



THE DISTINCTION

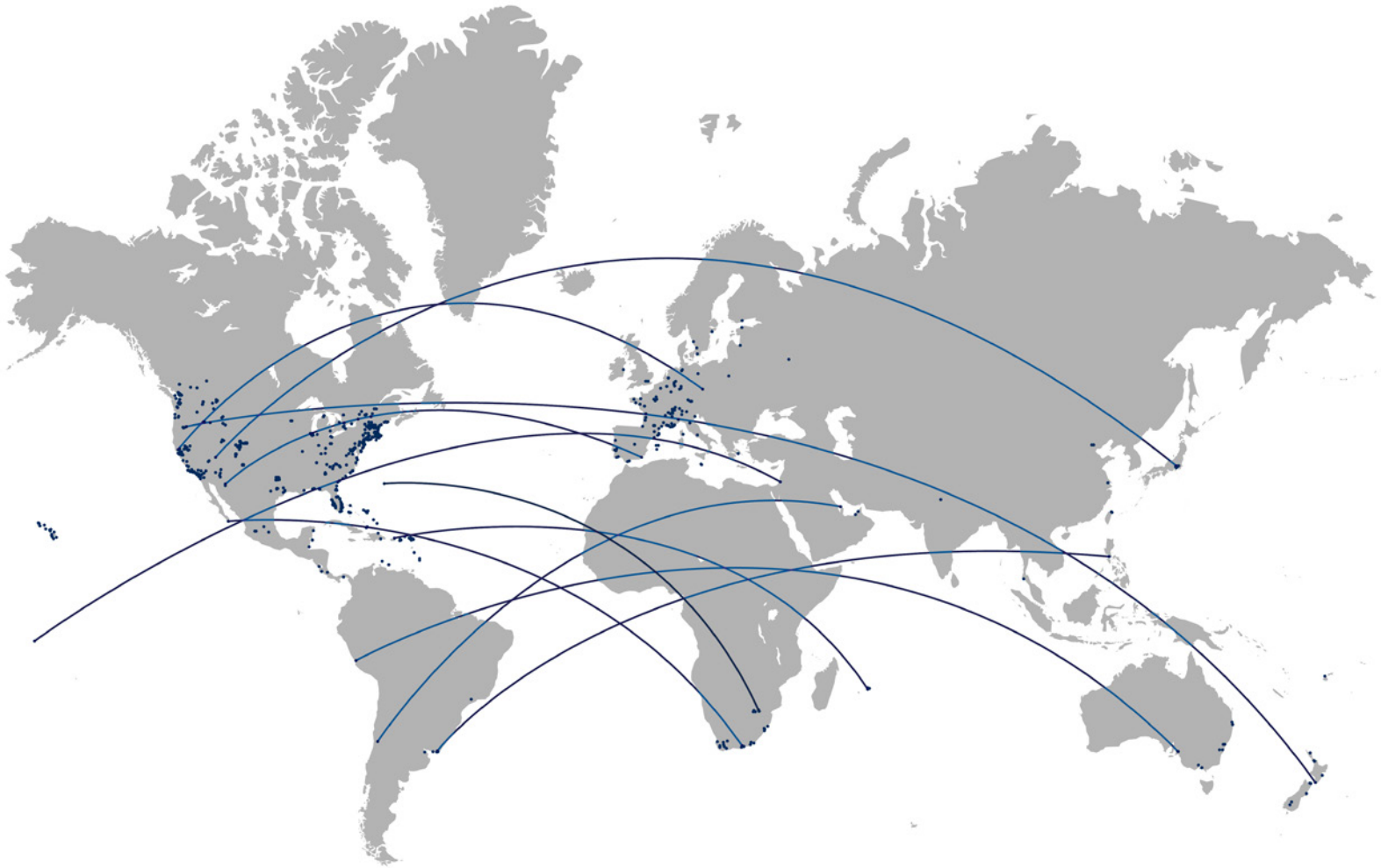
Sotheby's
INTERNATIONAL REALTY

We all have dreams, and they are as vast and varied as the world is wide. But they all start with inspiration, and inspiration starts with our surroundings. That's what home is. Family. Friends. A sense of place. An amazing view. It is all part of what makes a space a home, because your home is where you truly LIVE. As a leading luxury real estate brand, Sotheby's International Realty[®] understands that your best life begins with a home that inspires you.



