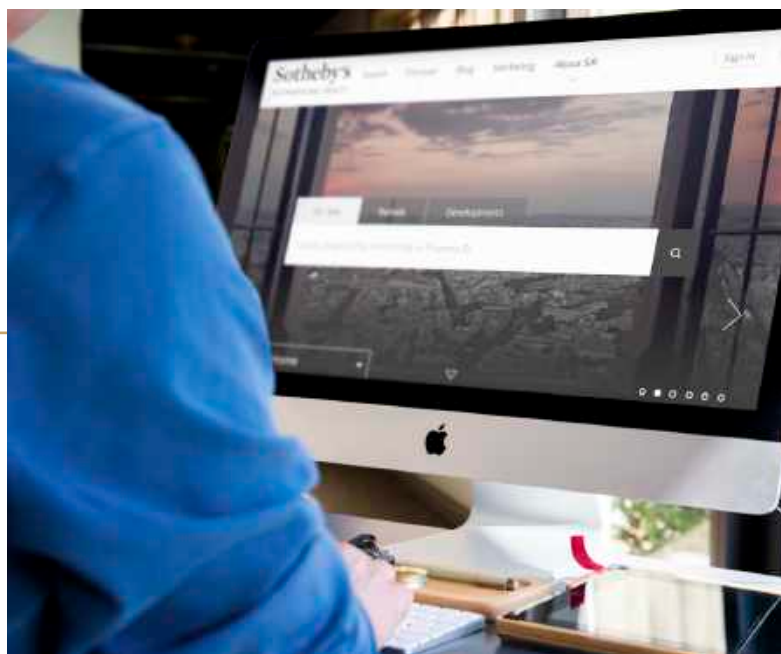
5. Photography & Videography

The marketing revolves around professional photography, highlighting the elegance and beauty of the home. The highest quality professional photography and videography are executed to showcase the listing. All content is put through a rigorous editing and quality control process.



6. Listing Launch

The listing goes live online through the multiple listing service, kuperrealty.com, sothebysrealty.com, and our proprietary listing distribution network to over 100 other top sites, providing optimal exposure.



3. Listing Preparation

The listing is prepared for sale by consulting on how to curate the property for potential buyers so that they can easily visualize themselves in the property. This could include making recommendations for enhancing the exterior and interior by staging, cleaning, repairs, painting, de-cluttering, and landscaping.



4. Sign Installation

Our professional sign installer places a FOR SALE sign on the property. A Kuper Sotheby's International Realty sign conveys the quality of the listing and attracts buyers.



7. Marketing

Marketing collateral is custom designed and created for the property, including brochures, postcards, e-blasts, a dedicated property website, a highly-targeted digital ad campaign, and other opportunities. This presents the property in an elevated way to the right agents and buyers during the selling process.



8. Seller Updates

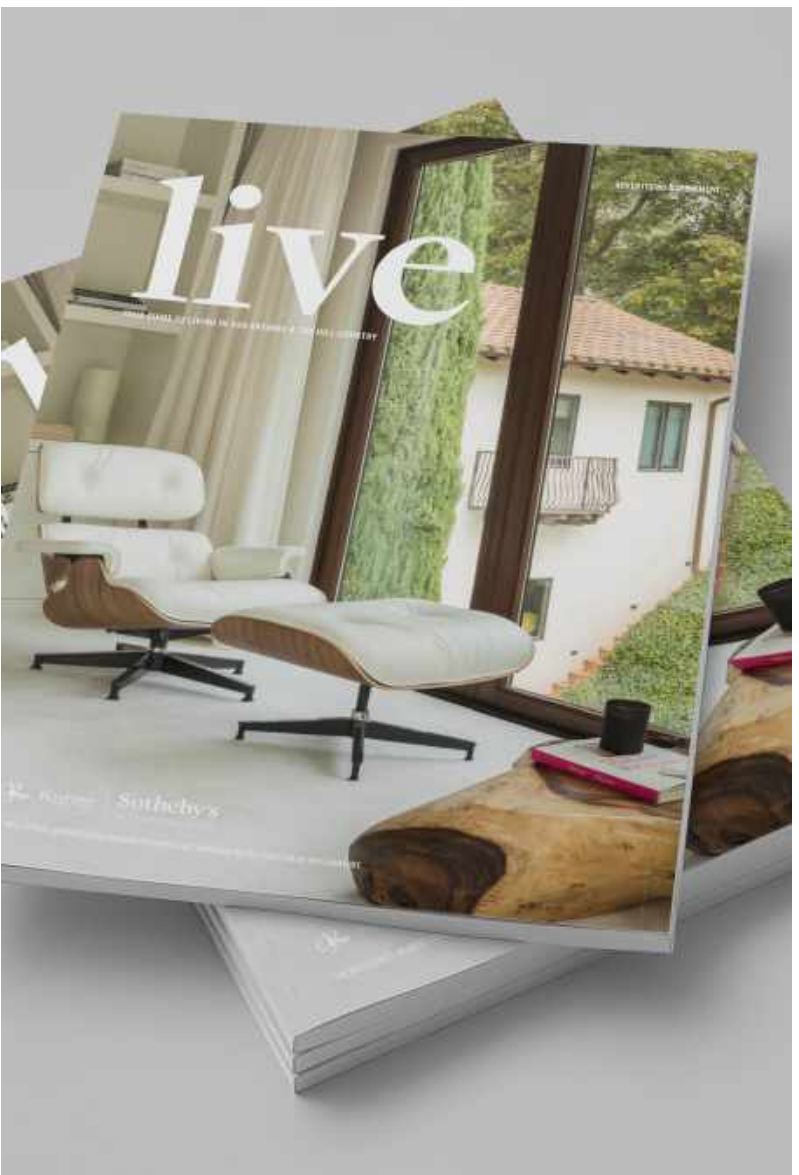
All marketing and sales updates relating to the property are communicated regularly via a custom Seller's Report and guidance is provided to make informed decisions that will lead to a successful sale.





