

MAY WE TAKE
A MOMENT
AND POSE A QUESTION?



Russ
Lyon

Sotheby's
INTERNATIONAL REALTY

EXCEPTIONAL DEFINED

When comparing real estate brokerages, it can be easy to assume that all of us are the same. For your consideration, we've identified the top reasons why we're different, items we call our passion points. These points, paired with our defining of luxury as an experience, not a price point, are exactly why Russ Lyon Sotheby's International Realty is like no other.

About Racquel Miller

Our Iconic Heritage

Our Local Legacy

Our Global Network

Our Local Expertise

Our Online Presence

Global Media Partners

Public Relations

Extraordinary Print Marketing

Brilliant Photography

Properties of Arizona

Apple Tv

Social Media

Company Culture

Charitable

Notable and Quotable





OUR QUESTION TO YOU:

**IF YOU WERE SELLING
YOUR PROPERTY,**

**do you believe it would
sell for a fixed price or do
you believe it would sell
in a range of prices based
on the marketing, brand
and the negotiation skills
of your sales associate?**

Good food for thought.
It can be easy to assume that
all real estate brokerages and
sales associates are the same.
The truth is, we're different –
very different. In a world full
of doing the minimum, we
offer an alternative – where
marketing and exposure
matters, negotiation and
sales skills matter and where
networks, affiliations and a
rich brand heritage matters.

The highest level of integrity,
professional service, and
leadership define us.



RACQUEL MILLER

REALTOR®

602.625.1181

racquel.miller@russlyon.com

racquelmiller.com



“My passion is helping others. My calling card is service, at the highest level.”

Racquel's mission is to serve her client's real estate needs at the highest level exceeding their expectations. She is dedicated to professional representation and exceptional customer service. While listing and sales transaction are inherently complex, Racquel's goal is to make the buying or selling process understandable, transparent, stress free and as seamless as possible, while creating lifelong relationships with her clients.

Her primary focus is investing time into all her clients in order to understand their real estate needs and goals.

“My job is helping my clients through what may be the largest and most important investment of their lives,” says Racquel.

To help guide and assist them through the entire process, Racquel creates personalized plans and stays in constant communication with every client.

“My knowledge and technical expertise of the market and community makes me a powerful resource, so clients can make educated and confident decisions.”

Paradise Valley has been her home for almost two decades. With her first-hand knowledge of this exquisite area, she can offer an exceptional home buying experience. As an past Educator, Racquel understands the importance of market knowledge. This translates into helping you achieve optimal market positioning (as a seller); and find the absolute best location, home and value that meets your needs.

- Specializing in Paradise Valley, Scottsdale, Phoenix area
- 18 Year Resident of the Town of Paradise Valley, 25 Year Resident of The Valley
- Bachelor of Science in Communication
- Master of Science in Education
- CERTIFIED LUXURY HOME MARKETING SPECIALIST™ (CLHMS™)
- GUILD™ RECOGNITION
- Graduate REALTOR® Institute (GRI)
- NAR Realtor Pricing Strategy Advisor (PSA)
- Senior Real Estate Specialist (SRES)
- e-PRO®
- Scottsdale Area Association of REALTORS®

A STRONG REPUTATION



"Sotheby's International Realty is a very clear brand. I think even as a consumer when you see the sign and you're driving by, you're like 'oh, that must be a nice house!'"

- GWYNETH PALTROW -

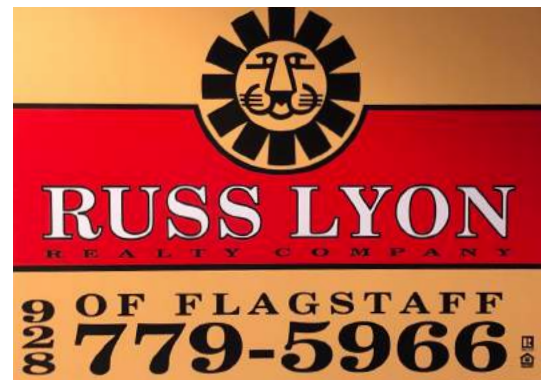
01 OUR ICONIC HERITAGE



Recognized worldwide, 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 on its legacy by delivering unrivaled real estate services.

Russ Lyon Sotheby's International Realty inherited the iconic brand name, building on its centuries-long legacy by delivering unrivaled real estate services. Our reputation of quality service and expertise is unmatched. Our connection with Sotheby's is our unique difference. We offer an outstanding alliance of marketing efforts that present our properties to the esteemed clientele of Sotheby's.

OUR LOCAL LEGACY



Russ Lyon Sotheby's International Realty has gathered Real Estate Advisors dedicated to the ideals of integrity and professionalism. From the ownership, management, agents and affiliate services, every person involved in the company utilizes innovative skills, programs and technologies to create the finest real estate services company.

