



2021

# The Source

**Sotheby's**  
INTERNATIONAL REALTY



## INTRODUCTION

At Sotheby's International Realty, exceptional service for our clients begins with exceptional support of our agents. Here you will discover the brand offerings that help you do even more for your clients.







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## LEGACY

# An Iconic Brand

The prestige of the Sotheby's brand is unparalleled. The acclaimed auction house, established in 1744 in London for collectors of art and other fine possessions, expanded to New York City in 1955. Sotheby's International Realty inherited the iconic brand name and built on its legacy by delivering unrivaled real estate services. Our sterling reputation gives our listings the best-in-class exposure they deserve and it assures buyers and sellers of experts they can trust no matter where they are in the world.

**INSIGHT:** The Sotheby's name speaks to the integrity, authenticity, and heritage of a remarkable brand. In fact, affluent consumers rank Sotheby's International Realty among the most desirable global brands. Our name delivers intangible emotional appeal that benefits sellers around the world.



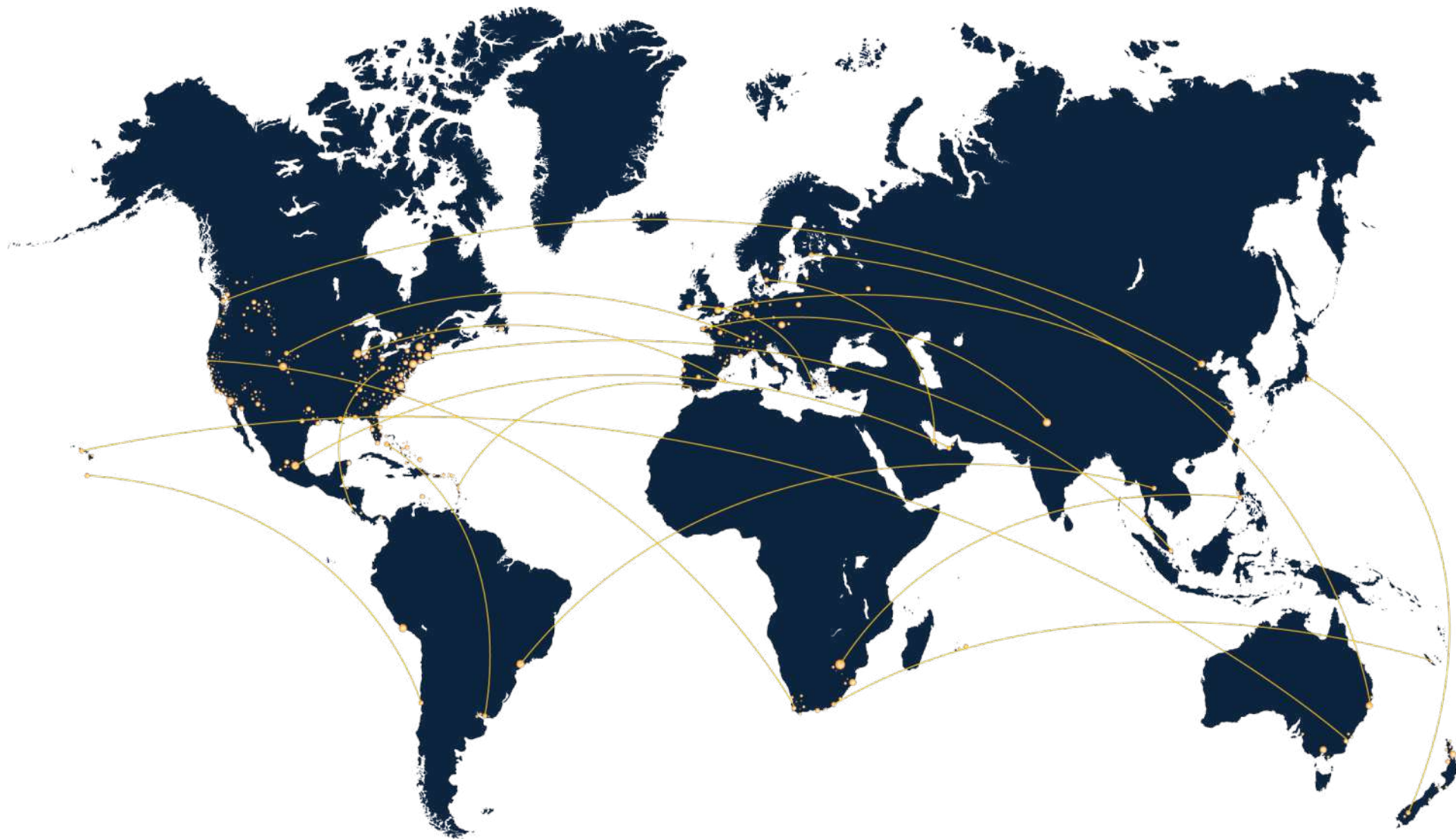


## NETWORK

# Global Connections and Referrals

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.

**INSIGHT:** The Sotheby's International Realty® brand's worldwide offices generate sales traffic for one another. Additionally, our broker-to-broker referral network augments the deep personal networks of our sales associates. Sellers benefit from the added opportunities to find buyers through the referral network as well as through Sotheby's auction clientele.





## NETWORK

# Brand Events

Our brand events provide unparalleled global exposure and networking with the world's most-sought-after real estate and luxury enthusiasts. Through immersive, one-of-a-kind experiences, our network delivers exclusive property promotion opportunities. We also partner with the acclaimed Sotheby's auction house to build high-profile sponsorships, engaging prospective sellers and buyers and showcasing the most inspiring properties in the world.

**INSIGHT:** These exclusive events promote our brand to luxury consumers worldwide. By sponsoring or participating in one of these events, you have an opportunity to network with Sotheby's International Realty® affiliates from around the world and to showcase listings to the most affluent clientele.



2019 GLOBAL NETWORKING EVENT





## NETWORK

# Auction 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](https://sothebys.com).

**INSIGHT:** Our alliance with Sotheby's auction house extends to a shared client base of high-net-worth individuals. The Sotheby's International Realty® brand has a physical presence at Sotheby's headquarters in New York and an Auction Relations Manager to help facilitate Realty-to-Auction referrals and vice versa. In addition, complimentary behind-the-scenes tours of Sotheby's are available for sales associates and clients.