K U P E R C R E A T I V E

Kuper Sotheby's International Realty established a dedicated in-house creative division, Kuper Creative, which excels in the art of marketing our exclusive properties, outstanding agents, and company. Kuper Creative offers fully-integrated marketing solutions with a scope of work that encompasses everything from graphic design to event management, digital marketing to public relations. A team of in-house brand managers offers strategically-driven solutions for our agents on behalf of their sellers, developers, and investors. The Kuper Creative team leverages relationships with traditional and new media outlets, as well as the most cutting-edge technologies and social media strategies, to ensure maximum exposure for the properties and agents we represent.



White Glove

The Kuper Sotheby's International Realty White Glove program is designed to provide luxurious and comprehensive home preparation services with professional project management and no upfront costs. White Glove offers value at every stage of the home selling process with an exclusive suite of services powered by notable brands and partners, such as ZOOM CASA, Sotheby's, and Sotheby's Home. These services include professional staging and design, high-impact upgrades, landscaping, packing and moving, strategic home renovations, virtual staging, valuation services, and furniture consignment. White Glove is the ideal solution for elevating the property and the seller experience.





BESPOKE SERVICES

Professional Staging & Design

Professional staging and design can deliver the highest ROI of any home improvement. It can help you get the best price for your home. White Glove offers you top professional stagers and designers with excellent inventory and proven expertise, all with payment deferred until your home sells. Let prospective buyers see the full potential of your home through staging. According to NAR's Profile of Home Staging, 22% of seller's agents reported an increase of 1% - 5% of the dollar value offered by buyers in comparison to similar non-staged homes, and 17% reported an increase between 6% -10%.

High-Impact Cosmetic Upgrades

You can make a big impression on buyers with the right improvements. In fact, by simply refreshing the look of your home, you can assure yourself of a powerful first impression. High-impact, cosmetic upgrades from White Glove can include smaller, faster tasks like painting, carpet cleaning, and new flooring all the way to roofing and structural repairs. These simple upgrades can quickly polish your home.

Landscaping

The lawn and landscaping are part of your home's curb appeal, so they need to look their best. Our White Glove service can help with trimming, pruning, and planting to make your lawn, trees, bushes, and flowers look just right, all with no upfront costs.

Sotheby's Valuations

Wonder how much your art or object might be worth and how to sell it? Sotheby's will happily provide a recommendation for the most effective way to sell your item, whether that be at auction or through a private sale. Your Sotheby's International Realty sales associate will assist you with your consignment request by providing a white glove service. They will help to submit photographs and the necessary information to obtain an estimate and represent you in the process, making sure all of your questions are answered. Sotheby's specialists have deep knowledge of the current market demand and value for an extensive range of items, from fine art to furniture, jewelry, watches, wine, and more, and will provide their best recommendation to meet your goals.

Decor & Furniture Consignment

Whether you are looking to downsize or buy a new home, it is good to know Sotheby's Home. This online consignment marketplace specializes in contemporary, vintage and antique furniture, decorative objects, contemporary art, prints, and accessories, including jewelry and watches. White Glove will make consignment easy for you with its seamless solution. A Sotheby's Home specialist will review your property, answer your questions, and arrange shipping and delivery. There are no hidden charges. And if you do list your home with a Sotheby's International Realty agent, you will receive preferred consignment rates and discounts when buying new furniture for your home.