An inspired family relentlessly pursuing excellence in our industry and in life since 1947.

OUR GLOBAL NETWORK



When a home is represented by the Sotheby's International Realty brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network of residential brokerage companies is located in more than 70 countries and territories worldwide, making Sotheby's International Realty a truly global real estate brand.

\$114 BILLION SALES VOLUME⁽¹⁹⁾

1,000 BROKERAGES

71 COUNTRIES 23,000 SALES ASSOCIATES

OUR LOCAL EXPERTISE



From ranches to suburbs, our reach covers a variety of different regions, and our team provides a wealth of local expertise. Russ Lyon Sotheby's International Realty's Real Estate Advisors apply their local expertise to create comprehensive and customized plans for each home that include a variety of marketing: print, digital, public relations, advertising and social media.

\$5.31 BILLION SALES VOLUME ^('20)

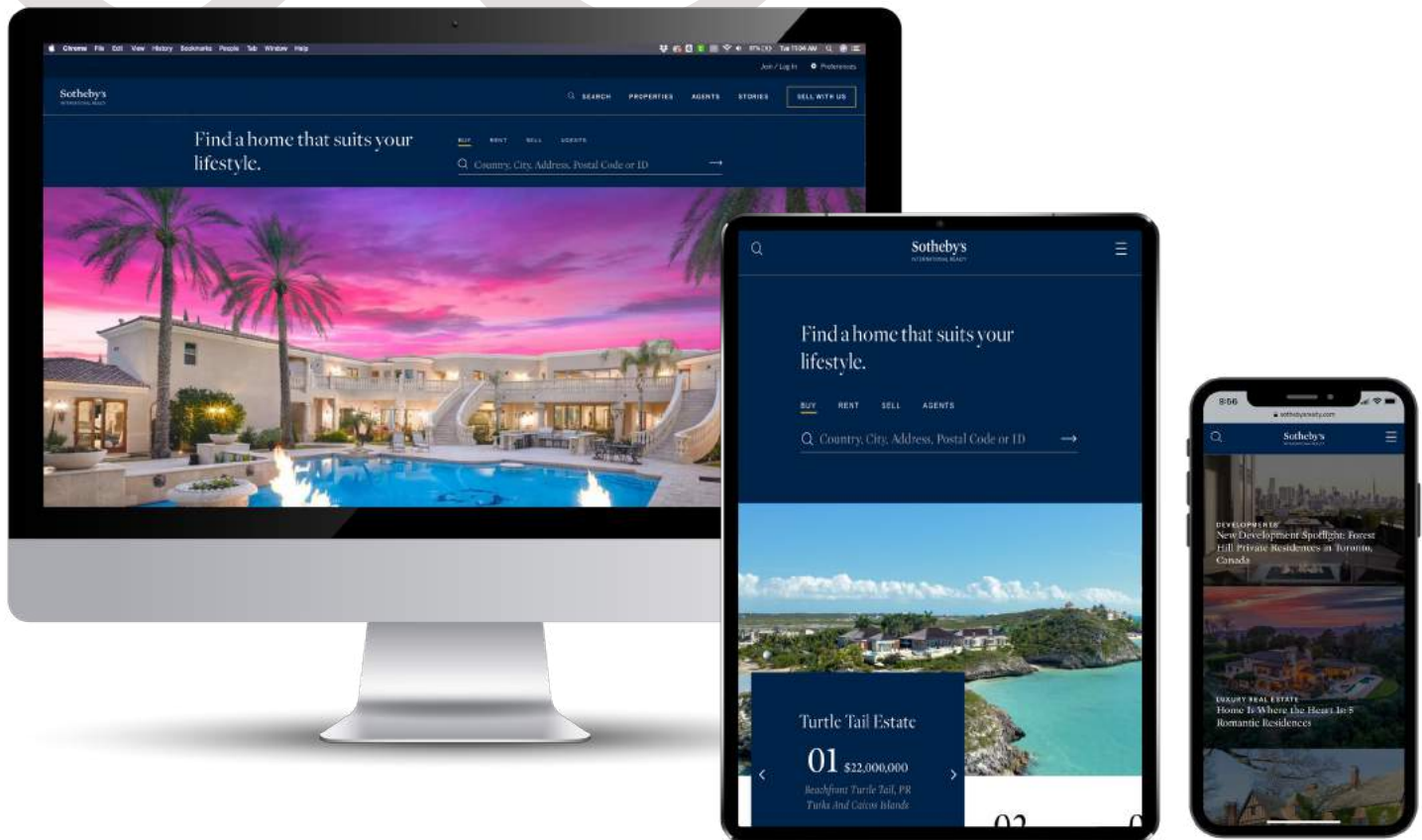
7,247 CLOSED TRANSACTIONS ^('20)

