

Golden  
Gate

Sotheby's  
INTERNATIONAL REALTY

# Listing Presentation

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THE LIFE OF YOUR LISTING

# Contents

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## **About Me**

A personal introduction

## **Who We Are**

Why settle for less? Discover the difference with us

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Bringing your property to market locally and regionally

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Reaching affluent buyers around the world

- Your listing on SIR.com

- Driving traffic to SIR.com

- Online listing marketing

## **Conclusion**

My unique advantages

# About Me

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## Agent Name

Golden Gate Sotheby's  
International Realty

a.name@ggsir.com  
415.555.5555

Lic.# 01234567

MyWebsite.com

# Testimonials

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—John and Jane Doe, San Francisco CA

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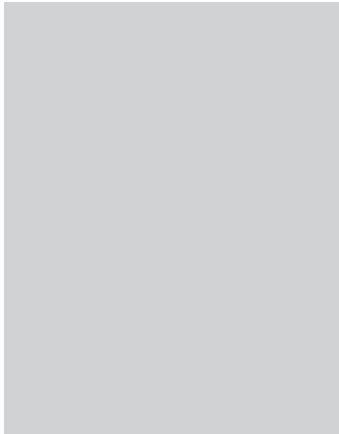
—John and Jane Doe, Oakland CA

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—John and Jane Doe, Napa CA

# Sales

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## Agent Name

Golden Gate Sotheby's  
International Realty

a.name@ggsir.com  
415.555-5555

Lic.# 01234567

MyWebsite.com

123 Anystreet Road, San Francisco CA Represented Seller and Buyer - June 2018	\$20,000,000
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A long-exposure photograph of the Golden Gate Bridge at night. The bridge's massive red-orange towers and suspension cables are illuminated, creating a warm glow. The roadway is filled with light trails from cars, with white trails on the left and red trails on the right. Streetlights line the bridge, and a speed limit sign for 45 is visible on the right. The background shows a dark hillside under a twilight sky.

# Who We Are

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OUR BRAND OVERVIEW



21

Offices serving  
the SF Bay Area



**\$5.2 billion**  
sales volume in 2022

**2,629**  
transactions in 2022

**\$14.5 million**  
average sales volume per agent

**71%**  
media share of voice

**1,411**  
property press headlines in 2022

**4.2 million +**  
YouTube property video views

## Golden Gate Sotheby's International Realty

Local Knowledge Connected Around the SF Bay Area and the World

Our brokerage is the **number one** Sotheby's International Realty® Affiliate in California by sales volume. We can help you find your buyer. We have more than **465 agents** in **21 offices** representing active qualified buyers and sellers throughout the San Francisco Bay Area. We service the counties of:

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- San Mateo
- Santa Clara
- Solano
- Sonoma
- Santa Cruz





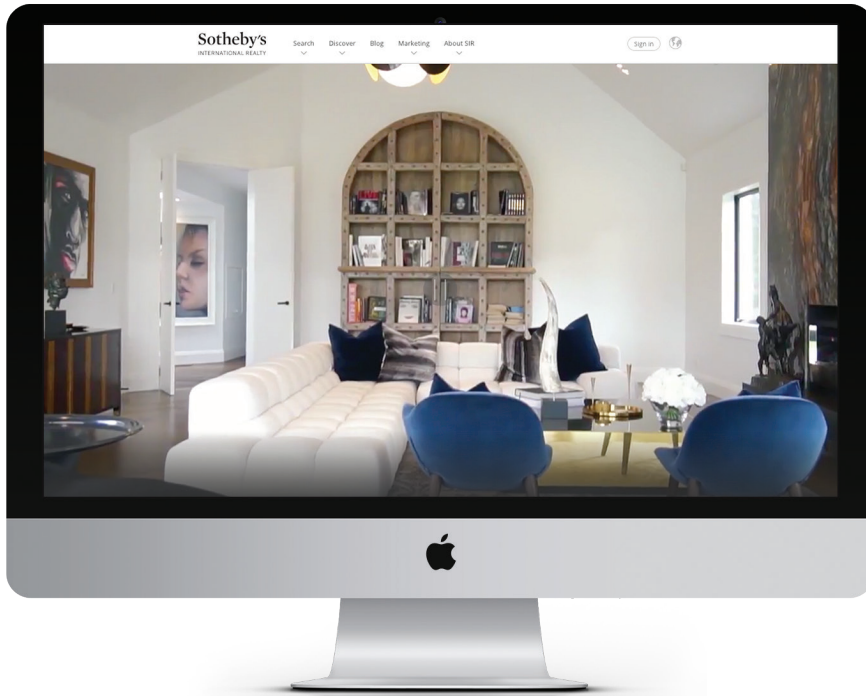
## Luxury Service at All Price Points

### Meeting the Needs of All Our Clients

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At Golden Gate Sotheby's International Realty, we believe that all our clients deserve luxury service for their property sale at every price point. We can provide added cachet and expanded exposure for properties at mid-to-lower price points. We market entry level homes, condominiums, land and investment properties provided there are ten attractive professional photos.

Listings at all price points can be included on our San Francisco Bay Area website, [goldengatesir.com](http://goldengatesir.com), as well as on the internationally acclaimed [sothebysrealty.com](http://sothebysrealty.com) site, searchable by clients all over the world. This is one way we can help you reach more qualified buyers. It is important to remember that Northern California property prices are considered by many buyers around the country and globe to be at luxury price points relative to their local markets.



48.1 million  
annual visits

28.6 million  
annual unique visitors

404 million  
annual page views

57%  
visitors from outside the US

67%  
mobile visitors

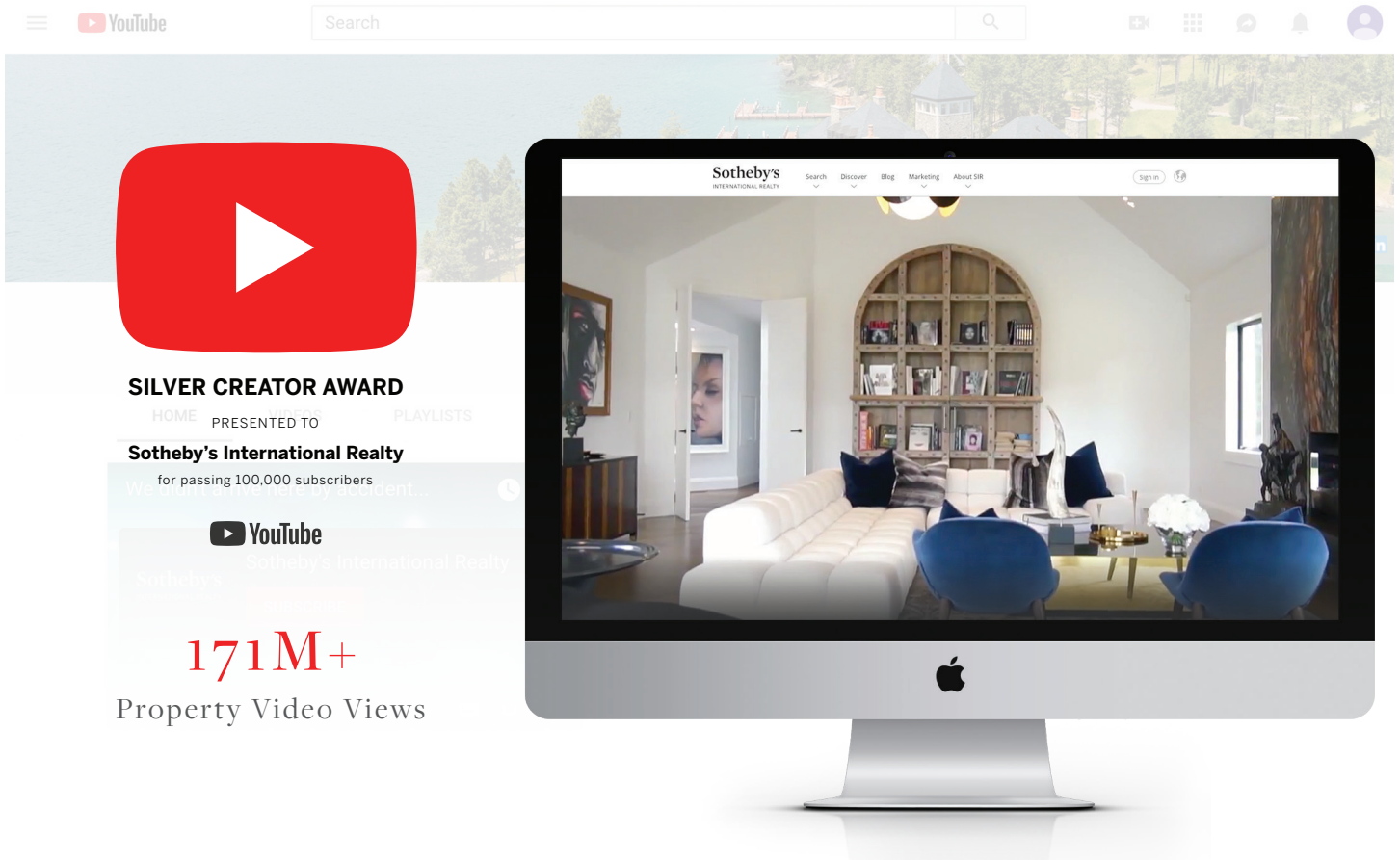
57.8 million  
annual property video plays