Brilliant Photography & Videography

Our marketing revolves around professional photography and videography, showcasing the beauty of our exclusive inventory in everything we do. Kuper Sotheby's International Realty's properties are brought to life with the help of professional photographers and videographers on every listing, no matter the price. With strict guidelines for property photography and videography—including standards for lighting, composition, and content—Kuper Sotheby's International Realty guarantees the best representation of your home is distributed across the globe.







Proprietary Listing Distribution

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include the most authoritative news, lifestyle, and financial voices, as well as real estate centric websites. Additionally, once a home is showcased on sothebysrealty.com, it is exclusively marketed on more than 100 Sotheby's International Realty affiliate websites around the world. Results are measured with a variety of analytics and reporting tools, including our exclusive Seller's Report, which enables our sales associates and clients to define a marketing campaign's effectiveness and the impact of price adjustments.

Sotheby's

INTERNATIONAL REALTY

sothebysrealty.com, kuperrealty.com & a network of 100+ Sotheby's International Realty Brokerage websites worldwide



trulia

 Zillow®

realtor.com®

JamesEdition

The Washington Post

THE WALL STREET JOURNAL.

MANSION GLOBAL

 tv

Bloomberg

 居外
Juwai.com

The New York Times
INTERNATIONAL

NIKKEI

COUNTRY LIFE

Google

 Homes.com®

YouTube

FINANCIAL TIMES

facebook

H|₂₄|U|S|E

Instagram

 homesnap

PropGOLuxury

LUXURY ESTATE

 Nextdoor

 HomeFinder
.com

EXPANSION

REAL-Buzz
Global Real Estate Network



Reside Magazine

Conceived in the belief that home and living are inextricably entwined, RESIDE® is our brand's magazine devoted to the finest in inspirational homes and lifestyles worldwide. A destination for connoisseurship in the arts, culture, design, travel, fashion, food, and philanthropy, RESIDE casts its net wide to discover the very best of gracious living. We present it to our readers through stories told in words and pictures by the world's most talented and creative individuals. RESIDE is produced in conjunction with the Pulitzer Prize-winning Dow Jones.

The Wall Street Journal

Each edition of RESIDE is delivered with The Wall Street Journal to its subscribers.

12,000

Print copies are produced and distributed annually.

20,000

Impressions of the digital edition annually.