\$735,008 AVG SALES PRICE ^('20)

1,800 REFERRALS ^('20)

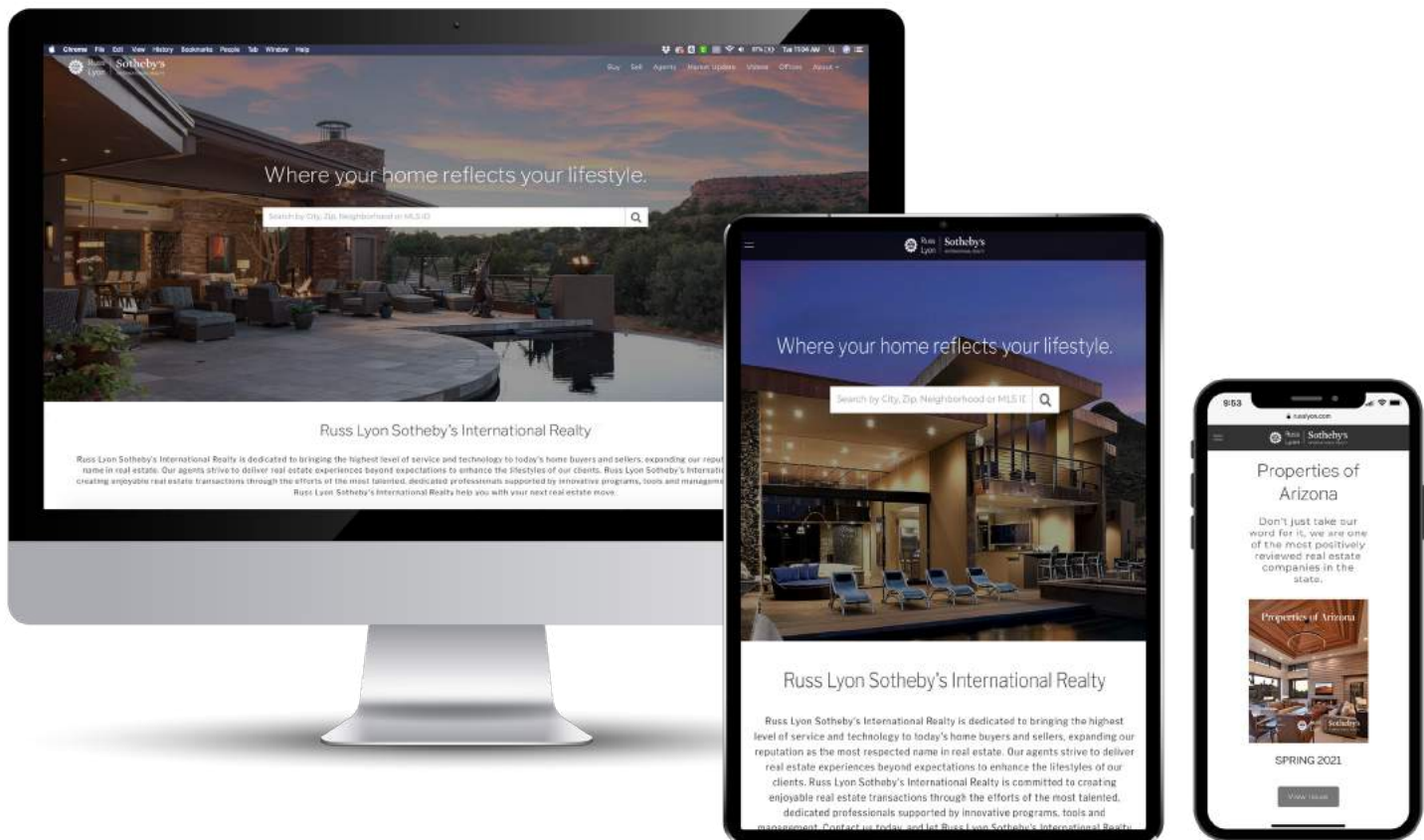
13 OFFICES

OUR ONLINE PRESENCE



SOTHEBYSREALTY.COM

- #1 Luxury Real Estate Website in the World
- 34 Million visits in 2019
- Every Russ Lyon Sotheby's International Realty listing makes its global debut at sothebysrealty.com and then cascades through an international network of 100 regional affiliate websites
- 17 Languages and Presented in over 40 Currencies
- 3D Virtual Reality Tours
- Ultra High-Definition Videography and High-Resolution Photography
- Destination and Lifestyle Collections
- SIR mobile is the only Luxury Real Estate app that serves more than 70 countries and territories worldwide. Customize the app to your local currency, unit of measure and one of the available 17 languages



