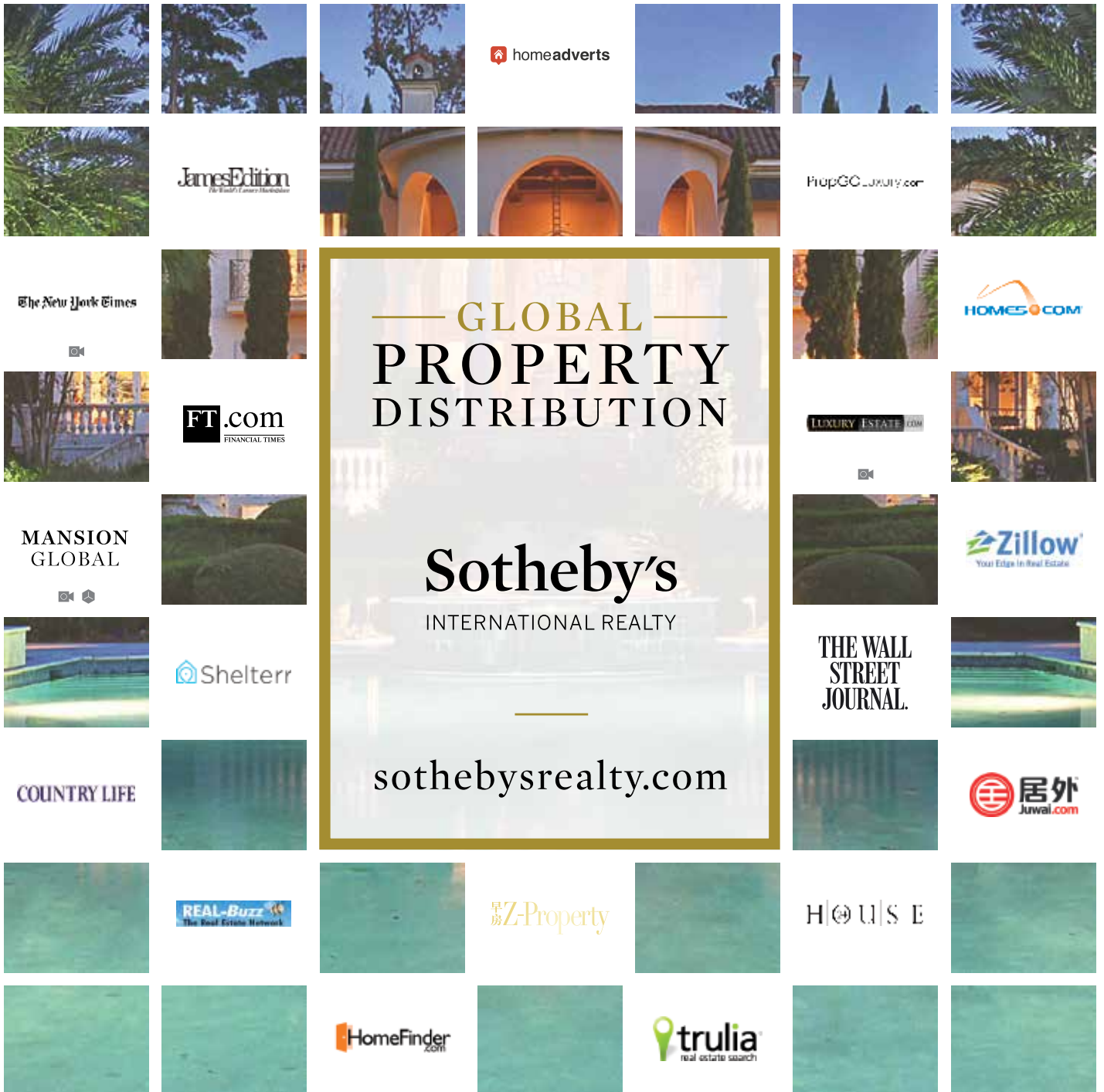




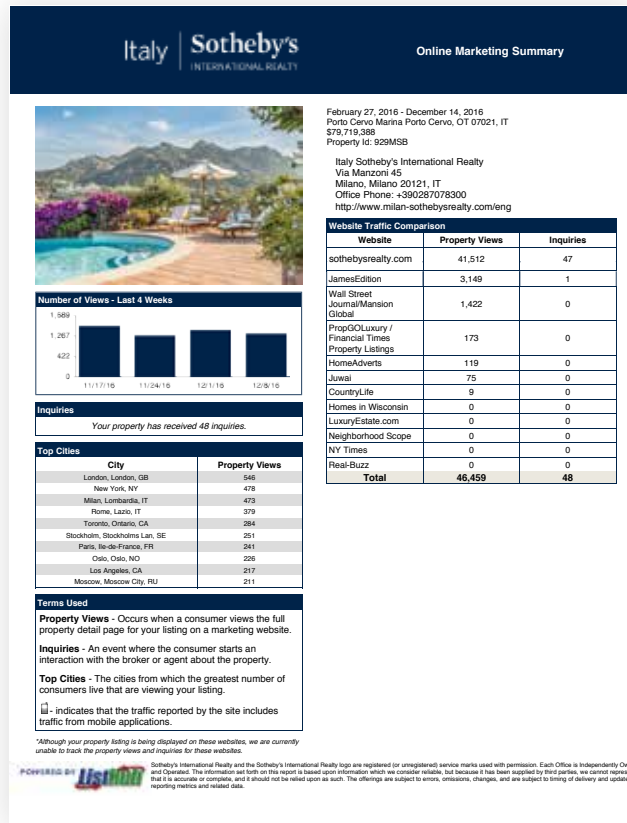
# PROPERTY DISTRIBUTION

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**Sotheby's**  
INTERNATIONAL REALTY



265 MILLION TIMES ACROSS ALL O



The Sotheby's International Realty® brand partners with and distributes properties to the most significant media companies and real estate-focused websites in the world in order to increase exposure and drive the online consumer back to the rich content on sothebysrealty.com. To measure results of this exposure, the brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. This keeps our homeowners informed of your marketing efforts every step of the way.

