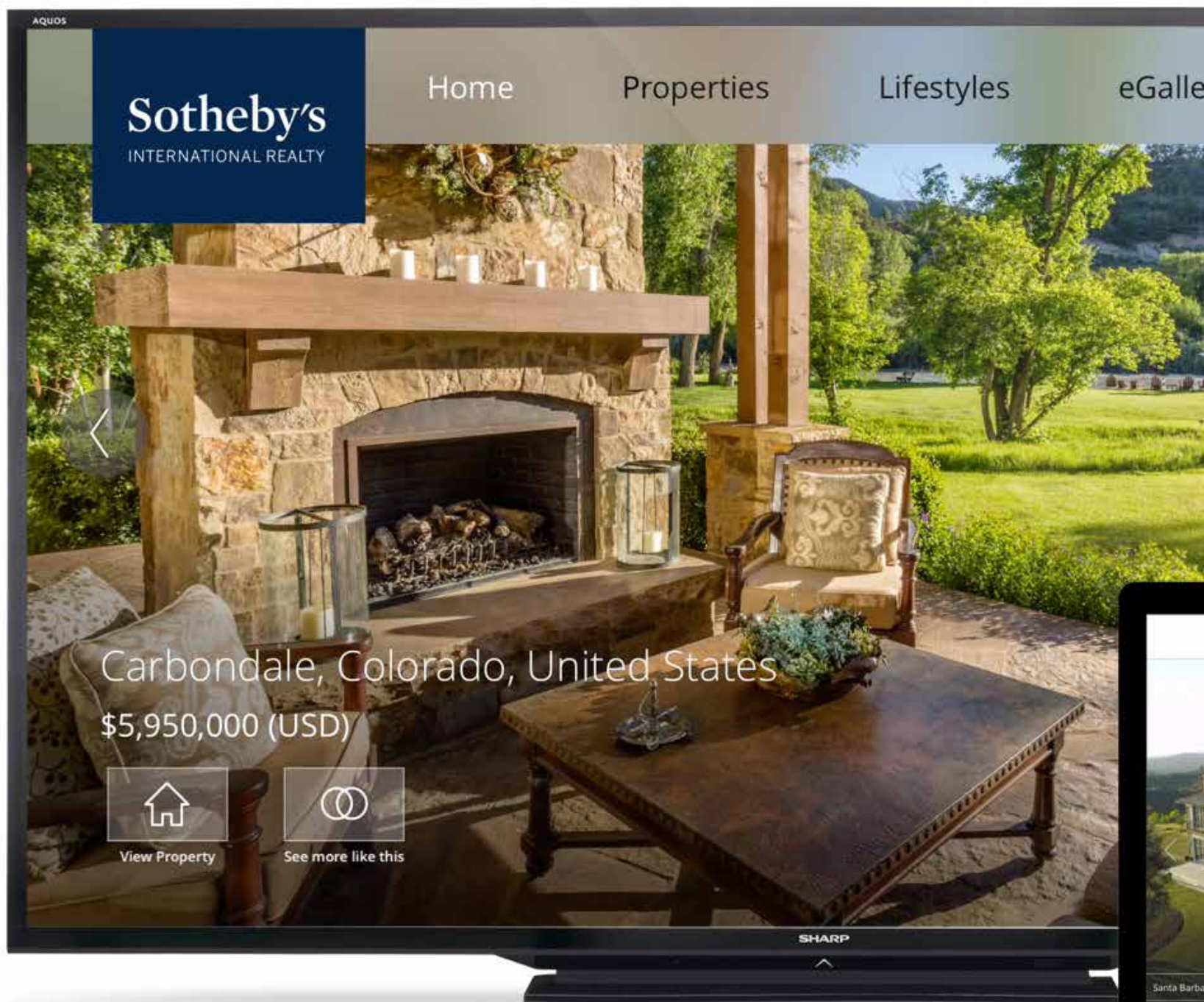




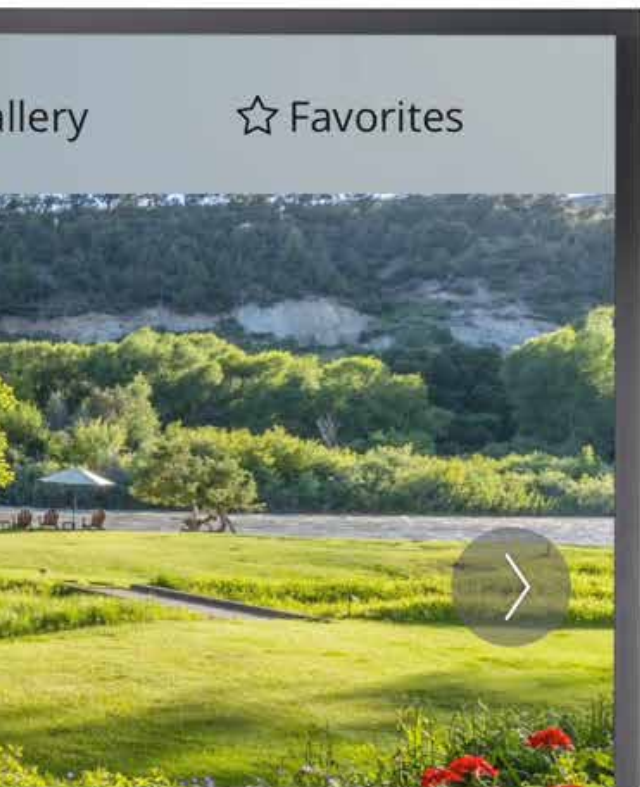
ONLINE MARKETING

Sotheby's
INTERNATIONAL REALTY



The Sotheby's International Realty® brand's digital strategy is designed to reach the luxury real estate consumer

no matter where they are and on their preferred device or platform.