RUSSLYON.COM

- Updates 4 times a day directly from the MLS
- Website pages are specifically designed to ensure maximum placement on search engines
- Provides a bank-grade Automated Valuation Model which assigns a property current market price
- Monthly market update videos
- Features a showing appointment calendar for potential buyers
- Receives over 60,000 views per month
- Features local knowledge of neighborhood, school, market trend and walk scores by each city
- All listings can be found easily by using russlyon.com/MLS#



Search

Save Search

Reset Search

Price

Location

Listing

Features

Properties

Professionals

Destinations

News

About

Login / Signup

HOMES FOR SALE

REGENTS SHOWCASE

\$2,250,000 USD

Scottsdale, AZ, United States

REGENTS SHOWCASE

\$1,825,000 USD

Scottsdale, AZ, United States

REGENTS

\$1,150,000 USD

Paradise Valley, AZ, United States

REGENTS

\$1,150,000 USD

Paradise Valley, AZ, United States

REGENTS

\$1,150,000 USD

Paradise Valley, AZ, United States

REGENTS

\$1,150,000 USD

Paradise Valley, AZ, United States

Google

luxury real estate

About 1,230,000,000 results (0.41 seconds)

Ad - www.arizonaluxuryhomesandrealstate.com/ • (480) 615-0780

Arizona Luxury Real Estate | Finest Luxury Homes For Sale

Arizona's Finest Luxury Properties. Unparalleled Service & Representation. Buyer Representation. High-quality Services To Luxury Home Buyers And Sellers. Highly Sophisticated Marketing Campaign.

Helpful Information - Lifestyle Information

Ad - www.sevendesertmountain.com/ •

Seven Desert Mountain | New Luxury Residential Homes

Life is Better at Seven Desert Mountain. New Luxury Homes on the Golf Course. Model Homes. Now Open! Contact Us to Schedule a Tour of Your Next Home Today. Luxury Golf Community. Exclusive Amenities. Amenities: Dining, Spa, Tennis Complex.

Ad - www.freeworkshopinvestments.com/ •

Phoenix Real Estate Workshop | Rental Properties For Sale

Teaching Students How To Use Real Estate To Build Wealth and Passive Income Streams. Guides Members Step By Step Through Property Locating, Evaluating, Negotiating and More. Attend a free workshop. Retire in five years. Free starter kit!

www.luxuryrealestate.com •

Luxury Real Estate

For the best in luxury homes for sale and luxury vacation rentals, visit Luxury Real Estate, home of the finest real estate professionals from around the world, and ...

Homes For Sale - Members - Luxury Real Estate Magazine - Luxury Lounge

www.sothelysrealty.com • eng • us/en • int •

International Luxury Real Estate - Homes For Sale

Search for international luxury real estate with Sotheby's International Realty. View our exclusive international listings of homes and connect with an agent today.

Luxury Real Estate

RUSS LYON SOTHEBY'S INTERNATIONAL REALTY SELECTED TO REPRESENT WHO'S WHO IN LUXURY REAL ESTATE BOARD OF REGENTS THROUGHOUT THE STATE OF ARIZONA

LUXURYREALESTATE.COM

Google "Luxury Real Estate".

Out of 100's of millions of pages, LuxuryRealEstate.com is #1 without any paid advertising. As the exclusive Arizona Board of Regents Showcase member, Russ Lyon Sotheby's International Realty listings will be featured first in most searches for Arizona Properties. We own the Luxury Space online, period.