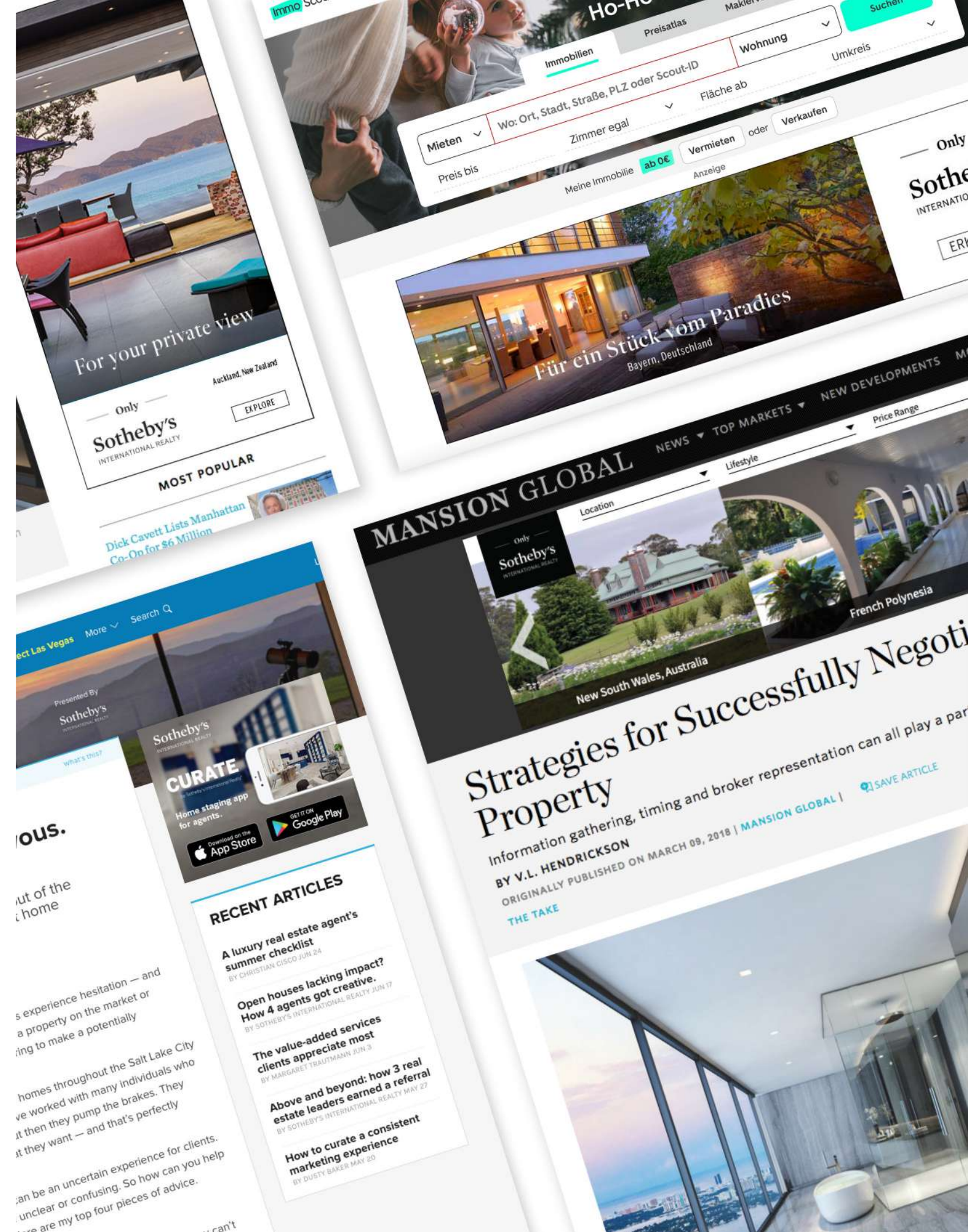


## BRAND MARKETING

# Brand Marketing

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.

**INSIGHT:** Branding is the emotional bond we create with our clientele. It is the value we bring and the promise we make that separates us from our perceived competitors. Our marketing strategy focuses on developing and curating quality content across multiple platforms to maintain our global brand recognition and drive highly qualified consumers to sothebysrealty.com. It is an added value other companies simply cannot offer.







THE WALL STREET JOURNAL.



MANSION GLOBAL



FINANCIAL TIMES

NIKKEI



The New York Times



JamesEdition

PropGOLuxury



## BRAND MARKETING

# Media Partnerships

We partner with media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning, and international impact enable us to successfully connect with a global clientele.

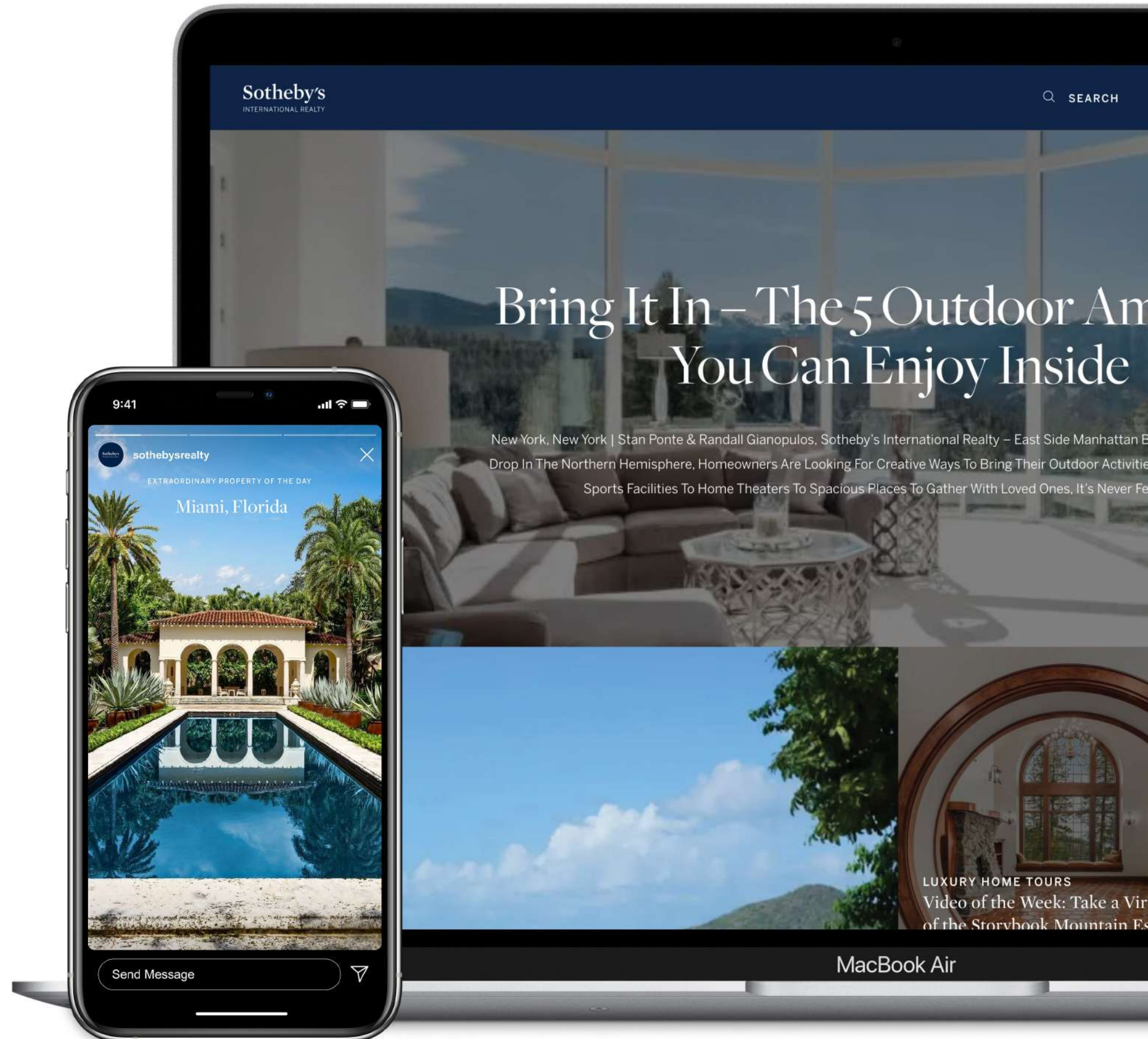
**INSIGHT:** Our global media partners help us achieve our marketing goals. We leverage our relationships to deliver our messaging and articulate the Sotheby's International Realty® brand strategy.



