

A legacy of real estate,
a mastery of
real estate marketing

ONE | Sotheby's
INTERNATIONAL REALTY



Luxury is not a price point, it's a level of service.

ONE | Sotheby's
INTERNATIONAL REALTY

OUR BRAND, YOUR ADVANTAGE

ONE Sotheby's International Realty prides itself in being at the forefront of innovation - delivering ideas, tools, technology and marketing that push the boundaries within our industry.

Our commitment to providing the highest caliber of expertise and dedication to each transaction sets us apart as we continue to raise the standard of excellence. Our global and local presence, combined with our unmatched resources, propel us as leaders in today's real estate market.

#1

VOTED BEST LUXURY
BROKERAGE IN
FLORIDA BY LUXURY
LIFESTYLE MAGAZINE

#1

GROWTH LEADER
NATIONWIDE

The largest sales volume increase
among franchised brokerages by T360

#1

BEST BROKERAGE
WEBSITE

By South Florida Agent Magazine

8x

AWARD-WINNING
MARKETING
POWERHOUSE



We are the leaders in luxury real estate along Florida's East Coast

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INTERNATIONAL REALTY

LOCALLY UNRIVALED, GLOBALLY RENOWNED

Since our inception in 2008, ONE Sotheby's International Realty has built a notable presence along Florida's East Coast with 30 offices spanning from Miami to Amelia Island. Our dedicated real estate professionals are experts in their local markets, backed by a global reach that transcends countries and cities like no other brokerage. With a reputation of passion, trust and unsurpassed service, ONE Sotheby's International Realty is dedicated to giving extraordinary lives a home to thrive.

11

COUNTIES

30

OFFICES

1,300+

REAL ESTATE ASSOCIATES

3



GREECE SOTHEBY'S INTERNATIONAL REALTY

We are a true global real estate network

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CONNECTED TO KEY FEEDER MARKETS

With more than 25,000 associates, Sotheby's International Realty has offices in the most significant markets in the world. These markets act as catalysts in generating sales traffic for one another, averaging over \$4 billion in referral transactions annually. By connecting affluent buyers and sellers around the globe, our Relocation Specialists and worldwide reach makes finding the perfect home, anywhere on the map, simple and seamless.

81

COUNTRIES AND
TERRITORIES

1,000+

OFFICES WORLDWIDE

\$204B+

IN GLOBAL SALES VOLUME

4



Your property journey

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When it comes to selling real estate, the journey is equally important as the destination. That's why at ONE Sotheby's International Realty, we've strategically planned and prepared every step of the process, so you can rest assured that you are in trusted hands.

MARKET ANALYSIS

After a thorough comparative markets analysis, an exclusive listing agreement is signed detailing the optimal list price for your property.

MARKETING STRATEGY

We will outline a powerful and bespoke marketing plan tailored for your property to procure maximum exposure.

Your property journey

STAGED TO SELL

Staging a home can lead to a faster sale and higher sale price. We can consult and collaborate to stage your home and increase its selling potential by setting an elevated aesthetic appealing to qualified buyers.

PURPOSEFUL PHOTOGRAPHY

Brilliant marketing begins with exceptional imagery. We leverage property photos to elegantly showcase your home and capture the attention of prospective buyers.

LIFESTYLE AND PROPERTY VIDEOS

A property video illustrates a story and highlights inspiring features of your home. Listings with a video receive 403% more inquiries than those without.*

AWARD-WINNING MARKETING

Our marketing delivers a digital forward approach making us the modern go-to for real estate professionals, buyers and sellers who expect the very best from the very best.



* Source: Digital Sherpa



Show and tell

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Once your property is ready to market, our dedicated experts launch an unrivaled selling strategy that includes traditional and modern approaches - on the ground, online and within the global network. Our mission is to conclude our journey with the successful and rewarding sale of your property by using innovative tools and techniques curated for you and your home.

PROPERTY WEBSITE

An exclusive website dedicated to your property is a powerful tool to drive interested buyers to straight to your property with key information combined with stunning imagery and visuals.

ICONIC SIGNAGE

Our brand's recognizable signage, installed at over 30,000 extraordinary properties worldwide, is prominently displayed at single-family homes to effectively reach buyers in the local community.

MARKETING ESSENTIALS

We design beautiful marketing assets including brochures, postcards, emails, social media posts and ad campaigns to advertise your property with the highest standards.