Extraordinary Print Marketing

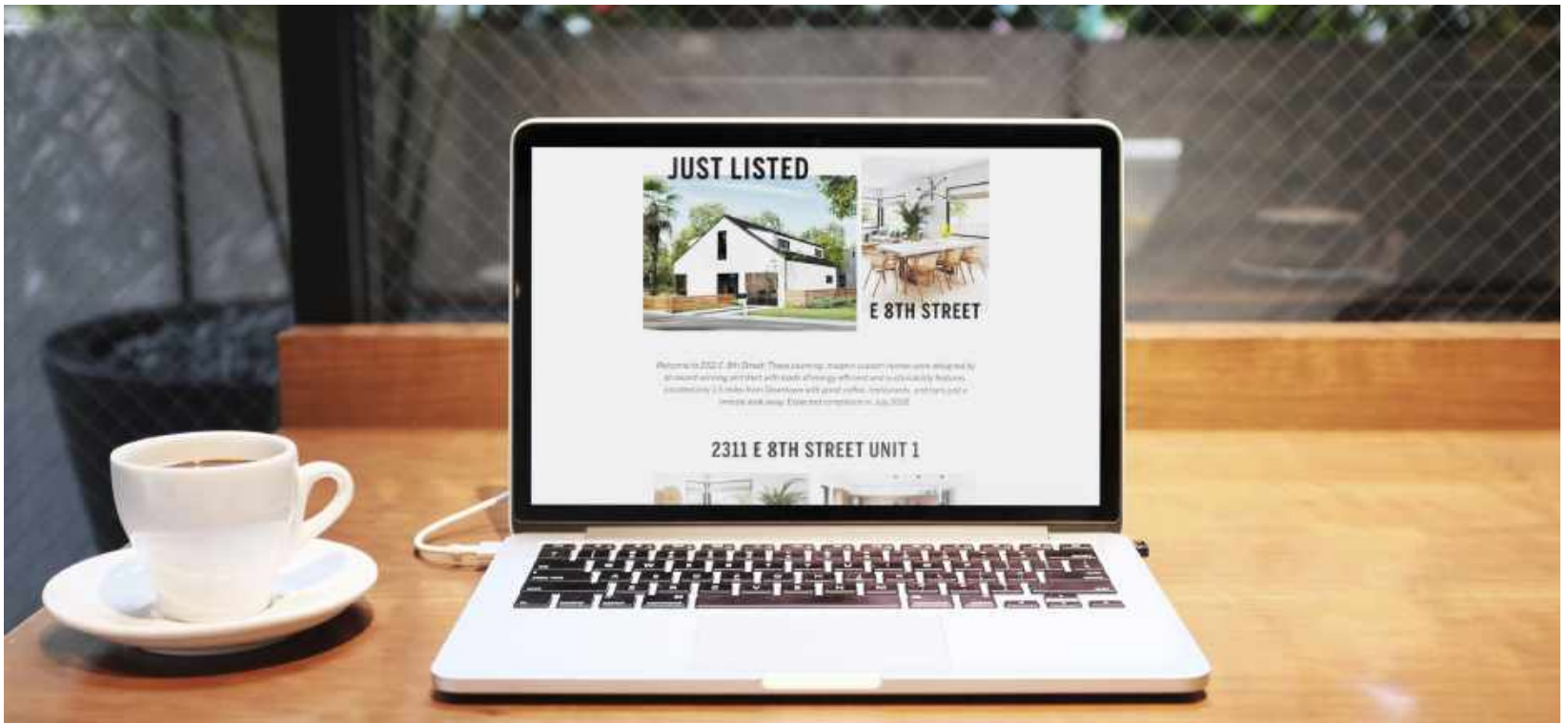
Kuper Sotheby's International Realty takes great pride in producing top-notch print marketing pieces that showcase our best-in-class photography. Articulating the property's story in print is crucial. We craft refined, magazine-quality brochures that showcase the property's unique features and history. Additionally, we create direct mail campaigns that break through the noise and stand out in a mailbox with their distinctive design. Beyond the basics, Kuper Sotheby's International Realty hand-selects the premier print publications covering the San Antonio, Austin, New Braunfels, and Boerne regions to work with. We target media partners that focus on real estate, luxury lifestyle, art, events, and philanthropic missions and design bespoke print advertisements for our agents and our exclusive listings.





Exclusive Digital Marketing Outlets

While we've always been able to quickly adapt to our changing world and industry, robust digital marketing has been the cornerstone of our strategy for years. 90% of home buyers begin searching for their home online, so it's essential for Kuper Sotheby's International Realty to have access to digital outlets to promote our listings. Our digital property advertising programs allow agents to place advertising and upgrade property listings on high profile websites at exclusive rates and engage local, national, and international consumers through effective content marketing and geo-targeted campaigns, whether it be through advertorials, social media marketing, or programmatic ads. We have longstanding partnerships with media outlets like CultureMap and The Business Journal, plus other custom programs that provide exposure for listings throughout the entire digital environment.



VIRTUAL REAL ESTATE SOLUTIONS

3D Property Tours

Our 360 VR capture system renders a listing's interiors as 3D models, which you can walk through and look around in an immersive virtual reality environment. These tours create a photorealistic experience of a property, while leveraging the 3D data to give viewers a sense of physical presence—creating the feeling of truly being in the space.

Immersive Listing Video

Home buyers are engaging with video in every element of their online experience—websites, social networks, and on their TVs. Research tells us that the longer someone is on a website, the more likely they are to inquire about a property. Video provides a truly immersive and engaging experience for the consumer unlike a photo ever could.

Virtual Staging

With virtual home staging, we can inspire buyers and help them better imagine their future home, all while standing out from the monotony of the competition. In fact, 83% of buyer's agents say staging made it easier for their client to visualize the property as their home.

Virtual Showings

The demand for video and chat software has increased exponentially to ensure a potential buyer is able to effectively view and evaluate the home even if they can't physically be there. Our agents are skilled in the top platforms that can execute virtual showings for all of our clients.

Online Open House Events

Through platforms like Facebook Live, Instagram Live, and Zoom, we can bring our influential social networks right into our listing virtually. Additionally, these events can be promoted to other Realtors, ensuring the property is getting the exposure it deserves.

Engaging E-Marketing

"E-blast" is another word to describe a digital flyer that is sent out online to targeted e-mail addresses in order to advertise your new listing. E-blasts allow us to advertise your property to a large number of qualified agents and potential buyers, all while highlighting things like video, virtual tours, and professional photography in a beautiful and compelling way.

