



SOTHEBYSREALTY.COM

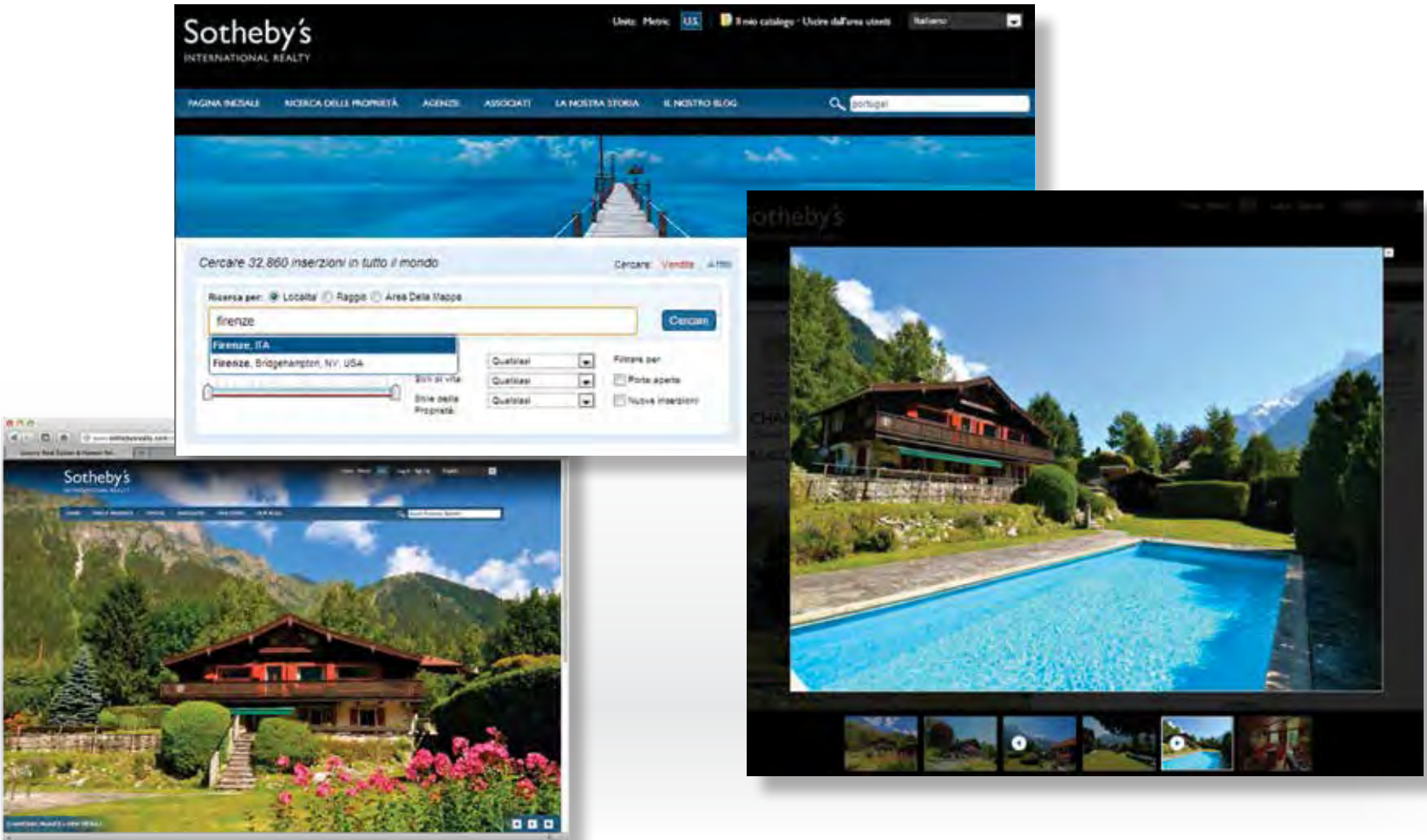
EXPERIENCE THE UNIQUE

Sotheby's
INTERNATIONAL REALTY

UNIQUELY
SHOWCASING
THE FINEST
PROPERTIES
IN THE
WORLD

Cover property located in: Sitges, Spain

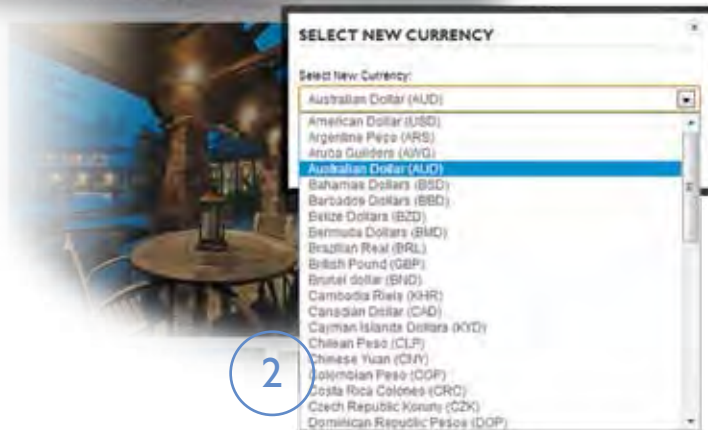
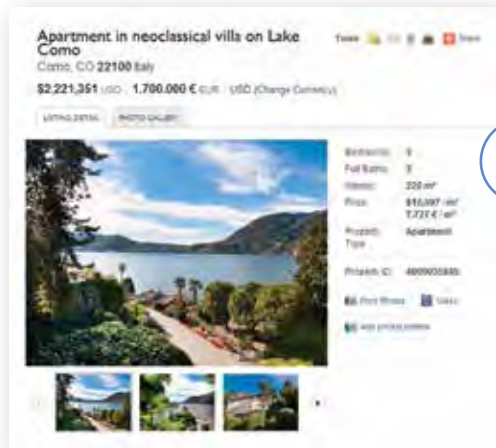
SOTHEBYSREALTY.COM Your home's online exposure begins with sothebysrealty.com and cascades through our lifestyle-focused sites, to our global network of local websites and on to our media partner websites. This strategy extends the exposure of extraordinary homes to extraordinary lives in all corners of the globe no matter if you click, tap or swipe to experience the unique.