GLOBAL MEDIA PARTNERS

 YouTube

THE WALL STREET JOURNAL

Instagram

facebook


LUXURY ESTATE

EXPANSION

dwel

MANSION GLOBAL

AD
MEXICO

 theTradeDesk

Bloomberg

Google

AD

FINANCIAL TIMES

NIKKEI

Immo Scout24

The New York Times

 居外
Juwai.com

JamesEdition

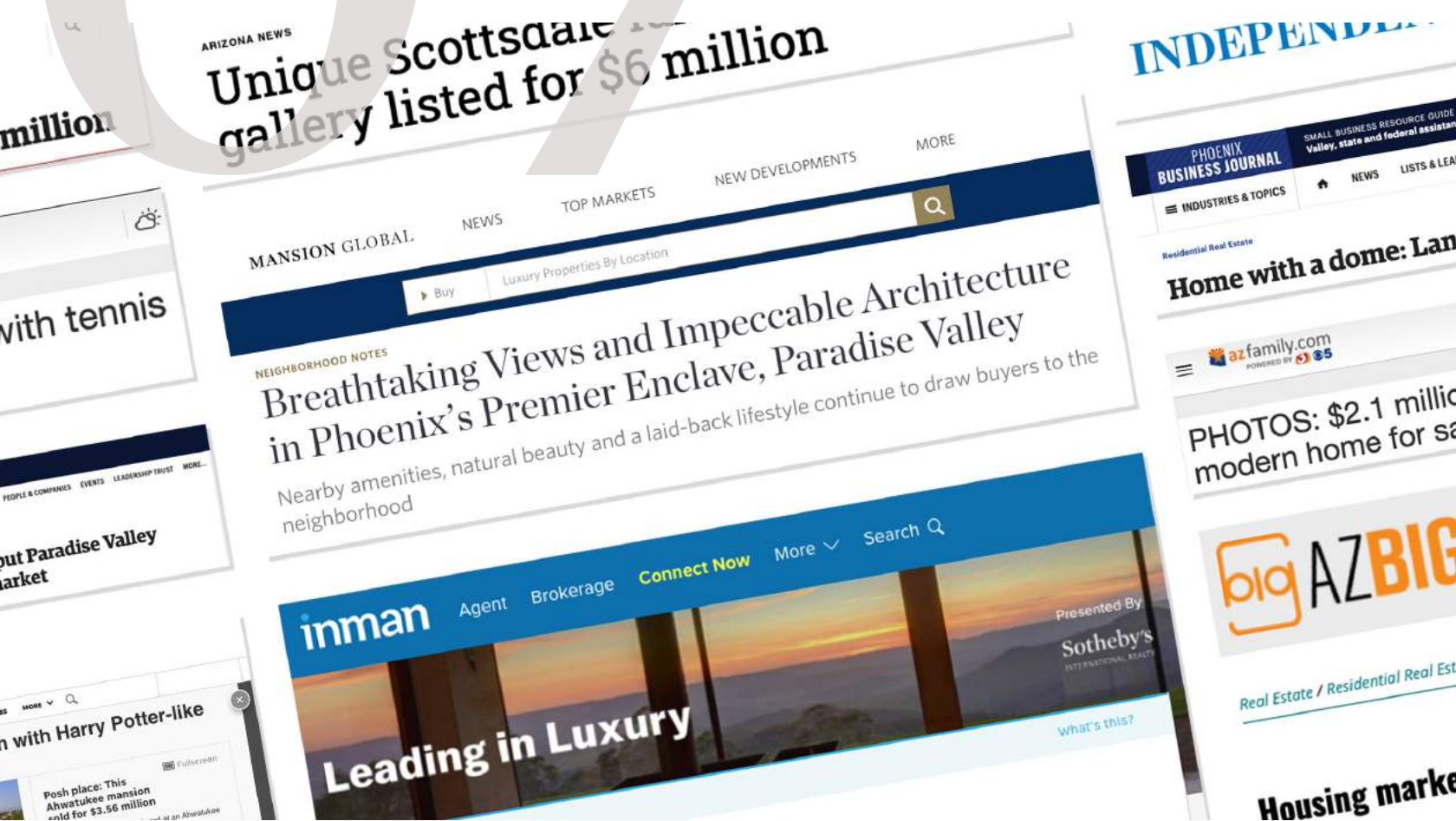
PropGOLuxury

inman

The exposure to 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, which enable sales associates and clients to define a marketing campaign's impact. A Multi-million dollar digital marketing campaign that has one purpose: To drive qualified buyers to Russ Lyon Sotheby's International Realty listings.