Media Partnerships & Targeted Advertising

Sotheby's International Realty has exclusive advertising partnerships with the most significant media companies and real estate-focused websites in the world. With an emphasis on brand exclusivity, we have contracted with strategic media powerhouses whose innovation, experience, and international impact allow us to give unmatched exposure to our listings worldwide. Our advertising plans are driven by a consumer-centric approach, targeting potential buyers and sellers at all stages of the real estate journey.

TARGETED SOCIAL CHANNELS

facebook Instagram YouTube Google

GLOBAL ADVERTISING PARTNERS

MANSION GLOBAL



The Washington Post

THE WALL STREET JOURNAL.

ELLE DECOR

The New York Times
INTERNATIONAL

FINANCIAL TIMES

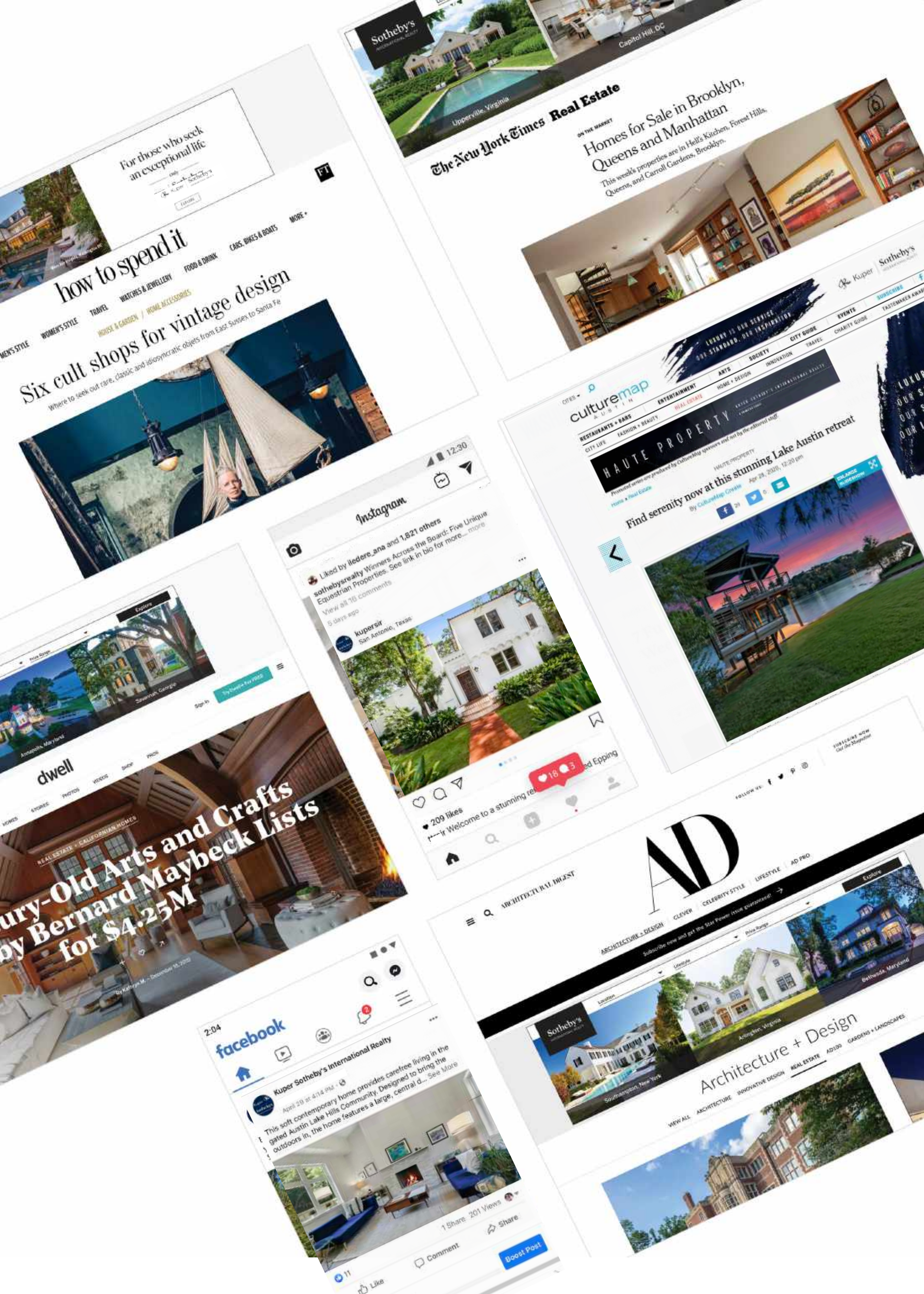
AD

Bloomberg

EXPANSION

dwell

