



GLOBAL MEDIA

Sotheby's
INTERNATIONAL REALTY

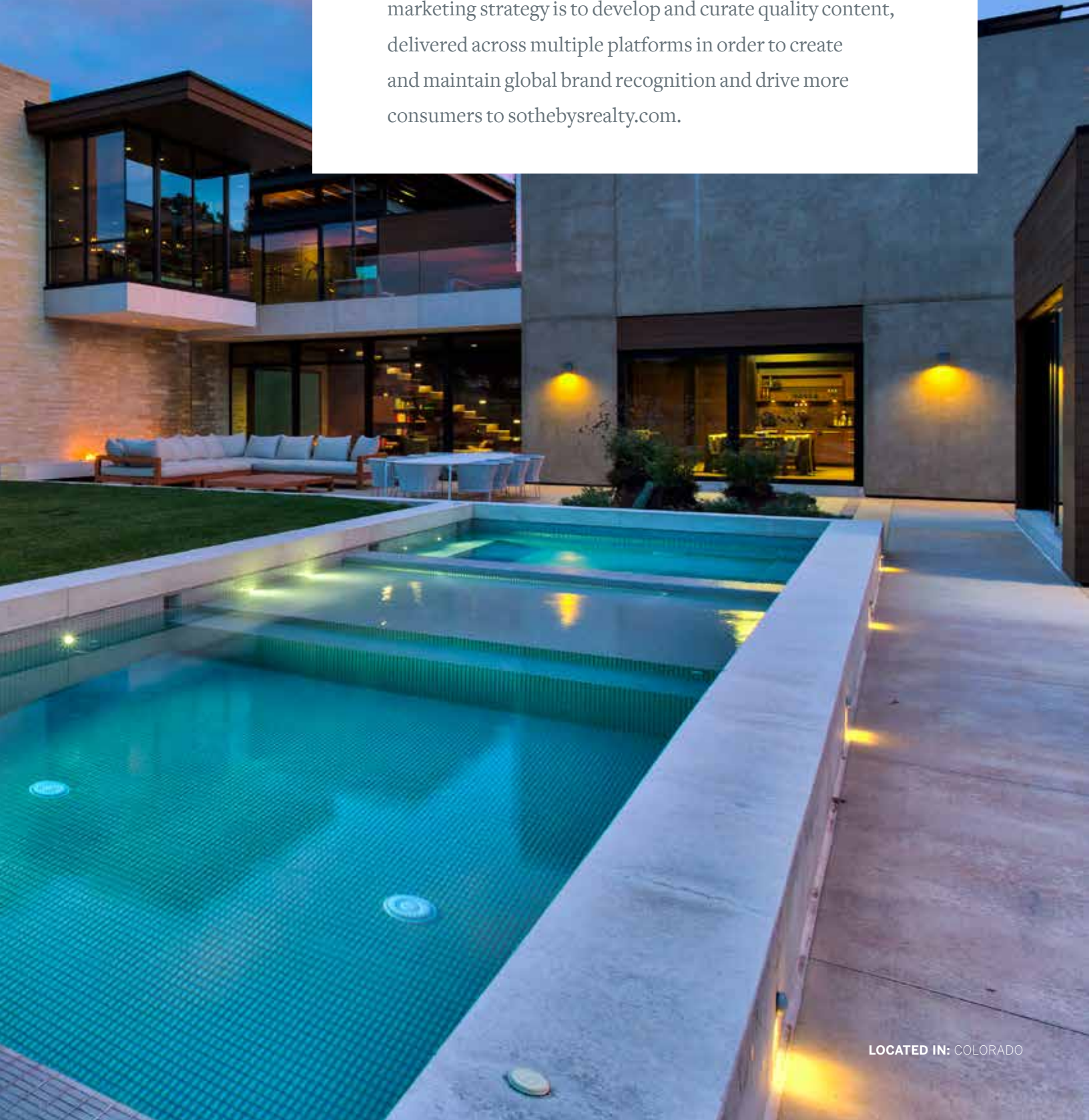


Global Partnerships: Unparalleled Reach

With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic positioning, social traffic drivers and video content integration, the Sotheby's International Realty® brand utilizes hand-selected media powerhouses whose innovation, experience and international impact allow our brand to successfully connect with a global consumer.

Brand Heritage

A brand conveys a perception and emotional appeal with consumers and tells them what they can expect from an organization. The Sotheby's International Realty® brand marketing strategy is to develop and curate quality content, delivered across multiple platforms in order to create and maintain global brand recognition and drive more consumers to sothebysrealty.com.



LOCATED IN: COLORADO



The New



The New York Times

Since 1851, The New York Times has provided exceptional depth of quality news and information surrounding the most important issues on a local, national and global level. Having won more Pulitzer Prizes than any other paper, The New York Times has consistently set the bar among leading news brands.

Now serving over 90 million unique global visitors per month, NYTimes.com has successfully applied the same expectations and meticulous standards to the digital world as with print.

The Sotheby's International Realty® brand blends exclusivity, dominance and new trail-blazing technology with a strategic focus on mobile to reach an ever-expanding global audience.

York Times

PAID FOR AND POSTED BY: **Sotheby's**
INTERNATIONAL REALTY®

VISIT SOTHEBY'S INTERNATIONAL REALTY >



Turtle Tail,
Beachfront



Weesawken, NJ
83 Kingswood Rd



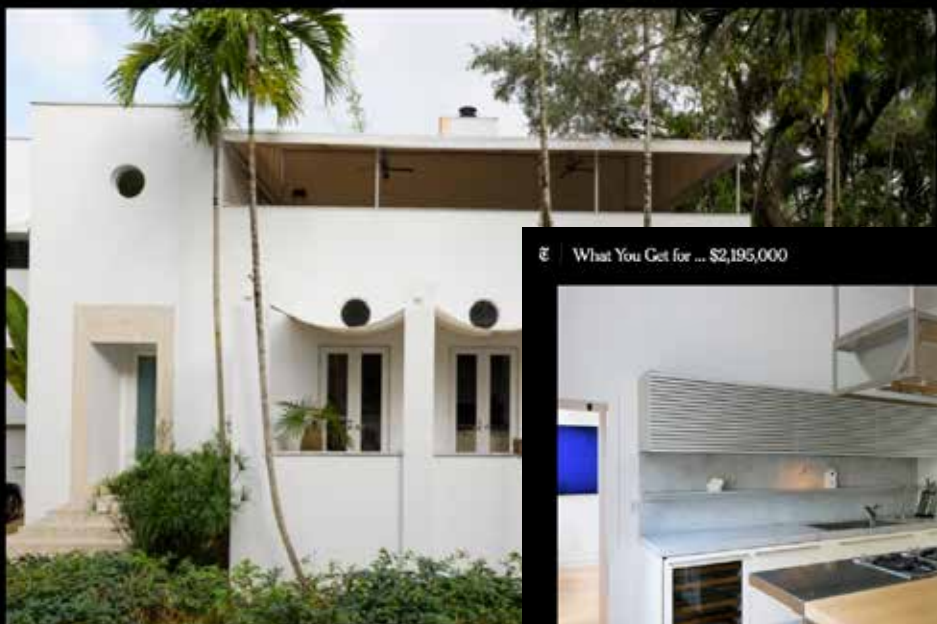
Barcelona, B
Passeig de Gracia, 41



Find a Home - Video Module

The featured video module is built into the framework of the 'Find a Home' landing page of The New York Times real estate section. This module provides a rich level of exposure for the property videos that are featured. The Sotheby's International Realty® brand is the exclusive advertising partner for this section. This feature launched in 2016 and continues to be a highly engaged ad placement.

The New York



A five-bedroom contemporary is on the market for \$2,150,000 in the Coconut Completed in 1981, it was an early design of DPZ, then Duany Plater-Zyberk &

Moris Morano for The New York Times

Related: [\\$2,195,000 Homes in Texas, Florida and Michigan](#)



What You Get for ... \$2,195,000



The kitchen appliances are by Viking and Sub-Zero and are concealed behind white cabinetry. The range is set into an island, topped with stainless steel on the cooking side and on the dining end, butcher block.

Moris Morano for The New York Times

Related: [\\$2,195,000 Homes in Texas, Florida and Michigan](#)



AT THIS MOMENT DAY TURNED TO DARK

Celebrate 18.33 Hours



Real Estate Slideshow — EXCLUSIVE

Our ongoing exclusive sponsorship of Real Estate section slideshows provides high-impact branding and lead generation for the featured listings. Designed to drive an estimated 12 million media impressions worldwide, this 100% share of voice ad unit incorporates listings for sale at the beginning, the mid-point and the end of the slideshow. The highly engaged slideshow audience completes the entire slideshow 90% of the time and this placement is the number two driver of traffic to sothebysrealty.com from our brand advertising campaign.

Times



FROM SAINTS TO HOT SPRINGS: The Luxury of Mountainside Living

As the iconic journalist and author John McPhee wrote, "The mountains are calling, and I must go." Indeed, for geographical reasons we often embrace the rugged terrain of the mountains. They are our refuge and our playground, yet powerful and awe-inspiring, disquieting in their grandeur, yet as we climb their altitude, more familiar, as if the mountain itself adapts to accommodate us — more truly, we change to accommodate them, and it is their embrace that keeps us from feeling alone. When we look down from their summits, suddenly, it's the world itself that shrinks.