A GROUND IMMERSIVE

sothebysrealty.com

sothebysrealty.com attracts more consumers to search, view and inquire than any other luxury real estate website. Millions of viewers immerse themselves in our collection of vibrant, full-screen high-definition filmmaking and photography. sothebysrealty.com also offers 3D and Virtual Reality Tours, 17 languages, and featured lifestyle and destination content. A home presented with such in-depth and unique content has a much higher success rate capturing search engine inquiries.

MAKING EXPERIENCE



GALLERY

Photos and videos from Blue Agave Charleston #8



Telling the Story

The art of marketing a home is based on showcasing each home's unique soul. Our enhanced editorial approach on sothebysrealty.com allows our network's affiliates to tell a home's story beyond just words. Your home's property details page provides potential

buyers with high-definition video, high-resolution images narrated by captions, 3D and virtual reality and expert quotes from those most familiar with the property such as the architect or designer. All displayed in 17 languages.

Find extraordinary luxury homes worldwide



Unique Locations, Unique Views

Our local experts throughout more than 65 countries know their communities and neighborhoods better than any

other real estate professional.

Their unique perspective and experience is showcased through our new location search pages, offering insights into what makes each market we represent extraordinary. High-definition videos, high-resolution imagery, and expert content is a constant.



Find your perfect destination property

Search all properties for sale

Please choose from one of these luxury real estate destinations to begin your journey to find your dream home.



Local Expertise

Today's consumers are thirsting for more relevant content on areas they are interested in. sothebysrealty.com allows these real estate intenders to explore some of the most sought-after international destinations for luxury real estate in the world, and connect with the professional firms that represent these distinctive locations. Additionally, this pertinent content optimizes our site in a way that organically drives more traffic to sothebysrealty.com, maximizing the potential for homebuyers to find your home.

Search properties by lifestyle



Beach



Country Living



Eco-friendly



Equestrian



Farm & Ranch



Fly-In

Search premier aviation communities and hangar homes



Golf



Historic



Lakefront



Metropolitan



Mountain



Private Island



Retirement



Ski



Waterfront



Wine & Vineyard

Popular City Searches

Find homes for sale in these popular cities

Manhattan real estate
Vail real estate
Beverly Hills real estate
Paris real estate
Lugano real estate
Phuket real estate

See All Locations ▶

Hamptons real estate
Aspen real estate
Miami real estate
Cannes real estate
London real estate
Sydney real estate

Popular Lifestyles

Search for homes that fit your lifestyle

Riverfront properties
Beachfront properties
Private island properties
Lodge properties
Winery properties
Ranch properties

See All Lifestyles ▶

Waterfront properties
Lakeside properties
Ski properties
Vineyard properties
Farm properties
Historic properties

Popular Destinations

Search for homes in destinations around the world

Dominican Republic
Cayman Islands
Tampa Bay Area, USA
Seattle, Washington, USA
Milan, Italy
Scottsdale and Paradise Valley, USA

See All Destinations ▶

Charleston, USA
The Bahamas
Costa del Sol, Spain
French Riviera, France
Vail, Colorado, USA
San Miguel de Allende, Mexico

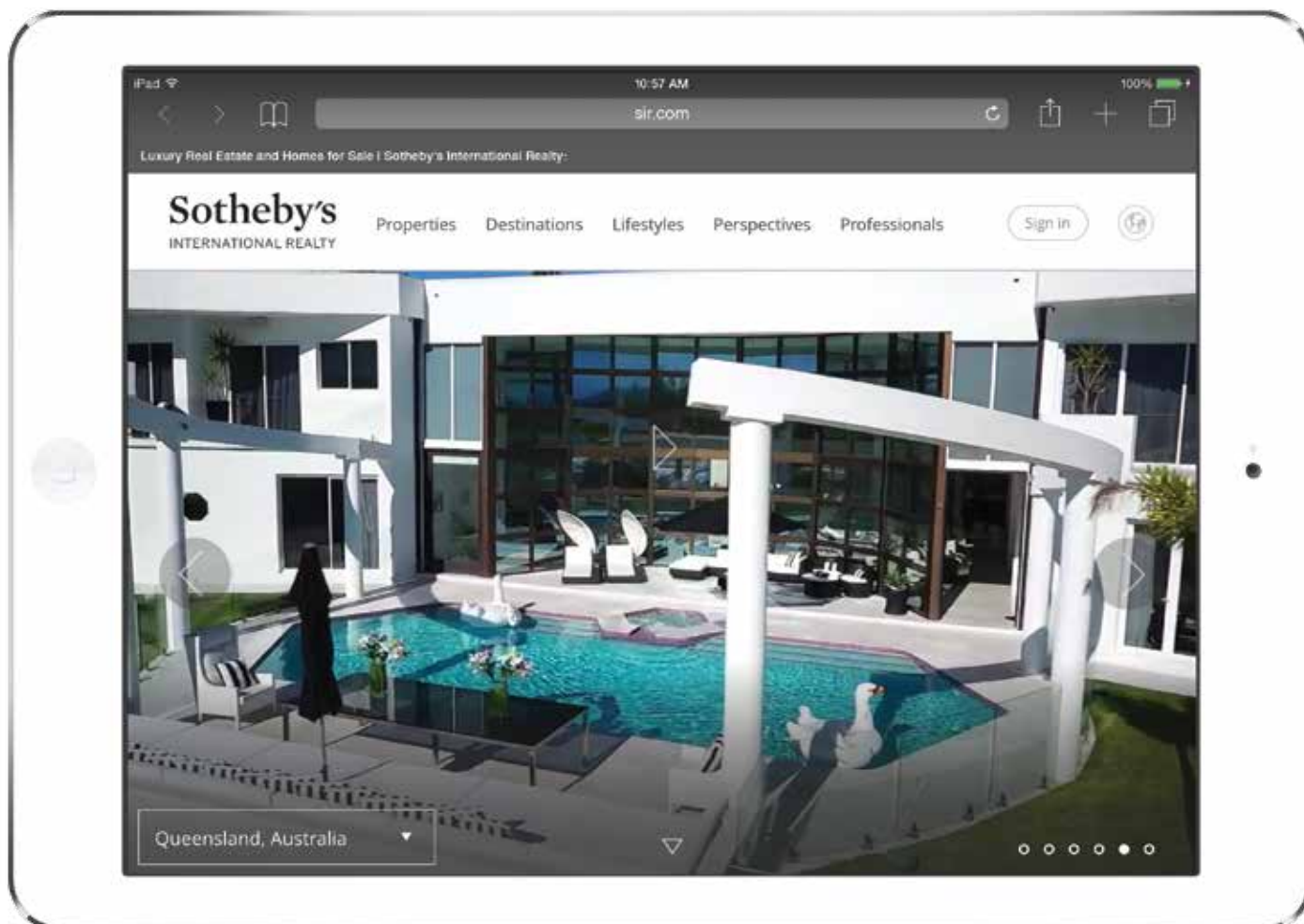
About Sotheby's International Realty Affiliates LLC