FOUR PARTNER SITES ANNUALLY



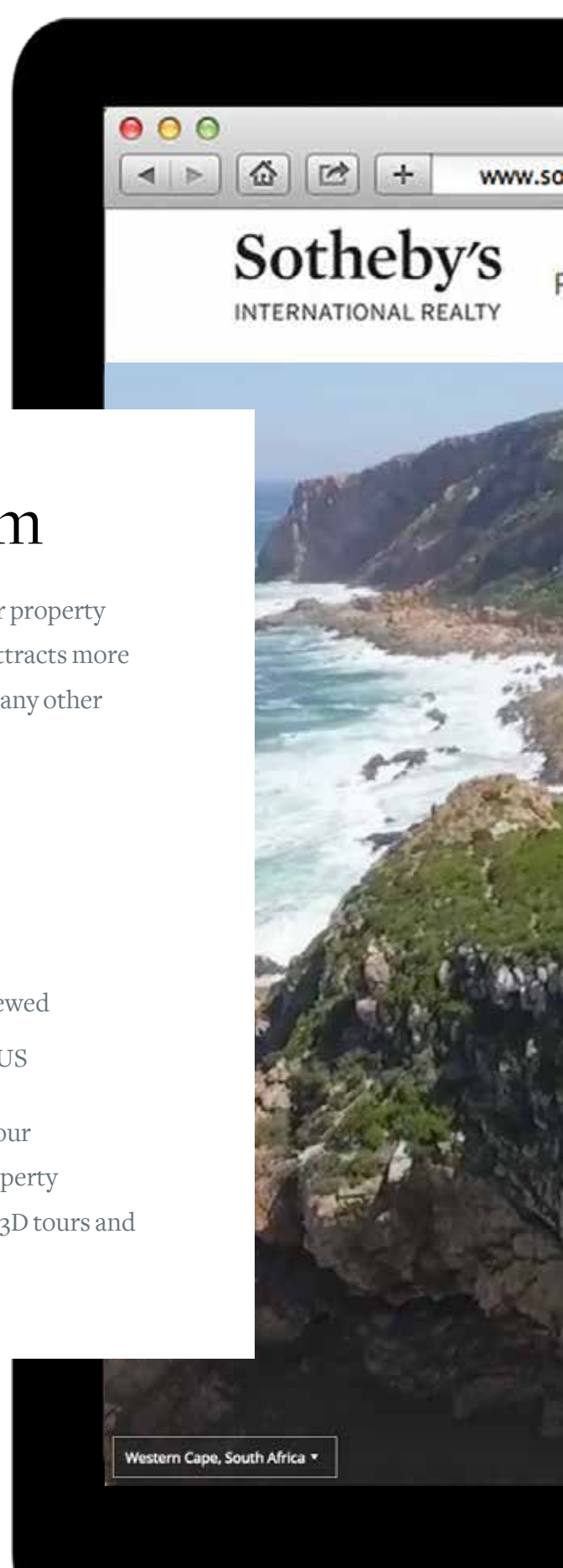
# sothebysrealty.com

sothebysrealty.com is the centerpiece of our property distribution strategy. The brand's website attracts more consumers to search, view and inquire than any other luxury real estate website.

## **In a year, sothebysrealty.com invites:**

- 22,000,000 visits
- 97,000,000 page views
- 45,000,000 property detail pages viewed
- 53% of visits are from outside of the US

Millions of viewers immerse themselves in our collection of vibrant, quality-controlled property photographs, HD property videos as well as 3D tours and virtual reality.



[Properties](#) [Destinations](#) [Lifestyles](#) [Perspectives](#) [Professionals](#)



alliancesothebysrealty.com

artisansothebysrealty.com

atlantafinehomes.com

baysir.com

beijingsir.com

belizesir.com

bgsir.com

brazensothebysrealty.com

bvisothebysrealty.com

bytheseasir.com

callawayhenderson.com

carvillsir.com

celiadunnsir.com

chapinsothebysrealty.com

coastalsir.com

dbsir.com

deckerbullocksir.com

dielmannsothebysrealty.com

dreyfussir.com

ellissothebysrealty.com

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summitsothebysrealty.com

sunvalleysir.com

synergysir.com

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thebearsclubsir.com

thelipmangroupsothebysrealty.com

todaysothebysrealty.com

towneandcountryinc.com

treasurecoastsir.com

ttrsir.com

turksandcaicossir.com

unlimitedsir.com

venturesir.com

vistasir.com

wardwright.com

warrenlewis.com

waterfieldsir.com

wssir.com

wishsir.com

# INNOVATIVE AND INTERCONNECTED

## Cascading Platform

Once a home is listed on sothebysrealty.com, it will be exclusively marketed on more than 100 websites all over the world through 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 to attract consumers to over 100 locally focused websites receiving over eight million visitors per year.



# Property Distribution Partners



Zillow is a home and real estate marketplace dedicated to helping homeowners, home buyers, sellers, renters, real estate agents, mortgage professionals, landlords and property managers find and share vital information about homes, real estate, mortgages and home improvement.



Trulia is a residential real estate search engine that helps consumers search for homes for sale, trends, neighborhood insights and other real estate information directly from hundreds of thousands of real estate broker websites.



With over 3 million visits per month, homefinder.com provides a full snapshot of the local market to home buyers and sellers, while delivering online advertising solutions to agents and brokers with powerful results.

## THE WALL STREET JOURNAL.

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.



Search over 3 million homes for sale or rent on Homes.com including new homes, apartments for rent, homes for rent, condos, townhouses and more. Homes.com provides a wealth of real estate information to help you learn more about finding the perfect home.