To live amongst them then is to embrace this dynamism with each day. As the following properties demonstrate, mountainside living can be a variety of things — whether it's the views that stretch from the Santa Barbara mountains to the Pacific Coast and beyond, or the high mountain trails and valleys that offer the greatest of the American West. In each of these properties, we are bringing you the best of the mountainside living with each breath of fresh air.



ITALIAN VINEYARD ESTATE

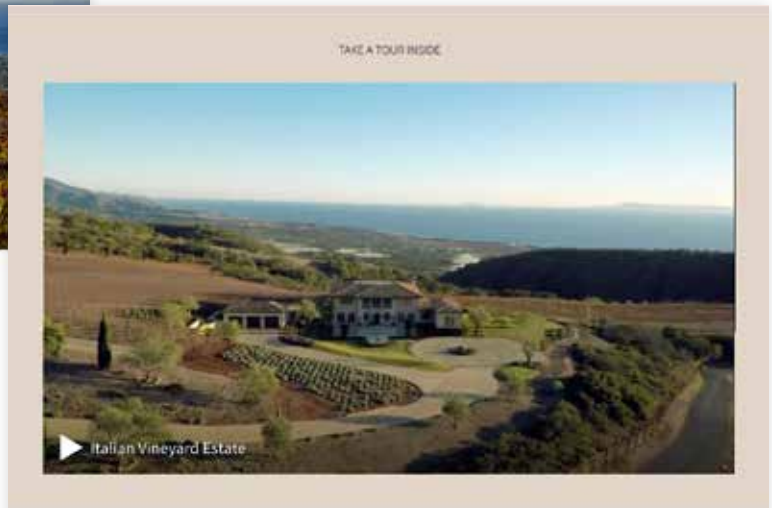
9500 Yearl Canyon Road, Santa Barbara, California, 93101
Price: \$1,200,000 | Status: For Sale | Square Footage: 10,000 sq ft | Lot Size: 10.00 acres | Sotheby's International Realty | Listed by: David L. Brown

This stunning estate is a masterpiece of modern architecture, set in the heart of the Santa Barbara mountains. The property is a masterpiece of modern architecture, set in the heart of the Santa Barbara mountains. The property is a masterpiece of modern architecture, set in the heart of the Santa Barbara mountains.



With its rugged hills and open spaces, this property is a perfect blend of nature and luxury.

This stunning estate is a masterpiece of modern architecture, set in the heart of the Santa Barbara mountains. The property is a masterpiece of modern architecture, set in the heart of the Santa Barbara mountains.



The Viewpoint — EXCLUSIVE

In a full year program, The New York Times' T Brand Studio will collaborate with the Sotheby's International Realty® brand to showcase multiple properties through a sponsorship of "The High End." "The High End" is an evolution of The New York Times long-standing real estate feature which launched as an ongoing subchannel in 2016. Through our Viewpoint series we will showcase the culture and style of selected themed properties and the experiences and lifestyles behind them.

The



To further extend and promote this content, the Sotheby's International Realty® brand will work with The New York Times and their influencer network called “Hello Society” to produce social content on each theme and experience through a select group of influencers.

To further extend and promote this content, the Sotheby's International Realty® brand will work with The New York Times and their influencer network called “Hello Society” to produce social content on each theme and experience through a select group of influencers.

9

News Corp





News Corp.

News Corp. has long been a strategic media partner for the Sotheby's International Realty® brand. As News Corp. has expanded its footprint in real estate with the acquisition of move.com and the launch of Mansion Global, we have continued to stay ahead of our competition and continually achieve new and exclusive levels of exposure for the *Sotheby's International Realty* brand and our extraordinary properties.

In 2017 we are launching a new, integrated News Corp. partnership that will reach core international markets in a unified and comprehensive way.

Our 2017 integrated News Corp. plan includes The Wall Street Journal, Mansion Global, The Times and MyFun. These sites reach a truly global audience across the U.S., U.K., South America, Australia, China, Asia-Pacific and beyond. Additionally, this relationship allows the *Sotheby's International Realty* brand to use consistent high-impact prominent ad units across all these sites to grow brand awareness, distribute custom video content, promote specific properties and provide a lifestyle search experience.

THE WALL STREET

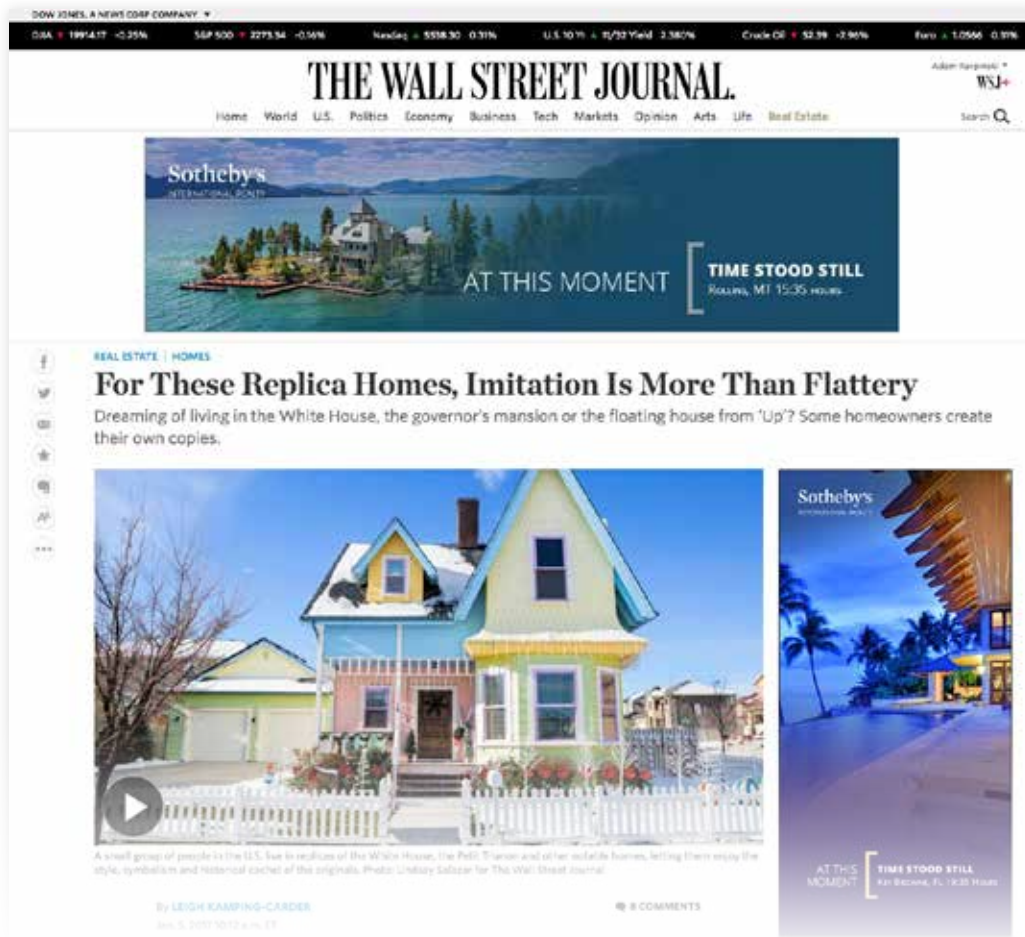
The Wall Street Journal

The Wall Street Journal is a global news organization that provides leading news, information, commentary and analysis. Published by Dow Jones, which has nearly 2,000 journalists in more than 75 bureaus around the world, The Wall Street Journal engages readers across print, digital, mobile, social, and video. Building on its heritage as the preeminent source of global business and financial news, The Wall Street Journal includes coverage of U.S. and world news, politics, arts, culture, lifestyle, sports and health. It holds 36 Pulitzer Prizes for outstanding journalism.





STREET JOURNAL.



Friday Article Buyout

The Friday Real Estate section front has been a mainstay of our marketing plan for many years and continues to evolve. Today most readers visit the real estate article pages through a combination of search and social links. To reach the greatest number of individuals that consume real estate content, we have partnered with The Wall Street Journal to develop an entirely new “Friday Buyout.”

New for 2017, the Sotheby’s International Realty® brand will own 100% of all real estate article top banner impressions for 18 Fridays in 2017. These 18 Fridays across key real estate months will more than triple the exposure the previous Real Estate section front sponsorships could deliver in 2016.

THE WAL



哥本哈根IT人士的极简联排别墅

图集 3 / 5

特色房产

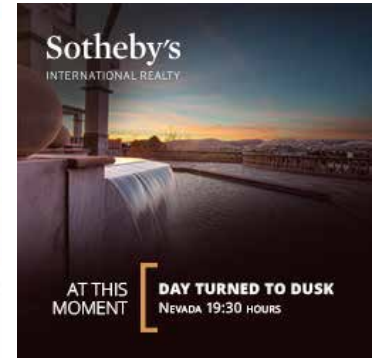
广告专题



Makana
HI
美金 9,995,000
5 卧室 | 4.5 浴室
[详细资料](#)

[查看更多楼盘](#)

赞助: **Sotheby's**
INTERNATIONAL REALTY



Featured Property Modules – **EXCLUSIVE**

The Featured Property module offers the Sotheby's International Realty® brand homepage exposure on The Wall Street Journal's Europe and Asia sites. The module prominently features a photo and brief property description.