## SothebysRealty.com

### Reaching the Most Qualified Buyers

The homes on **sothebysrealty.com** are showcased with incredible photography and videography, and complemented with lifestyle searching capability. This has resulted in a website that attracts qualified and affluent consumers who appreciate the beauty of the site, the breadth of homes at all price points and depth of information offered on properties and locations.

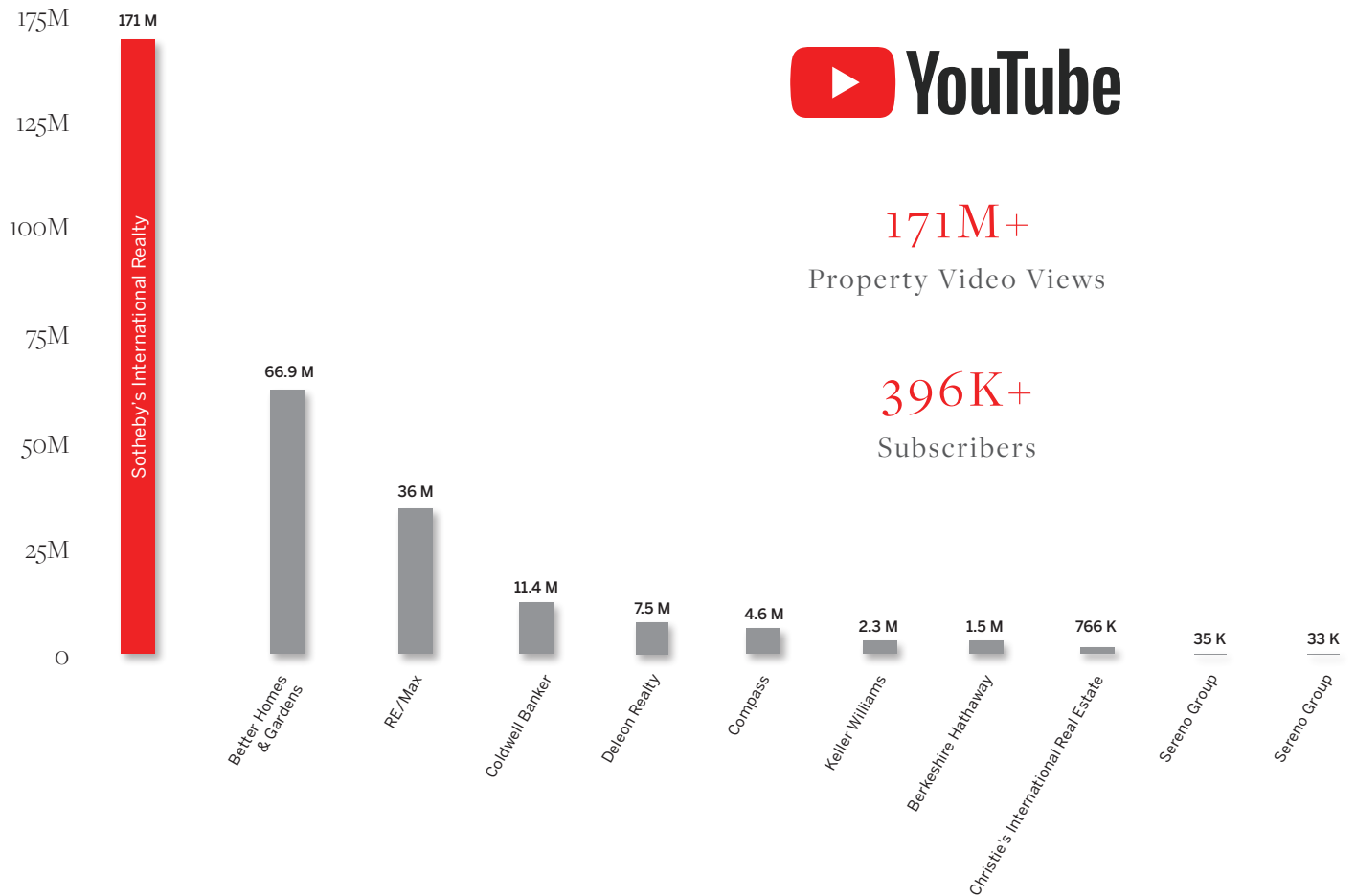
Anyone can host a website, but reaching the most qualified buyers casts the widest net for your home. Visitors to our site spend more time searching, and are able to locate properties in areas across the world that they may not have known or been aware of because of the lifestyle features and content.



## Awarded #1 YouTube Channel Most Views of Any Luxury Real Estate Brand

Five billion videos are watched on YouTube each day. Sotheby's International Realty has received YouTube's Silver Creator Award and is the industry-leading channel with over 171+ million video views and 396,000+ subscribers, outperforming the competition by miles.

At [youtube.com/sothebysrealty](https://youtube.com/sothebysrealty) you can find high quality listing and brand videos, as well as unique content. All of this drives traffic to [sothebysrealty.com](https://sothebysrealty.com) where your property is listed.



## #1 in Video

### It's All About the Views

The collaboration of global affiliates contributing high-quality videography of our best properties listed worldwide has propelled the Sotheby's International Realty brand's YouTube channel to the top. We are #1 in video views and subscribers, far surpassing local and global competitors, and bringing the attention of today's buyers from anywhere around the globe to our most remarkable homes for sale.

### Local Video

Our local [bayareapropertyvideos.com](https://www.bayareapropertyvideos.com) YouTube channel is the largest in the San Francisco Bay Area, reaching millions of viewers worldwide. With over 4.1+ million property views to date and 8,210+ subscribers and counting, our local property video channel far surpasses all competitors.



## Selling Your Greatest Treasures

Sotheby's Auction House | 278+ Years of Trust

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Since the founding of the Sotheby's Auction House in 1744, the Sotheby's name has earned a renowned status as a marketer of the world's most valuable and prestigious possessions. This reputation is built as much upon exceptional service to clients as on the notable art, antiques, jewelry and other holdings that pass through Sotheby's offices around the world. Our association with the Sotheby's brand is truly what sets us apart, because it is more than just an auction house—it's a legacy.



# Adding Value

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MAXIMIZING YOUR PROPERTY VALUE THROUGH  
PREPARATION, PRICING AND PHOTOGRAPHY



# The Road Map

## Initial Phases of Selling

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### Phase 1

- Initial Walkthrough
- Review Marketing
- Discuss Pricing Strategies
- Comparative Market Analysis (CMA)
- Sign Listing Agreement

### Phase 2

- Preparing Your Home
- Clearing Personal Items
- Inspections
- Disclosures
- Repairs - Select Contractors
- Improvements - Select Contractors
- Staging - Select Stager
- Professional Photography
- Ad Copywriting

### Phase 3

- Review Pre-Market Options
- SF Bay Area Elite Network
- Off-MLS or Coming Soon
- Public Launch



## Preparing Your Property Inspections, Repairs & Disclosures

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We can recommend improvements to the house to enhance its attractiveness and marketability. If desired, we will coordinate and schedule professionals to perform these improvements. We will highlight the areas that will appeal most to likely buyers: the yard and grounds, the home's workspaces and its entertaining possibilities.

In some regions, property inspection reports are expected. We can assist you in locating inspectors and coordinating the reports.