An Iconic Brand

Building on the centuries-long reputation of the preeminent auction house, the *Sotheby's International Realty* brand is recognized globally. Our legacy of quality service and expertise is unmatched.



A Global Connection

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 are located in 70 countries worldwide, making *Sotheby's International Realty* a truly global real estate brand.



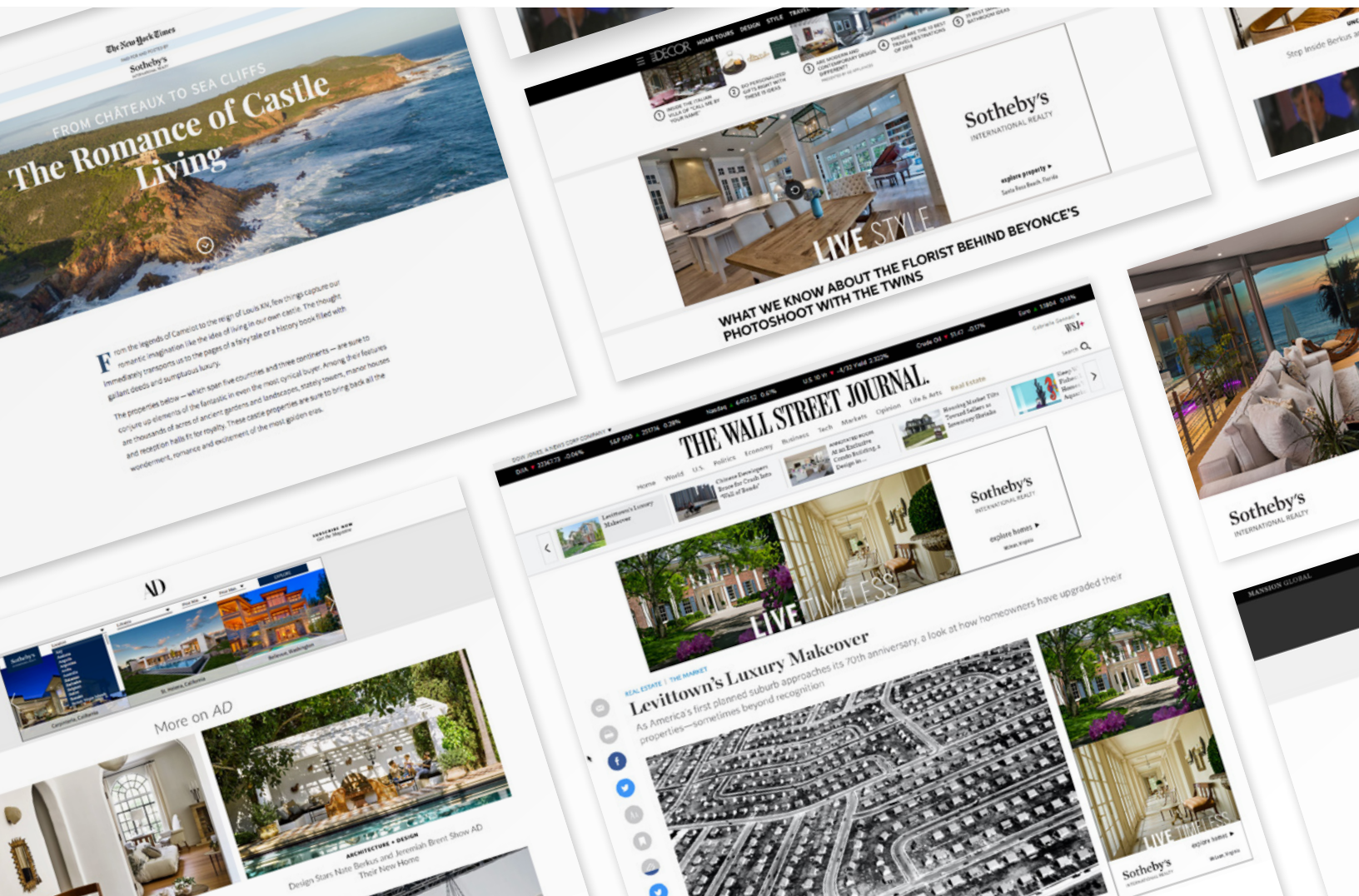
Brand Heritage

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, building on its legacy by delivering unrivaled real estate services.



A Unique Collaboration

Our alliance with Sotheby's 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, showcases in the signature publications, and in digital newsletters and on [sothebys.com](https://www.sothebys.com).



Brand Marketing

High-quality, richly illustrated and engaging content delivered across multiple platforms inspires our global clients.

Because purveyors of fine art and possessions are equally passionate about their homes, we take pride in showcasing our properties in high-definition video, virtual reality tours, and rich photography. These engaging formats are designed to inspire buyers and sellers in all phases of their journey.

The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL

ARCHITECTURAL DIGEST

AD
MEXICO

ELLE DECOR

dwel

VANITY FAIR

VOGUE

FINANCIAL TIMES

THE  TIMES

THE ECONOMIC TIMES

JamesEdition

LUXURY ESTATE

PropGOLuxury

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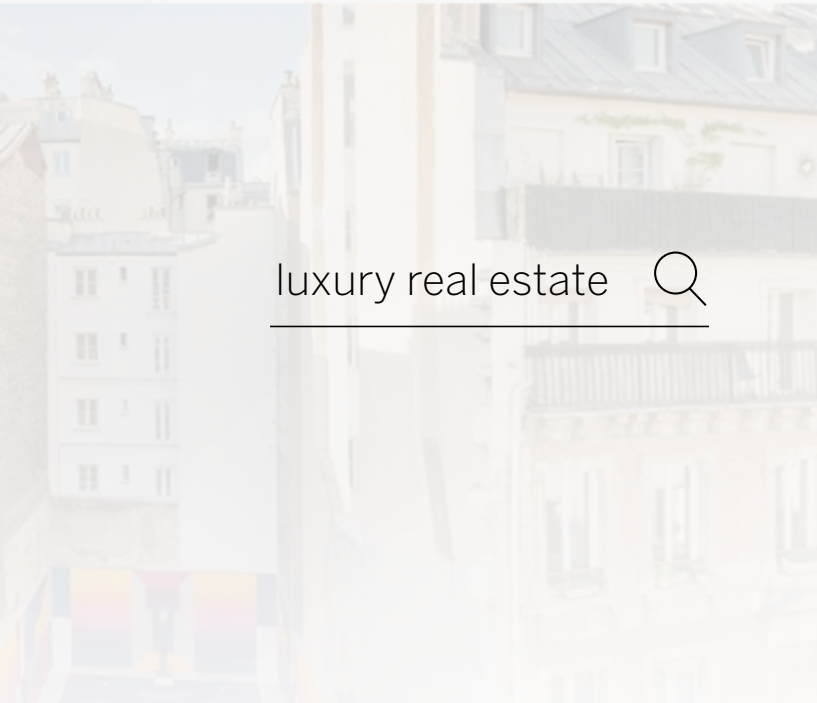


Emirates

 YouTube

Media Partnerships

We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning and international impact enable the *Sotheby's International Realty* brand to successfully connect with a global clientele.