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. Sotheby's International Realty Affiliates LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLG), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. In February 2004, Realogy entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the Sotheby's International Realty name and the development of a full franchise system. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744.

Lifestyle: Our Heart and Soul

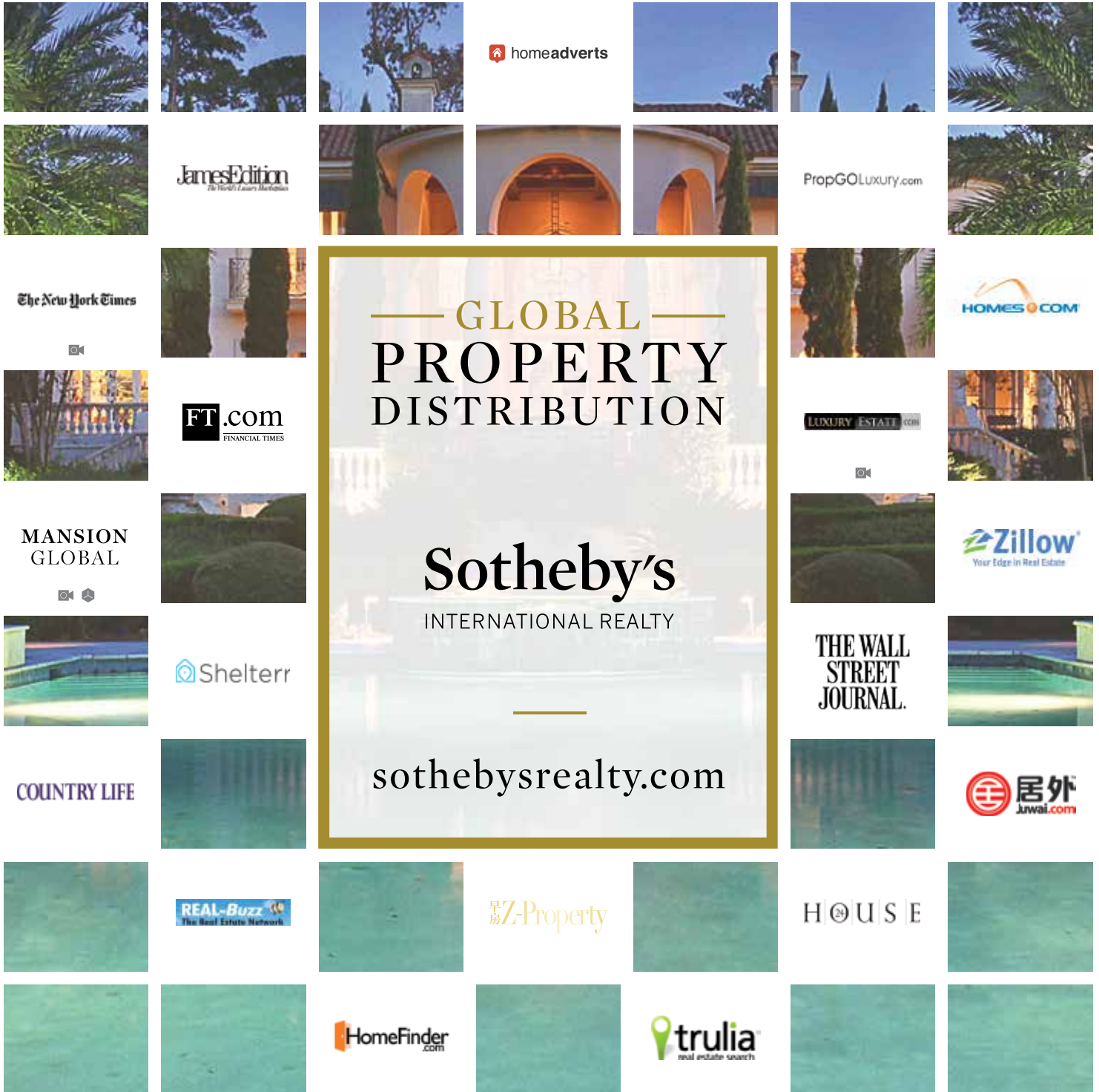
At the foundation of the Sotheby's International Realty® brand is our focus

on lifestyle. With a highly visual search experience, consumers are able to explore varied lifestyles and associated properties from Farm & Ranch, to Waterfront, Ski, Historic, and Golf.



Sothebysrealty.com seamlessly works on any mobile device and allows our network members to uniquely showcase extraordinary homes around the world anytime, anywhere and in 17 languages.

WORLDWIDE PROPH

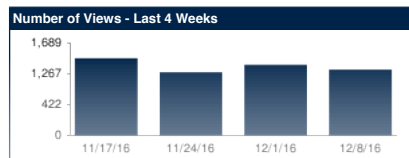


VIDEO VIRTUAL REALITY

PROPERTY ADVERTISING

Italy | Sotheby's
INTERNATIONAL REALTY

Online Marketing Summary



Inquiries
Your property has received 48 inquiries.