A close-up photograph of a hand holding a polished brass doorknob. The doorknob is oval-shaped and highly reflective, showing a bright highlight. The hand is positioned on the left side of the frame. In the background, the dark, ornate metal of a door is visible, featuring intricate scrollwork and a keyhole. The lighting is dramatic, highlighting the textures of the skin, the metal, and the door.

Houseguest, Custom Video Series – **EXCLUSIVE**

Building on the success of the 2016 Houseguest series, WSJ Custom Studios will create four new videos that showcase Sotheby's International Realty® brand properties and the residents who draw inspiration from them. The four videos will be hosted on a Wall Street Journal landing page as well as on the brand library for Mansion Global. The videos will be promoted through The Wall Street Journal's social channels, and through an extensive video distribution plan, and links will be available for the *Sotheby's International Realty* network to distribute.

THE

Sotheby's
INTERNATIONAL REALTY

HOUSEGUEST



WALL STREET JOURNAL.

MANSSION



LOCATED IN: TIBURON, CALIFORNIA

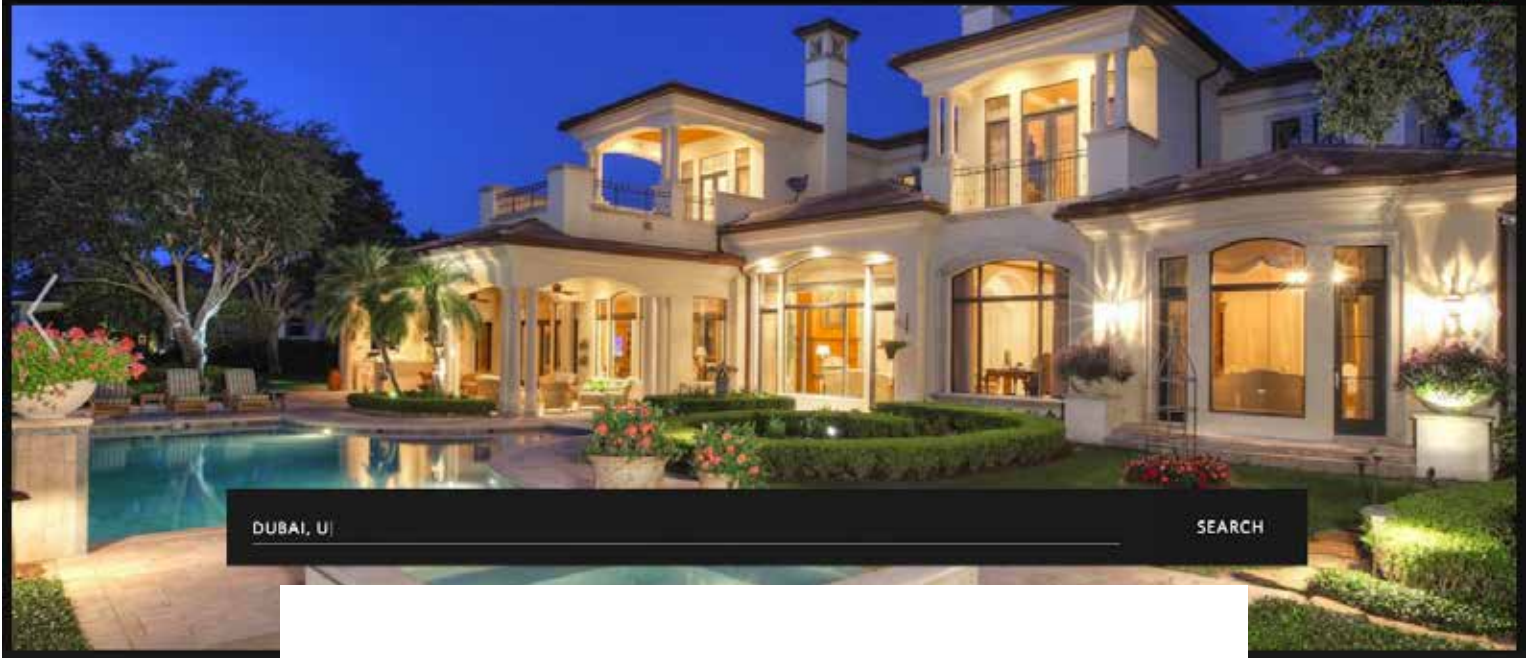


MANSION GLOBAL

Mansion Global

Launched in May 2015, Mansion Global is a luxury real estate destination connecting wealthy, international buyers with exceptional properties. Mansion Global provides insightful market data, in-depth analysis, and relevant news that empowers the affluent buyer to make intelligent purchase decisions.





Home Page Hero

Mansion Global's home page hero carousel – a signature advertising position on the page, showcases the most exceptional properties on the site. The carousel is the first thing a user sees when entering the site and it has been our strongest single placement on the media plan. For 2017, the Sotheby's International Realty® brand will continue to be a major contributor to the hero carousel, with double the share of voice offered to any other advertiser.

EXCLUSIVE

New for 2017, the *Sotheby's International Realty* brand will be the first advertiser to run featured property videos in the hero carousel. This opportunity is exclusive to the *Sotheby's International Realty* brand from March through May of 2017.

FEATURED LISTINGS



511 WESTERN LAKE DRIVE - SCENIC SOTHEBY'S INTERNATIONAL REALTY

[VIEW PROPERTY](#)SANTA ROSA BEACH, FL
UNITED STATES
\$4,200,000MOSMAN
AUS
\$7,500,000FLORENCE
ITALY
Price Upon Request

Featured Listings Showcase

For 2017, the Sotheby's International Realty® brand will renew its prominent positioning on the Mansion Global homepage through the feature property showcase. This placement provides our listings with 11x more visits and 10x more page views. *Sotheby's International Realty* will own 10% of all Feature Listings.



Brand Library – EXCLUSIVE

To drive engagement to the Sotheby's International Realty® brand interactive content on Mansion Global and content that is being produced through the News Corp. partnership, Mansion Global will build an exclusive brand library. This library will house the brand's custom content series "Houseguest," produced by The Wall Street Journal, as well as brand videos, listing videos and Matterport content. This library will serve as an always-on resource to sales associates to demonstrate the depth and quality of the *Sotheby's International Realty* brand campaign assets.



No January Blues for Manhattan's Multi-Million Dollar Market

Most of the top sales contracts last week were all townhouses.

JANUARY 28, 2017 | MANSION GLOBAL | [SHARE ARTICLE](#)



[CLICK HERE TO READ MORE ABOUT MANHATTAN REAL ESTATE:](#)



Manhattan's Luxury Housing Market Sees 'Decent' Ending to 2016



AT THIS MOMENT
OUTSIDE WAS IN
THEir NEW CASH 15.3M



A townhouse on the Upper West Side was one of three townhouses to top Manhattan's market last week.

helped Manhattan's multi-million dollar housing market avoid the

... were signed last week at \$4 million and above in Manhattan, the first week of January in three years, according to Olshan Realty's weekly report released Monday. This was up from 15 contracts the previous week and 23 in the same period last year.

MORE: [Julie Bush Sells New York Townhouse](#)

The three most expensive contracts were all townhouses, with 269 West 115 St. in the West Village topping that list. It was asking \$30 million, raised from \$26 million when it debuted on the market back in September.

Three New York houses sold for more than \$10 million last week, and was last month of the 2016 the million in



AT THIS MOMENT
TIME STOOD STILL
IN BRUCE R. 19.35 HOUR

MOST POPULAR



Friday Articles Sponsorship – EXCLUSIVE

New for 2017, our Friday sponsorship will include a high impact billboard banner at the top of all article pages. This placement will run for 50 Fridays 1/13/17 - 12/22/17.



买房TM
myfun.com

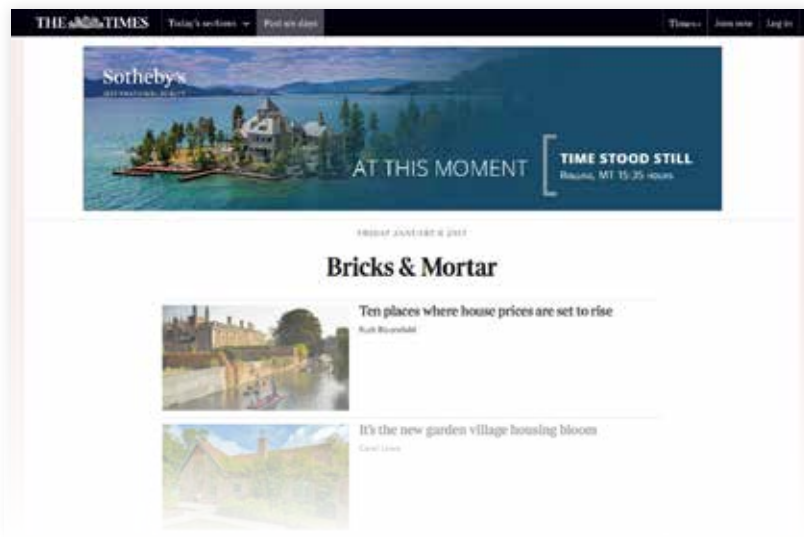


Myfun

Myfun is an international property site that is owned by REA Australia. Myfun is built and hosted in China behind the great firewall to promote international properties to Chinese buyers. Myfun is syndicated to Chinese partner sites and focused on Australian listings, property news and neighborhoods with content translated into Chinese.