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.



# distribution Partners

## The New York Times NYTIMES.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 section every month. The New York Times real estate section provides a global property search tool, featuring lifestyle and destination content, as well as articles that discuss great places to live worldwide.

Approved property videos and 3D Tours/Virtual Reality are distributed and viewable on the property details pages.

## 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. Approved property videos, 3D Tours/Virtual Reality are distributed and viewable on the property details pages.

PROPERTY MUST BE \$1,000,000 USD OR GREATER.

## PropGOLuxury.com

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 ESTATE .COM

LuxuryEstate.com provides the biggest selection of world-class 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.

PROPERTY MUST BE 200,000 € OR GREATER.

# Property Distribution Partners *Cont.*

## JamesEdition

*The World's Luxury Marketplace.*

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 GREATER THAN €500,000 EUR,  
\$600,000 USD OR 700,000 CAD.

## H | 24 | U | S | E

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.

## shelterr

Shelterr.com is an international real estate website aimed at consumers and professionals in the luxury property sector. With an initial focus on the European market, Shelterr reaches more than 300K unique property intenders per month with an average stay on the website of over 8 minutes. It is currently active in 20 countries, with an expansion plan that is now strengthened by serving listings from the Sotheby's International Realty® brand.

## REAL-Buzz

Real-buzz.com® is a global real estate database of homes for sale displayed in its 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.

## homeadverts

Homeadverts is a multilingual home listing service offering only the finest selection of real estate from around the world. Currently available in eight 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.

## COUNTRY LIFE

Countrylife.co.uk is the digital version of Country Life magazine, reaching an affluent global audience that is actively looking to purchase premium property around the world. The website has recently launched new search technology for a more stylish and user-friendly experience: featuring a new search engine showcasing international properties from the *Sotheby's International Realty* network.

# distribution Partners

## 早房 Z-Property

Zaoboa.com is the flagship Chinese website of Singapore Press Holdings (SPH). With international news, lifestyle and entertainment content, it reaches an audience of over 10 million monthly Chinese language visitors. Z-Property is Zaobao's real estate channel, with a focus on lifestyle, décor and high-end homes. This partnership is supported by [www.PropGOLuxury.com](http://www.PropGOLuxury.com), which powers the international luxury real estate channels for select SPH media properties.

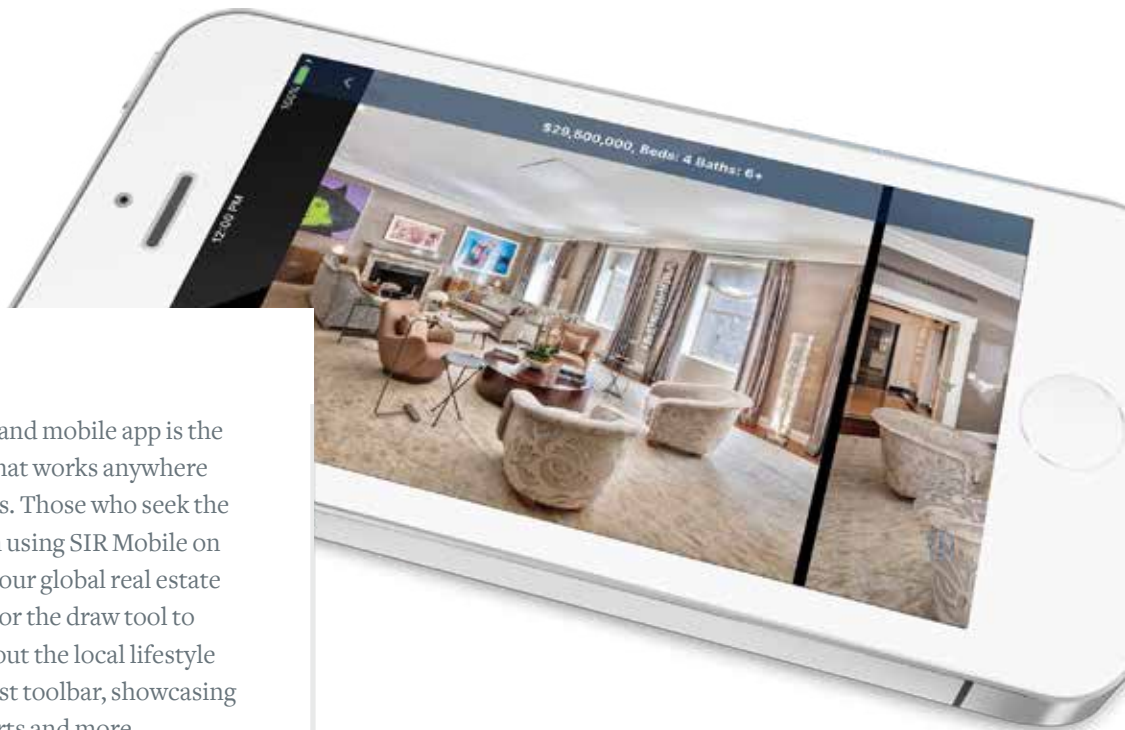
PROPERTY MUST BE \$1,000,000 USD OR GREATER.