LIVE OPEN

Sotheby's
INTERNATIONAL REALTY

explore property ►

St. Helena, California

Targeted Advertising

With an emphasis on exclusivity, the *Sotheby's International Realty* advertising plans are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey. Our robust digital and print strategy is aimed at showcasing homes to highly-qualified homebuyers.



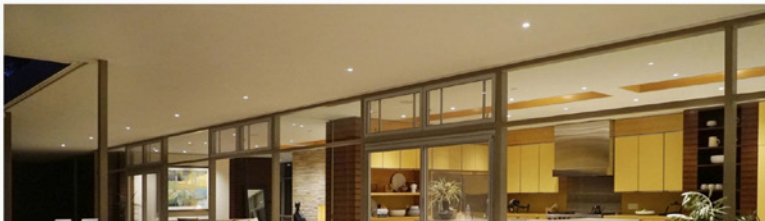
REAL ESTATE

Yahoo's First CEO Is Selling His House for \$19.4 Million

Tim Koogle, now a venture capitalist and philanthropist, is downsizing.

By James Tarmy
August 31, 2017, 5:00 AM EDT

Five months before he got married, Tim Koogle, Yahoo's first chief executive officer, was in the market for a house. It was early 2003, and he and his fiancée, Pam Scott, "were looking for our first house together," Koogle said. "I asked her: When you walk out of the door in the morning, do you want to have your feet land on dirt, or asphalt?" The answer was an emphatic "dirt," and so, after a brief search, they purchased a midcentury modern house on 12 acres in Los Altos, Calif., for about \$8 million.



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The Voice of Luxury Real Estate

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 voice of luxury real estate.