Friday Buyout

New for 2017, our Myfun sponsorship will include a Friday buyout of the site. The Sotheby's International Realty® brand will be the only advertiser on the website, for 35 Fridays in 2017.



London Times

A faithful recorder of the times for more than 200 years, The Times is authoritative, credible, responsible, trusted part of the United Kingdom's cultural heritage. A premium British brand, recognized the world over, The Times is also a fast-moving, highly-creative, multi-channel media operation which has a long heritage of modernity, of being first, of breaking through, of creating change. The Times possesses the unique ability to push boundaries and embrace new technologies, but remember old traditions.

Friday Bricks and Mortar – EXCLUSIVE

New for 2017, the Sotheby's International Realty® brand will sponsor the Friday Bricks & Mortar section. The *Sotheby's International Realty* brand will have 100% share of voice of the prominent property articles to ensure that the brand is top of mind for The Times readers.

Sponsorship will include 50 Fridays in 2017.

ARCHITTECO



LOCATED IN: NEW YORK, NEW YORK

ARCHITECTURAL DIGEST

Architectural Digest

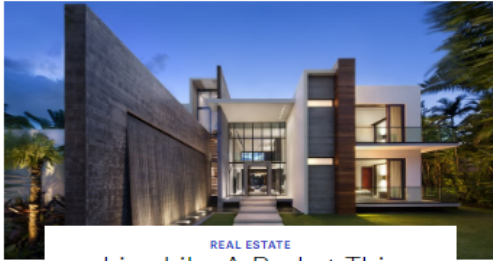
Architectural Digest (AD) is the international authority in design and architecture. AD provides exclusive access to the world's most beautiful homes and to the fascinating people who live in them, bringing its audience a wealth of information on architecture and interior design, art and antiques, travel destinations, and extraordinary products. Its AD100 list of top architects and designers is one of the industry's most relied-upon indexes of talent. Every day AD inspires millions of affluent readers to redesign and refresh their lives through a multiplatform presence that includes print and digital editions, social media, signature events, and its website, architecturaldigest.com.

Since the site redesign in late 2015 and the addition of the new editor in chief Amy Astley, architecturaldigest.com has continued to grow and expand the brand's digital presence across all platforms.



Architecture + Design

VIEW ALL ARCHITECTURE INNOVATIVE DESIGN REAL ESTATE AD100 GARDENS + LANDSCAPES



REAL ESTATE
Live Like A-Rod at This
Sleek \$32 Million Miami
Manse

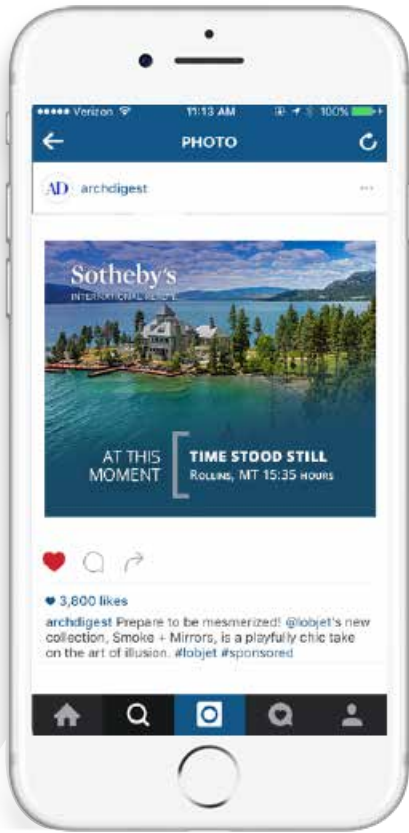


Ownership of Real Estate Index

Page – EXCLUSIVE

Real Estate is one of the strongest traffic drivers to architecturaldigest.com. In 2017 the Sotheby's International Realty® brand secured four months of ownership of the most powerful placement on this website. Advertising units surround content directly in-line with the *Sotheby's International Realty* brand's message.

100% share of voice (SOV) for 4 months; March, April, September and October across Desktop, Tablet & Mobile banner ads and video pre-roll.



Sponsorship of Instagram Posts including 360 Video

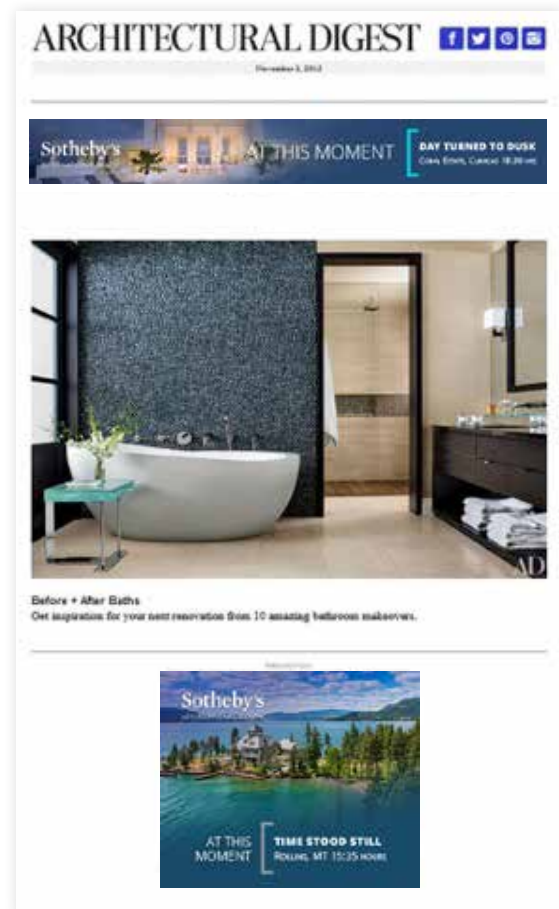
Tapping into Architectural Digest's large social following, the Sotheby's International Realty® brand will post from the AD Instagram account and share immersive video stories, including 360 video.

- 4x Sponsored Posts
- 4x Sponsored Stories
- Timed to coincide with e-newsletter ownership

E-Newsletter

The *Sotheby's International Realty* brand will sponsor eight Sunday real estate newsletters. One editorial story will be replaced with a native *Sotheby's International Realty* brand listing.

- Guaranteed distribution: 250,000+ opt-in subscribers
- Average open rate: 40%
- 100% share of voice (8X in 2017)

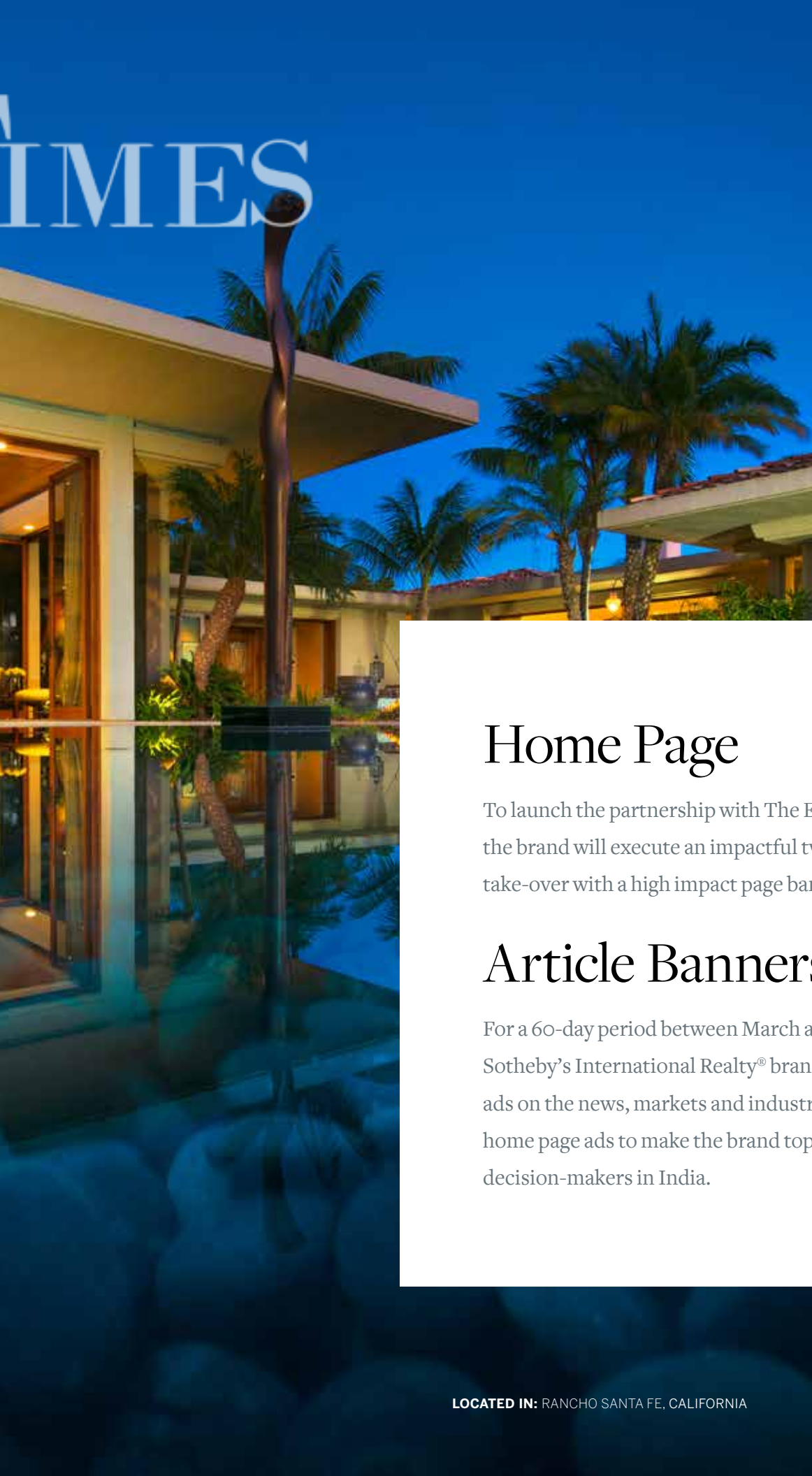


THE ECONOMIC TIMES

The Economic Times

The Economic Times is India's premier business daily and the world's second-most widely read English-language business newspaper, after the Wall Street Journal, with a readership of over 800,000. The Economic Times is published simultaneously from 12 cities—Mumbai, Bangalore, Delhi, Chennai, Kolkata, Lucknow, Hyderabad, Jaipur, Ahmedabad, Nagpur, Chandigarh, and Pune.