We can work with you to complete disclosures to reduce your risk of a lawsuit after close.





## Next Level Concierge

### “Cash-Free” Property Preparation

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Our agents have a host of options when preparing your property for the market including a wide scope of possibilities, from staging and cosmetic renovations to structural repairs and improvements. Our agents have access to a team of licensed and insured vendors to help to prepare your property for its best debut to market.

## Bridge Loans

Our agents have multiple options for bridge loan programs offering many buy-before-selling advantages, helping you move on and move forward faster.



# Staging

## Showcasing for Maximum Value

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Staging a home is a powerful way to expand the pool of potential buyers. By proposing aesthetic changes that will make a difference to buyers, we can make your home stand out from other properties on the market. A few judicious improvements can help a buyer fall in love more quickly with your home.



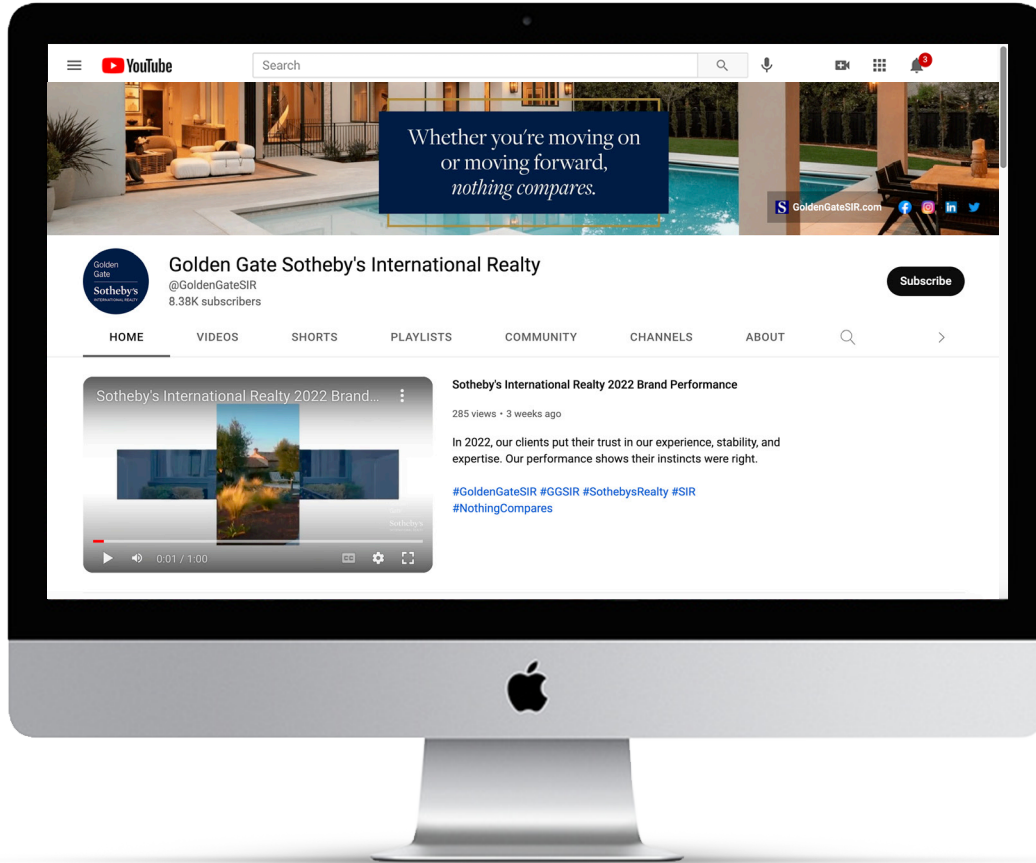
## Professional Photography

### All Marketing Starts with Imagery

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A picture is worth a thousand words. In real estate sales, a picture can be worth thousands, hundreds of thousands, even millions of dollars. Showcasing your property in the best light with proper preparations and professional photography can increase the final sales price substantially.

Our company is highly selective regarding the quality assurance of the photography used to market and sell your home. This is a benefit that provides untold value when it comes to gaining the attention of buyers online, and enticing them to visit the property in person.



## Property Video

### Attracting Buyers with Captivating Content

Showcase your property video on our brokerage's YouTube channel [BayAreaPropertyVideos.com](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8) - the largest real estate channel in the San Francisco Bay Area, reaching millions of viewers worldwide. In addition, properties with video ensure maximum exposure across third-party sites where applicable, social media channels, and our media partners.

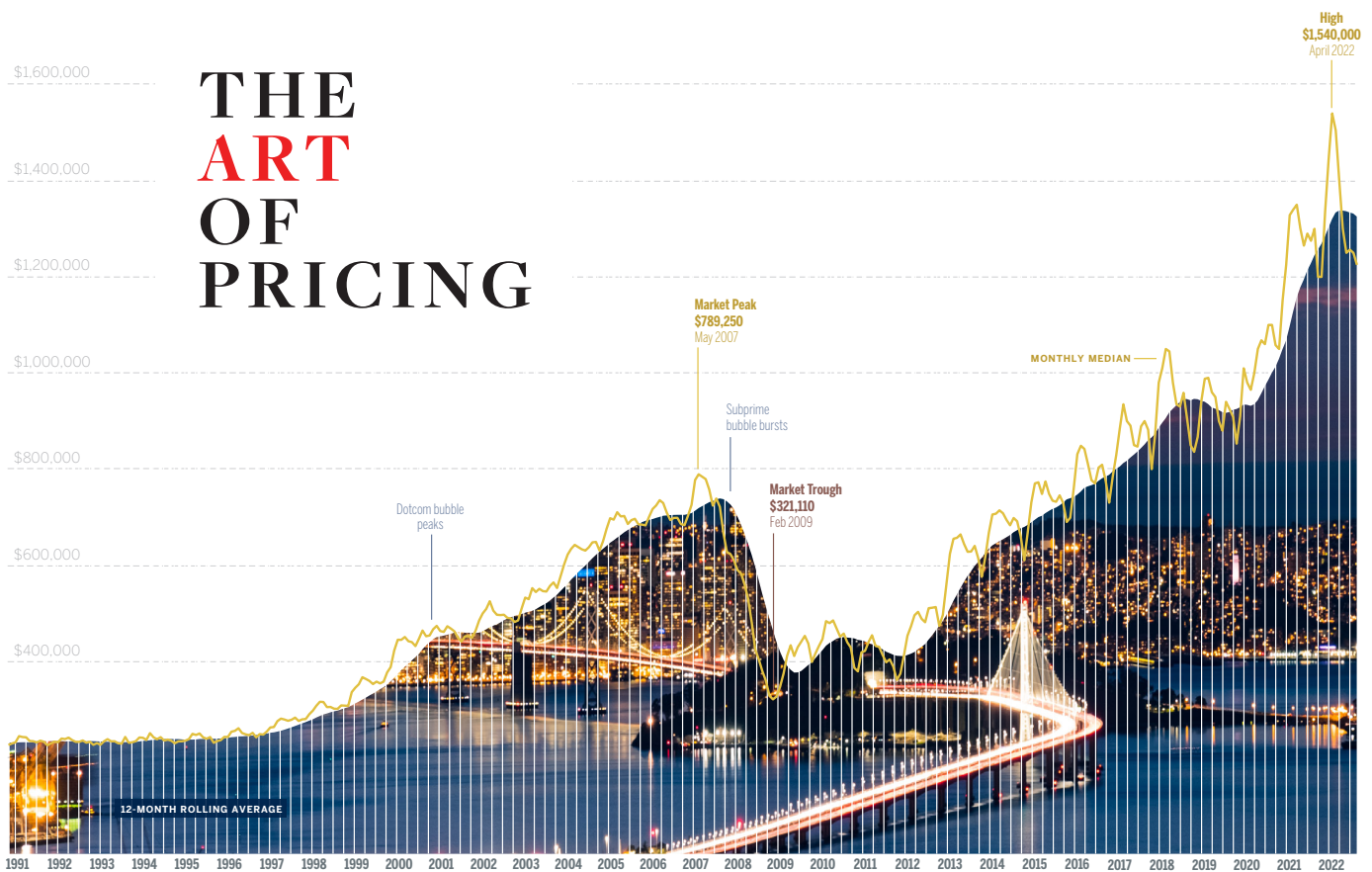


# Matterport

## Leverage Virtual Reality with 3D Tours

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Matterport 3D tours give potential buyers the ability to explore a property that is 'always-open' and perfectly staged. Buyers are opting for more immersive experiences and this dynamic visual content can help drive greater interest in a property and better quality leads.