Top Cities	
City	Property Views
London, London, GB	546
New York, NY	478
Milan, Lombardia, IT	473
Rome, Lazio, IT	379
Toronto, Ontario, CA	284
Stockholm, Stockholms Lan, SE	251
Paris, Ile-de-France, FR	241
Oslo, Oslo, NO	226
Los Angeles, CA	217
Moscow, Moscow City, RU	211

Property Views - Occurs when a consumer views the full property detail page for your listing on a marketing website.

February 27, 2016 - December 14, 2016
Porto Cervo Marina Porto Cervo, OT 07021, IT
\$79,719,388
Property Id: 929MSB

Italy Sotheby's International Realty
Via Manzoni 45
Milano, Milano 20121, IT
Office Phone: +390287078300
<http://www.milan-sothebysrealty.com/eng>

Website Traffic Comparison		
Website	Property Views	Inquiries
sothebysrealty.com	41,512	47
JamesEdition	3,149	1
Wall Street Journal/Mansion Global	1,422	0
PropGOLuxury / Financial Times Property Listings	173	0
HomeAdverts	119	0
Juwai	75	0
CountryLife	9	0
Homes in Wisconsin	0	0
LuxuryEstate.com	0	0
Neighborhood Scope	0	0
NY Times	0	0
Real-Buzz	0	0
Total	46,459	48

Your Home Around the World

To increase exposure for your home and ultimately uncover the right buyer, 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. 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 265 million times across all of our partner sites annually.

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
encoresothebysrealty.com
foresthillsrealestate.com
frankhardy.com
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global.listsothebysrealty.co.jp
goldcoastsir.com
gulftobaysothebysrealty.com
gustavewhite.com
hallmarksir.com
harborsir.com
harborsidesir.com
hcronerrealestate.com
heritagehousesothebysrealty.com

heritagesir.com
hodgekittrellsir.com
israelsir.com
jamesonsir.com
klsir.com
kuperrealty.com
landmarksothebysrealty.com
legacysir.com
lenihansothebysrealty.com
listsothebysrealty.com
luskandassociates.com
maltasothebysrealty.com
manormorsir.com
marketplacesothebysrealty.com
mauritius-sothebysrealty.com
milan-sothebysrealty.com
mnsir.com
monumentsothebysrealty.com
nicaraguasir.com
northcountrysir.com
oceansir.com
pacificsothebysrealty.com
pacsir.com
premiersothebysrealty.com
puertoricosothebysrealty.com
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sanmiguelsothebysrealty.com
selectsothebysrealty.com
shoresir.com
sierrasothebysrealty.com

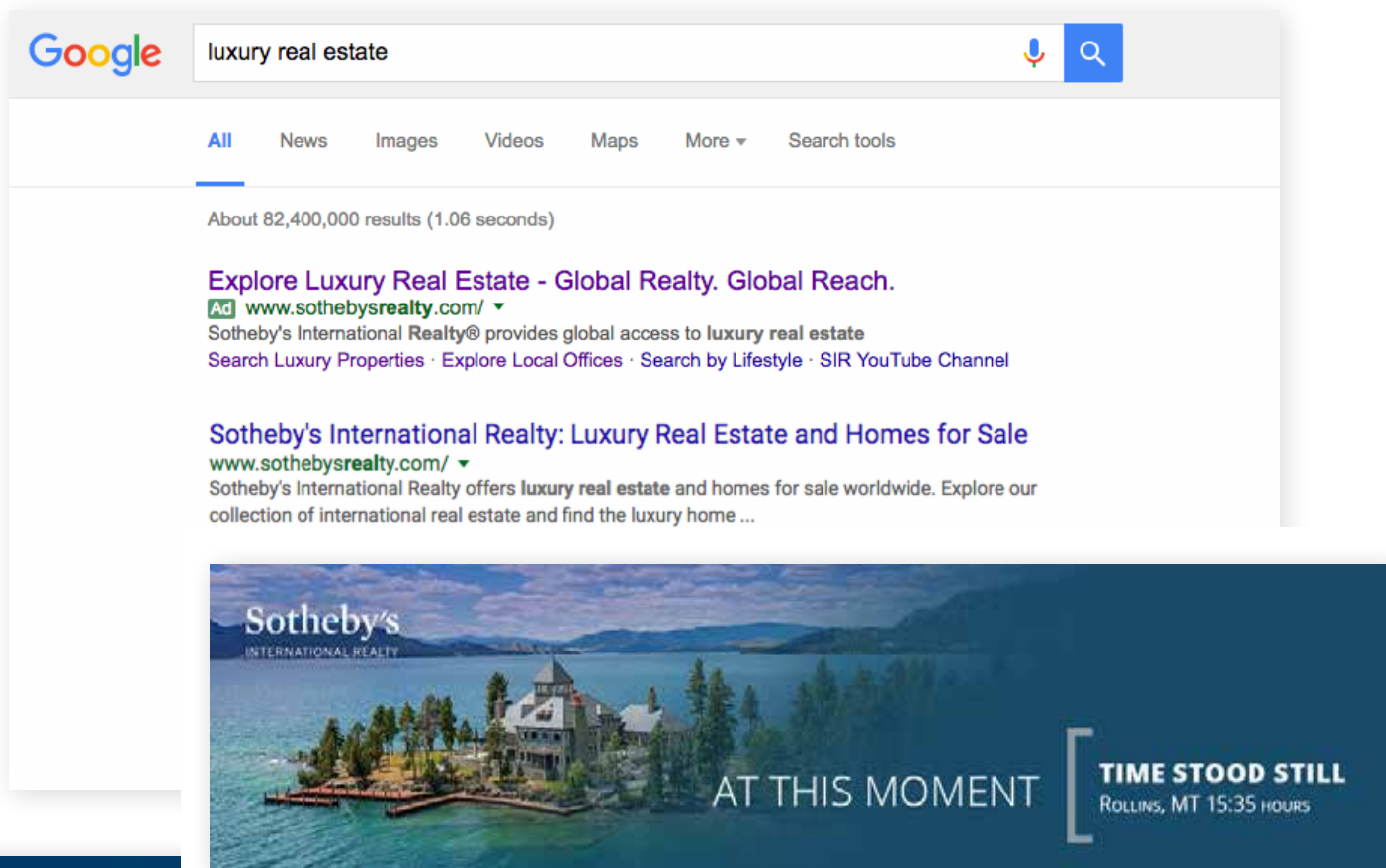
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sirloscabos.com
sirrivieramaya.com
sirvillage.com
soleilsir.com
sothebysrealty.lu
sothebysrealtyusvi.com
stmartinsir.com
steamboatsir.com
streetsothebysrealty.com
sullivanbi.com
summitsothebysrealty.com
sunvalleysir.com
synergysir.com
tateandfoss.com
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