# 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.

**INSIGHT:** Social media is about connecting people and cultivating relationships. We use online platforms to promote the brand to our vast community of real estate intenders and influencers around the globe. Social media complements the brand's overall online marketing strategy, driving consumers to sothebysrealty.com and providing more opportunities for our clients.







## BRAND MARKETING

# Keystone<sup>SM</sup>

The Keystone program offers exclusive marketing services to affiliated companies working with new developments in their markets. Through promotion on sothebysrealty.com, dedicated materials and client events, we connect with the world's most qualified buyers through the marketing power of our brand.

**INSIGHT:** When preparing a presentation or finalizing your sales and marketing plan for a new development, you can count on our team of brand experts and approved partners to help you position your project for success.



## BRAND MARKETING

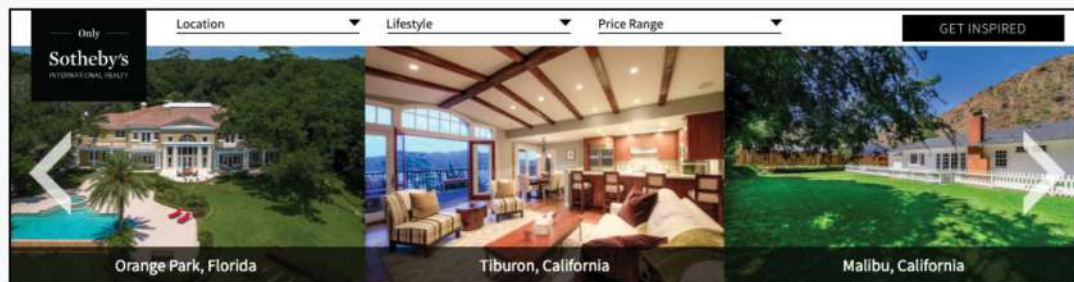
# ICON

The ICON program delivers unique opportunities for high-profile properties with exclusive exposure through Sotheby's and each affiliated brokerage around the world.

**INSIGHT:** Our team can assist agents in creating a custom plan for marketing a notable home with unique features, location or price point. These sellers expect a higher emphasis on reaching the right prospective buyers through targeted communications and events. A lifestyle-focused strategy can make a difference in securing the listing and successfully closing a sale.







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DWELL+

HOMES

STORIES

PHOTOS

VIDEOS

SHOP

PROS

## Vegetation Cocoons This Tranquil Beach House in Australia

By Samantha Daly – August 18, 2020

[View 10 Photos](#)

**Surrounded by verdant trees and shrubs, a family home settles gently into its natural environment.**

In the coastal town of Peregrine Beach in Queensland, Australia, sits the Spoonbill House. At first glance, all you might see is a dune: the walkway to the front entry is not unlike a boardwalk, with wooden planks leading through a sandy landscape and between Moreton Bay ash trees and Banksias. Only a timber carport suggests the existence of this family home, which is situated gracefully within the existing topography of the

AFFILIATE ADVERTISING

# Property Exposure Opportunities

Our network members have exclusive complimentary exposure opportunities for the properties they represent. By submitting high-quality property images and video on the property promotion portal of [access.sir.com](https://access.sir.com), agents can get their properties considered for high-profile placements on platforms such as [sothebysrealty.com](https://sothebysrealty.com), editorial features with major media partners, YouTube, [sothebys.com](https://sothebys.com), and more.

**INSIGHT:** The more you take advantage of content opportunities on [sothebysrealty.com](https://sothebysrealty.com) to market properties, the greater your chance for additional high-profile exposure with our media partners.



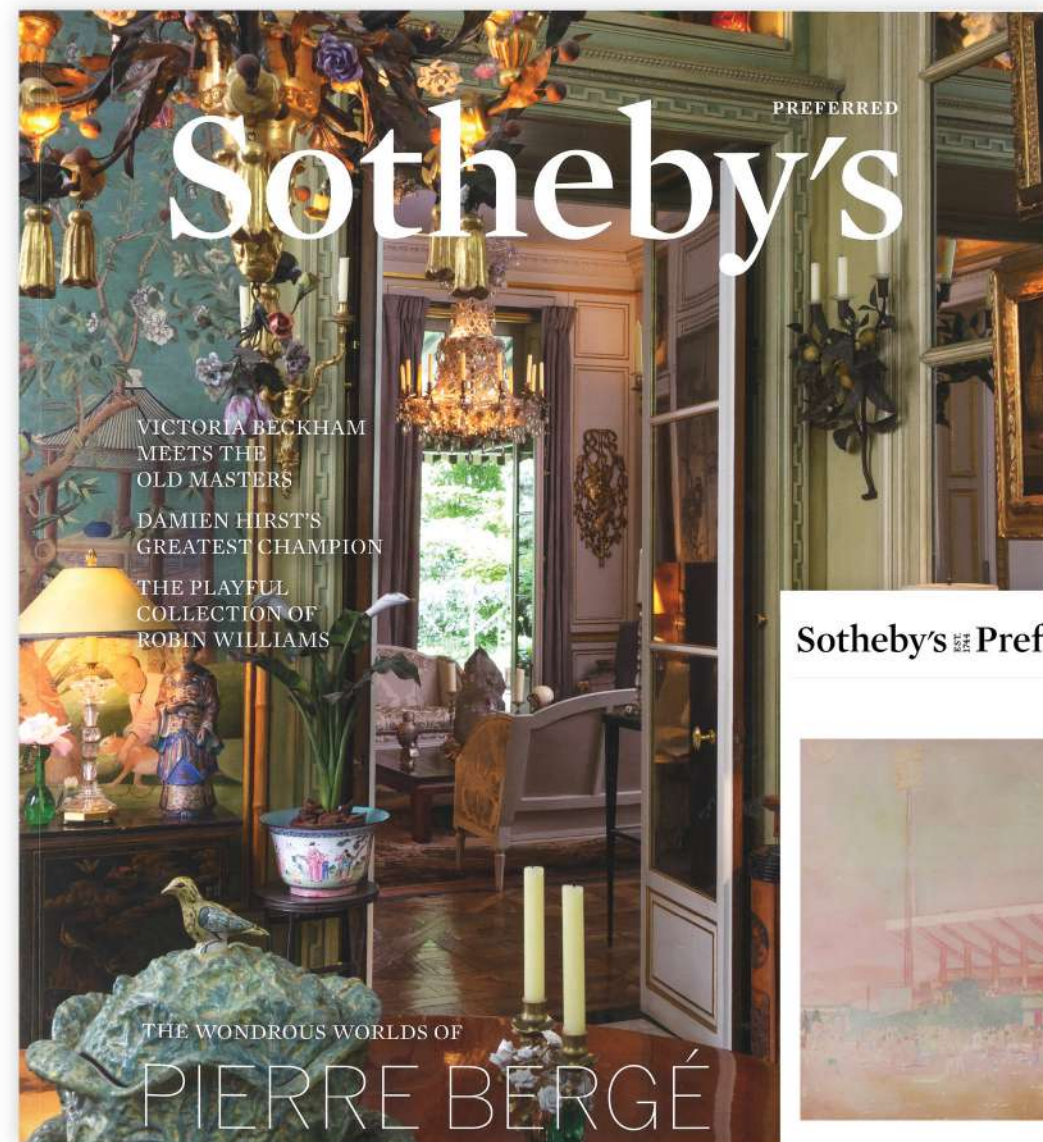
# Cooperative Advertising

Our print cooperative advertising program builds on the clout of the world's best-known media publications. Sotheby's International Realty® network members can select from year-long opportunities with pre-negotiated, subsidized rates to provide properties with vast targeted exposure. The brand participates in events that represent the peak of global prominence, such as Wimbledon and the Cannes Film Festival. The digital cooperative advertising program provides members with turnkey opportunities to enhance their local marketing initiatives and drive awareness within targeted markets.