## Home Pricing Factors & Strategy

Your home should be uniquely positioned to create maximum interest and help produce the highest possible financial return. Although the strategy you adopt in setting the listing price will influence its sale, there are many other factors that come into play.

### Market Influences:

- Your property's location
- Recent property market values
- Economic and housing market conditions
- Absorption rate

### Client Control:

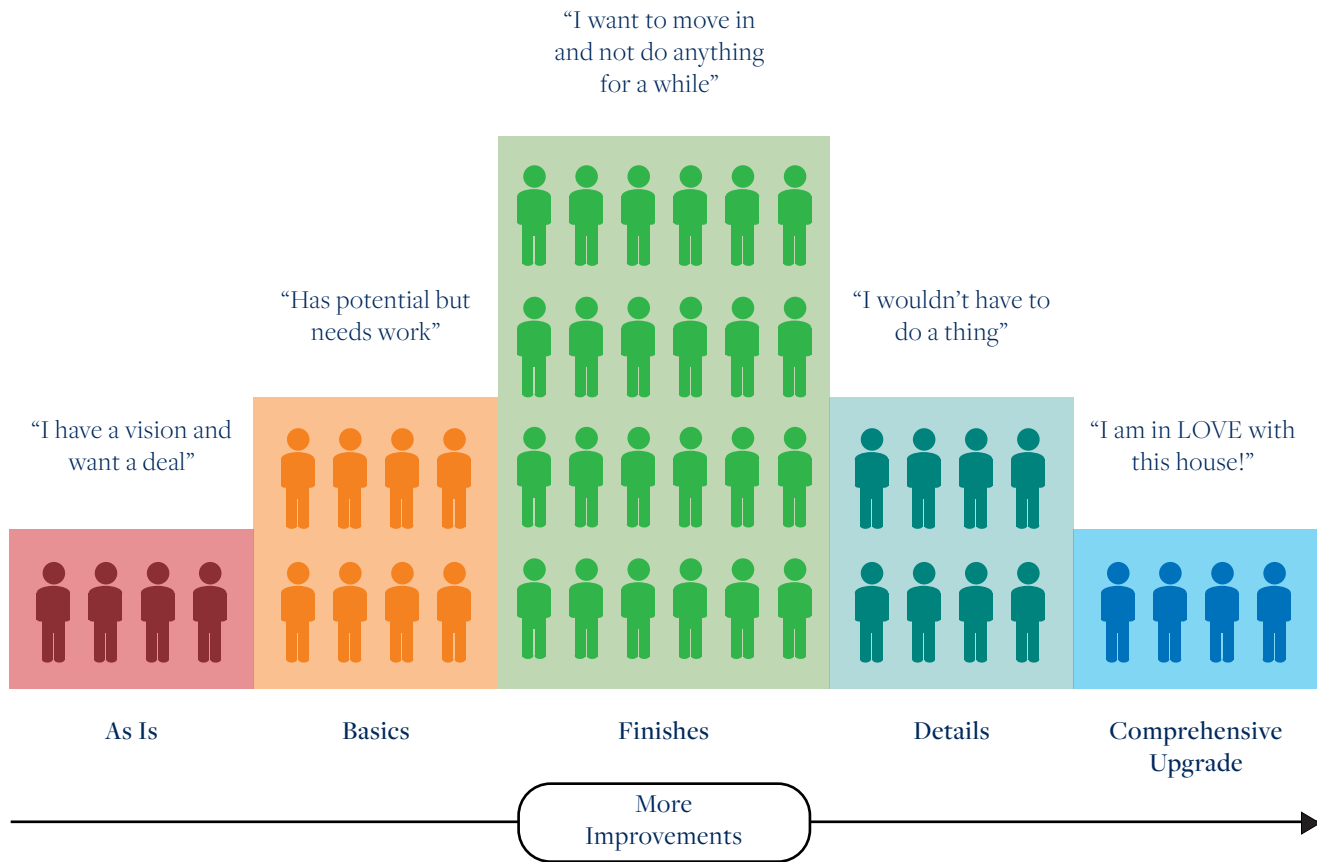
- List price to maximize buyer pool
- Physical condition of your property
- Ready access to your property for showing

### Agent Control:

- Preparing your property to look its best
- Professional photography
- Reaching the largest buyer audience
- Highlighting your property's attributes
- Negotiating on your behalf

### Pricing Strategies:

- Low "Auction" Pricing - to generate bidding
- Market Pricing
- Premium Pricing - consider timing



# Impact of Home Preparation

## The Presentation of Your Home Affects Buyer Perception

### The "As Is" Option

- Sellers stay in residence
- No prep work performed

### Just The Basics

- Professional cleaning service
- Maximize space, no staging

### Update Finishes

- Sellers move out of residence
- Paint interior and exterior of house
- Front landscaping clean-up or re-do
- New and refinished flooring

### Deeper Details

- Replace light fixtures, knobs and faceplates
- Upgrade appliances, carpet and flooring
- Address "decision rooms"
- Back yard landscaping clean-up or re-do
- Priority repairs

### Comprehensive Upgrades

- Contemporize all aesthetics in house
- Upgrade counters and surfaces
- Upgrade appliances
- Upgrade bathrooms
- Complete all repairs on inspection report



# Marketing

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REACHING LOCAL & REGIONAL BUYERS





