

TOP 10 ADVANTAGES OF LISTING WITH ONE

THE LEGACY **THE NETWORK** THE BRAND **THE MARKETING** THE PEOPLE **THE REACH**
THE STANDARDS **THE SERVICE** THE TRACK RECORD **THE OVERALL EXPERIENCE**

I

THE LEGACY

Consistently attaining record-breaking sales over the past three centuries, the Sotheby's legacy is unlike any other. We are proud to be part of the most prestigious auction house in the world and the authority on the representation of luxury homes.



II

THE NETWORK

Sotheby's International Realty represents the only true, worldwide real estate network. Thousands of referrals are processed every year and several events are held to ensure all SIR agents establish great business relationships within the network.



III

THE BRAND

Sotheby's is a rare brand that instantly evokes quality, service and an appreciation of truly valuable items. This positioning allows us to do business with affluent individuals who share in our brand vision and commitment to excellence.



IV

THE MARKETING

Our local and international marketing is unparalleled. We partner with leading organizations such as the Wall Street Journal, the New York Times, Architectural Digest and, locally, the Miami Heat to provide the best exposure for our homes.



V

THE PEOPLE

Our agents, staff and partners make our company more successful every day. Our real estate agents are more than just transaction supervisors — they have the capacity to act as highly qualified advisors, focusing on facilitating all real estate needs.



VI

THE REACH

With an outstanding brand, a robust marketing plan and a strong network comes limitless reach to potential home buyers. ONE SIR associates are able to tailor their plans to target an array of different buyer profiles without missing a beat.



VII

THE STANDARDS

Our listing marketing is only developed with the highest standards in mind. High-resolution imagery, eloquent description writing and impeccable presentation are musts when promoting a residence under the ONE Sotheby's International Realty brand.



VIII

THE SERVICE

Our high standards are not marketing-specific. ONE Sotheby's International Realty's real estate associates pride themselves in offering white-glove service from beginning to end, establishing long-lasting relationships with their valued clients.



IX

THE TRACK RECORD

In its short existence, ONE Sotheby's International Realty has developed an impressive track record, closing exceptional sales, becoming the leading real estate firm for sales in numerous areas and garnering notable media exposure in the process.



SOURCE: 12-MONTH ROLLING SUM THROUGH JUNE 2019

X

THE OVERALL EXPERIENCE

All prior points combine to create one unrivaled, seamless client experience. For centuries, the Sotheby's brand has grown and succeeded due to its respect for tradition and its focus on innovation. ONE Sotheby's International Realty is no exception.



For those who aspire
to live an exceptional life,
only one brand will ever
set the standard.

Only

ONE | Sotheby's
INTERNATIONAL REALTY



For information contact:
Enrique Tejera, P.A.
Global Real Estate Advisor
cell 786.375.1459
team 305.814.4686
fax 305.873.8722
et@dockstates.com
ONE | Sotheby's International Realty
119 Washington Avenue
Miami Beach, FL 33139

AVENTURA BRICKELL BOCA RATON CORAL GABLES DELRAY BEACH DESIGN DISTRICT FT LAUDERDALE JUPITER KEY BISCAYNE MELBOURNE BEACH MIAMI BEACH PALM BEACH STUART SUNNY ISLES VERO BEACH WESTON

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