At the center of the experience, **SOTHEBYSREALTY.COM** attracts more consumers to search, view and inquire than any other luxury real estate website. Millions of visitors immerse themselves in our collection of over 3.5 million vibrant, quality-controlled property photographs.

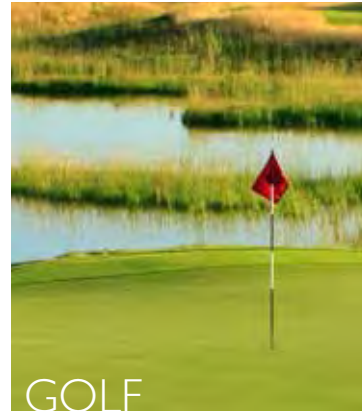
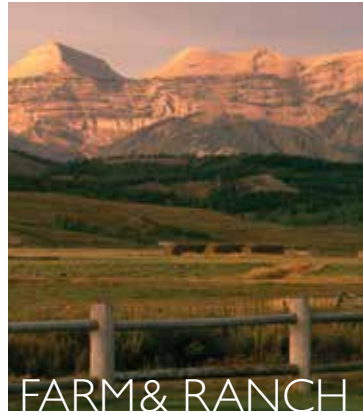
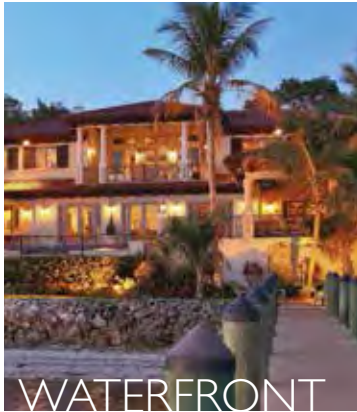
IN A YEAR SOTHEBYSREALTY.COM INVITES:

- ▶ 7,000,000 visits
- ▶ 60,000,000 page views
- ▶ 21,000,000 property detail pages viewed
- ▶ 12 focused minutes per visit
- ▶ 45% visits from outside US