# Successful Marketing

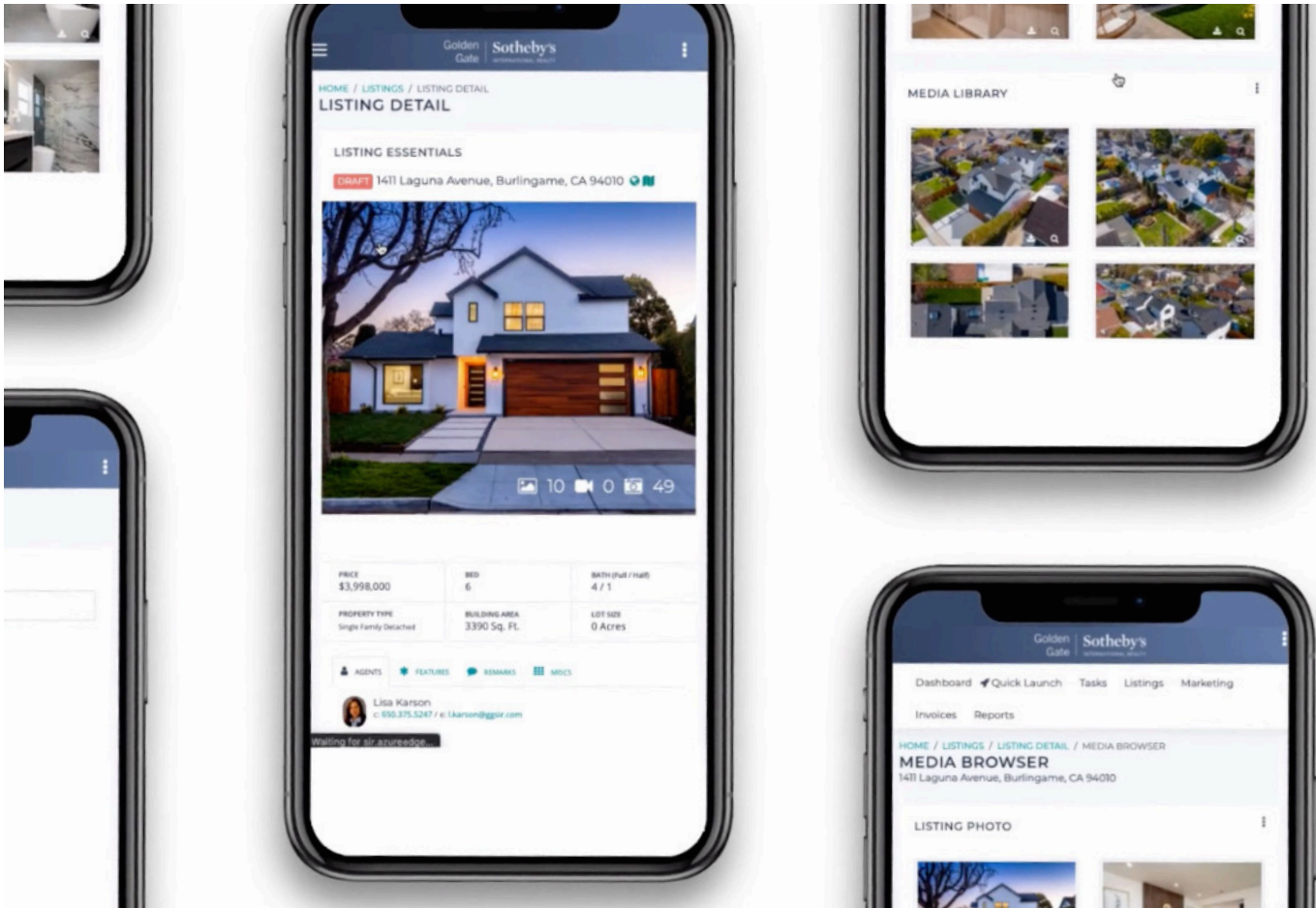
## Marketing Plan Overview

### Pre-MLS Options

- Upcoming Announcement - Elite Agent Network
- Private Listings - Elite Agent Network
- Coming Soon or Off-MLS Public Listing Launch, where permissible

### Local and Regional Marketing

- Sign
- Brochures
- Email Marketing
- Property Website
- Host a Broker's Tour
- Host an Open House
- Report on Inquiries of Your Home
- Enhanced Listing on GoldenGateSIR.com
- Print Advertising
- Local Online Advertising
- Regular Updates on Comparable Homes



## Property Quick Launch and Text Alerts

### Rapidly Debut Properties by Leveraging Our Technology

#### Upcoming Listings:

Coming soon listings can be shared with the Golden Gate Sotheby's International Realty's Elite Agent Network (EAN) throughout the SF Bay Area via our proprietary, password-protected platform that only GGSIR agents can access. This starts in the "Upcoming" property section of the platform.

We know the importance of bringing attention to your property quickly and to the right audiences. Utilizing software uniquely designed for Golden Gate Sotheby's International Realty, we start executing our marketing plan the moment a listing agreement is signed. With our Quick Launch feature, we will send an immediate text alert (SMS) and email to agents within our brokerage, instantly advertising your property. By leveraging technology and our vast agent network, we have the ability to rapidly build awareness and gain the insights necessary to sell your property faster.



## Off-MLS and Coming Soon Public Launch Marketing Without Launching on MLS

Listings can be marketed on public websites without being on MLS where permissible. See below for the list of sites. Off-MLS listings do not appear on Zillow.com, Trulia.com or Realtor.com which exclusively pull from the MLS, nor will they appear on any competing brokers' websites or agent websites that use the IDX feed from MLS.

SothebysRealty.com\*  
 GoldenGateSIR.com\*  
 WSJ.com\*  
 MansionGlobal.com\*  
 LuxuryEstate.com\*  
 FT.com (Financial Times)\*  
 JamesEdition.com\*  
 PropGoLuxury.com (Asia)\*  
 Juwai.com (China)  
 House 24 (Italy)

CountryLife.co.uk\*  
 Nikkei.com (Japan)\*  
 SFGate.com  
 MercuryNews.com  
 Barron's\*  
 Expansión (Mexico)\*  
 Land and Farm  
 Lands of America  
 LandWatch  
 NextDoor

Proprietes Le Figaro\*  
 Snow Only  
 MarketWatch\*  
 Properstar\*  
 Apple TV\*

\*Indicates video is shown on property detail page

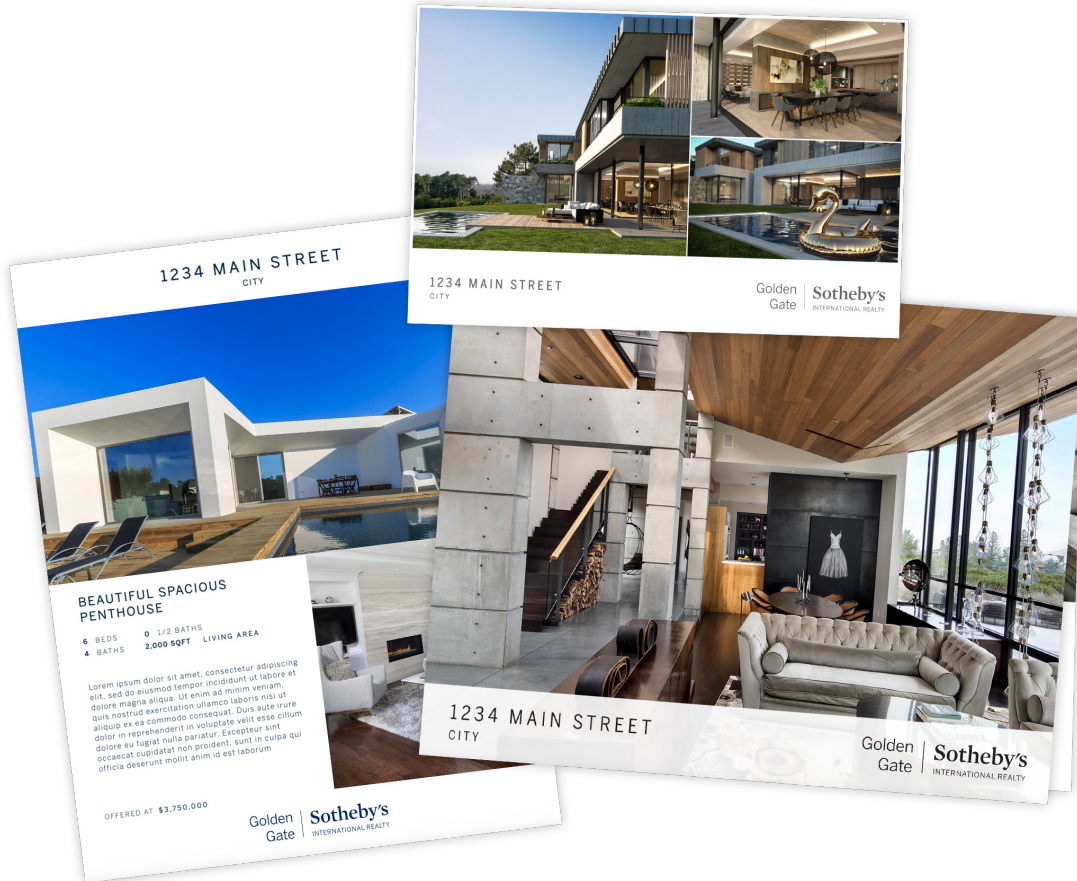


## For Sale Sign

### Renowned Luxury at All Price Points

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The prestige of the Sotheby's International Realty brand is renowned globally. When a Golden Gate Sotheby's International Realty sign is installed in front of your property, it instantly leverages the cachet of our brand power to uniquely distinguish your home from others. Our sign represents a legacy of luxury service at all price points.