With a readership higher than that of the competition combined and concentrated among the top echelons of business and government, The Economic Times is the publication of record for opinion leaders and decision-makers in India.



Home Page

To launch the partnership with The Economic Times, the brand will execute an impactful two-day home page take-over with a high impact page banner ads and skins.

Article Banners

For a 60-day period between March and April of 2017, the Sotheby's International Realty® brand will run banner ads on the news, markets and industry pages as well as home page ads to make the brand top of mind among decision-makers in India.



ELLE DECOR

Elle Decor / Hearst Luxury Properties

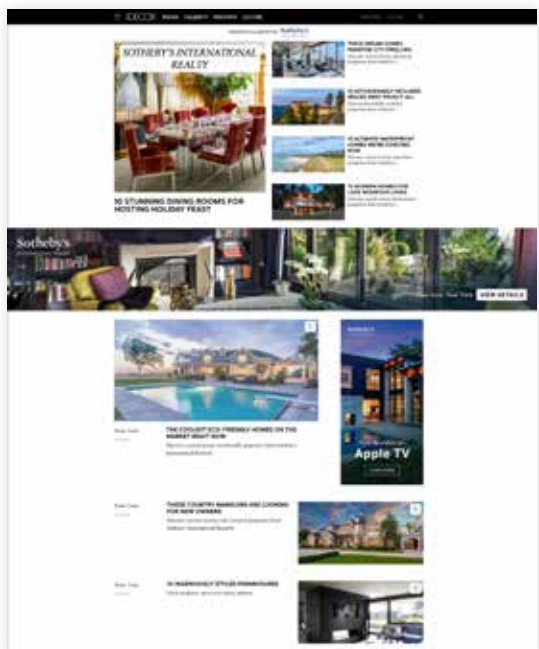
Every day, Elle Decor's editors dedicate themselves to discovering, celebrating and showcasing every facet of luxury, design and decor. Their readers are affluent tastemakers and consumers who come to Elle Decor for inspiration as the ultimate guide for luxurious living.

Building on the success of the Sotheby's International Realty® brand 2016 partnership with Hearst's luxury and design portfolio, Hearst will reimagine this custom listings program. Utilizing first-to-market digital products, fully customizable high-impact ad executions and custom curated content, Hearst will continue to raise awareness and drive conversions to sothebysrealty.com.

Through this innovative program anchored on Elle Decor, Hearst's luxury and design titles will capture the attention of affluent home buyers/sellers and provide qualified consumers access to Sotheby's International Realty brand listings hosted on the prestigious Elle Decor platform.



LOCATED IN: SANTA FE, NEW MEXICO



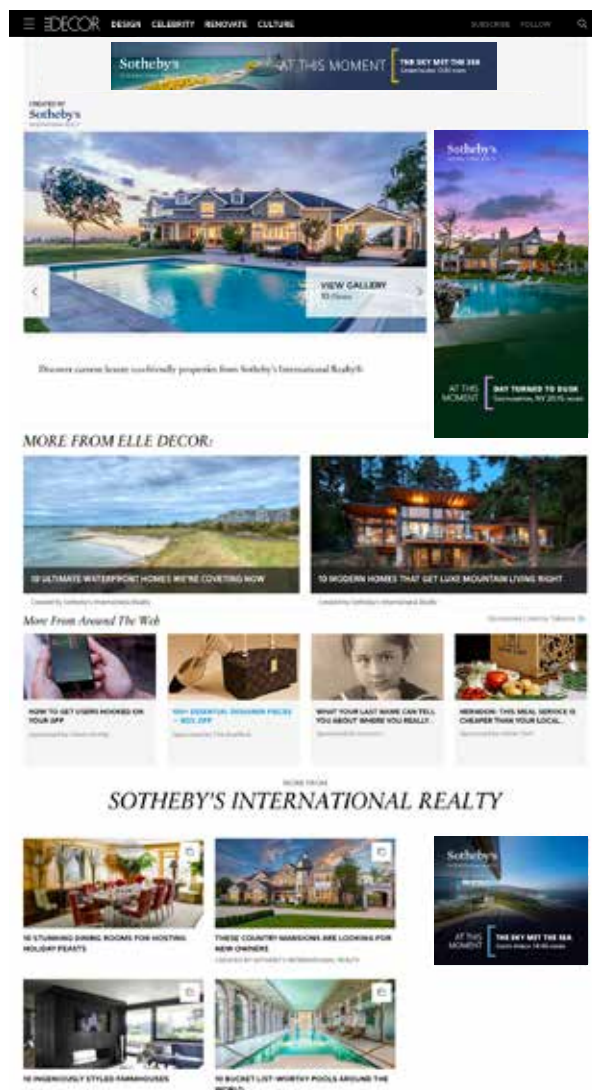
Custom Listing Content Page— EXCLUSIVE

Based on the success of the Sotheby's International Realty® brand Custom Listings Page in 2016, Hearst will once again create a destination that exclusively features photo collections of current *Sotheby's International Realty* brand properties, curated by Elle Decor's esteemed editorial team. Exclusive Sponsorship & 100% Share of Voice (SOV).

Photo Gallery Innovation

As the first real estate partner of Hearst's design and decor portfolio, Hearst is proud to offer, exclusively to the *Sotheby's International Realty* brand, the opportunity to utilize new photo gallery innovations designed to enhance the user experience, increase engagement and drive clicks to sothebysrealty.com.

- Opportunity for *Sotheby's International Realty* brand videos to be integrated throughout the slides of each image gallery
- Each image within the gallery will be clickable, allowing interested readers to easily get to sothebysrealty.com
- Inclusion of "View Details" button on every image within the photo gallery, inviting readers to explore more information about the home



House Beautiful

ELLE DECOR VERANDA

Hearst Luxury Group Promotion

Exclusively for the Sotheby's International Realty® brand, Hearst will engage its influential and sophisticated global audience through international targeting that guarantees real estate lovers around the world will receive the *Sotheby's International Realty* brand message in a meaningful way.

- *Sotheby's International Realty* brand banners will be targeted to Hearst's readers in the most affluent destinations across the world
- Opportunity to promote Hero banner with Listing Unit to global audience

FINANCI



LOCATED IN: STEVENSVILLE, MONTANA



AL TIMES

The Financial Times

The Financial Times (FT) is one of the world's leading business news organizations, recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of 840,000. Mobile is an increasingly important channel for the FT, driving more than half of total traffic to the world's most desirable audience, with the largest purchasing power and highest net worth.

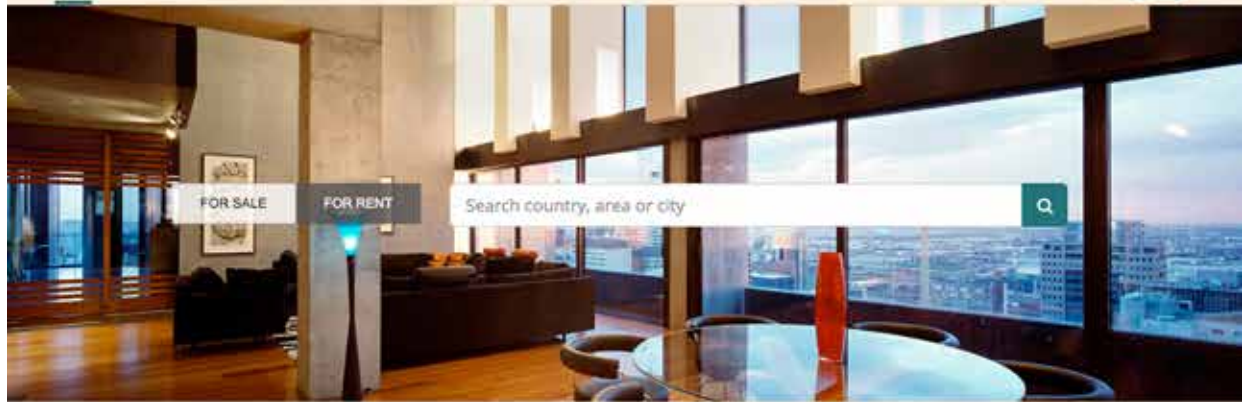
The FT reaches those influencing the political and corporate world who are also high-net-worth consumers who seek out the best life has to offer. With over 6 million registered users, the FT reaches the world's most influential budget-holders and opinion-formers.