Cascading Website Platform

Your property may also be found on our network of interconnected, locally focused and globally aware Sotheby's International Realty® network members' websites. Each site tells the *Sotheby's International Realty* brand story through the eyes of the local

real estate professional, combining localexpertise with global reach. The *Sotheby's International Realty* brand is leveraging the power of our network members to attract consumers to over 100 locally focused websites receiving over 8 million visitors per year.



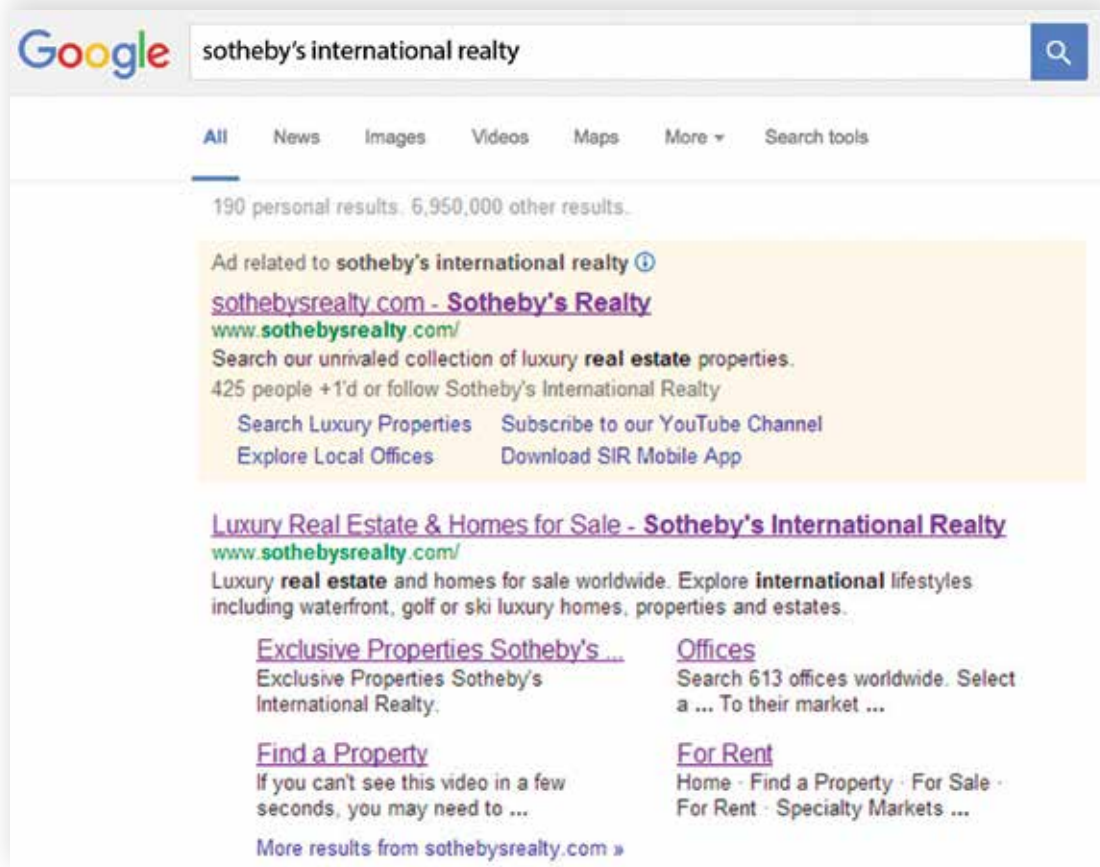
Targeting Real Estate Intenders Globally

90% of home buyers begin their search for their homes online, so it's essential that the presence of the

Sotheby's International Realty® brand is prominent on search engines.

Through our evolving strategies, we continue to drive desired, high net worth clientele to sothebysrealty.com, maximizing the potential for your home to be found quickly on the web. This is accomplished through a combination

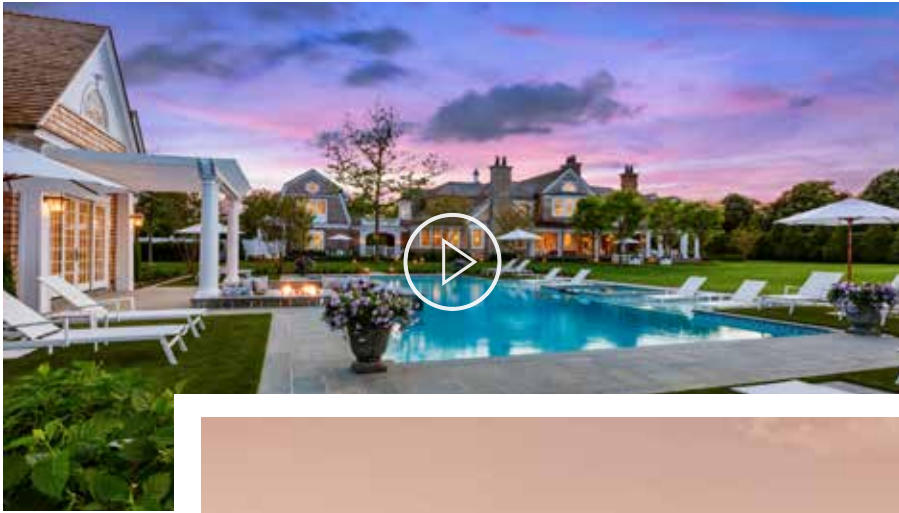
of search engine marketing, and leveraging search and user data to target the relevant users via our Google Display Network ad units, wherever they may go online.