JamesEdition



Unrivaled Web Exposure

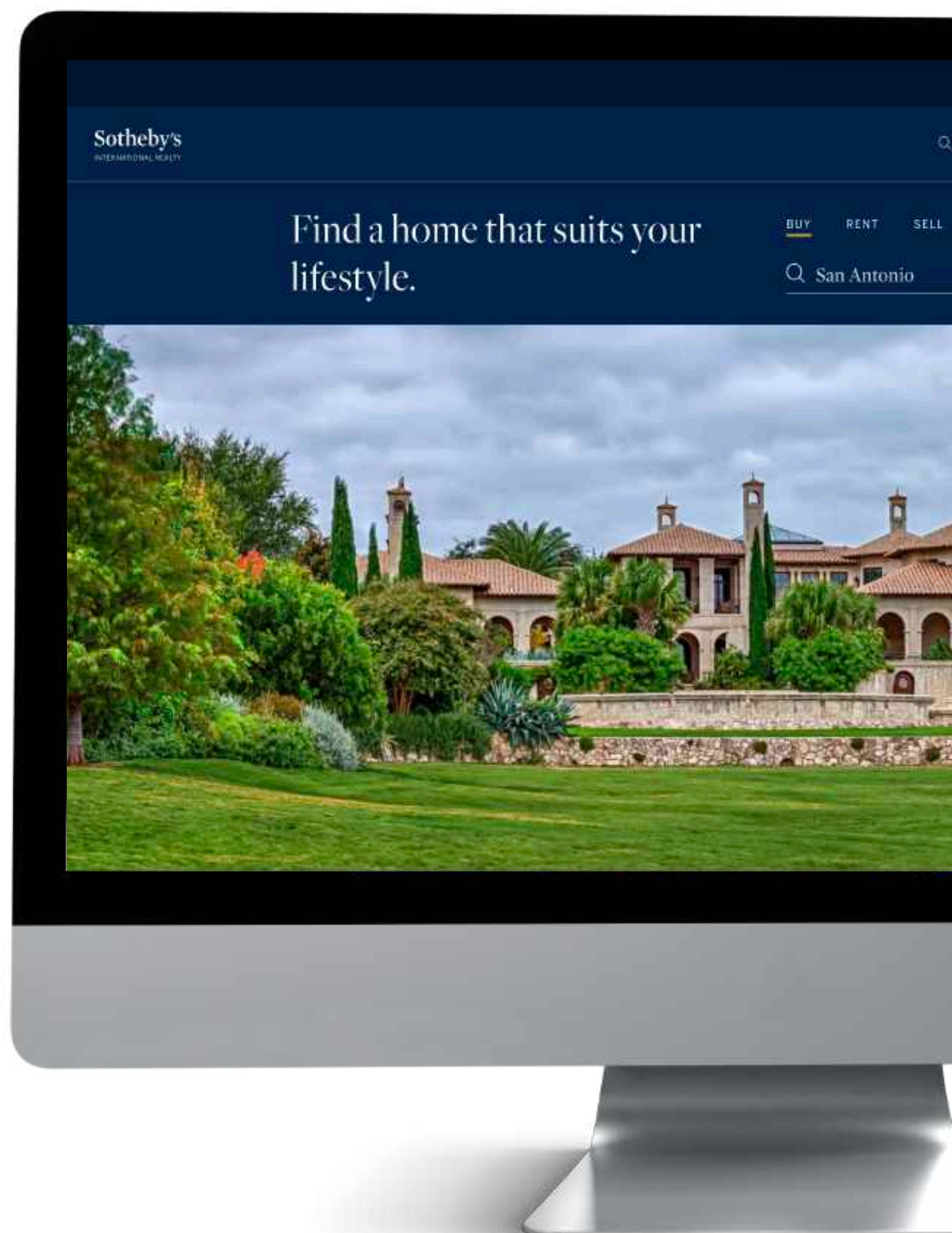
Sothebysrealty.com is the number one luxury real estate site in the world. The art of marketing a property is based on showcasing each home's unique character. In 18 languages, our enhanced editorial approach on sothebysrealty.com enables millions of viewers to immerse themselves in our collection of 3D virtual reality tours, ultra high-definition videography, and high-resolution photography. This content-rich experience is effective in driving prospective buyers to sothebysrealty.com and engaging them once they arrive. A gorgeous, functional gateway to Central and South Texas real estate, kuperrealty.com provides optimal local exposure for our listings and features a robust search component, unique content, and attracts over 20,000 users a month from around the world.