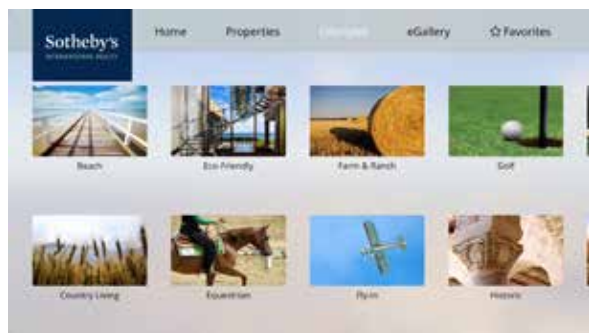
## FINANCIAL TIMES

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.

## SIR Mobile

The *Sotheby's International Realty* brand mobile app is the only luxury real estate mobile app that works anywhere and searches globally in 65 countries. Those who seek the unique when on the road can search using SIR Mobile on Android or Apple and connect with our global real estate experts around the world. Use GPS or the draw tool to locate your next home and learn about the local lifestyle amenities with our points-of-interest toolbar, showcasing local restaurants, golf courses, resorts and more.





## Apple TV

Apple TV is found in 24 million homes and with our innovative Apple TV app families can share the experience of discovering Sotheby's International Realty® brand properties from the comfort of their couch or home theater room. Apple TV allows the *Sotheby's International Realty* brand to present our curated high definition videos and photography on a screen larger than ever before. Unique to our app, explore properties via our visual lifestyle search and keep track of your favorite properties and recent searches. The app is designed to make it easy for the consumer to interact with the *Sotheby's International Realty* brand.



# HIGH-IMPACT



## eGallery

The Sotheby's International Realty® brand eGallery is displayed on high-definition screens in *Sotheby's International Realty* brand offices and Sotheby's auction house locations around the world. It is an exclusive, real time, dynamic property slideshow designed to provide worldwide reach for the select upper-tier properties represented by our network.



## SIR Touch Gallery

The Sotheby's International Realty® brand Touch Gallery is a touch screen system that provides a unique branded interactive property search experience on high-definition screens. This through-the-glass storefront display system entices foot traffic to engage with properties, outside of *Sotheby's International Realty* office locations throughout the world. The podium and wall mount versions create a touch screen property search experience within *Sotheby's International Realty* office spaces, conference rooms and lobbies. The gallery is yet another way the brand is engaging today's real estate consumer.

H I G H - T O

# Sotheby's

INTERNATIONAL REALTY



DOUCH

# Sotheby's

INTERNATIONAL REALTY

COVER PROPERTY LOCATED IN **BRITISH VIRGIN ISLANDS**