When you perform a search on a search engine, the results are a combination of organic or “natural results” based on information the search engine captures from a website, and “sponsored results,” or paid ads to be found by an online consumer. Our strategy includes both.

Proven results in 2016:

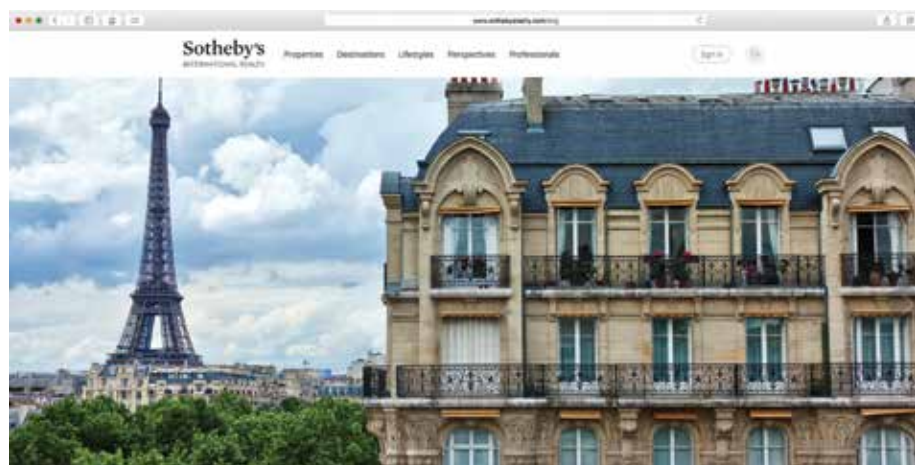
- 12.9 million visits from search engines
- 10.4 million visits from display network
- Over 700 million paid search & display impressions thousands of relevant leads:
- 280,000 leads from “natural” searches
- 60,000 from paid search engine & display placements



Video

Homebuyers are engaging with video in every element of their online experience – websites, social networks, and on their connected TVs. Research tells us that the

longer a consumer is on a website, the more likely they are to take action and connect. Video provides a truly immersive and engaging experience for the consumer and remains the cornerstone of our content strategy for sothebysrealty.com.



Sotheby's International Realty

59,880

Subscribe

Home Videos Playlists Channels Discussion About

Housequest, Presented by Sotheby's International Realty®

5,721 views 1 month ago

"Housequest" is the new custom video series presented by the Sotheby's International Realty® brand. This series follows influential and inspirational people as they become a houseguest in a home represented by the Sotheby's International Realty brand and meld their life with the unique lifestyle found with their extraordinary accommodations.

To view more of the Housequest Series go to <http://s.sir.com/2dbP4Lc>

Editor's Choice - The Most Extraordinary Lifestyles

A curator's collection of the top filmmaking and most extraordinary property videos throughout our network; a showcase of the Sotheby's International Realty lifestyle at its most artful and finest.

Historic Napa Valley Estate in St. Helena, California

Sotheby's International Realty III

6 days ago • 6,934 views

Presented by Sotheby's International Realty - Wine Country - East Napa Street Brokerage...

Award Winning Boating Paradise in Whiteundays, Australia

Sotheby's International Realty III

2 weeks ago • 7,731 views

Presented by Queensland Sotheby's International Realty...

Extraordinary Channels

- Monument Sotheby...
Subscribe
- SothebysTV
Subscribe
- Scenic Sotheby's In...
Subscribe
- Nestler Poletto So...
Subscribe
- Gustave White Soth...
Subscribe
- Barrett Sotheby's In...
Subscribe
- Treasure Coast So...
Subscribe
- Sierra Sotheby's Int...
Subscribe
- Mathieu Newton So...
Subscribe
- William Pitt Sotheb...
Subscribe

The Sotheby's International Realty® brand channel, youtube.com/sothebysrealty, strives to be the industry-leading video experience highlighting the highest-quality videos from locations around the world. *Sotheby's International Realty* YouTube brand channel stats:

- 25 million+ views
- 60,000+ subscribers – the most subscribed to real estate channel in the world
- 3,000 property and destination videos and counting
- 60,000 minutes of video watched every day (over 41 days' worth)
- Over 150,000 “Likes,” shares, and comments



Sotheby's
International
Realty Affiliates
@sothebysrealty

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Videos

Pinterest

Videos

Likes

Posts

Create a Page

Like

Share

Suggest Edits

More

Posts



Sotheby's International Realty Affiliates

42 mins · 🌐

Extraordinary Property of the Day: Private Waterfront Estate in
South Wales, Australia <http://s.sir.com/2fniXeW>



22 Likes · 1 Comment · 1 Share



Sotheby's International Realty Affiliates

20 hrs · 🌐

From Italy to Mexico, discover Tuscan-style homes and
world in our latest Architectural Spotlight. <http://s.sir.com/2fniXeW>



More ▾

Send Message

See All

lates

Waterfront Oasis in New
W



lates

omes from around the
://s.sir.com/2ivSFt2



The Wall Street Journal ✓



The New York Times ✓

English (US) · Español · Português (Brasil) ·
Français (France) · Deutsch

+

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Social Media

Connecting A Global Real Estate Community Content marketing is the new way consumers seek information and social media is a vital tool for luxury brands to provide their content to their loyal following as well as to attract new connections. Influential, well-connected buyers like to engage directly with their favorite brands, looking at unique photos, videos, and articles with the ability to respond and share that content with their circles.