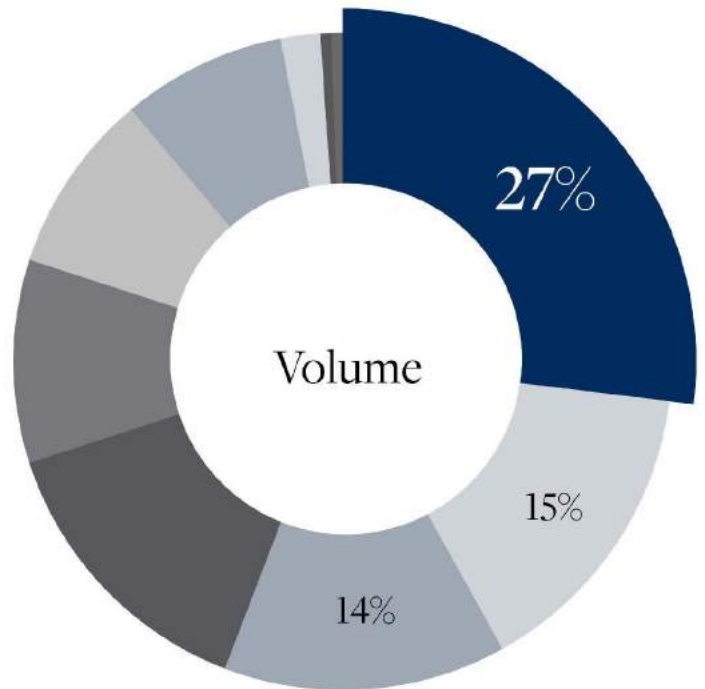
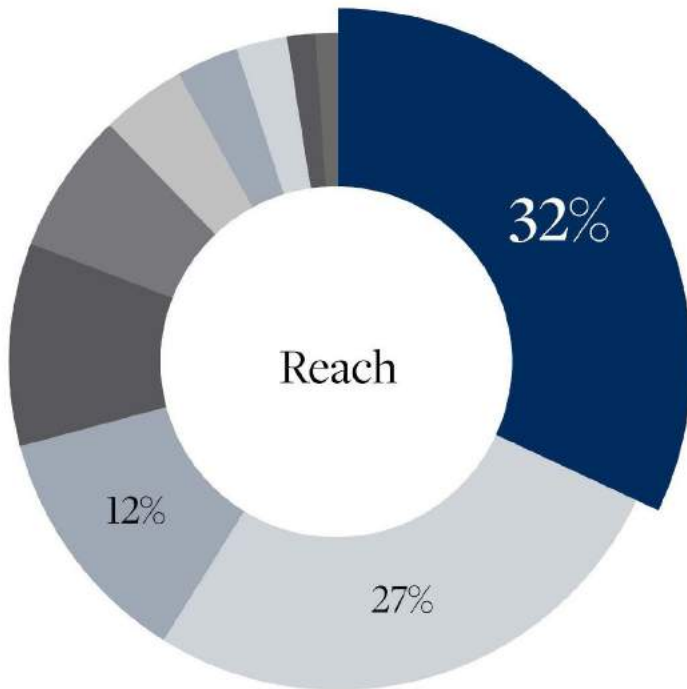
PUBLIC RELATIONS



The Russ Lyon Sotheby's International Realty Public Relations team pitches heavily to local, state and national media outlets for print, online, radio, TV and magazine opportunities.

Russ Lyon Sotheby's International Realty hand selects the Premier Print and Digital Publications covering the Valley.

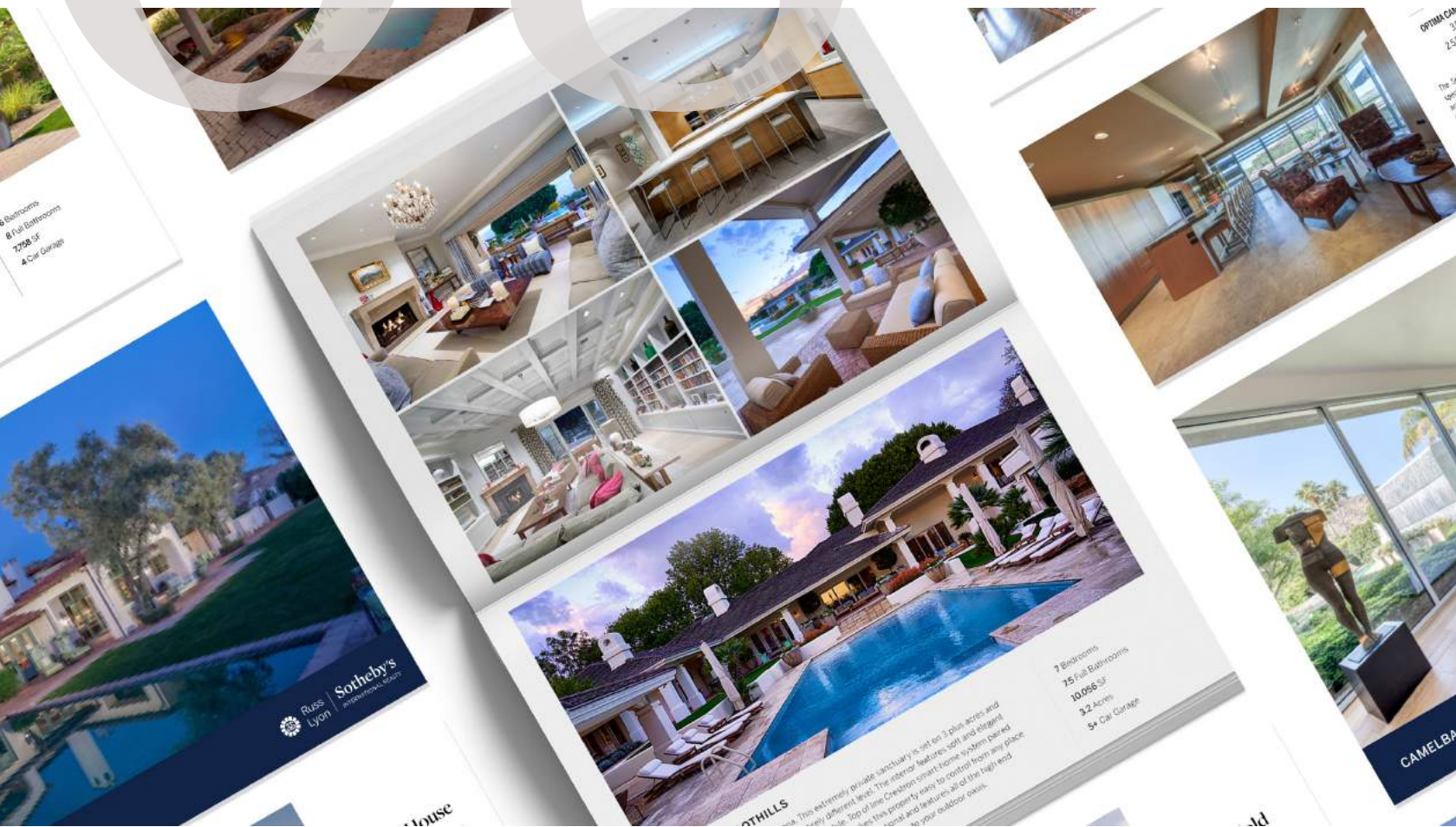
We target publications that focus on real estate, Luxury Lifestyle, the Community, Art, Regional Events and Philanthropic Missions.