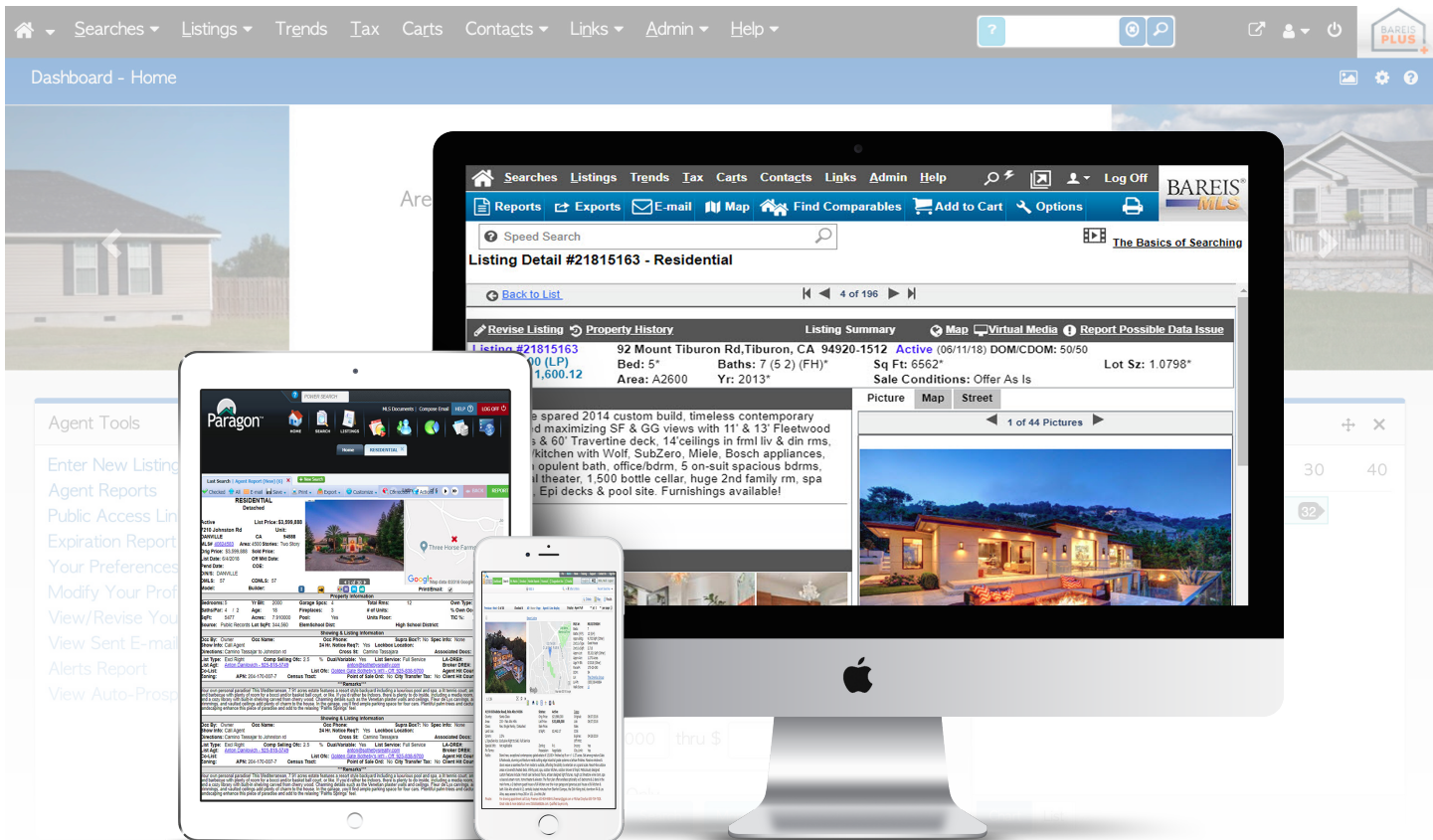
## Property Print Collateral Brochures, Postcards, and More

We understand the unique value of your home and will develop a marketing plan that will provide the attention and exposure it deserves. One of our first initiatives will be to create a compelling professional marketing brochure printed on heavy cardstock paper. By combining professional photography and compelling narrative, your home's brochure will act as an essential tool in attracting qualified buyers locally, nationally and globally. Our distinctive marketing process provides advantages for our clients which cannot be duplicated.



## Announcing Your Home Email Marketing to Agents

Typically, the greatest interest in a property happens within the first weeks it is on the market. To effectively capitalize on this attention, we will create a customized marketing campaign to bolster interest in targeted key areas within your local neighborhood, surrounding area and to the agent's sphere of influence including all agents in the area. By employing a consistent, unique and customized marketing campaign, we will be able to skillfully market your home to make the impact it deserves.

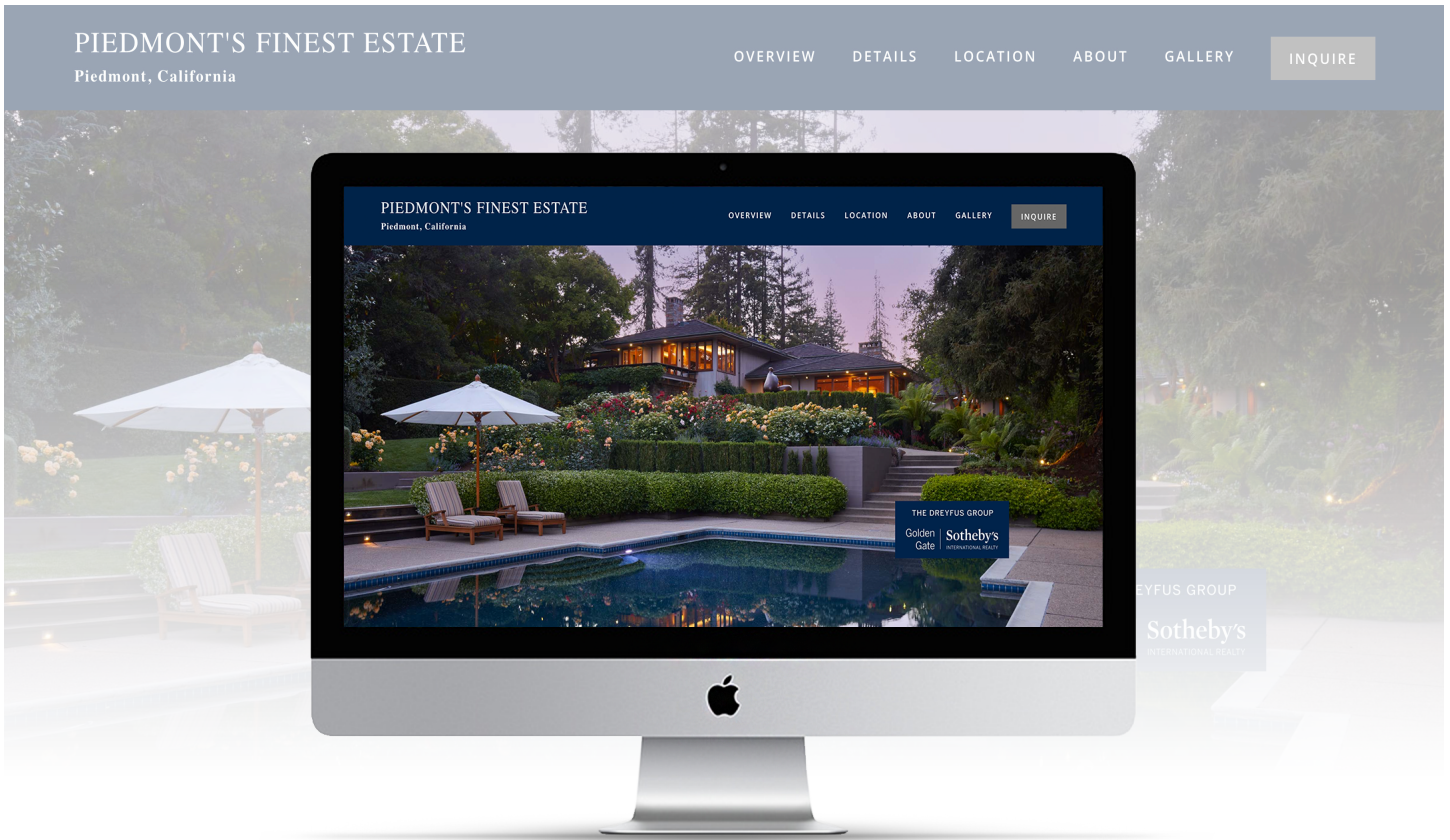


## Multiple Listing Service Your Local Listing Enhanced

Our agents have years of experience leveraging the Multiple Listing Service offering in your area. They understand the value of photography selection, copy writing, highlighting the features of the home and enhancing the appearance and appeal of your property on this platform.

The MLS can send your listing to Realtor.com, Redfin.com, and Zillow.com, which are significant US listing search portals. The information contained in the MLS is designed to accurately reflect the details of your property.

Additionally, through using the features of the regional MLS, agents can reach buyers who are signed up to view homes similar to yours.