DIGITAL REACH

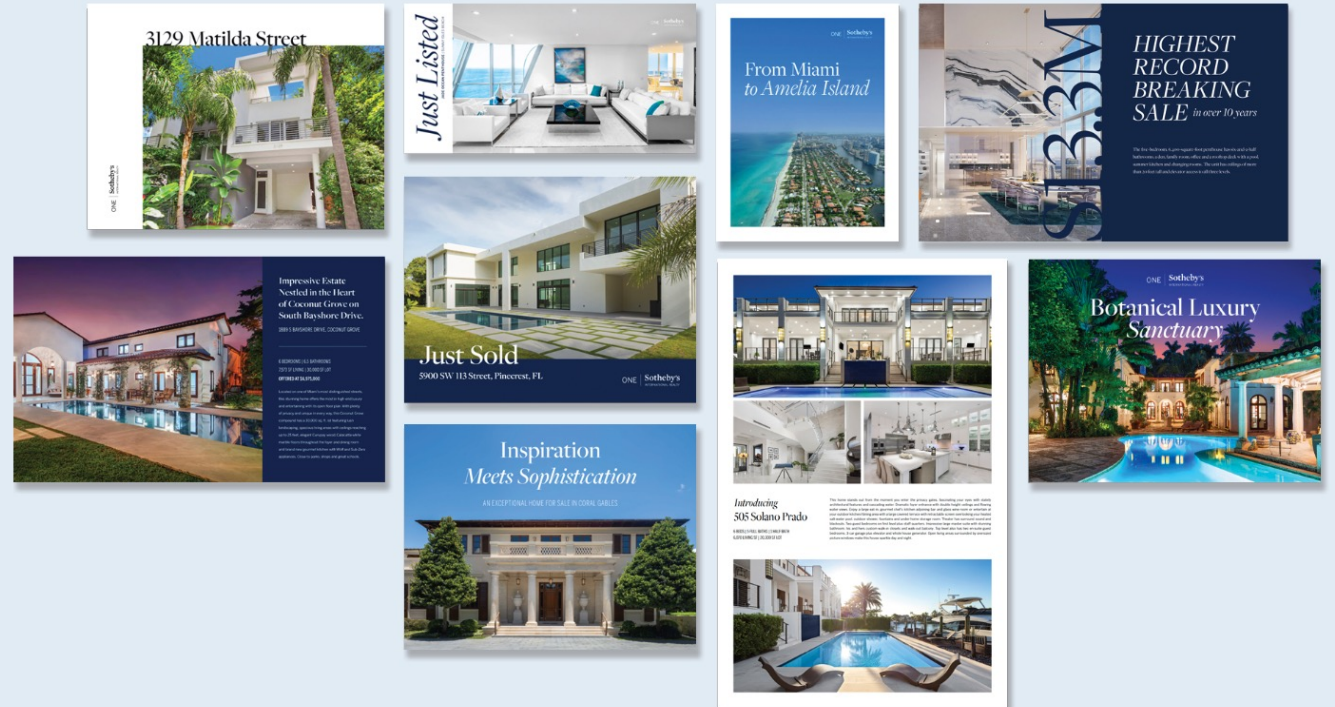
Your property will be advertised on over 100 Sotheby's International Realty affiliates websites worldwide and exclusive to our brand, it will be featured on notable sites including Financial Times, Mansion Global, Wall Street Journal and many others.