**INSIGHT:** Our brand commitments provide targeted exposure to an affluent clientele at favorable costs. Leveraging our campaign programs helps network members enhance their local marketing initiatives and drive more traffic to their websites.







Sotheby's INTERNATIONAL REALTY Preferred

25 September 2018



### Your Members' Room in London

London Members' Room reopens this autumn from 29 September to 5 October, in partnership with Lodha & UK Sotheby's International Realty presenting No.1 Grosvenor. Join us between your visits to our exhibitions with complimentary refreshments, or before our evening auctions.

[LEARN MORE](#)



### Confidential Property Collection

Your first look at the exclusive, off market listings from Sotheby's International Realty.

[LEARN MORE](#)



## AFFILIATE ADVERTISING

# Sotheby's Advertising Opportunities

The Sotheby's International Realty® brand has a remarkable opportunity to reach clientele of the auction house through advertising in Sotheby's Magazine. This large format publication enriches these connoisseurs with sophisticated content related to fine art and real estate. Sotheby's Magazine features editorial showcasing *Sotheby's International Realty* brand properties as well as a property gallery. Additional property exposure opportunities exist with Sotheby's client newsletters.

**INSIGHT:** Sotheby's Magazine is an exclusive publication showcasing the most valuable pieces of fine and decorative art, precious objects, collectibles, and more. By advertising select properties in the publication or in Sotheby's newsletters, you can turn the most affluent and discerning clientele of the auction house into clients.



AFFILIATE ADVERTISING

RESIDE® Magazine

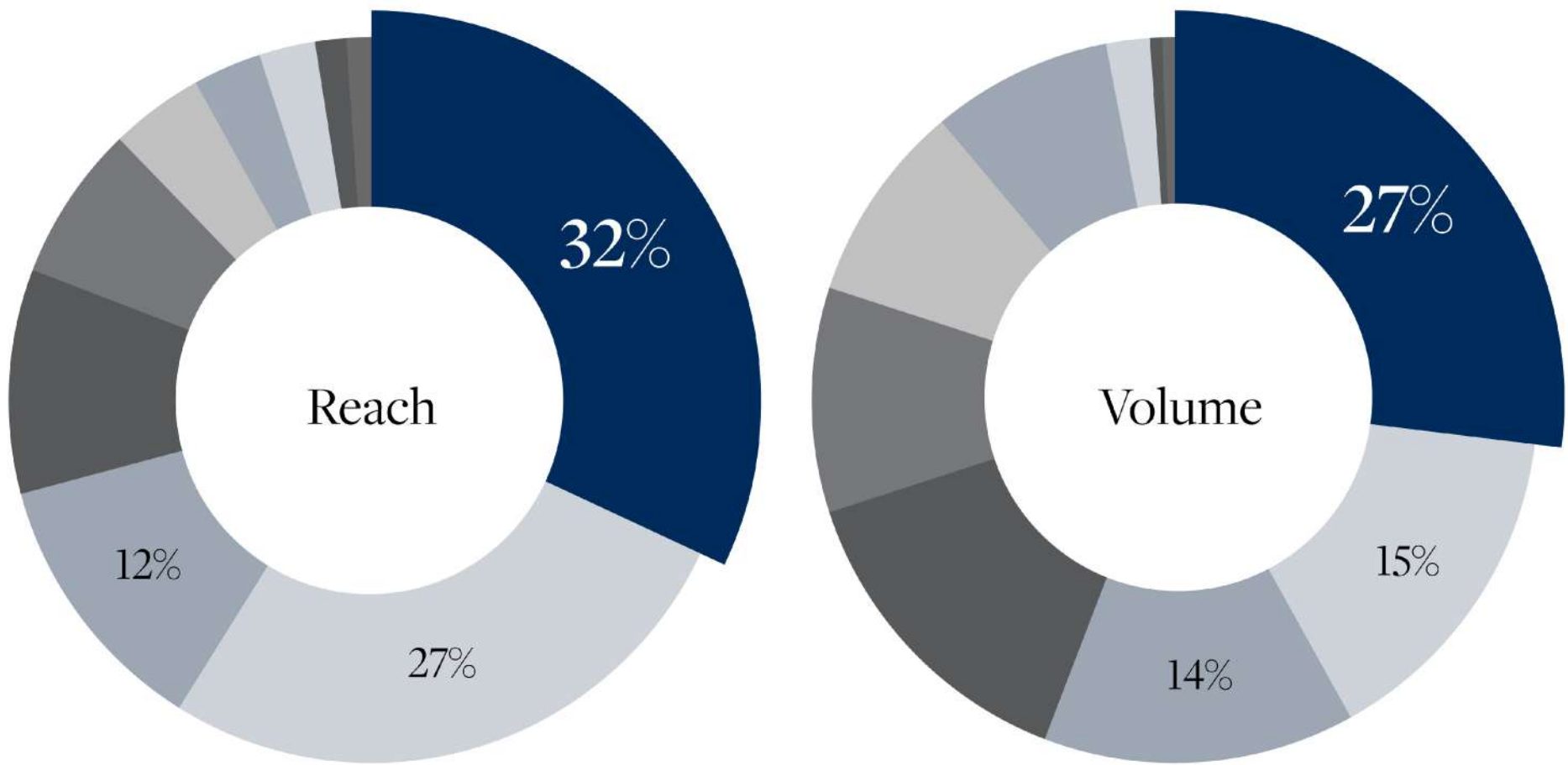
RESIDE® is the Sotheby's International Realty® brand's print and digital magazine devoted to the finest in inspirational homes and lifestyles worldwide. It's a destination for connoisseurs of art, culture, design, travel, fashion, food, and philanthropy — and another impactful way to reach even more buyers.

**INSIGHT:** Our extensive research has proven that print publications remain a relevant medium, especially with the emerging luxury consumer. The goal of this program is to provide affiliates with a turnkey, cost-effective magazine, that can also be customized. RESIDE® differentiates agents in their local market and positions them alongside pages of inspiring content.





Press Share of Voice



Source: Meltwater, January 1, 2020 – December 31, 2020

# 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.

**INSIGHT:** Our public relations efforts position our brand as a powerhouse in luxury real estate by leveraging our content and showcasing the remarkable and historically significant properties we represent to media outlets around the globe. The awareness drives exposure to the brand and traffic to sothebysrealty.com and the homes we represent.



REACH

# Confidential

Confidential, our exclusive marketing program for private listings, helps agents secure new exclusives by offering private previews to top clients of both the Sotheby's auction house and Sentient Jet, as well as to top sales associates from our network. The program has become an effective tool for starting long-term collaboration with a new client. The Confidential collection features one-of-a-kind properties with unique architectural features and style.

**INSIGHT:** Sales associates representing the Sotheby's International Realty® brand have the unique opportunity to secure private listings through Confidential. No other real estate company can distribute listings to clients of the Sotheby's auction house.

CONFIDENTIAL

PRESENTED BY **Sotheby's**  
INTERNATIONAL REALTY

A private listing showcase of unique off-market properties curated for you.