## Property Website Showcasing Your Listing Independently

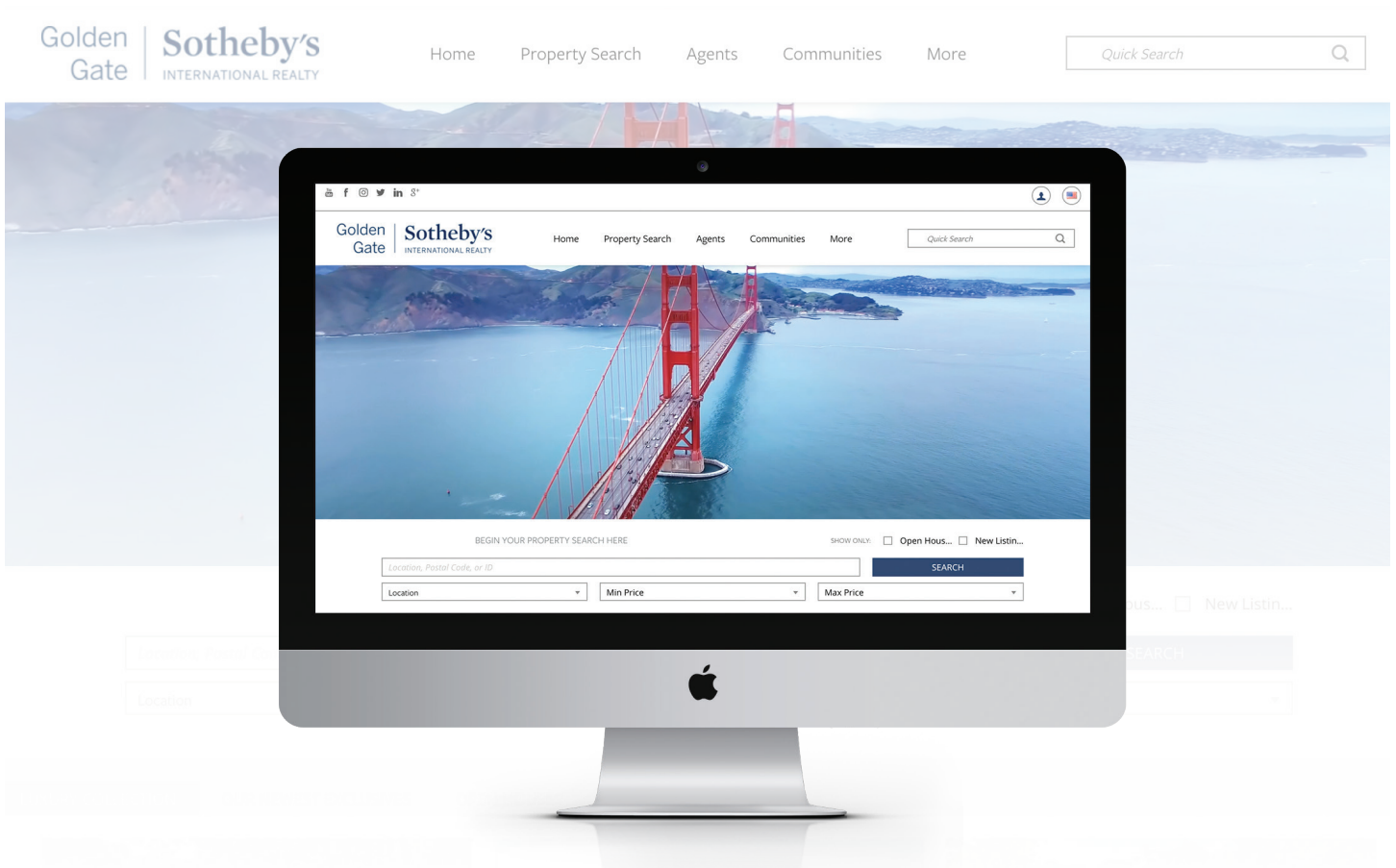
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A property website with a unique domain name can be created to further showcase your listing. This can be a simple way for traffic to find your site, particularly if the URL is the address or a notable description of your property.

Property websites contain high resolution photography, details of the listing, floorplans, maps and area information, as well as the contact information of your agent to ensure we can answer any questions or respond to inquiries.

If you have a video or Matterport 3D, this can be included on the property website as well.



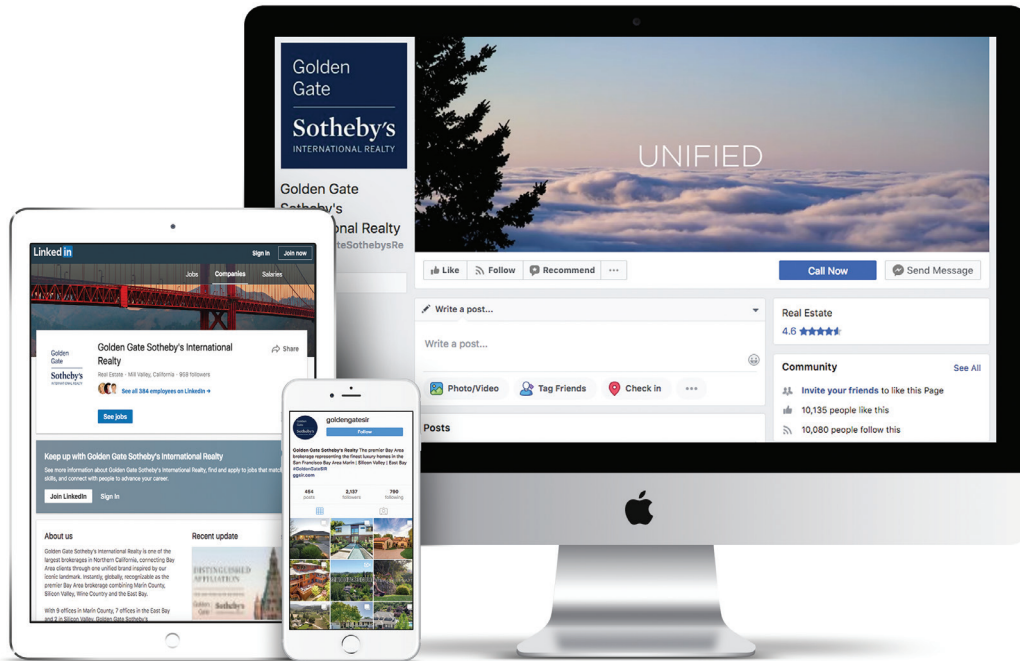


## GoldenGateSIR.com Company Website with Your Listing

Your regional listing representation is fully displayed on our company site, **GoldenGateSIR.com**, where SF Bay Area buyers are searching for property. The site offers many enhancements.

Property Search Options include:

- Our Listings
- Listings by Region
- Luxury Collection
- Luxury Listings
- SF Bay Area Listings
- Listings by Lifestyle
- 3D Virtual Tours
- Open Homes
- Property Videos