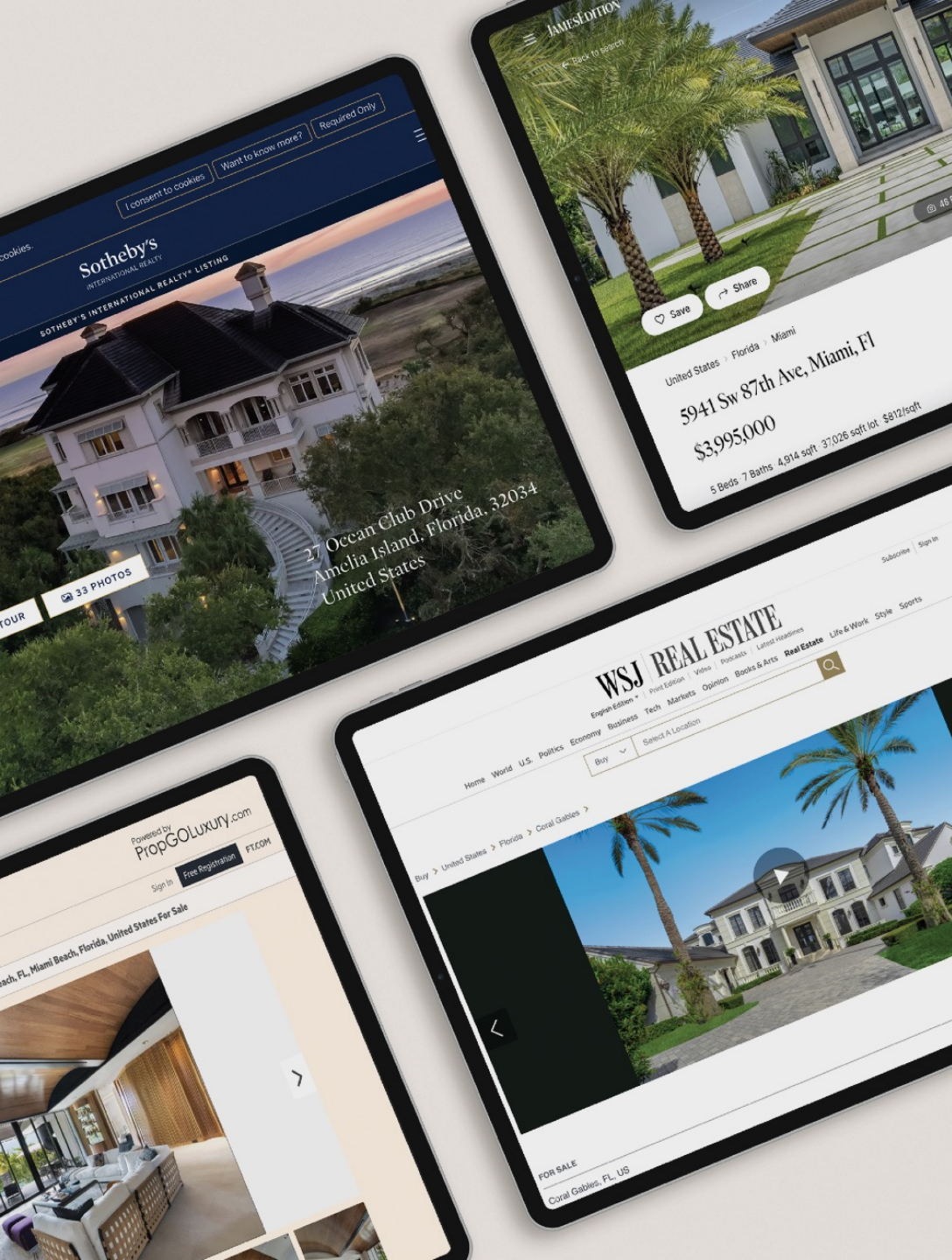
PROPERTY SHOWINGS

We host private client tours, weekend open houses and broker's open houses for interested buyers to experience our exceptional properties in the best way: in person.

CLIENT UPDATES

We will keep you informed on buyer activity and our marketing efforts' performance to ensure we optimize our strategy to get your home sold.