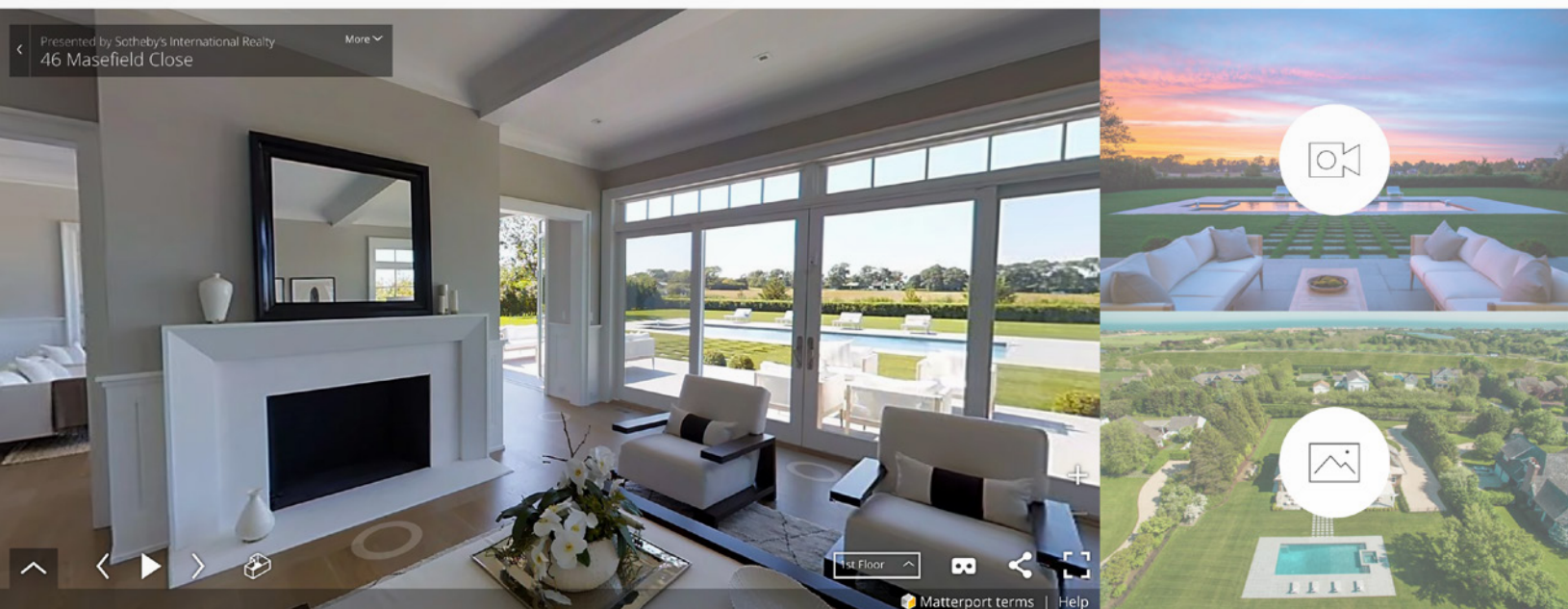
Social Media

We actively engage with online networks of people passionate about fine living. The *Sotheby's International Realty* brand creates exclusive content on multiple social media platforms, including Twitter, Instagram, Pinterest, LinkedIn, WeChat and on our very own