AND DISPLAYS YOUR HOME TO A GLOBAL AUDIENCE OF LUXURY REAL ESTATE CLIENTELE WITH:

- 1 Metric and imperial units of measure
- 2 Currency conversion with 50 currencies updated four times per day
- 3 Translated property videos/virtual tours
- 4 15 human-translated languages

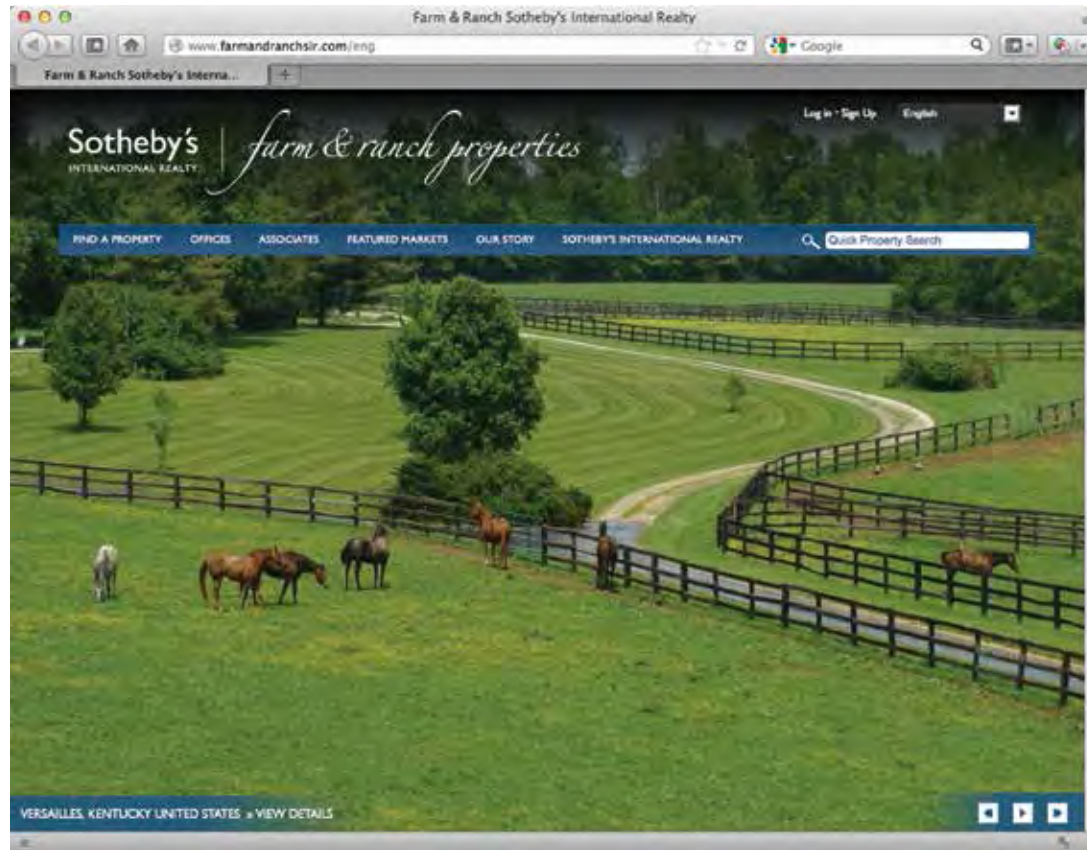


LIFESTYLE WEBSITES Unique to *Sotheby's International Realty* is the experience that comes with searching for a home based on an **extraordinary lifestyle**. *Sotheby's International Realty* has developed a series of websites specifically with these inimitable lifestyles in mind, **highlighting our properties** as well as our unsurpassed expertise within each lifestyle category.



WaterfrontPropertySIR.com – For those looking for the serene backdrop a waterfront home provides, our network offers valuable insights and quality inventory that spans the globe. Waterfront homes require special skill and understanding to successfully market and sell, as they cover a diverse range of properties from lakefront to bay or gulf, river and seafront—all as unique as the people they attract.