We aren't simply "posting" on social media. We are nurturing a highly engaged group of opinion-makers with exclusive content on Facebook, YouTube, Twitter, Google+, Instagram, LinkedIn, Pinterest, and our very own Extraordinary Living Blog. Facebook is the top-referring source of traffic to sothebysrealty.com, showing us that our approach is working.

Harnessing the power of social media to make the right connections.

515,000 Social Connections In 160+ Countries.

THE ART OF MEANING

Facebook

Largest social network worldwide with 1.7 Billion+ users. The social network for connecting with friends, family, companies and more..

Google+

Essential for optimizing organic search results (SEO)

LinkedIn

The business social network used for professional networking and strengthening the brand's positioning as the voice of luxury real estate.

Instagram

500 million monthly active users, with 80% coming from outside the U.S. and more than 95 million photos shared per day — using hashtags and optimizing images increases engagement.



POWERFUL CONNECTIONS



Twitter

Broadcasting short messages — Tweets — to followers and acquaintances around common topics through the use of #hashtags.



YouTube

The top video research destination for home shoppers.



Pinterest

Fastest growing website ever — faster than Google and Facebook. Desirable real estate demographic comprised of affluent women interested in home décor, interior design and architecture.

OUR STATS:

- 600,000+ visits to sothebysrealty.com via social referrers in 2016.
- Thousands of properties showcased.
- 515,000+ Followers across Twitter, Google+, LinkedIn, Instagram, YouTube and Pinterest.
- Extraordinary Property of the Day features one property from around the globe on Facebook, Twitter, Google+, Instagram, and Pinterest, generating thousands of additional property views per day.





Extraordinary Living Blog

Timely and relevant, the Sotheby's International Realty® Extraordinary Living blog provides inside access to some of the world's most unique homes and covers a myriad of topics

including Art, Architecture, Lifestyle and Market Trends. Some of our most popular articles include:

- Sotheby's Auction House: Bowie | Collector
 - 10 Most Popular Properties of 2015
 - Significant Sale | W.T. Waggoner Ranch
 - Tom Cruise's Telluride Home | House Tour
 - Luxury Real Estate Headlines
 - Key Locations for Ultra High Net Worth Real Estate
- sothebysrealty.com/blog

Architectural Spotlight | A Taste of Tuscany

Posted on January 3, 2017 by Erik Weinbrecht

Tuscan, or Tuscan-Inspired homes can be found all over the world, far from their origin in Italy's Tuscany region. Outside, tile roofs, wrought-iron gates and fountains are among the instantly recognizable features of a Tuscan-style home, while inside, the often-impressive use of stone, warm earth tones, plaster walls and highly textured ceilings create an unmistakable old-world feel. In this Architectural Spotlight, join us as we travel from Italy to Mexico as we discover a taste of Tuscany.



2.900.000 € EUR | Siena, Italy | Italy Sotheby's International Realty

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[Video of the Week: Private Kinloch Gardens Estate in Melbourne, Australia](#)

CATEGORIES

BUYERS SEARCH



CH ON THE GO

SIR Mobile

The Sotheby's International Realty® mobile app is the only luxury real estate app that serves properties in nearly 70 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. With an ever-increasing amount of home searches performed from a handheld device it is vital to have a best-in-class app that meets the needs of today's home buyers.

To get SIR Mobile

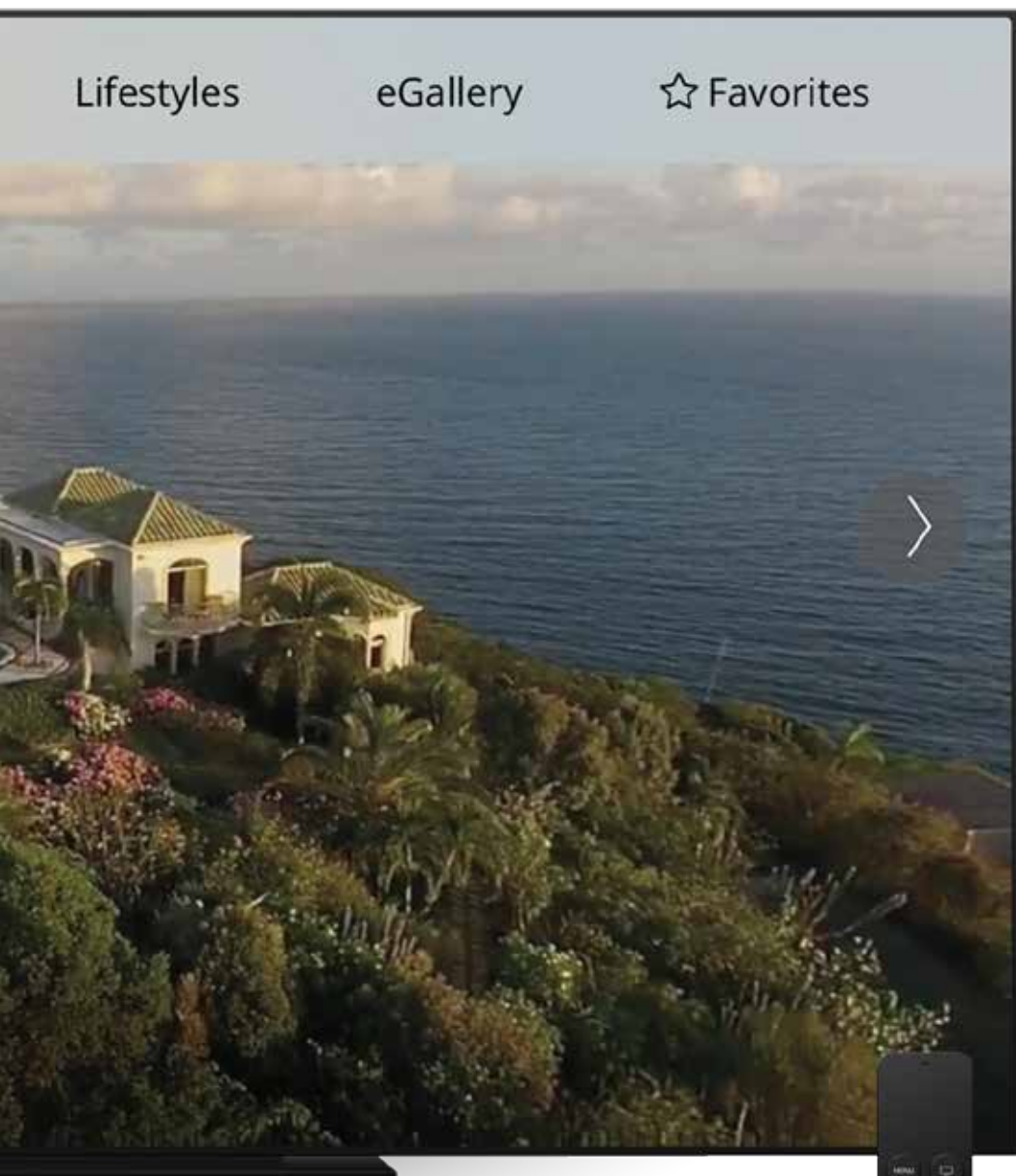
- Text "SIR" to 87778
- Search for "SIR" in the App Store or on Google Play