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

When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the Sotheby's International Realty brand and position our proprietary global network as the trusted voice of Luxury Real Estate.

EXTRAORDINARY PRINT MARKETING



Russ Lyon Sotheby's International Realty produces top-notch print marketing pieces showcasing world-class photography. Beautiful brochures, postcards and flyers are produced by our Real Estate Advisors for our exceptional listings. Brochures are displayed in our 13 offices, key Sotheby's International Realty Affiliate offices worldwide and on display at Sotheby's Auction House locations in New York and London.

BRILLIANT PHOTOGRAPHY



Russ Lyon Sotheby's International Realty properties are brought to life through world-class photography and videography. With strict guidelines for property imagery including standards for lighting, composition, and content. Russ Lyon Sotheby's International Realty guarantees the best images of your home are distributed across the globe.

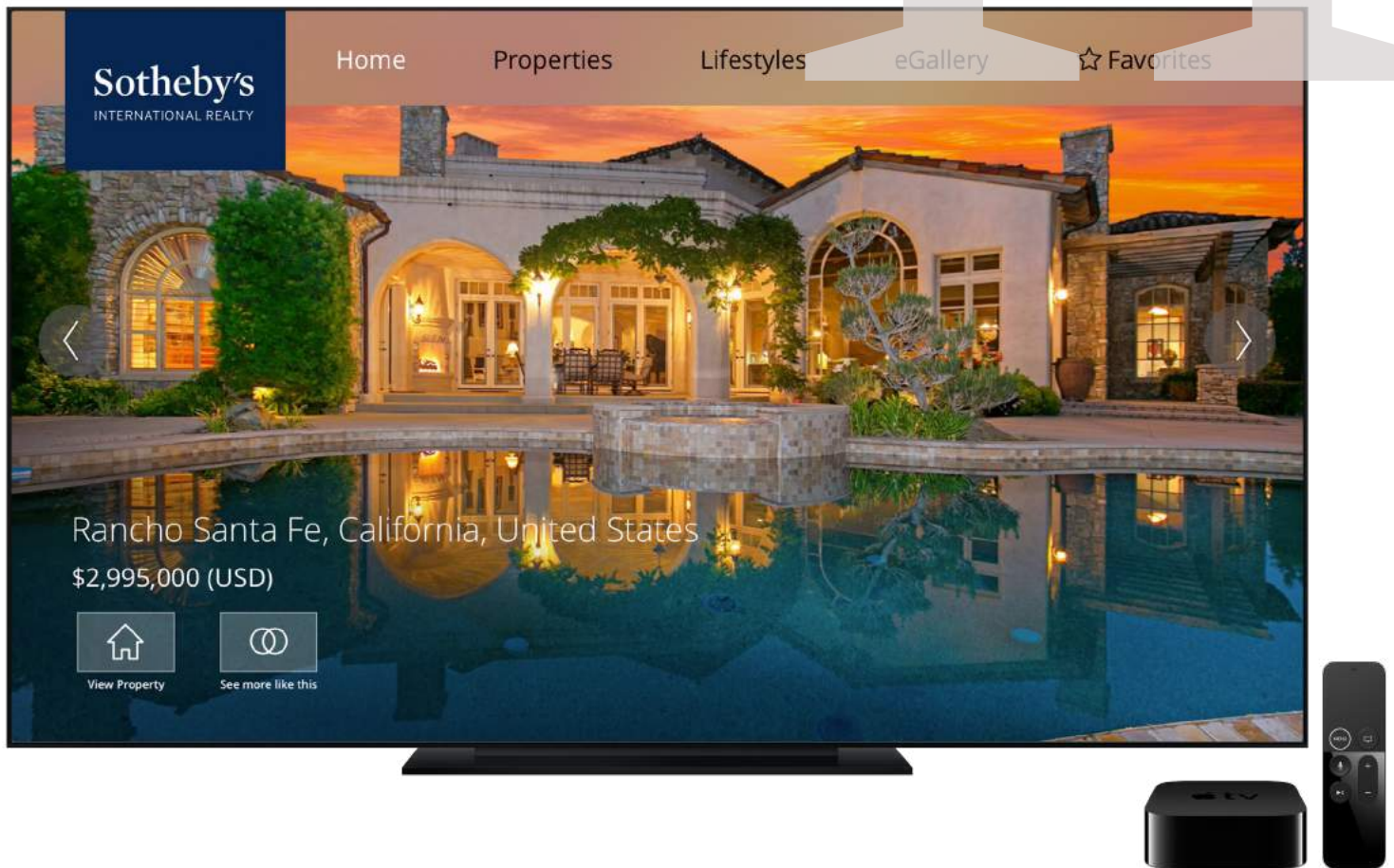
10

PROPERTIES OF ARIZONA



Russ Lyon Sotheby's International Realty's signature publication, Properties of Arizona, presents extraordinary properties and lifestyle content. Properties of Arizona is distributed to over 50 prime locations throughout the state, key Sotheby's International Realty affiliate offices and online through russlyon.com.

APPLE TV



The Sotheby's International Realty Apple TV app is designed to fully immerse consumers. With our innovative app, homebuyers can discover Sotheby's International Realty brand properties from the comfort of their living rooms. Unique to our app, users can explore our extraordinary offerings via lifestyle and amenities, and can highlight properties and recent searches.

12 SOCIAL MEDIA



We actively engage with online networks of people passionate about fine living. Russ Lyon Sotheby's International Realty creates exclusive content on multiple social media platforms, including Twitter, Instagram, Pinterest, LinkedIn, Facebook and on our very own blog.

Our in-house marketing team allows our real estate advisors to utilize these digital and social media marketing assets in order to stay connected with clients past, present, and future.

P R O O F

COMPANY CULTURE



Our goals: Be exceptional to one another; Be exceptional in business.