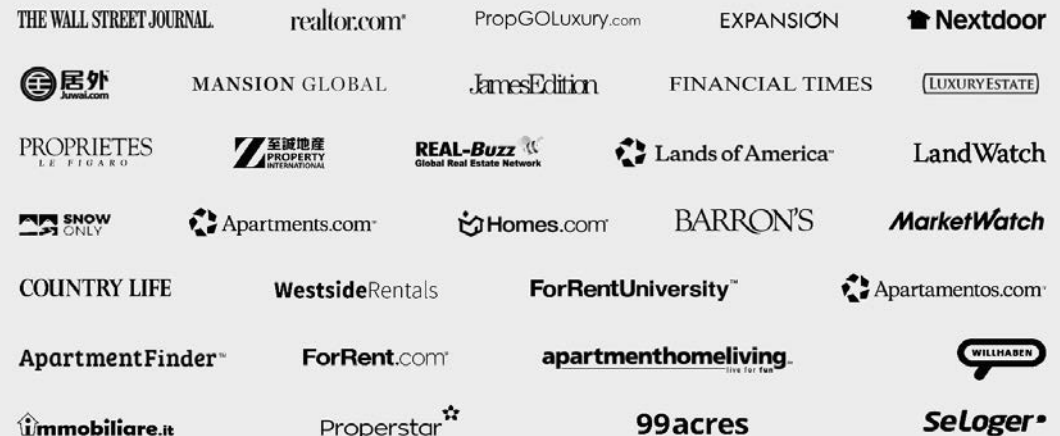


The attention your property deserves

ONE | Sotheby's
INTERNATIONAL REALTY

EXCLUSIVE GLOBAL PROPERTY DISTRIBUTION

The exposure and worldwide reach of our listings sets us apart. Our global media property distribution partners include the most authoritative news, lifestyle and financial voices, as well as real estate-centric websites. Beyond these publications, your property is showcased on sothebysrealty.com with instant distribution to more than 100 Sotheby's International Realty affiliate websites around the world. With nearly all buyers starting their search online, optimizing your property's search engine results is imperative.



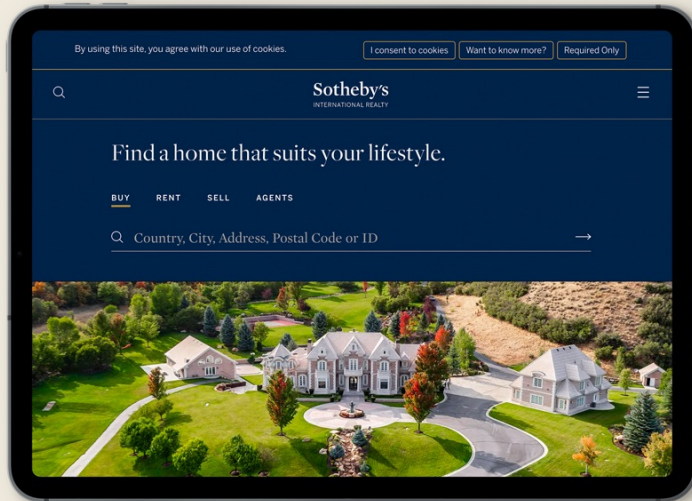


The power of digital

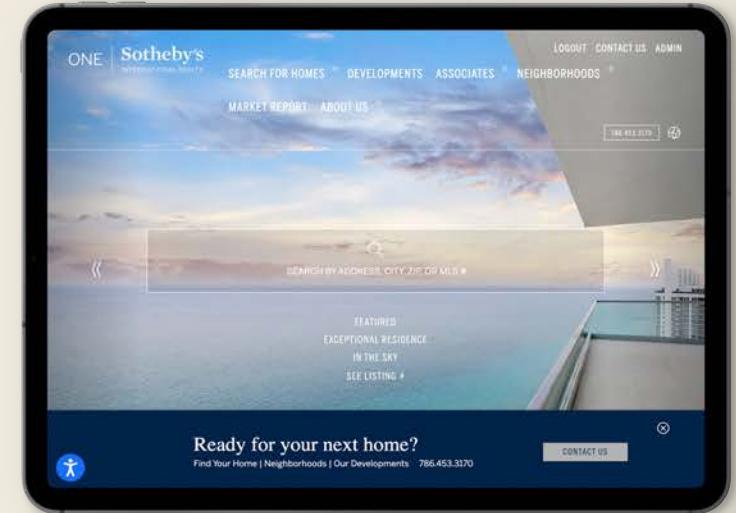
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More than ever, clients seek luxury not only in their lives but also in their digital experiences. With online activations in higher demand than ever before, we are industry leaders in seamless and enjoyable real estate interactions on the web. As the world's number one luxury real estate website, sothebysrealty.com offers unparalleled global exposure for real estate listings. Our enhanced editorial approach drives millions of buyers to immerse themselves in a home via high-resolution photography and cinematic video tours. With over 65% of traffic coming from mobile users, both sothebysrealty.com and onesothebysrealty.com are designed for optimal mobile viewing and accessibility.

