



Sotheby's  
INTERNATIONAL REALTY

PROPERTY DISTRIBUTION  
WORLDWIDE MARKETING EXPOSURE



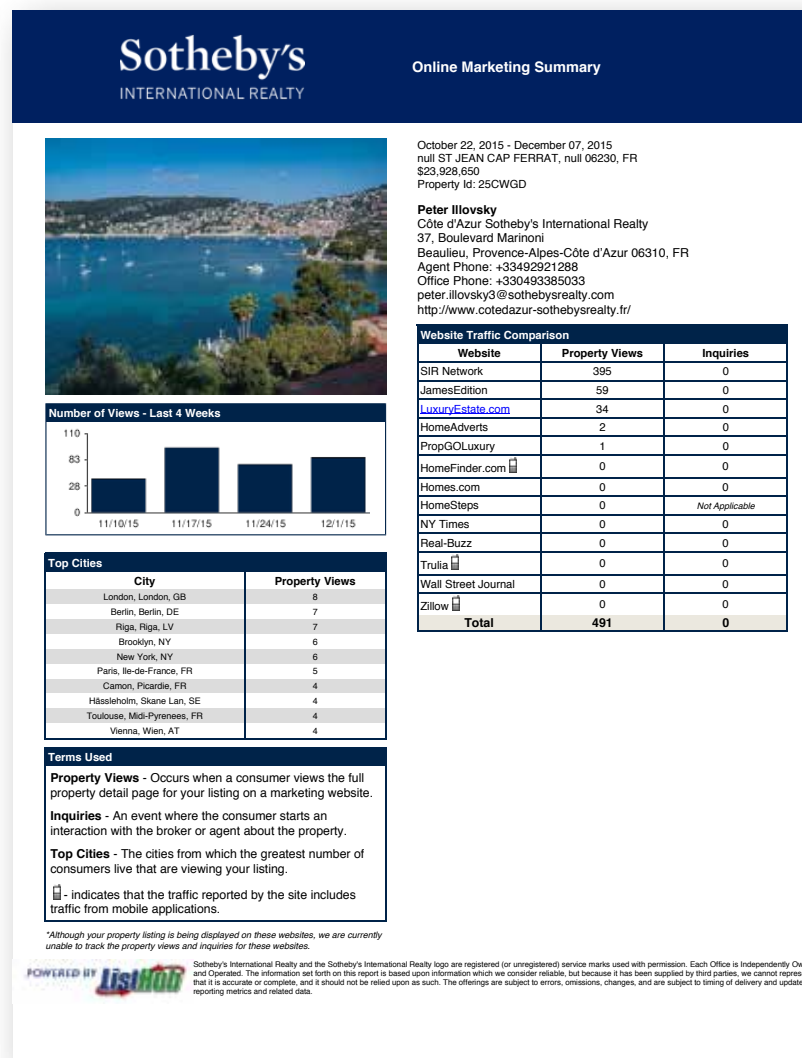
Cover property located in: Dallas, Texas



Strategic placement and unique positioning of your home's best features are critical in securing the right audience to not only preview your home online, but to take the next step in their home search.

To increase exposure for your home and ultimately uncover the right buyer, the Sotheby's International Realty® brand is partners with and distributes properties to the most significant media companies and real estate-focused websites in the world.

To measure results, the brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. The properties are viewed an astounding **190 million times across all of our partner sites annually.**



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# Property Distribution Partners



## **NEWYORKTIMES.COM | INYT.COM**

*The New York Times* receives over 30 million unique visitors each month and 1.27 million of those visitors worldwide go to the [NYTimes.com/realestate](https://www.nytimes.com/realestate) section every month. *International New York Times*, [INYT.com](https://www.inyt.com), is the global edition of *The New York Times* and includes the "Great Homes and Destinations" real estate section, providing a global property search tool, featured lifestyle as well as destination content and articles that discuss great places to live worldwide. Approved property videos are distributed and viewable on the property details pages.



## **THE WALL STREET JOURNAL DIGITAL NETWORK**

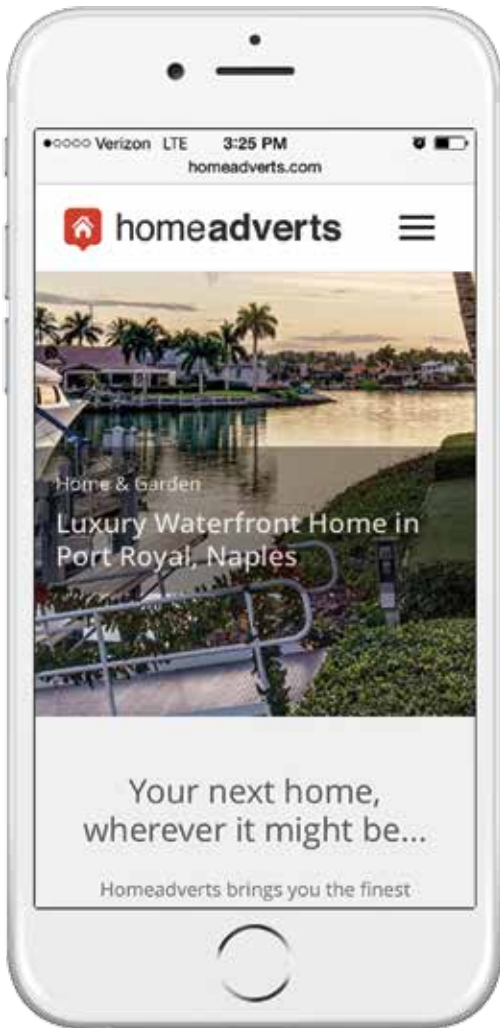
*The Wall Street Journal* digital network receives 40 million monthly visitors to the U.S. edition, 3.5 million monthly visitors to Europe and 2 million to Asia. All three editions have dedicated real estate channels with focused editorial relevant to location.