Extraordinary Living Blog. Facebook is the top referring source of traffic to sothebysrealty.com. Additionally, the *Sotheby's International Realty* YouTube channel has more subscribers than any other real estate brand.



GALLERY

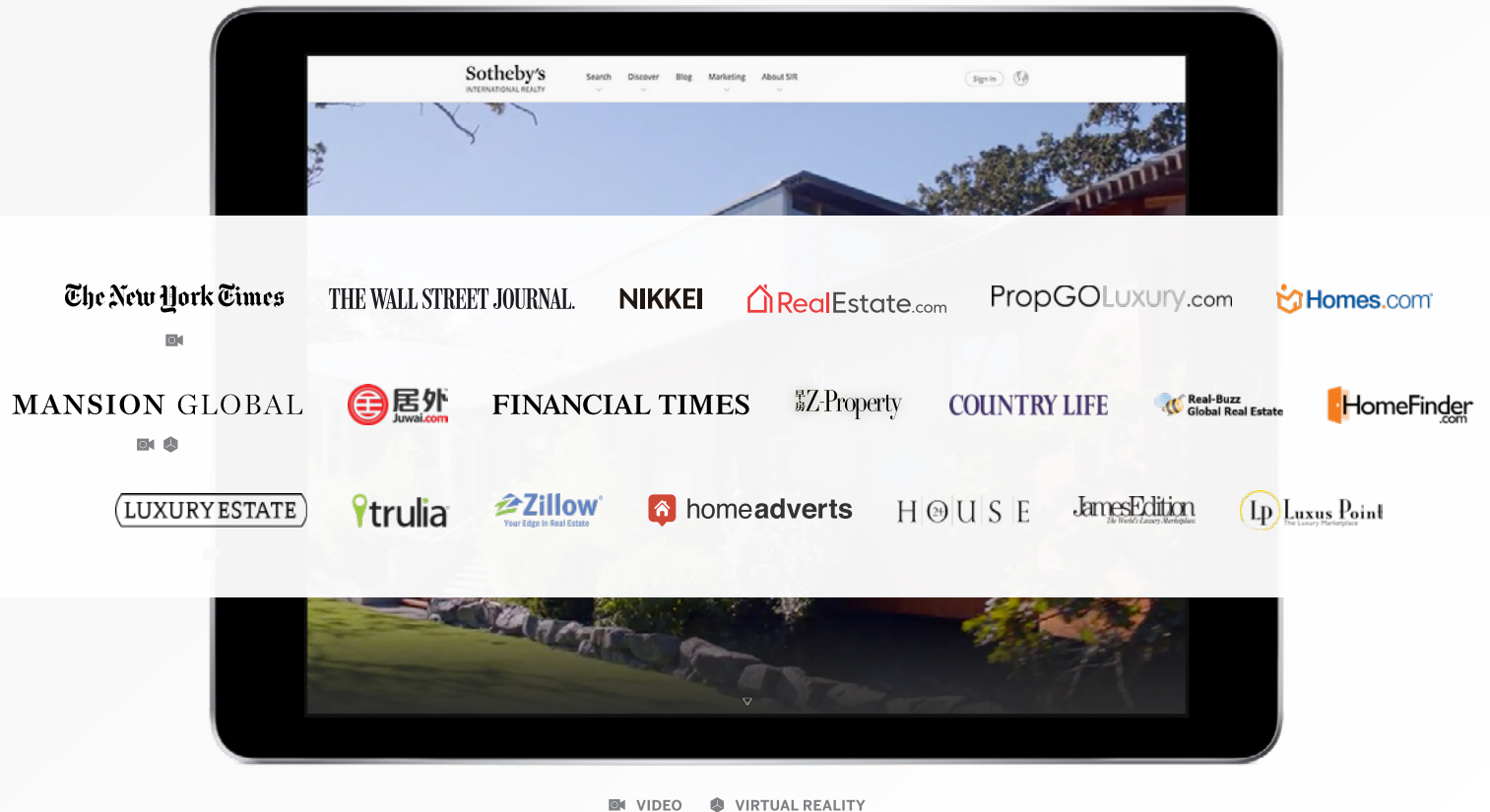
Photos and videos from 46 Masefield Close