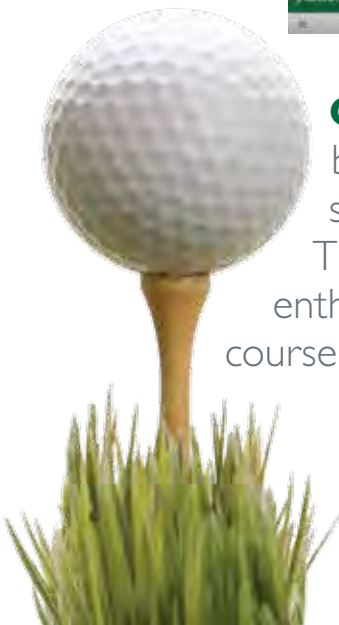
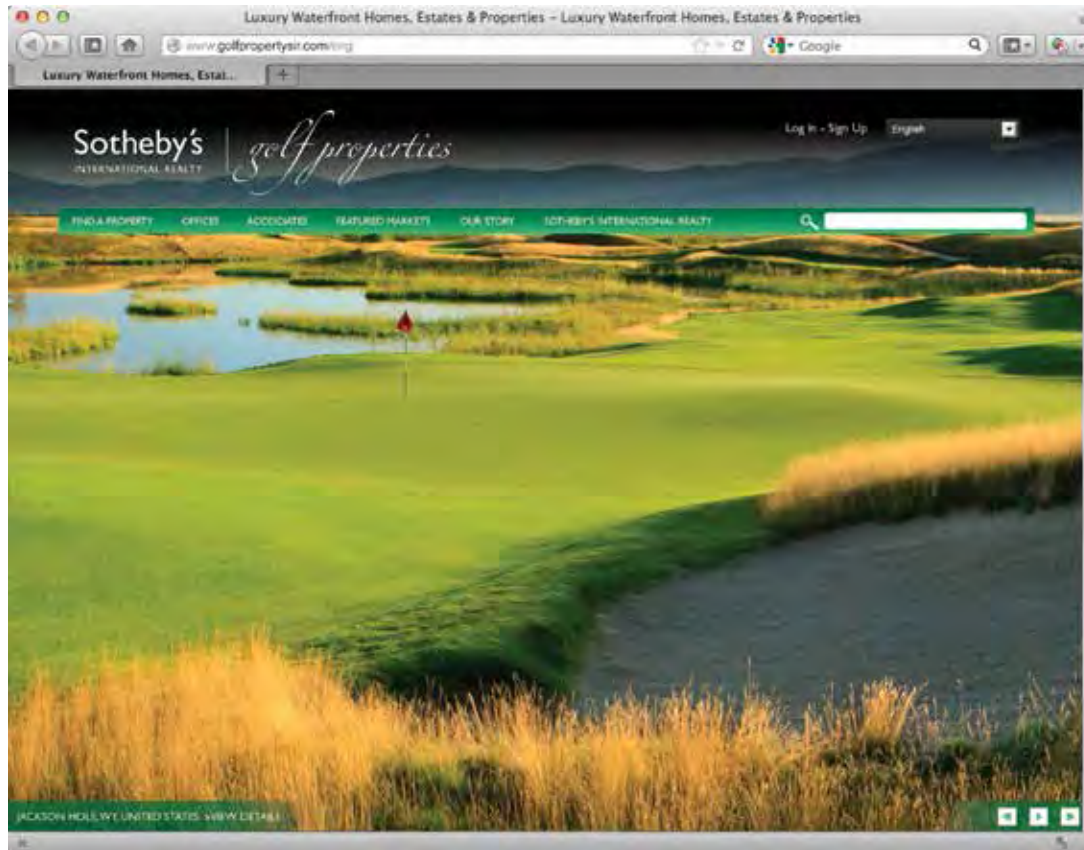




FarmAndRanchSIR.com – Like a timeless work of art, luxury farm and ranch properties require a vast level of knowledge and experience to market and sell. Our Farm & Ranch specialty market website enables discriminating consumers looking for valuable resources and comprehensive information on farm & ranch properties to search for the finest rural and recreational properties in the world.