\$15,900,000 Naples, Florida, United States



\$15,000,000 Jackson Hole, Wyoming, United States







## REACH

# Collections and Significant Sales

Collections is a quarterly newsletter published for the Sotheby's International Realty® member network with information, events, and happenings about our affiliates, company, and industry. Significant Sales is a report that provides a snapshot of recent top sales within our global network. This report is a staple for presentations, in addition to acting as an effective client touch-point communication.

**INSIGHT:** Collections and Significant Sales are valuable communication tools that help you engage with clients about relevant news and leverage the power of the *Sotheby's International Realty* worldwide network.



## STANDARDS

# Signage

Sotheby's International Realty places great emphasis on sign compliance around the world to ensure our brand marks are always within identity standards. To assist with compliance, we maintain relationships with several partners who can personalize signs for either your local company or individual agent in adherence with brand standards.

**INSIGHT:** Research proves that consumers want to work with recognized brands. A fractured brand image can confuse existing and prospective clients alike. Sign compliance ensures our brand marks are consistently recognized by consumers globally as well as in your local market.



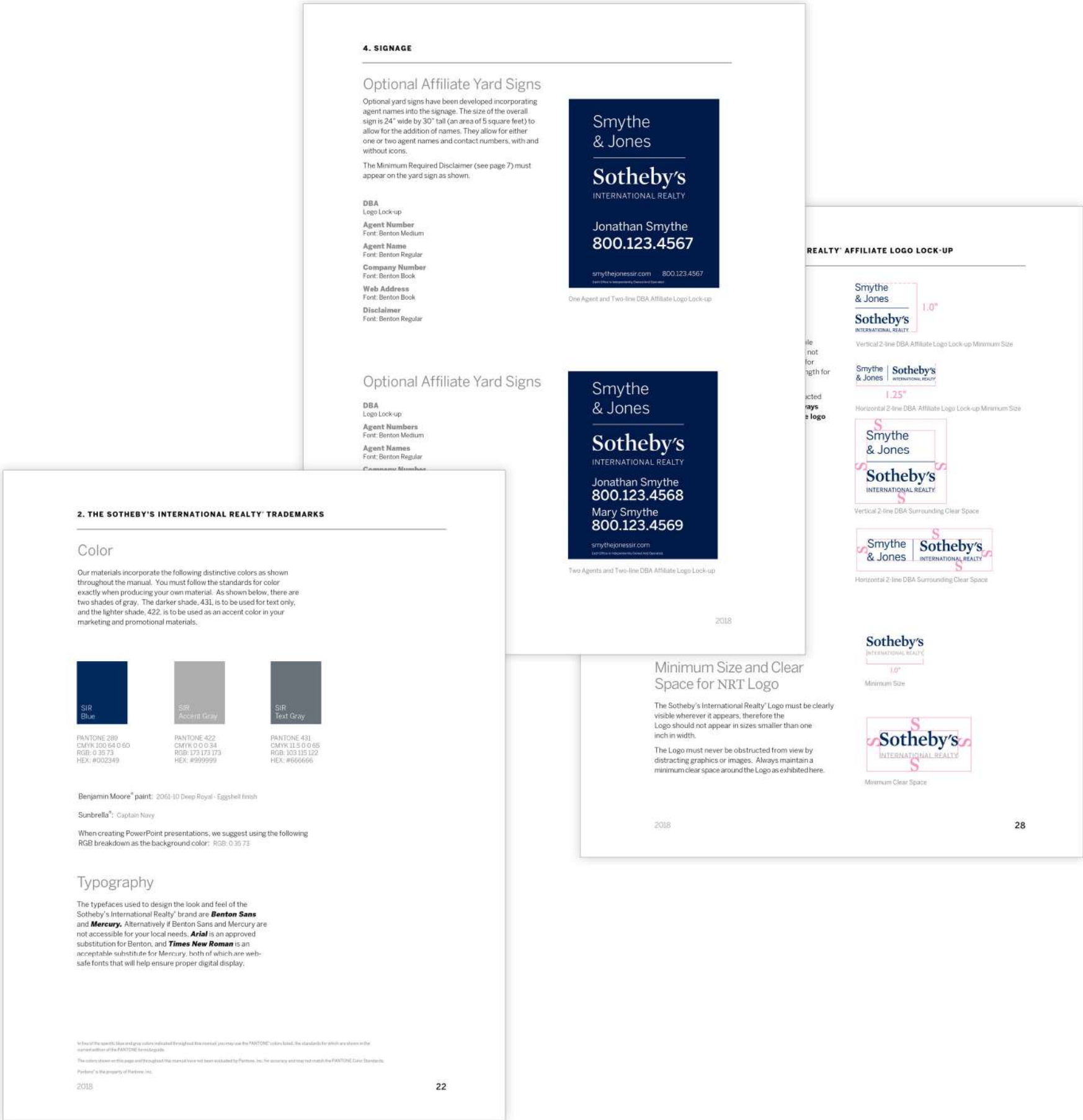


STANDARDS

Quality Control

Our clients have high expectations of our brand, which is why our quality control team makes sure the heritage and distinction of the Sotheby’s auction house is always maintained. The team reviews online content and collateral materials to verify brand compliance. We have created a style guide to ensure our properties stand apart with a tone and voice that is consistent and cohesive.

**INSIGHT:** According to research, buyers are attracted to luxury home listings that have extraordinary photos and videos, which are consumed more rapidly than text descriptions. Property descriptions need to say more with fewer words in telling a home’s unique story. Communicating distinctively, clearly and consistently increases engagement opportunities for you and the clients you represent.