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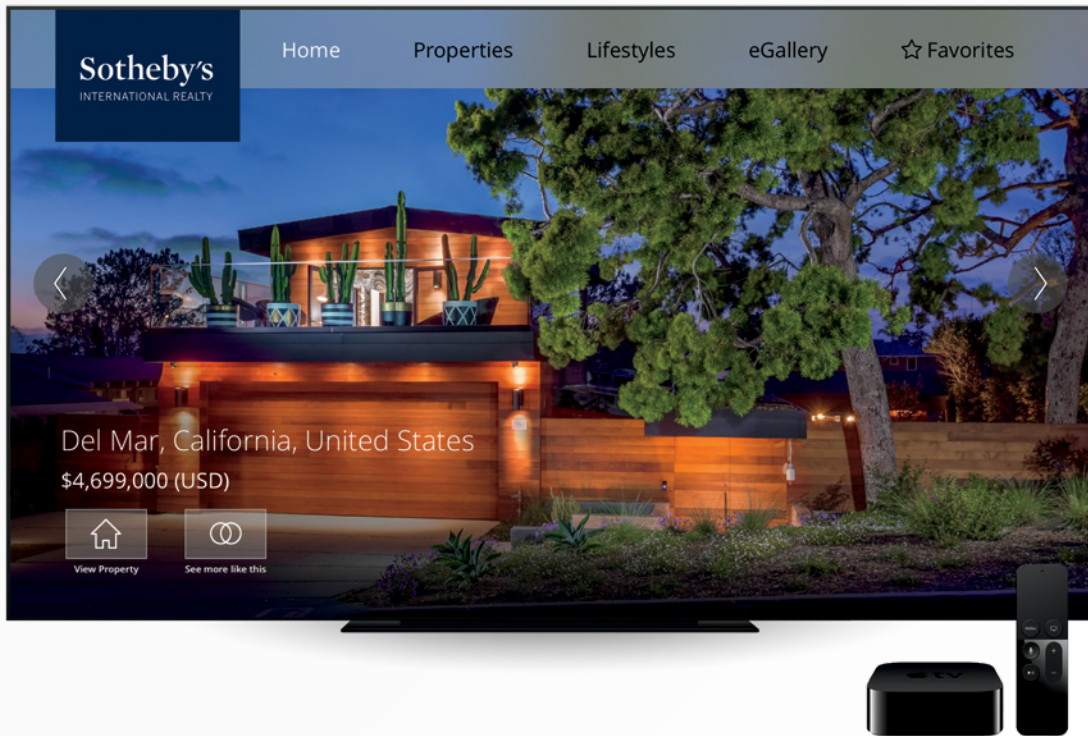
sothebysrealty.com

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, high-definition videography and high-resolution photography. This content rich experience is more effective in driving perspective buyers to sothebysrealty.com and engaging them once they arrive.