## **MANSION GLOBAL**

The new standalone luxury real estate site presented by the *Wall Street Journal* and News Corp connects wealthy global buyers with extraordinary homes, while presenting insightful real estate content and market data.

Property must be \$1,000,000 USD or greater.



dwel

### DWELL

Dwell.com is the first and only magazine to explore both the interiors and the exteriors of modern home design in a stylish, yet accessible way. With focus on a new modernistic approach to home design, Dwell.com offers unique positioning on identity, creativity and harmony. Through it's 3.5 million consumers across print, digital and live events, Dwell.com editors will highlight the *Sotheby's International Realty* brand and luxury properties via custom content.

Modern and contemporary properties only.

homeadverts

### HOMEADVERTS.COM

Homeadverts is a multilingual home listing service offering only the finest selection of real estate from around the world. Currently available in 8 different languages and on 24 unique social networks, Homeadverts offers you global exposure in over 160 countries, acting as your hub to the world's most important markets.

REAL-Buzz

### REAL-BUZZ.COM

Real-buzz.com® is a global real estate database of homes for sale displayed in it's native languages. Find homes for sale and other real estate listings, real estate professionals, mortgage rates and information on buying a home, real estate blogs, real estate discussions, advice and more.

FT.com

### FINANCIAL TIMES

*The Financial Times*, one of the world's leading business news organizations, is recognized internationally for its authority, integrity and accuracy. With over 5 million registered users, FT.com reaches the ultra-affluent internet user with an average personal income of \$227,000 USD; which is unparalleled by any other daily business editorial.



### **PROPGOLUXURY**

PropGOLuxury.com was created to fulfill the high demand of our affluent Chinese consumer base requesting exclusive properties from around the world. China represents the world's largest and fastest growing population of new millionaires than at any other time in history. PropGOLuxury.com is the largest and fastest growing property portal in the China and Asia Pacific region.



### **LUXURY ESTATES**

LuxuryEstate.com provides the biggest selection of world-class \$1 million-plus properties. This Italian hosted site provides the easiest and most efficient way to search for exceptional properties around the world. LuxuryEstate.com will open the doors to the most enchanting properties in the world: luxury homes, prestigious estates, classic residences, unique castles and country homes. Approved property videos are distributed and viewable on the property details pages.





## HOUSE24

House24 is Italy's leading property magazine and specializes in the sale of exclusive villas, stately castles, great estates and luxury properties all across Italy. The magazine's website, [www.house24.ilsole24ore.com](http://www.house24.ilsole24ore.com), which is edited by Italy's leading financial newspaper, *Il Sole 24 Ore*, ensures broad exposure to discerning potential buyers with the means to pursue their dreams.



## JAMESEDITION

James Edition is the world's first marketplace to span across product categories and offer high-end items from dealers across the world. Their cutting-edge technology lets consumers find and compare listings from submarines to luxury real estate. The site reaches more than 600,000 potential buyers from 200 countries each month.

Property must be €500,000 EUR or greater or minimum \$650,000 USD.

# I M A G I N E





# High-Impact

## eGallery

*The Sotheby's International Realty eGallery is a real time, dynamic property slide show designed to provide worldwide reach to a property. eGallery is displayed on high definition screens in the Sotheby's International Realty and Sotheby's auction house locations around the world.*

*I M A G I*





# High-Touch

## SIR Touch Gallery

The Sotheby's International Realty Touch Gallery is a unique touch screen system that provides an interactive property search experience on high definition screens. Our through-the-glass storefront display system entices foot traffic to engage with properties as passersby walk by Sotheby's International Realty office locations throughout the world. The podium and wall mount versions create an iPad-like property search experience within Sotheby's International Realty office spaces, conference rooms and lobbies as well as the Sotheby's Auction House.

# Cascading Websites

Your property may also be found on our network of **interconnected, locally focused** and **globally aware** Sotheby's International Realty network members' websites.



*The Sotheby's International Realty brand is leveraging the power of our network members to attract consumers to over 120 locally focused websites receiving over 8 million visitors per year.*

# Local Exposure

## broker/company websites



## sales associate websites



Each site tells the *Sotheby's International Realty* story through the eyes of the **local real estate professional**, combining **local expertise** with **global reach**.

The *Sotheby's International Realty* brand is the company that has the right strategy for creating more opportunities for your property to be found online by the right consumer.



# IMAGINE

*an extraordinary brand*

**Sotheby's**  
INTERNATIONAL REALTY

*Born from Tradition. Built for Innovation.*

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