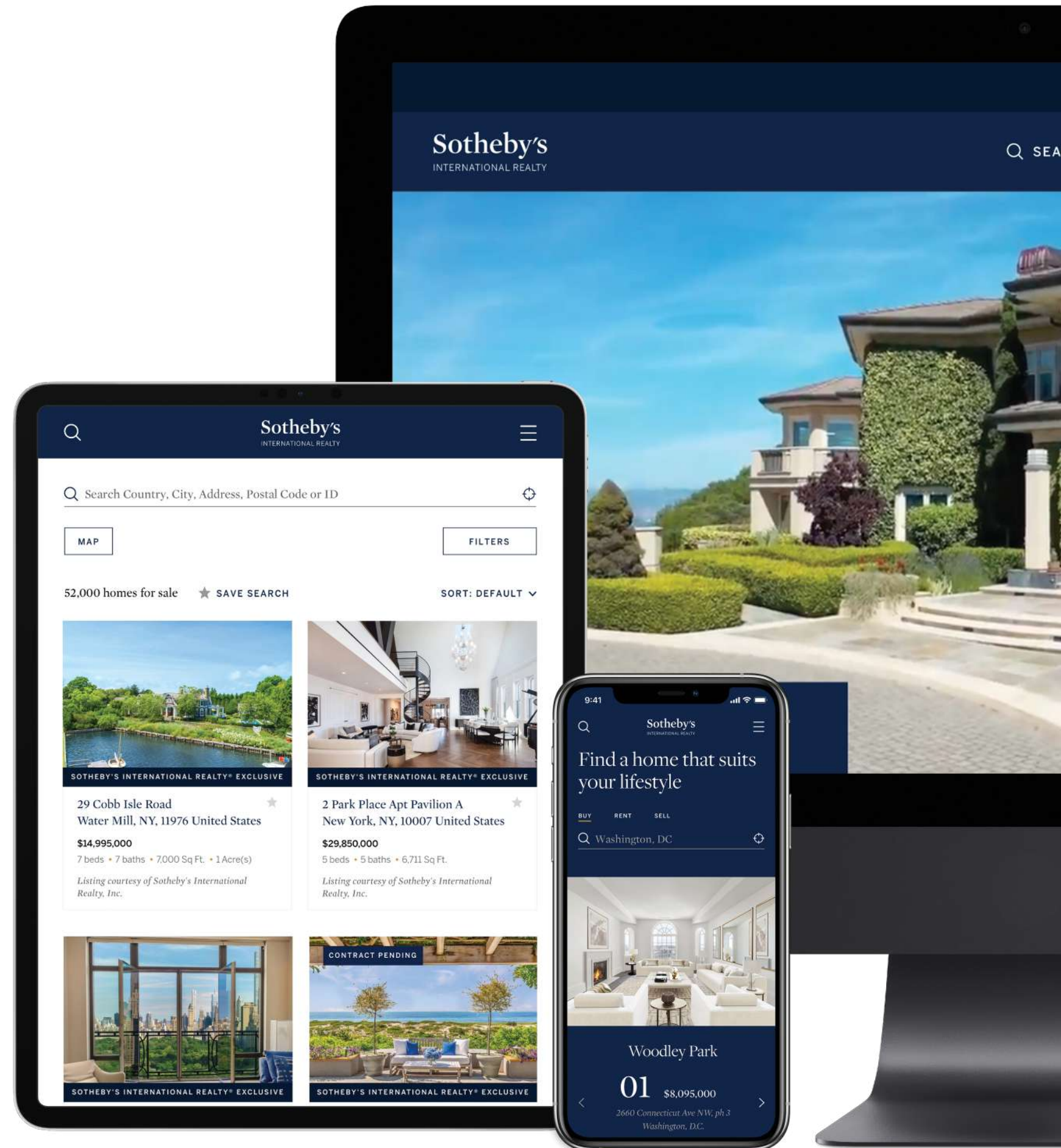


## TOOLS

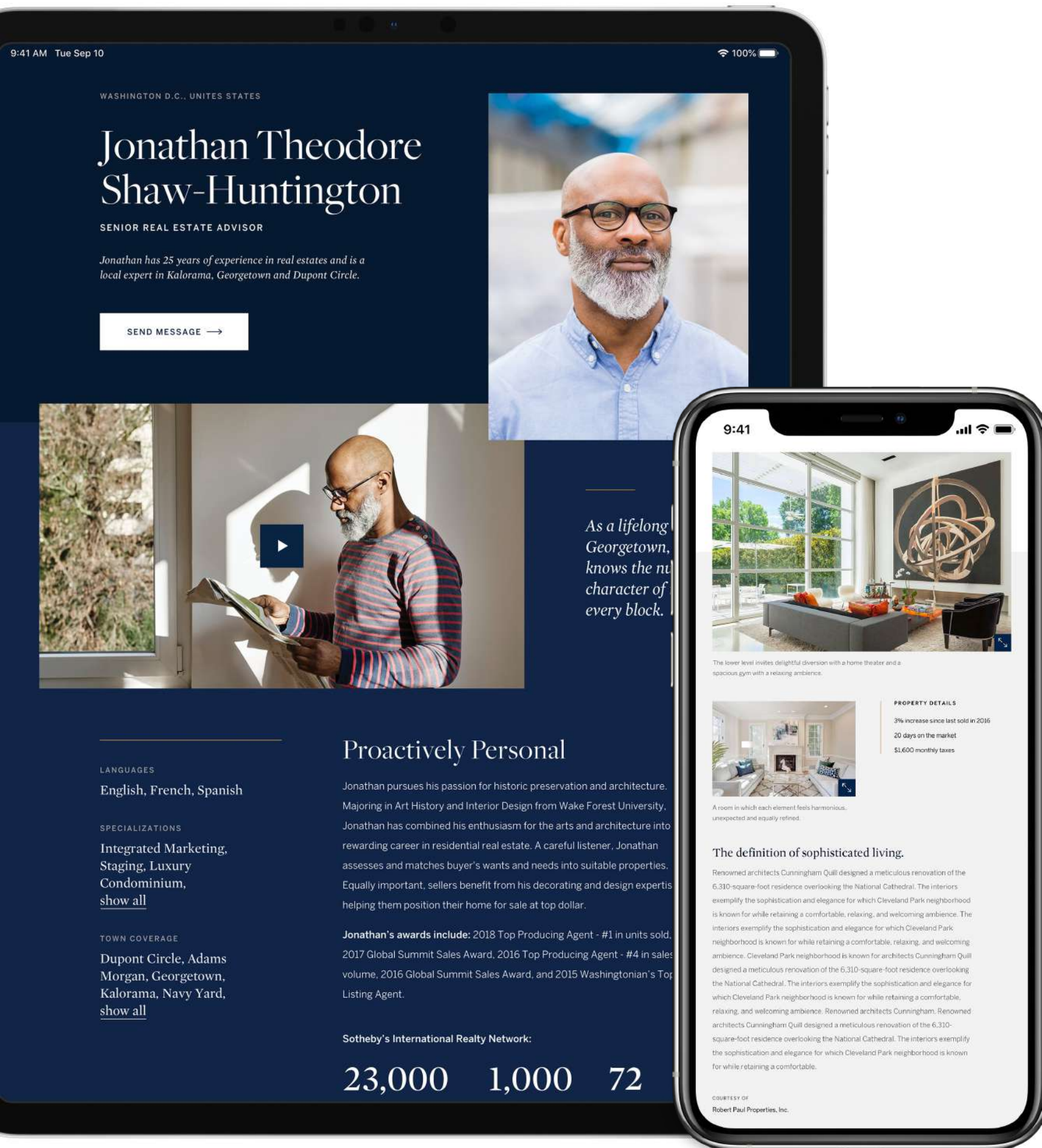
# sothebysrealty.com

Our enhanced website is available in 14 languages/dialects and inspires millions of buyers to immerse themselves in a 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.

**INSIGHT:** An immersive, easy-to-navigate experience moves consumers to action. Our brand is known for extraordinary listings and best-in-class agents. Our website is filled with content on worldwide destinations, popular lifestyles, and rich social perspectives — all presented to better connect buyers and sellers. Language translation and listings displayed in more than 50 currencies cater to an ever increasing global marketplace of affluent consumers seeking a unified and engaging experience.







## TOOLS

# 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.

**INSIGHT:** More than 60 percent of all internet searches are conducted from a mobile device — and those numbers keep growing. Our mobile app allows clients to view properties on their smart phone or tablet based on GPS location, address, city, or zip code, anywhere in the world. The “Click to Call” feature connects clients directly to a Sotheby’s International Realty® sales associate. The app can also be personalized, showing the name of the sales associate and their company affiliation.