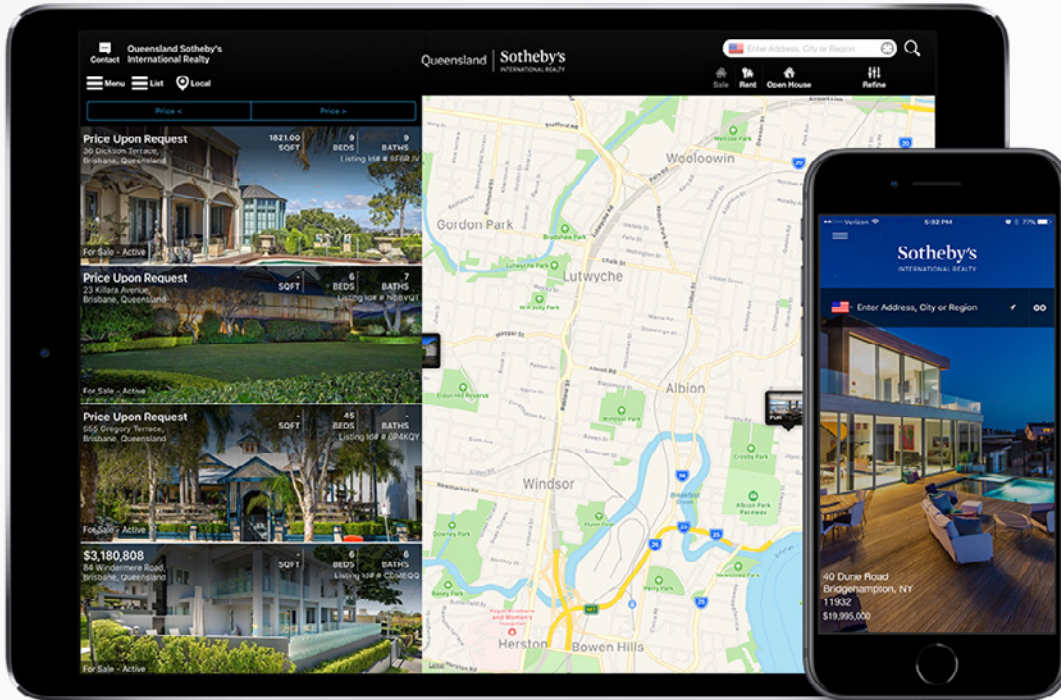
Property Distribution

Our global property marketing partners include the most authoritative news, lifestyle and financial voices, as well as real estate-centered 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 refine a marketing campaign's impact.



Apple TV

The *Sotheby's International Realty* Apple TV app is designed to fully immerse consumers in the brand. With our innovative app, homebuyers can discover *Sotheby's International Realty* 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.



SIR Mobile

The *Sotheby's International Realty* mobile app is the only luxury real estate app that serves properties in nearly 70 countries. Featuring high-quality media content, the app brings property searches to life with GPS and a drawing tool to locate homes. A points-of-interest toolbar features lifestyle amenities such as local restaurants, golf courses, resorts and more.



Touch Gallery

We continually employ impactful technology to showcase the homes represented by our network. At *Sotheby's International Realty* office locations, our cutting-edge storefront touch galleries are state-of-the-art. These high-definition, through-the-glass touch-screens encourage interaction with our global properties.

Sotheby's

INTERNATIONAL REALTY

ON THE COVER: A Philip Johnson masterpiece, built in 1964
Dallas, Texas, United States Property ID: 4EJ68K sothebysrealty.com

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