From company events to weekly sales meetings, our company culture is that of family. We're about getting the job done and supporting one another through the process. Unlike our competitors, every week our sales associates and support staff get together to give one another face-to-face updates about properties and client needs in both office meetings and all-company meetings. This get-it-done approach to promoting properties means that regardless of price point, our clients have the support of the entire brokerage actively working together to sell properties quicker and at the highest price possible.

14 CHARITABLE



Yavapai Trail

For over 73 years, the Real Estate Advisors of Russ Lyon Sotheby's International Realty have been involved in community service work and charitable organizations throughout Arizona. In 2014, the Russ Lyon Sotheby's International Realty leadership collected data and research on the impact of these multiple efforts and saw an opportunity to bring them together in a united entity with company support to enhance and improve these efforts. Thus, the Russ Lyon Charitable Foundation was founded and provides a safe, constructive and fulfilling way for all our family to participate and help. In 2020, the Russ Lyon Charitable Foundation was recognized as a top corporate philanthropy by the Phoenix Business Journal for its monetary contributions and volunteer hours towards #makingarizonabetter.

The above list of non-profit organizations were supported by the Russ Lyon Charitable Foundation in 2020.

NOTABLE AND QUOTABLE

RUSS LYON SOTHEBY'S INTERNATIONAL REALTY 2020 NOTABLE AND QUOTABLE

3RD Generation

Lyon Family Ownership

1947

73 Years Strong

950

Licensed, Professional
Real Estate Advisors

13

Offices Across Arizona

\$5,319,354,935

Total Sales Volume

\$734,008

Average Sales Price

\$24,100,000

Highest Residential Sale - Arizona Record
Buyer and Seller Representation

CARTUS

Platinum Status for Our
Award-Winning Relocation Team

1,800

Incoming Referrals

#134

Power 200 Broker

#3

Sotheby's International Realty Affiliate

#29

Real Trends: Top 50 Firms by Avg Price

#45

Real Trends: The Billionaire's Club

1,642

Earned Media Placements

7,247

Successfully Closed Transaction

13,502

In-House Marketing Pieces Created

SOTHEBY'S INTERNATIONAL REALTY 2019 NOTABLE AND QUOTABLE

\$114 Billion

Global Sales Volume

\$2.25 Billion

Total Referrals Volume

23,000

Sales Associates

70

Countries and Territories

1,000

Offices Worldwide

34 Million

Visits to sothebysrealty.com

Local since 1947.
Global since 1744.