Unrivaled web exposure



SOTHEBYSREALTY.COM



ONESOTHEBYSREALTY.COM

VOTED BEST BROKERAGE WEBSITE IN 2022

* By South Florida Agent Magazine

47M+

AVERAGE VISITS PER YEAR

14

LANGUAGE TRANSLATIONS

57%

INTERNATIONAL VISITS

71%

GROWTH IN VISITS
YEAR OVER YEAR

30%

INTERNATIONAL VISITS

100+

NEIGHBORHOOD AND
LIFESTYLE CONTENT PAGES

We drive more eyes to your listing

REAL ENGAGEMENT, LASTING IMPRESSIONS

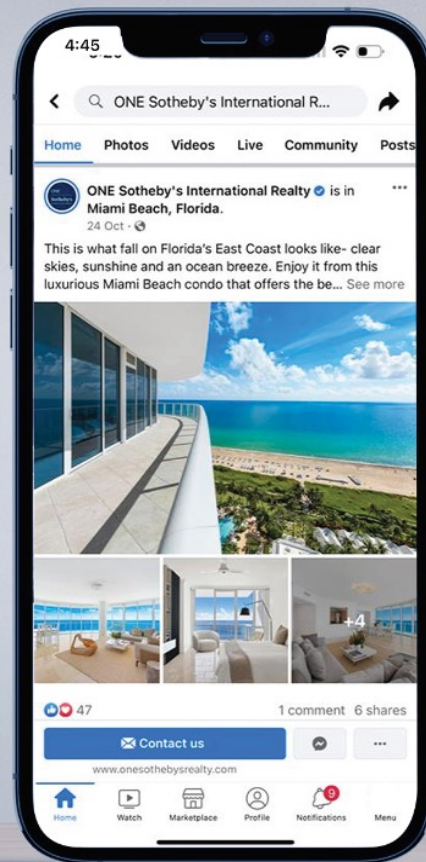
ONE Sotheby's International Realty's social media platforms are always buzzing with activity, helmed by a team of expert marketers who deliver our unique voice and brand to a wide-reaching audience daily. Our content is inspiring and informative, making us an industry leader in the social space promoting market insights, listings and lifestyle campaigns highlighting Florida's East Coast.

1 Million+

SOTHEBY'S INTERNATIONAL REALTY
@SOTHEBYSREALTY

200,000

ONE SOTHEBY'S INTERNATIONAL REALTY
@ONESIR





Our reputation is your advantage

ONE | Sotheby's
INTERNATIONAL REALTY

YOUR PROPERTY MAKING HEADLINES

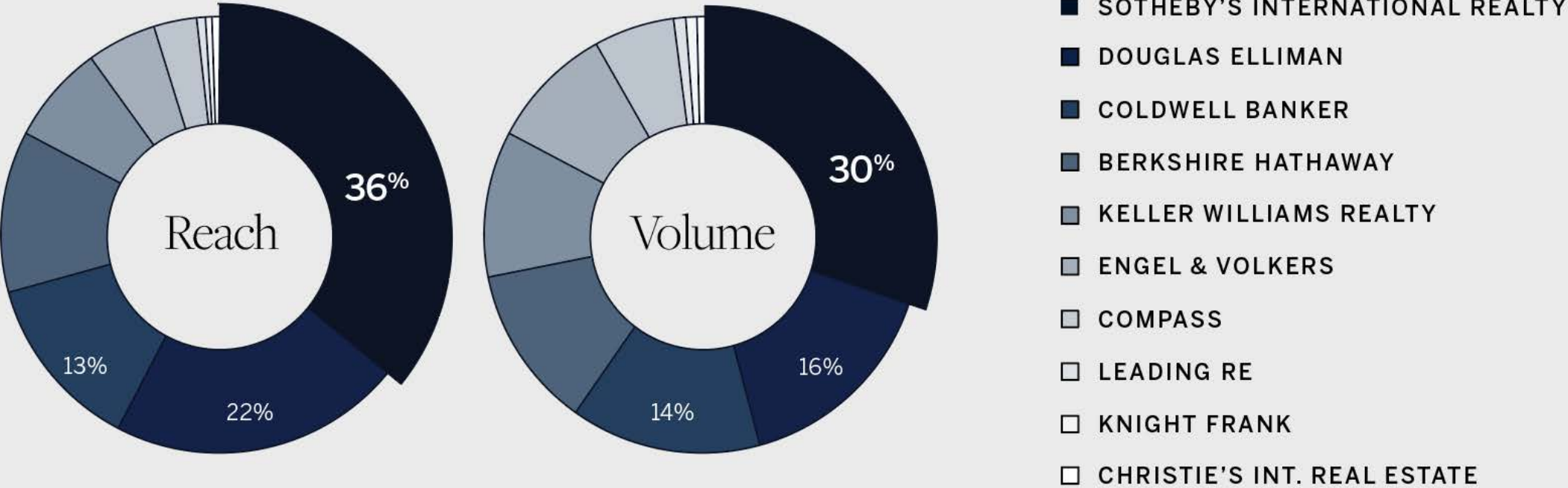
When it comes to renowned real estate news, we drive the conversation. Sotheby's International Realty is the most profiled real estate brand in the press, positioning your property at an unmatched advantage. As a result of our team's strong relationships with leading media outlets, we generate significant exposure for your home in top-tier placements such as The New York Times, Wall Street Journal, Robb Report, Forbes, Architectural Digest and many more. ONE Sotheby's International Realty's dedicated public relations team focuses on garnering maximum attention for our properties.