Property Sponsorship— EXCLUSIVE

The Sotheby's International Realty® brand will continue to stand out as the dominant luxury real estate company to the global elite readership of the Financial Times.

New for 2017:

- The *Sotheby's International Realty* brand will be the first real estate company to launch video listings and will hold exclusivity on video for three months (expected to launch Q2 2017)
- The *Sotheby's International Realty* brand will be the exclusive lifestyle search partner for 2017 (expected to launch Q2 2017)
- To increase its presence in the FT print edition, the *Sotheby's International Realty* brand will receive 18 co-branded property ads with a minimum of six Full page ads



FT RESIDENTIAL NEWS



FEATURED PROPERTIES

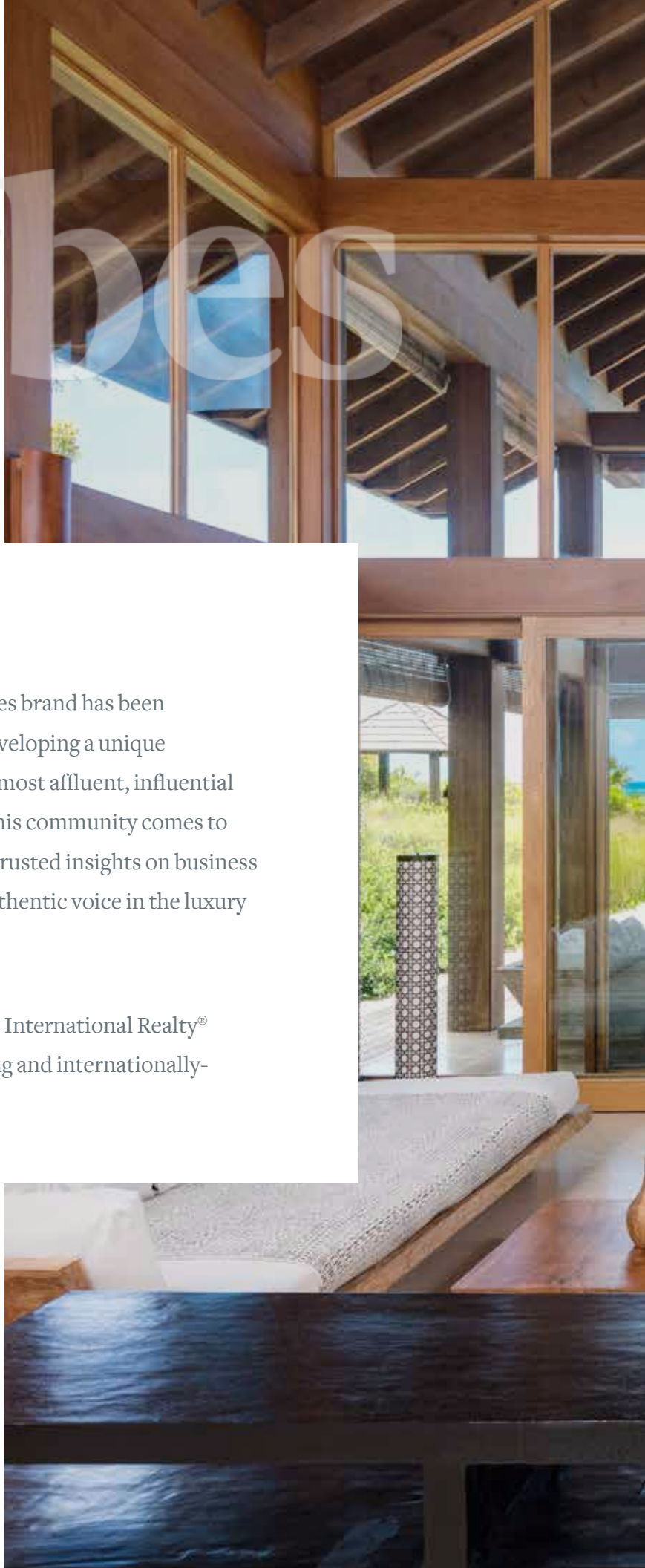


Forbes

Forbes

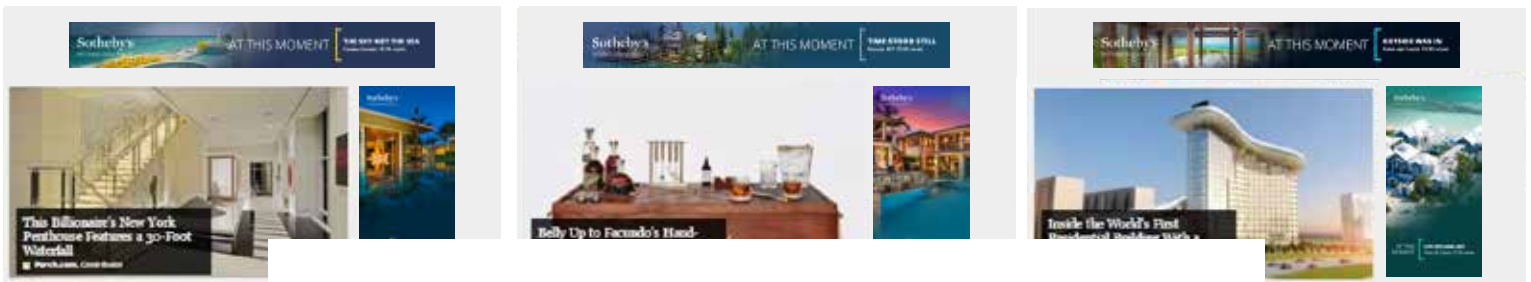
For nearly a century, the Forbes brand has been synonymous with success, developing a unique relationship with the world's most affluent, influential and discerning individuals. This community comes to Forbes not only for the most trusted insights on business and investing, but for their authentic voice in the luxury consumer space.

Forbes expands the Sotheby's International Realty® brand's ability to reach a young and internationally-minded business community.



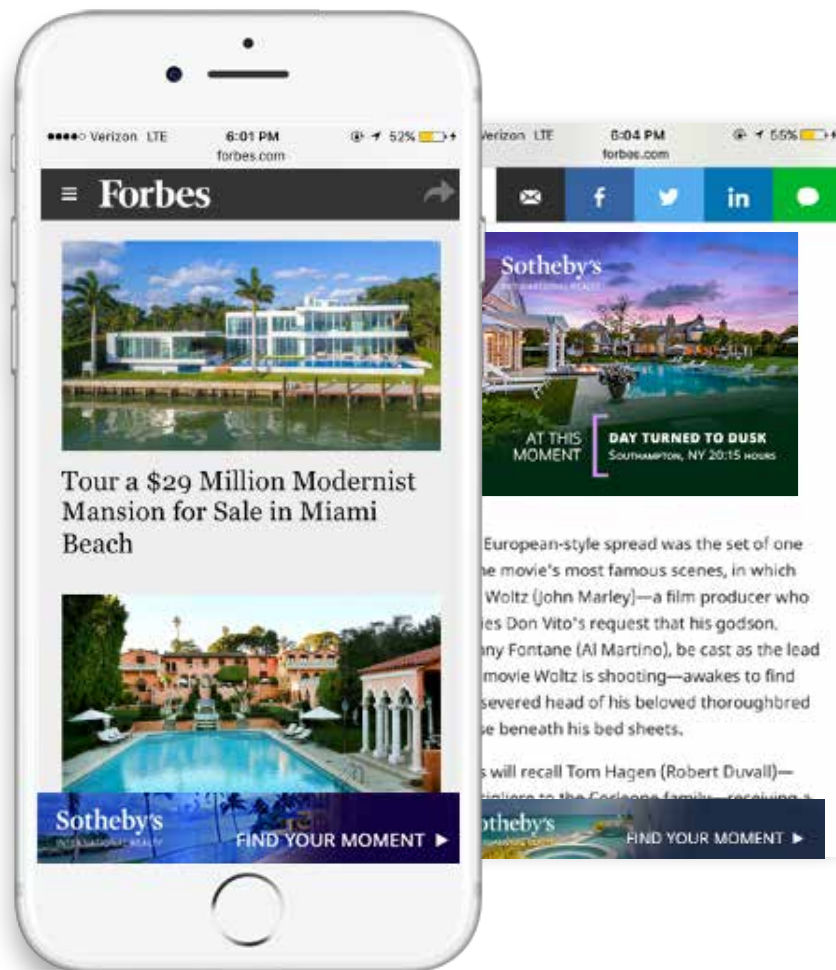


LOCATED IN: TURKS AND CAICOS



Homes Section

To kick off the launch of our Forbes plan, the Sotheby's International Realty® brand will sponsor The Homes section of Forbes.com with a one month 100% share of voice (SOV) takeover in March of 2017.



Banners

During 2017 our media plan will focus on high impact brand banner units. These large units will run throughout the year and ensure that Sotheby's International Realty® brand properties are prominently displayed.

Forbes

JamesEdition

The World's Luxury Marketplace.

JamesEdition

JamesEdition 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 priced at €500,000 EUR, \$600,000 USD, \$700,000 CAD or greater.