## TOOLS

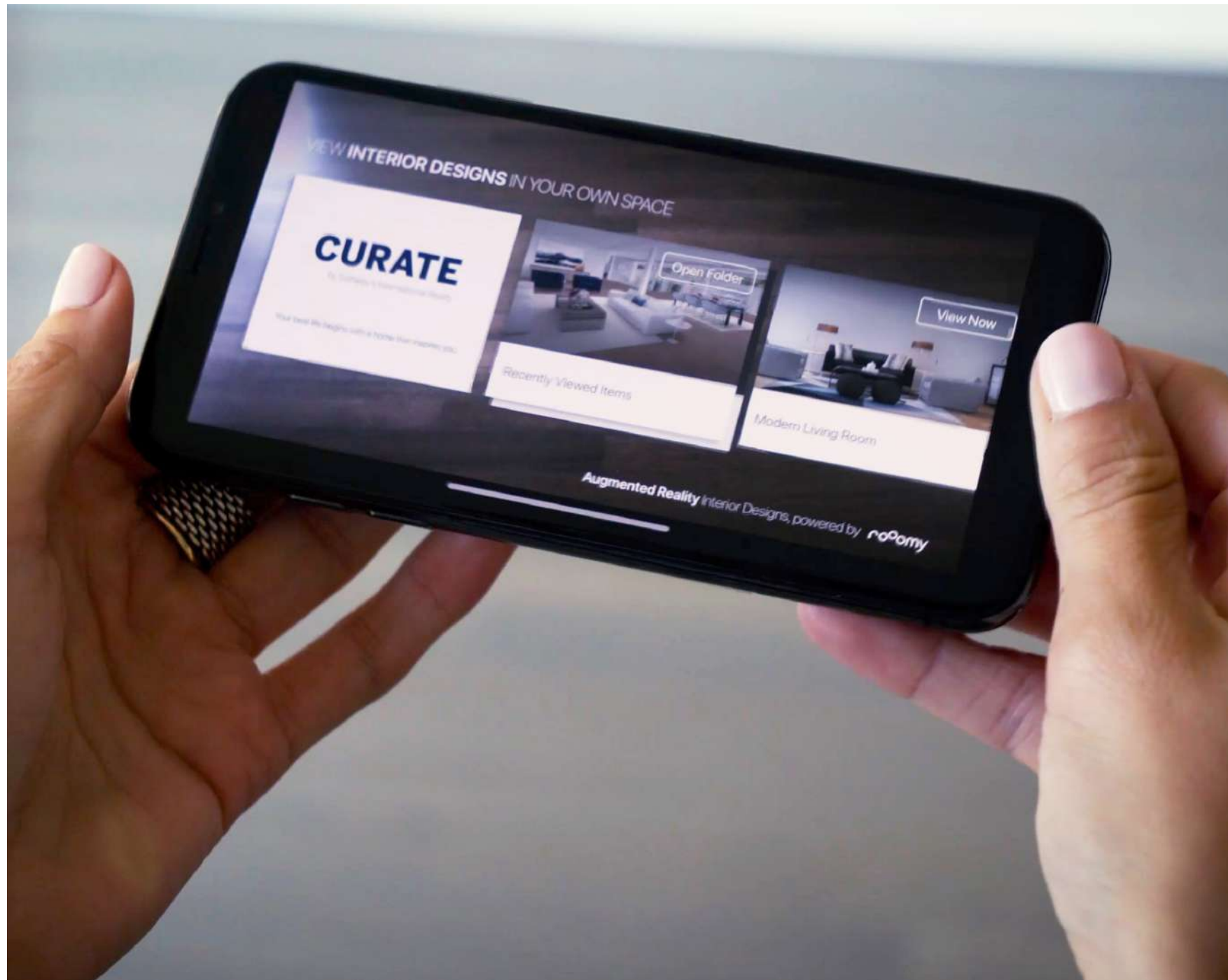
# Apple TV

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.

**INSIGHT:** Our Apple TV app is one example of the inventive ways we get the properties you represent into the homes of consumers. Displaying our high-definition photography and videos in a large-screen format provides a more impactful experience and allows us to showcase our brand properties like no other company.







## TOOLS

# Curate

*Curate by Sotheby's International Realty<sup>SM</sup>* 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.

**INSIGHT:** Curate lets you showcase properties in multiple styles and functions, minimize the need for physical staging, and transform a home during a showing to meet your client's design preference. It helps homebuyers, renters, and homeowners overcome visualization barriers, avoid complex measurements and guesswork, and simplify the home furnishings, decorating, and move-in process.