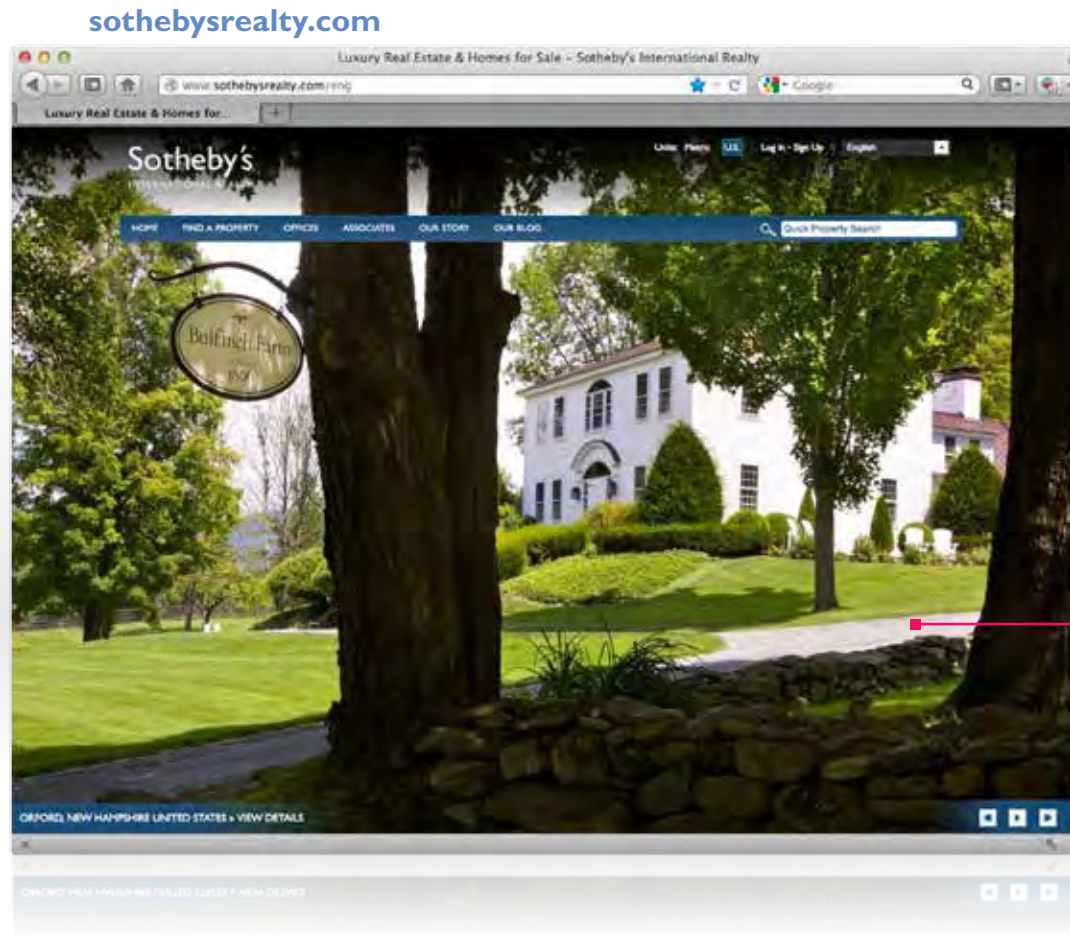
SkiPropertySIR.com – From ski in/ski out resort communities to year-round lodge activities, a ski lifestyle affords the connoisseurs of life the best of both worlds. Adventure seekers can combine passion with luxury at SkiPropertySIR.com, a specialty website designed exclusively to showcase a robust inventory of extraordinary homes in snowy locations around the globe.



GolfPropertySIR.com – For those that favor the luxury lifestyle both on the course as well as off of it, GolfPropertySIR.com is the single source of extraordinary golf style properties in the world.

This website showcases the full gamut of golf listings that appeal to enthusiasts worldwide including: living on a golf course, proximity to a golf course and homes adjacent to a golf course.

Through our lifestyle specializations, *Sotheby's International Realty* attracts the most relevant lifestyle-focused home buyers the world over.



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**.

Sotheby's

INTERNATIONAL REALTY