Extraordinary European Elegance \$ 2,499,900

Gallery



Listed Price

For sale by

Sotheby's

00

Listings Distribution

Listings are displayed with up to 40 exceptionally high-quality (up to retina display quality) images, description, listing agent and office contact information.

Unique to the Sotheby's International Realty® brand, each listing has a direct link to view that listing on sothebysrealty.com providing thousands of interactions monthly. Each office is listed in the directory and presented in a dealer page format with profile and contact information, linked to all office listings.

New for 2017, JamesEdition will integrate video into the listings platform for listings valued at \$1 million USD or more.



LOCATED IN: BEIJING, CHINA



居外TM
Juwai.com

Juwai

To expand its reach in China, the Sotheby's International Realty® brand launched a syndication and advertising partnership with Juwai.com in 2016. One of China's premier real estate portals, Juwai.com has over 2 million monthly visitors and more indexed pages than all other portals combined on Baidu – China's largest search engine. This ensures greater visibility to Chinese consumers searching for homes worldwide.

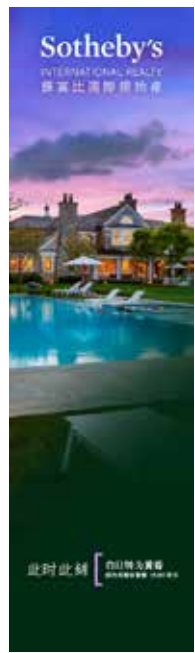
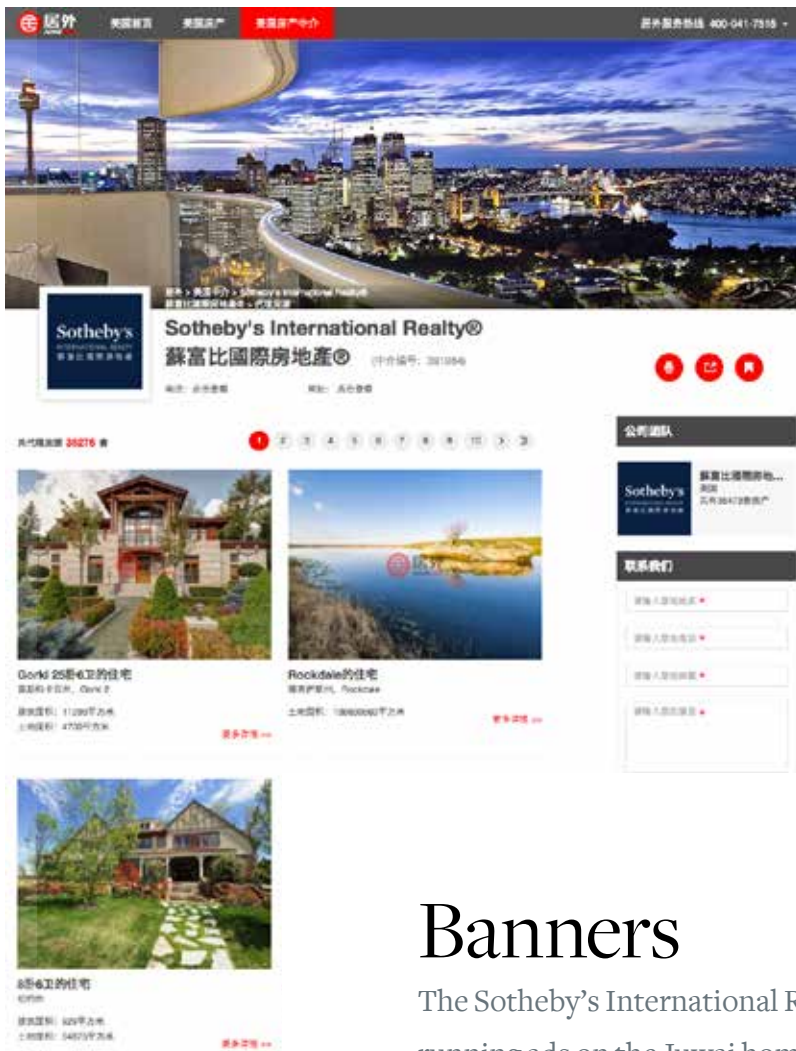
In 2017, we will expand this program with a broader advertising and distribution plan.



Distribution and Online Marketing Services – EXCLUSIVE

Chinese Language Listing Promotion (approximately 84,000 listings featured annually)

- Juwai will provide 12 months of listing promotions for all Sotheby's International Realty® brand property listings during 2017.
- All property listings provided in simplified Chinese will be featured automatically in that language.
- Property listings provided in English will feature a button to click-to-translate to simplified Chinese.
- The *Sotheby's International Realty* brand will be provided with a Chinese company page on Juwai.com.



Banners

The Sotheby's International Realty® brand will be running ads on the Juwai homepage for a period of 12 months.

Luxury Property Listings in the LUXE Channel

- Juwai will provide the *Sotheby's International Realty* brand with the ability to feature 50 select properties as luxury listings on the Juwai LUXE platform for 12 months. This is the channel on Juwai.com dedicated to homes \$3 million USD and above.



居外TM
Juwai.com

Custom Chinese Editorial Content

Juwai will produce a series of six custom editorial pieces in Chinese that will be used to introduce the Sotheby's International Realty® brand to Chinese consumers, educating them on real estate information and market details. This will help position the *Sotheby's International Realty* brand to be identified in China as a leading provider of real estate services internationally.

- Juwai will distribute the custom editorial content created for the *Sotheby's International Realty* brand through the Juwai WeChat and Weibo accounts monthly. Promotion through Juwai's channels will also assist in building followers for the *Sotheby's International Realty* brand social media accounts on WeChat and Weibo.



Shanghai-based China Desk

Juwai will provide the Sotheby's International Realty® brand with Shanghai based customer care and support. The China based support desk will be responsible to connecting with Chinese consumers that inquire about *Sotheby's International Realty* network listings as needed and will be required to provide ongoing support to *Sotheby's International Realty* network sales when working with these Chinese consumers.



LuxuryEstate.com

LuxuryEstate.com provides the largest selection of world-class \$1 million-plus properties from 120 countries.

The website and the mobile apps generate 500,000 users and 5 million page views each month, making LuxuryEstate.com a prominent portal in the luxury real estate international market.

LuxuryEstate.com has a strong international audience with users coming from 217 countries around the world enabled by the 16 languages available on the portal including: English, French, German, Russian, Spanish, Portuguese, Italian, Dutch, Turkish, Greek, Hebrew, Japanese, Chinese, Polish, Arabic and Korean.





LOCATED IN: INCLINE VILLAGE, NEVADA

Showcase for Properties

LuxuryEstate will feature properties from the Sotheby's International Realty® brand along with a detailed property description and sales associate contact information. The listings are translated into each language available on the website, 11 currencies and two units of measurement.

Each sales associate's contact details and logo are displayed with each published listing. A dedicated quality assurance team, composed of 16 professionals from 16 different countries, verify each inquiry to ensure sales associates will only receive top-quality leads.

Banners

LuxuryEstate grants banner exclusivity to all *Sotheby's International Realty* network listing pages and a 10% share of voice (SOV) on all the result pages on the website.

United States | New Jersey | Somerset County - County | **Bernardsville**

Bernardsville: Villas and Luxury Homes for Sale - Prestigious Properties in Bernardsville

REFINE SEARCH

★ Save search

For sale ▼

United States ▼

Bernardsville

All Types ▼

Price: any - any

£ ▼

Size: any

m² ▼

Bedrooms: any

Bathrooms: any

SEARCH

LIST

MAP

32 LISTINGS | SORT BY relevance ▼

**Detached House in Bernardsville | Somerset County**
£ 1,911,0007 6 585 m² detailsListed by
Michael Lattmann | Kienlen Lattmann
Sotheby's International Realty**Detached House in Bernardsville | Somerset County**
£ 7,229,400

8 7 details

Listed by
Erica Levey | Kienlen Lattmann
Sotheby's International Realty**Detached House in Bernardsville | Somerset County**
£ 1,748,400

6 5 details

Listed by
Debra Ross | Kienlen Lattmann
Sotheby's International Realty**Detached House in Bernardsville | Somerset County**
£ 1,504,400

5 5 details

Listed by
Maria Levine | Kienlen Lattmann
Sotheby's International Realty**Detached House in Bernardsville | Somerset County**
£ 1,454,800

4 5 details

Listed by
Debra Ross | Kienlen Lattmann
Sotheby's International Realty**Detached House in Bernardsville | Somerset County**
£ 1,624,700

5 5 details

Sotheby's
INTERNATIONAL REALTYAT THIS
MOMENTSILENCE WAS GOLDEN
MERCER ISLAND 19:45 HOURS

LOCATED IN: CANADA

Audience Centric Advertising

In 2017, the Sothebys International Realty® brand will introduce a series of audience-first strategies. Our goal is to identify, resonate with and attract the right audience, which will be defined as in-market real estate buyers and sellers around the world. Our measurement for success will be the value and quality of the audience we can reach.

Mastercard Propensity Modeling

To reach the right consumers as early as possible in their next real estate selling or buying process we will partner with Mastercard to build audience propensity models to help the *Sotheby's International Realty* ads reach individuals that are most likely to engage with our brand. To do this Mastercard does an analysis of cardholder behavior across 4,000 variables to find common behaviors among our target consumers. This information helps build models that identify users with relevant profiles, enabling the brand to serve a highly-targeted ad to the right consumer, with the right message, across a multitude of online channels.



