

Sotheby's  
INTERNATIONAL REALTY



PROPERTY DISTRIBUTION  
WORLDWIDE MARKETING EXPOSURE





\* Powered by **PropGoLuxury**:  
Hong Kong Tatler, lp-luxuryproperties.com, lpdibiao.com

Note: Certain partners have price minimums and/or  
regional restrictions, see pages 6-7 for details.

† Available March 2015

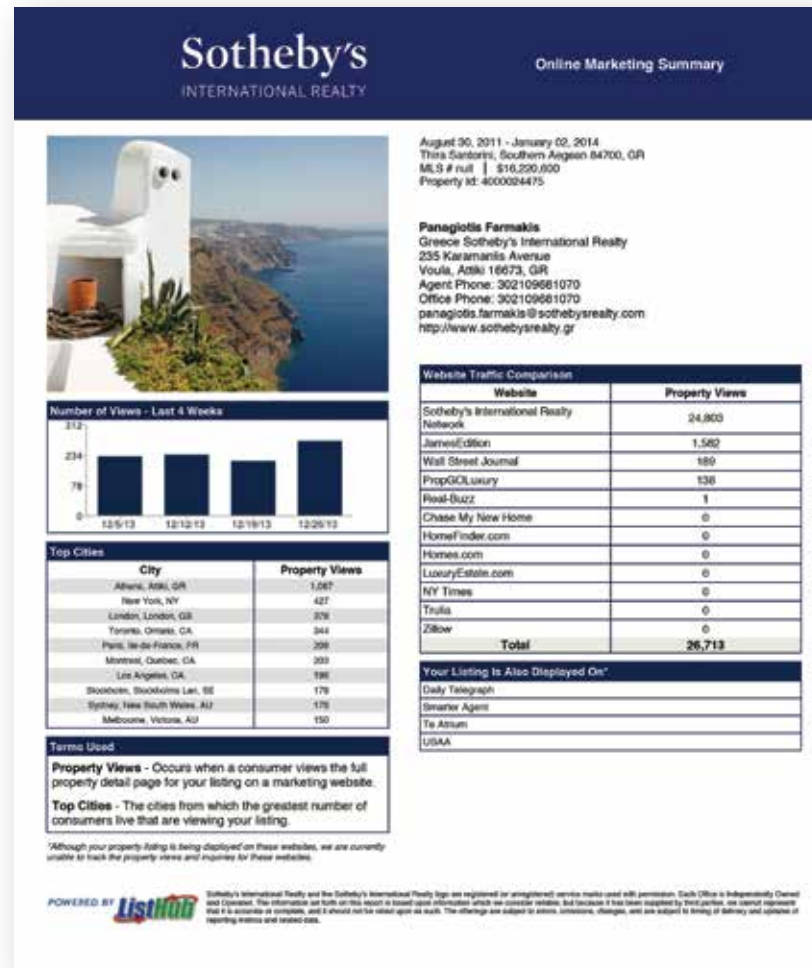
‡ Available April 2015

Cover property located in: Saint James, Barbados

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 has partnered 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 140,000,000 times across all of our partner sites annually.



# Property Distribution Partners



## **YAHOO! REAL ESTATE**

Zillow now powers Yahoo! Real Estate—one of the nation's top real estate classified websites for consumer traffic, driving millions of visits.



## **HOME FINDER**

With over 3,000,000 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.



## **HOMES.COM**

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.



## **ZILLOW.COM**

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.COM**

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.





### THE WALL STREET JOURNAL DIGITAL NETWORK

*The Wall Street Journal* Digital Network receives 25 million monthly visitors to the U.S. edition, 3.1 million monthly visitors to Europe and 4.8 million to Asia. All three editions have dedicated real estate channels with focused editorial relevant to location.



### 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.



### MANSION GLOBAL

To serve a global audience, the Wall Street Journal’s weekly luxury real estate section, “Mansion,” appears as a stand-alone section in the Journal every Friday in the U.S., with select content appearing each week in the Journal’s Europe and Asia editions. Relevant content is also presented across [WSJ.com](https://www.wsj.com)’s Chinese, Japanese and German-language editions. Along with additional features and coverage on [WSJ.com](https://www.wsj.com), all Mansion content is available via the Journal’s universal app for iPhone and iPad.





### 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, with more new millionaires being created than at any time in history. PropGOLuxury.com is the largest and fastest growing property portal in the China and Asia Pacific region.

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



### LUXURY PROPERTIES

With primary circulation in Asia, *LP Magazine*, lp-luxuryproperties.com, features upscale articles written in both English and simplified Chinese. *LP Magazine* targets elite, high-net worth individuals looking for outstanding properties located in Asia, Europe, Australia and the Middle East. *LP Magazine* delivers rich lifestyle editorial focusing on the latest luxury product trends, as well as real estate market analysis and investment tips. Each issue features a "Property Finder," pointing readers to some of the world's most impressive real estate on the market today.

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



### HONG KONG TATLER

A premiere luxury lifestyle resource since 1977, the Asia Tatler Franchise consists of 14 focused print editions and a growing online and mobile presence that continues to define the role of luxury amongst the social elite. Our brand is the EXCLUSIVE online real estate channel partner for hongkongtatler.com, driving more than 24M media impressions. This unique collaboration provides an ideal platform to showcase our premier properties, participate in regional product launches and offer *Hong Kong Tatler's* audience our specialty market expertise.

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





### LUXURY ESTATES

The Italian hosted site, [LuxuryEstate.com](http://LuxuryEstate.com), provides the easiest and most efficient way to search for exceptional properties around the world. [LuxuryEstate.com](http://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 in Brazil, France, Germany, Italy, Monaco, Russia, Spain and the United Kingdom.



### 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.ilsale24ore.com](http://www.house24.ilsale24ore.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

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 submariners to luxury real estate. The site reaches more than 500,000 potential buyers from 113 countries each month.

Property must be €500,000 EUR or greater.

# I M A G I N E





dwell

### DWELL

*Dwell* 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* offers a unique positioning on identity, creativity and harmony. Through its 3.5 million consumers across print, digital and live events, *Dwell* editors will highlight the *Sotheby's International Realty* brand and luxury properties via custom content.

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 one of the largest real estate databases of homes for sale in each buyer's preferred language. Find homes for sale and other real estate listings, realtors and other 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; which is unparalleled by any other daily business editorial.



## 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.



## 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.



# 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.





## 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**.



# IMAGINE

*an extraordinary brand*

**Sotheby's**  
INTERNATIONAL REALTY

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