**36 million
annual visits**

**translated into
18 languages**

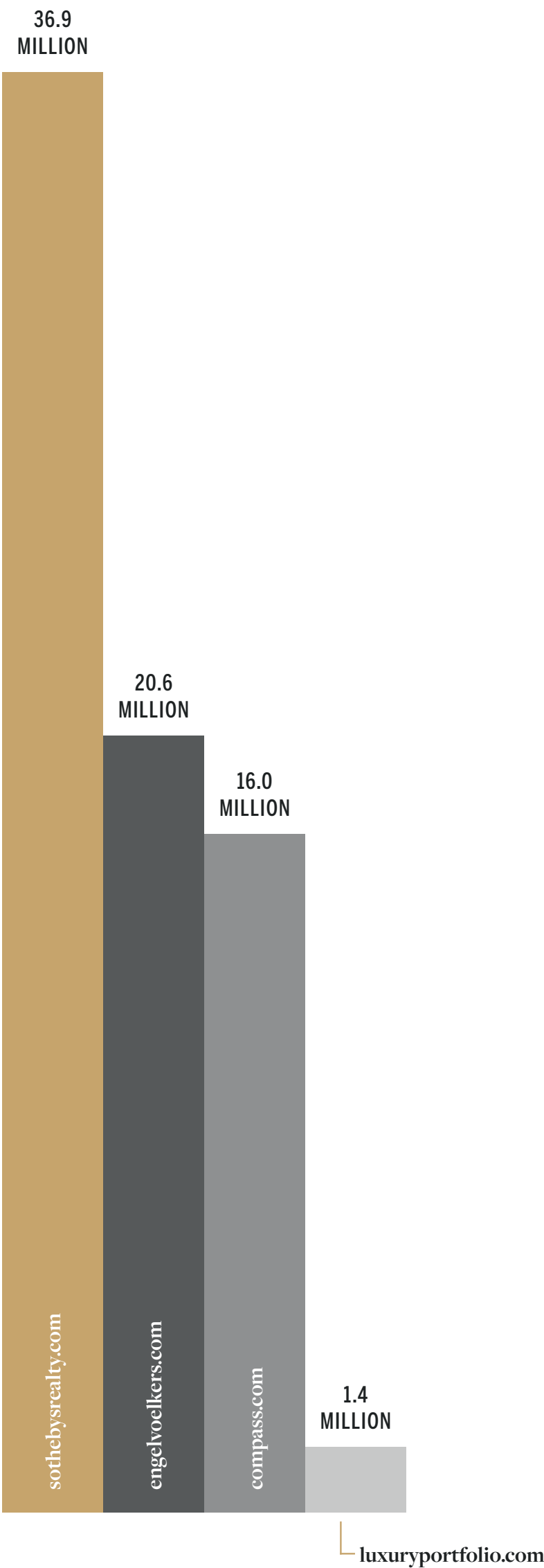
**destination &
lifestyle collections**

**virtual reality &
3D tours**



website traffic

Twelve-month comparison of sothebysrealty.com web traffic. Similarweb.com is a third party website comparison and analytics tool that can be used to measure a website's performance against the competition.





our company

our company

our company



Local Power. Global Reach.

At Kuper Sotheby's International Realty, we continue to break our own records as measured both locally in Texas and around the world as part of the Sotheby's International Realty network in sales volume, website traffic, and media exposure. Our performance stems from our approach: never rest on your laurels and work to always redefine the highest level of service.

\$2.3B

ANNUAL LOCAL SALES VOLUME

\$114B

ANNUAL GLOBAL SALES VOLUME

4,044

ANNUAL LOCAL TRANSACTIONS

\$569,039

KUPER AVERAGE SALES PRICE





Strength in Numbers

The REAL Trends 500 remains the undisputed leading report ranking the performance of the top residential real estate brokerage firms. Only 1,700 firms nationwide qualify for the annual REAL Trends 500. According to a research report produced by REAL Trends, the 500 largest residential real estate brokerage firms in the country closed over 3.4 million residential sales transactions. These transactions were valued at over \$1.3 trillion and represented over one-third of all new and resale transactions completed by brokers during the year, yet the REAL Trends 500 represented less than 0.5 percent of all brokerage firms. Kuper Sotheby's International Realty is honored to be a part of this prestigious group.