LOCATED IN: AUSTRALIA

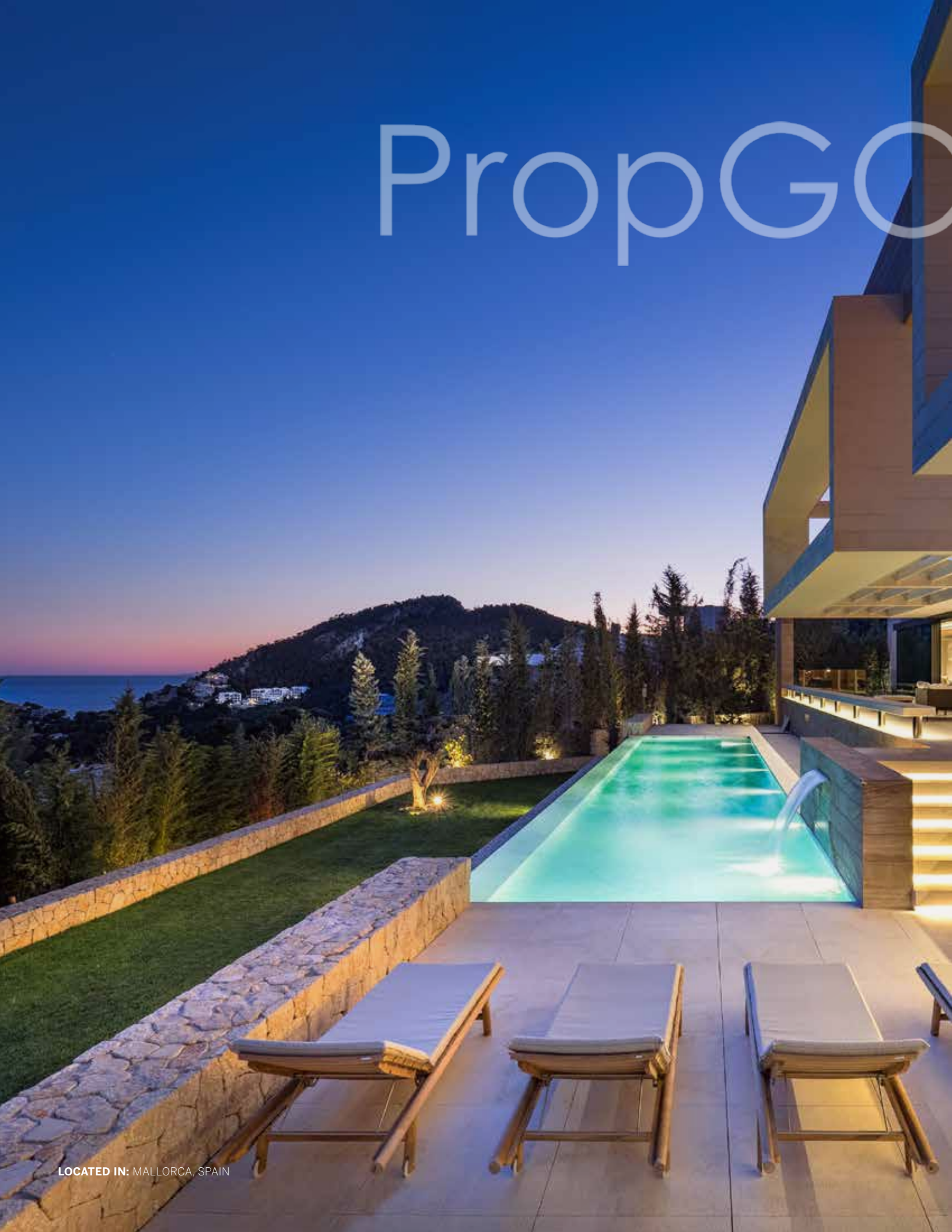


LOCATED IN: ARGENTINA



LOCATED IN: PORTUGAL

PropGO



LOCATED IN: MALLORCA, SPAIN



PropGOLuxury.com

PropGOLuxury

PropGOLuxury owns and operates a leading luxury real estate portal for English and Chinese readers. Through a series of extensive publishing partnerships, PropGOLuxury powers the real estate distribution and search platforms for leading publications including The New York Times China Edition, The Financial Times, South China Morning Post, Singapore Press Holdings Z-Properties and Luxury Insider. Soon to come are Financial Times Chinese, Reuters and Nikkei.

Baltimore Wharf

[Home](#) / [United States](#) / [Texas](#) / [London](#)


Summary

- For Sale
- USD \$15,002
- Saleable Size: 312 sq
- Property Type: Apartments/Co-op
- Property Style: Apartment
- Bathroom(s): 1

- Amenities: Bay View, Doorman, Hardwood Flooring, Indoor Pool, In-Home Fitness Center, Marble Countertop, New Development, Spa/Hot Tub

Get More Information

CAROLINA MOLINES
SOTHEBY'S INTERNATIONAL REALTY



Call



Link



Property Syndication

Sotheby's International Realty® brand listings will be syndicated across all PropGOLuxury partner sites.

Sotheby's International Realty network listings are premium branded listings which include a *Sotheby's International Realty* network logo and live above the premium non-branded and standard listings to deliver up to three times more engagement.

New for 2017, our listings will include video content!

PropGO



START YOUR WONDERFUL JOURNEY

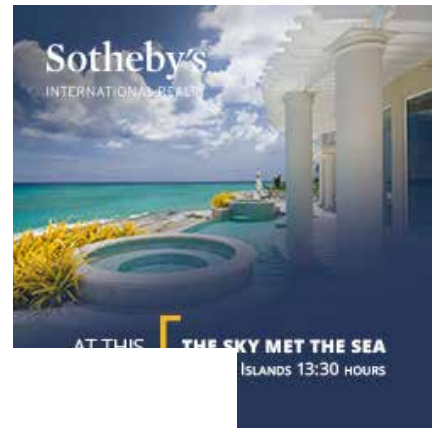
FOR SALE

FOR RENT

Search country, area or city ...



Luxury Living | Inspired
Bathrooms



AT THIS [THE SKY MET THE SEA
ISLANDS 13:30 HOURS

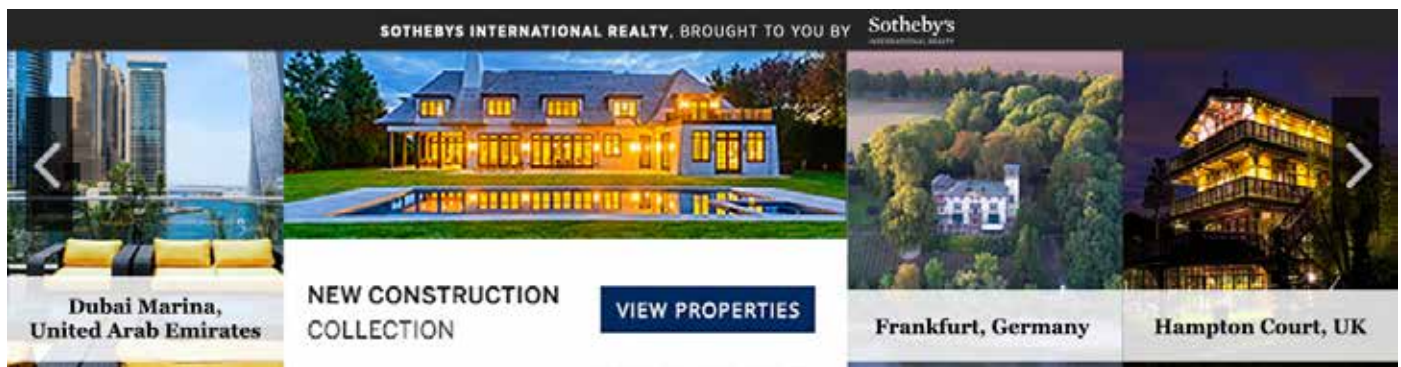
Banners

The Sotheby's International Realty® brand will own a 50% share of voice (SOV) of all custom banner positions on PropGOLuxury.com.

Spotlight Banners

New for 2017 is the PropGOLuxury Spotlight banners.

These banners are highly targeted and customized to the visitors search. For example, as a visitor searches properties in London our spotlight banner will display a London property and relevant text. The *Sotheby's International Realty* brand will own 10 location searches a month with a 50% SOV of the spotlight inventory.



Avalanche Billboard

New for 2017, the Sotheby's International Realty® brand has developed the avalanche billboard. This unit will allow users to browse multiple properties directly from the ad unit to show a wide range of extraordinary properties. The ads will be customized based on user location, so consumers in a certain market can see homes most likely to match their interests.

These units will be displayed through worldwide media placements on The New York Times, Architectural Digest and Financial Times.

Decorating with Art



DECORATING + RENOVATION

Seven Services Every Art Lover Should Know



HOMES + DECOR

The Art-Hanging Trend That's Reinventing Bookcases



HOMES + DECOR

Where to Buy Affordable Art



ARCHITECTURE

This Concert Hall Is Perched Atop One of Hamburg's Largest Warehouse Buildings

Homes + Decor



Sotheby's

INTERNATIONAL REALTY

COVER PROPERTY LOCATED IN **PEBBLE BEACH, CA**

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