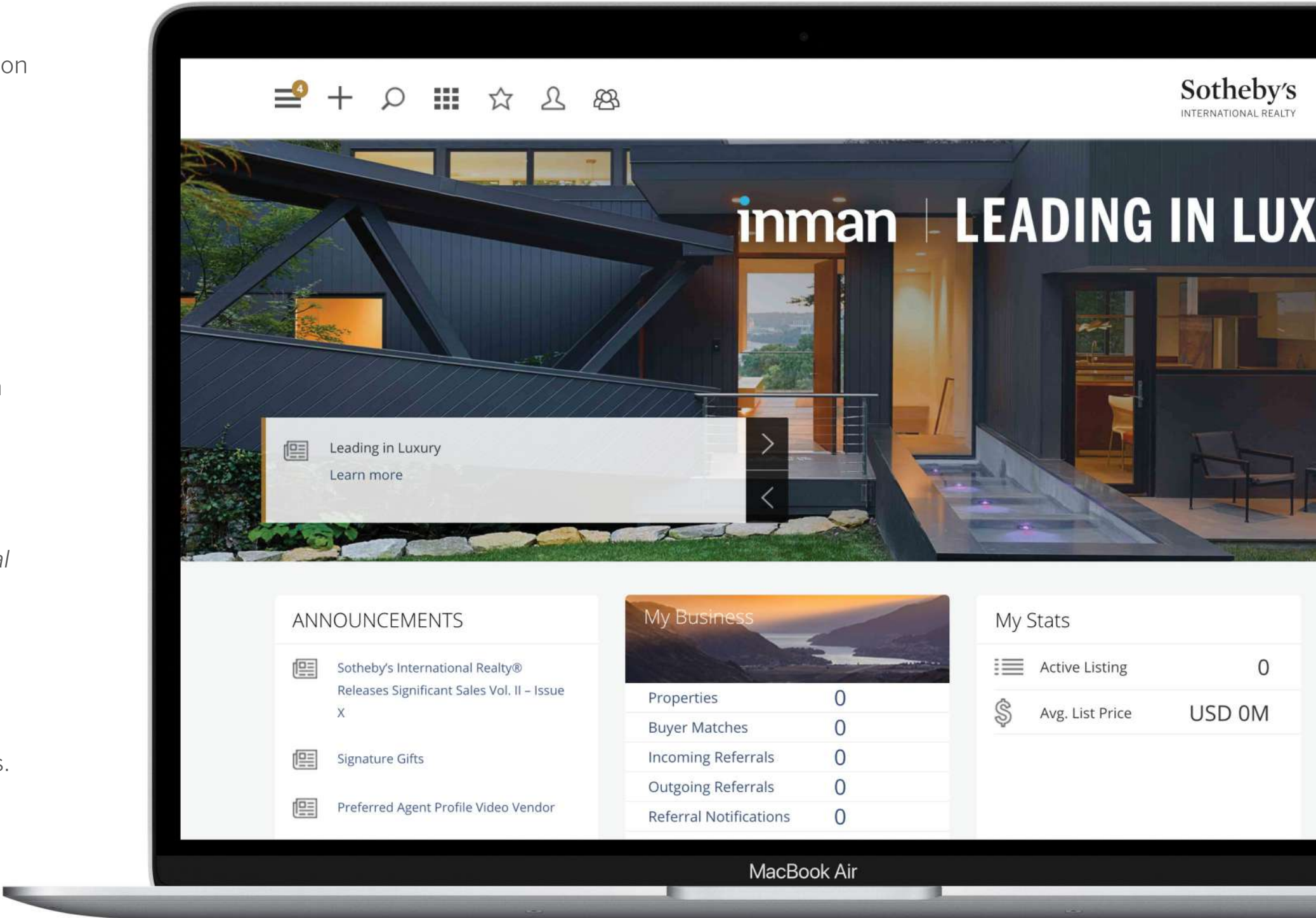
TOOLS

# access.sir.com

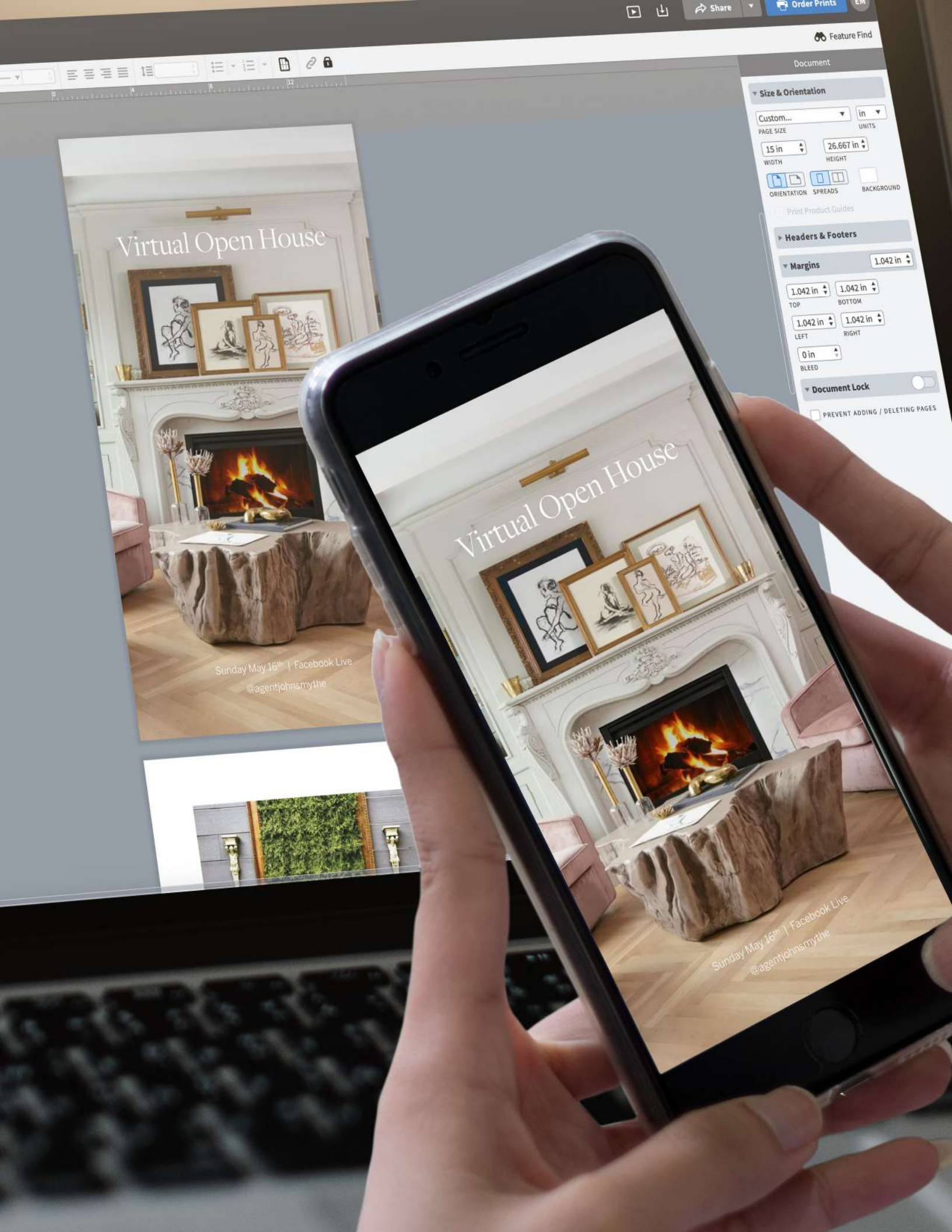
The Sotheby’s International Realty® brand’s communication and collaboration platform — access.sir.com — offers many exciting features and plays a critical role as the gateway to all our brand has to offer. A responsive design means on-the-go, anytime access. Features include:

- Access to the latest information, apps, tools, and resources.
- Each Monday, find the latest updates from the brand in the What’s New section.
- Ability to connect and collaborate with *Sotheby’s International Realty* brand peers around the globe.
- Buyer registry for connecting all *Sotheby’s International Realty* brand listings to prospective buyers.

**INSIGHT:** You and your clients benefit from access to the most current data, tools and resources, helping you elevate your business and facilitate day-to-day operations.







## TOOLS

# Design Vault

Developed by agents for agents, Design Vault lets you build and share agency-quality marketing campaigns. This tool lets you easily execute a consistent and powerful digital and print marketing strategy that elevates your listings and your business.

**INSIGHT:** The consistency of the Sotheby's International Realty® brand image — along with our globally recognizable campaigns — can give you worldwide exposure. You can create print ads, social media assets, post cards, and more in just minutes with direct content integration to your listings.



## TOOLS

# Email Marketing

We offer multi-tiered email templates as both tailorable and turnkey solutions, providing consistent, on-brand messaging, social media links, and market news.

Responsive-design templates allow agents to easily create digital marketing materials and stay connected with clients. With our e-newsletter templates, agents can tap into drag-and-drop functionality to promote recent significant sales, featured listings, new-to-market properties, and more.

**INSIGHT:** Electronic marketing provides yet another touch point between you and your clients. Sharing meaningful and up-to-the-minute industry information positions you as a real estate expert. Customizable materials also harness the power of our recognizable brand media campaigns as you market yourself and your properties.







**Sotheby's**  
INTERNATIONAL REALTY

Who designed your home?	Why did you buy it or build it?
What is the history of your home?	What will you miss about it?
What do you love about it?	What will you remember?
THE HISTORY OF YOUR HOME	



**HISTORY**

Born of the storied London auction house, the Sotheby's International Realty® Network continues a centuries-old tradition of exceptional service and astute valuation of the finest, most beautiful, most unique properties in the world.

TOOLS

# Home History Book

The Home History book, a repository of critical property information elicited from the seller, is one of our most successful marketing tools. The book captures the homeowner's perspectives, photos, and captions that can be used to develop a compelling narrative for the property brochure as well as for sothebysrealty.com storytelling.

**INSIGHT:** Eliciting property information for advertising and marketing builds a strong bond between agent and seller. In addition, having the Home History book available at the residence for potential homebuyers to see helps bolster emotional appeal.



## TOOLS

# Signature Gifts

What happens after the closing is essential to generating repeat business. A curated selection of exquisite gift items from our Product Studio is available at prenegotiated, discounted rates.

**INSIGHT:** Client follow-up is simply smart business. Offerings from our Product Studio line help you create meaningful interactions and foster long-term relationships with clients that go well beyond a postcard or e-mail.



# TIFFANY & Co.







# Are you ready to help clients even more?

From the highest level of service comes the highest level of success. At Sotheby's International Realty, our customized support can help you achieve it. Just decide which of our resources are best for you and get started doing even more for your clients.