Apple TV App

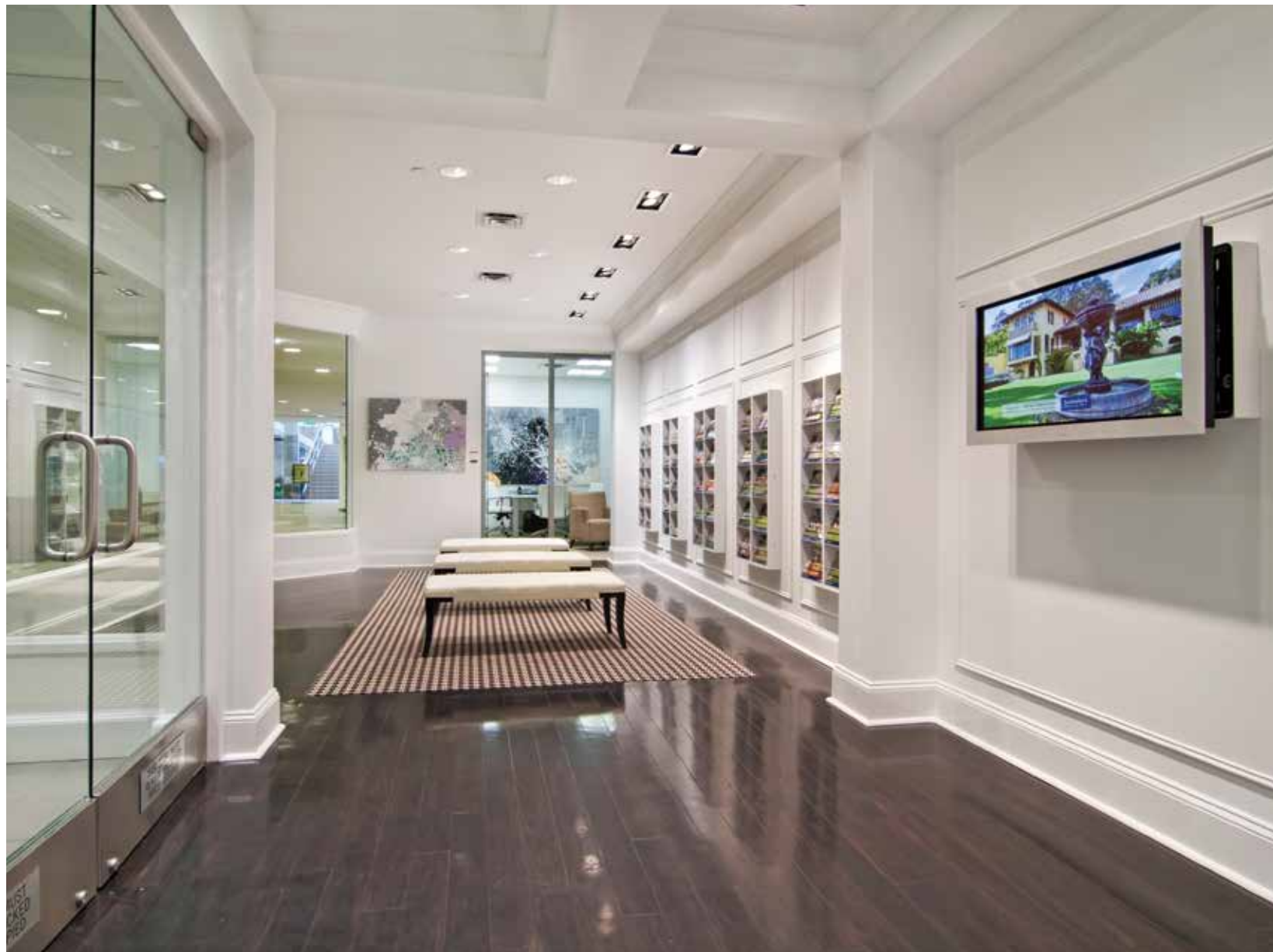
Showcasing nearly 50,000 properties currently represented by the Sotheby's International Realty® brand worldwide, the app gives users the opportunity to explore homes on a screen larger than ever before. Highlights Include:

- The ability to explore properties listed by the Sotheby's International Realty brand worldwide by city, state, country or lifestyle, either through entered text or Siri dictation.



- A powerfully visual experience, offering expertly curated high-resolution photography and high-definition videography.
- The opportunity to directly contact sales associates, share a property via email, save recent location searches and bookmark favorite properties.

- A Game Mode where players can view captivating property photos and guess the location of origin.
- The ability to access Recent Searches and Favorited properties directly on the Apple TV home screen's "Top Row."



eGallery

The Sotheby's International Realty® eGallery is displayed on high-definition screens in *Sotheby's International Realty* 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.



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.

Sotheby's

INTERNATIONAL REALTY