7 Billion+

ONE SOTHEBY'S INTERNATIONAL REALTY'S
AVERAGE PRESS IMPRESSIONS IN A 12-MONTH PERIOD

Sotheby's International Realty: #1 most profiled real estate brand in the press

2022 PRESS SHARE OF VOICE



*Source Meltwater

Exceptional partnerships, elevated exposure

GLOBAL ADVERTISING: THE LUXURY STANDARD

Sotheby's International Realty has exclusive advertising partnerships with the most significant media powerhouses. This allows our brand to successfully connect with a global audience of qualified real estate consumers. With an emphasis on brand exclusivity, impact and driving traffic, clients of ONE Sotheby's International Realty benefit from dedicated placements that include The Wall Street Journal, The New York Times, Mansion Global, Architectural Digest, Condé Nast and more, as well as proprietary publications created by both Sotheby's and Sotheby's International Realty.





Connected to the world of Sotheby's

HISTORICALLY REMARKABLE

For three centuries, the Sotheby's name has been synonymous with the exceptional. A name that not only represents the most prized possessions in the world but decides them. As real estate's most trusted brand, our name alone opens the most prestigious doors, creating opportunities and connecting affluent sellers and buyers worldwide.

At ONE Sotheby's International Realty, our deep-rooted connection with this history distinguishes us within the industry. This outstanding alliance of marketing efforts presents our properties to the esteemed clientele of our parent brand. Building on the centuries-long reputation of the Sotheby's auction house, established in 1744, the Sotheby's International Realty brand is recognized globally and our legacy of quality service and expertise is unmatched.



Aligned with the world's best professionals

LEVERAGING THE GLOBAL NETWORK

As part of the Sotheby's International Realty global network, associates are constantly interacting and meeting peers at numerous events hosted by affiliates and the Sotheby's auction house. These exclusive relationships provide additional listing exposure to key feeder markets and opportunities beyond our local regions. Clients can leverage our unmatched network and receive our signature white-glove service when looking for residences in cities like Madrid, Hong Kong, Paris or wherever your journey takes you.



A proven track record

ONE | Sotheby's
INTERNATIONAL REALTY

EXCLUSIVE NEW DEVELOPMENTS

Representing a portfolio of the most prestigious new residences in Florida, our Development Division continues to honor a proven track record, with more than 30 esteemed developments sold throughout the most coveted neighborhoods.

Our specialized in-house sales associates elevate each development, attracting the most discerning and distinguished global audience. Our firm has successfully raised the region's luxury real estate market standards by offering a curated sales experience replete with tailored marketing strategies, access to proprietary technology, and extensive digital exposure.

30

DEVELOPMENTS
SOLD TO DATE

\$3.5M

AVERAGE SALES PRICE

\$4B+

CURRENT INVENTORY



Partners with a shared purpose

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MIAMI
HEAT

MIAMI
Dolphins

Florida
Secured Title

City National Bank
Bci FINANCIAL GROUP

ONE COMMERCIAL
REAL ESTATE

United
Way

E L E V A T E

INTERIORS
by ELEVATE

THE POWER OF ONE, COLLABORATION OF MANY

ONE Sotheby's International Realty prides itself in being an active and engaged leader among our communities. To maintain local ties and provide additional services, we've partnered with several leading organizations that share our corporate values and resonate with our real estate associates. Most importantly, we partner with brands pioneering within their respective industries through their pursuit of true innovation and dedication to their vision and objectives.

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Nothing compares.

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