THE
REALTRENDS
FIVE HUNDRED

#110

IN THE COUNTRY BY TOTAL SALES VOLUME

#30

IN THE COUNTRY BY AVERAGE SALES PRICE

#245

IN THE COUNTRY BY TRANSACTION SIDES

#40

ON THE "TOP MOVERS" LIST WITH A 19.3%
YEAR-OVER-YEAR VOLUME INCREASE

#10

AMONG ALL SOTHEBY'S INTERNATIONAL
REALTY AFFILIATES NATIONWIDE

#110

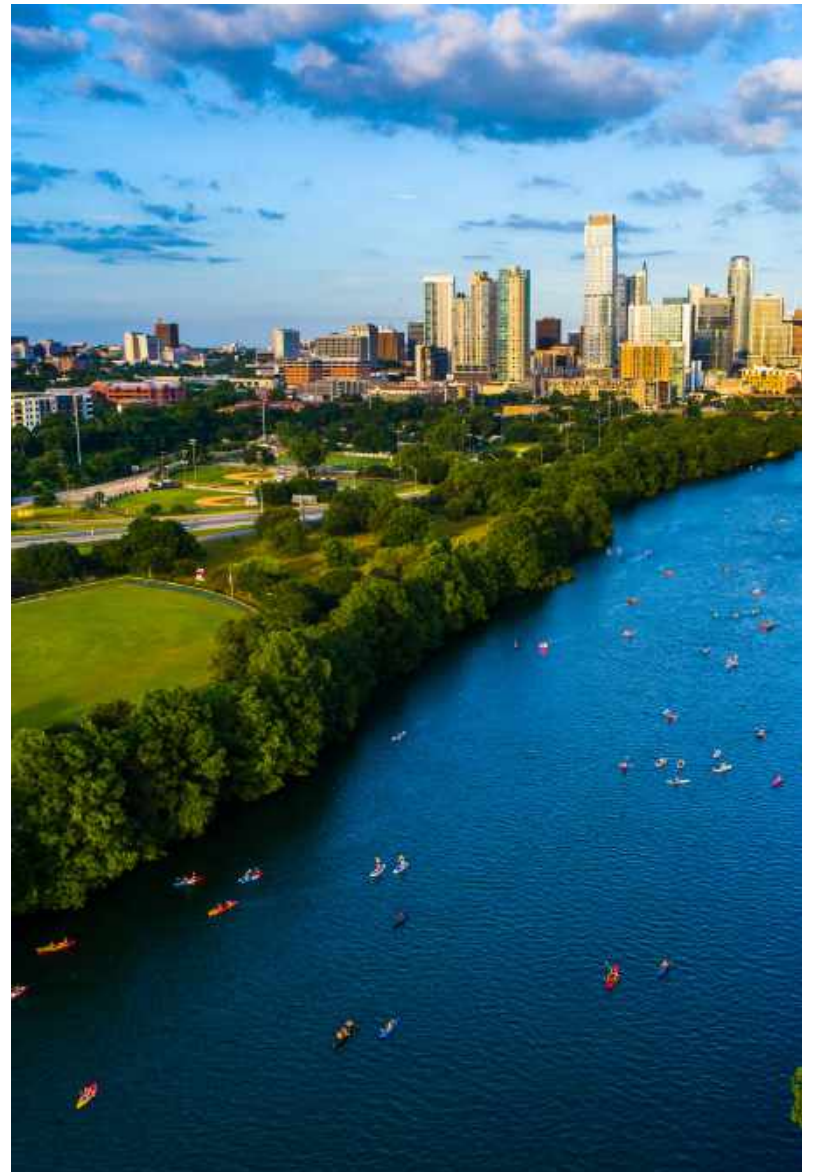
ON THE "BILLIONAIRE'S CLUB" LIST





Relocation Specialists

Each year, thousands of military personnel, government employees, and professionals from the world's leading corporations relocate to our area. As a trusted broker in the network of relocation management companies, Kuper Sotheby's International Realty offers a variety of relocation services. Annually, the Sotheby's International Realty network accomplishes \$2.25 billion in referral volume around the world. Our team is uniquely positioned to help both buyers and sellers relocate and ensure a seamless transition to or from the greater Austin or San Antonio area.



Committed to Giving Back

Kuper Sotheby's International Realty is committed to positively impacting the communities we call home through our Kuper Impact program. Kuper Impact is our charitable program that allows our exceptional real estate agents, and the company as a whole, to give to those who need it the most. Since launching, Kuper Impact has raised over \$150,000.

Together with Sotheby's International Realty, Kuper Impact supports New Story, a non-profit organization that puts 100% of donations toward transforming dangerous living environments into communities of safe, sustainable homes, for only \$6,500 a home. A home is the foundation every family needs to thrive. Today, over 1 billion people live without access to adequate shelter—a basic human need. Traditional methods of building will never catch up to the problem, so New Story has created solutions to help nonprofits and governments everywhere build better, cheaper, and faster. When they build, they work solely with local partners and local labor to create holistic communities around the world. Funds from every single transaction we complete are set aside to go towards this amazing cause.