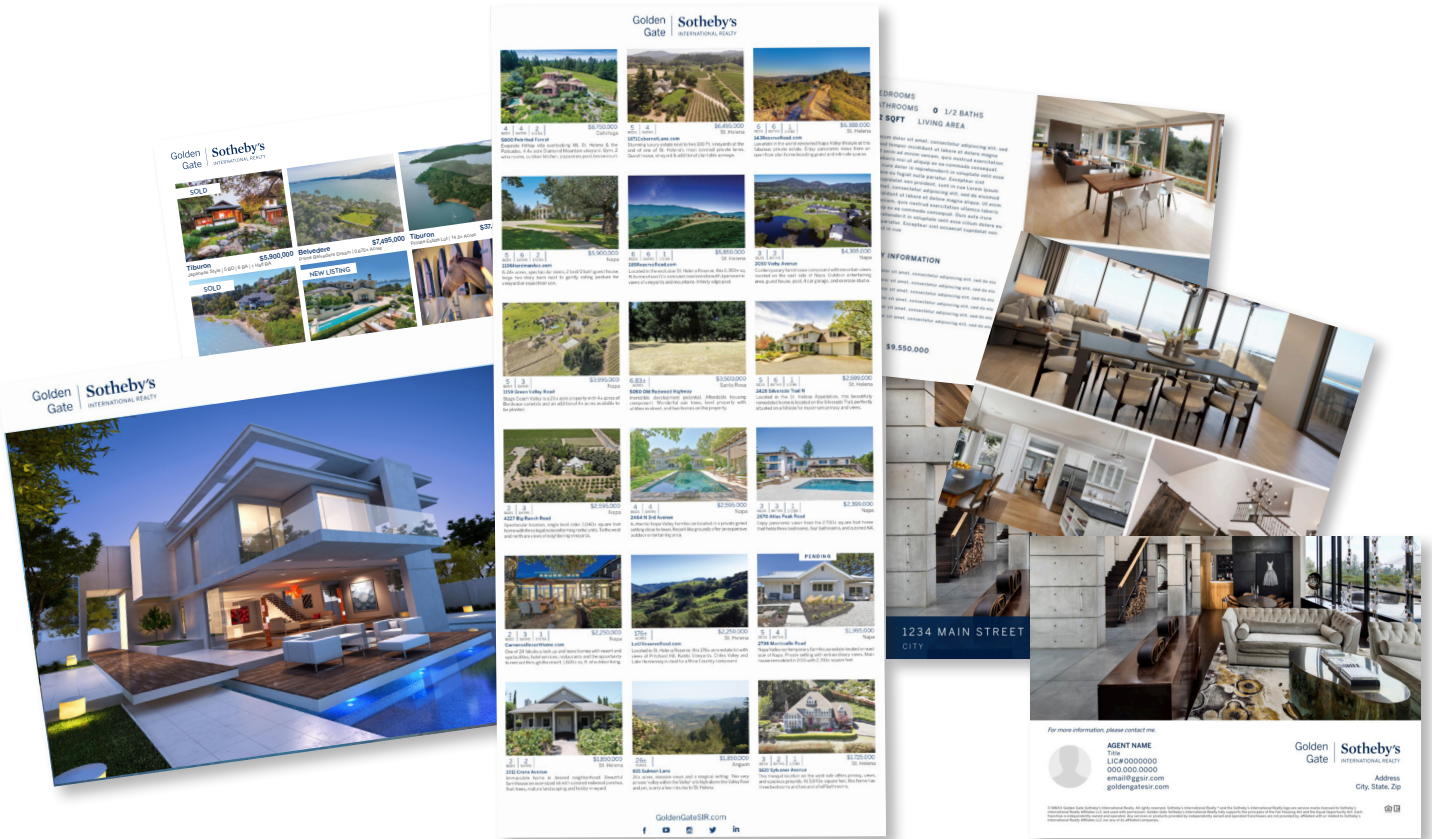


## Social Media & Mobile

### In Buyers' Hands and Lives

At Golden Gate Sotheby's International Realty, we use social media to connect homes to our global community of real estate influencers to create meaningful conversations and emotional connections among those who value the unique. This relationship drives traffic to our website where buyers can search listings and contact us directly for information about your property.





# Local Advertising

## Individual, Local and Custom

An individual plan will be tailored to market your home and will include a combination of key elements. Our reach is local, national and international. Our cumulative marketing and advertising efforts will generate results for you regardless of a specific advertisement.



The New York Times

Robb Report

FINANCIAL TIMES

THE WALL STREET JOURNAL

## Regional & National Advertising Co-op Print & Digital Advertising

The Sotheby's International Realty cooperative advertising program provides an array of options, both print and digital for listing advertising needs. This program leverages high profile, global media partners and offers targeted reach and vast worldwide exposure, such as *The Wall Street Journal*, *The New York Times*, *The Robb Report*, *Financial Times* and more.



# GATEWAY Magazine

## Our Signature SF Bay Area Print and Digital Publication

Print publications reinforce the brand image, elevating the properties that are listed through Golden Gate Sotheby's International Realty.

GATEWAY Magazine is published by Golden Gate Sotheby's International Realty. Featuring rich local and global content, this tri-annual publication's distribution reaches over 70,000 of the SF Bay Area's most affluent households each issue.

# The Mercury News

WEATHER  
TODAY'S E EDITION  
MANAGE SUBSCRIPTION  
SIGN UP FOR NEWSLETTERS

NEWS ▾ LOCAL ▾ SPORTS ▾ BUSINESS ▾ ENTERTAINMENT ▾ OBITUARIES ▾ THE CANNIFORNIAN

Search

TRENDING: Trump: A total

## Parents scrambling charter school cancellations opening

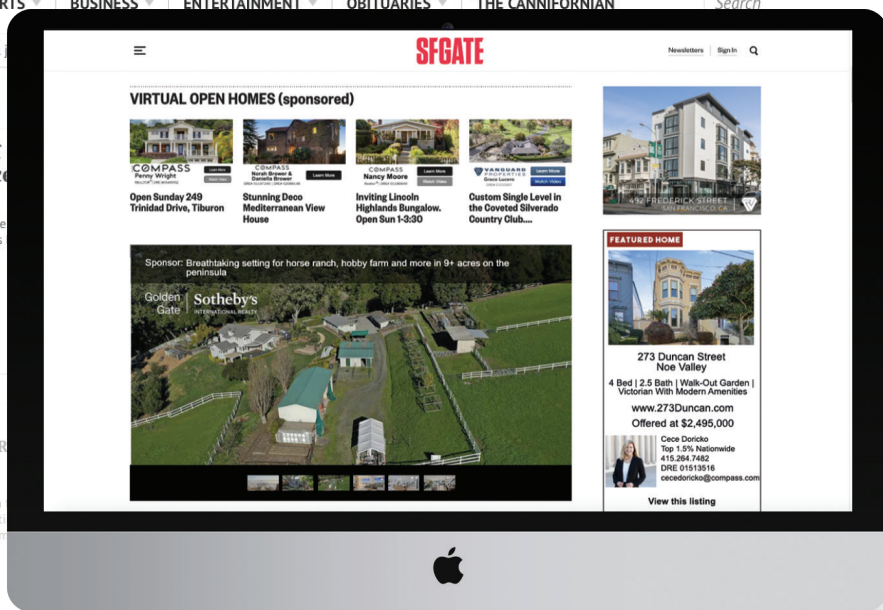
San Jose's Promise Academy made the decision because of a dispute over its

### SPONSORED CONTENT

#### 6 Foods You Should Never Reheat in the Microwave

By Connatix

6 Foods You Should Never Reheat in the Microwave While it may seem tempting to simply microwave your leftovers, some fare better with ...



## Online Advertising

### SF Gate & Bay Area News Group Regional Marketing

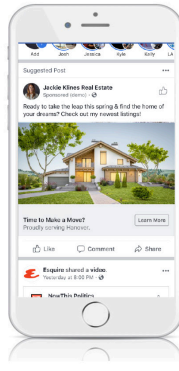
Our strategic syndication partnership with regional news outlets allows your property to be promoted on **SFGate.com** and **MercuryNews.com**. This ensures your property reaches regional audiences daily and that all the Open Houses for your property are covered on the top news media sites.



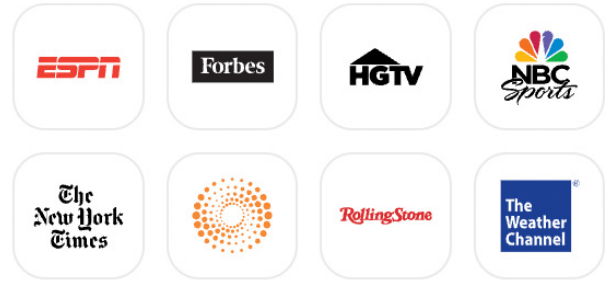
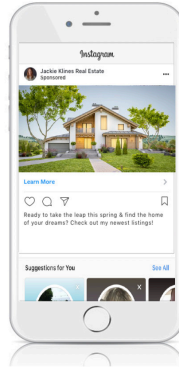
Facebook Desktop



Facebook Mobile



Instagram



## Maximum Social Exposure Unparalleled Targeting Efficiency for Listings

Boost is a cutting-edge automated solution for digital advertising campaigns designed to help market your property effectively and efficiently. With the added benefit of reaching potential buyers across an extensive digital ad network, customizable targeting options, and more, Boost ensures maximum exposure for your property.

Key features of the Boost program include:

- Expanded Reach: Extending beyond social media ads to connect with a broader audience.
- Increased Leads: Boost generates more leads and inquiries from potential buyers.
- Personalized Advertising: Tailored ads that highlight your property's unique features.
- Nextdoor.com Advertising: Your property will be advertised on the popular Nextdoor.com platform.



## Informing and Attracting SF Bay Area Buyers

### Our SF Bay Area Market Reports and Research

Data-driven and in-depth analysis of the market monthly, quarterly and annually, with market research and commentary in collaboration with leading real estate research firm Rosen Consulting Group (RCG), ensures potential buyers have the best information to make informed decisions. Our strategic partnership with RCG contributes to our brokerage’s thought-leadership, market understanding and high-level service, enabling us to better understand and explain the current market to buyers, sellers, clients and peers.

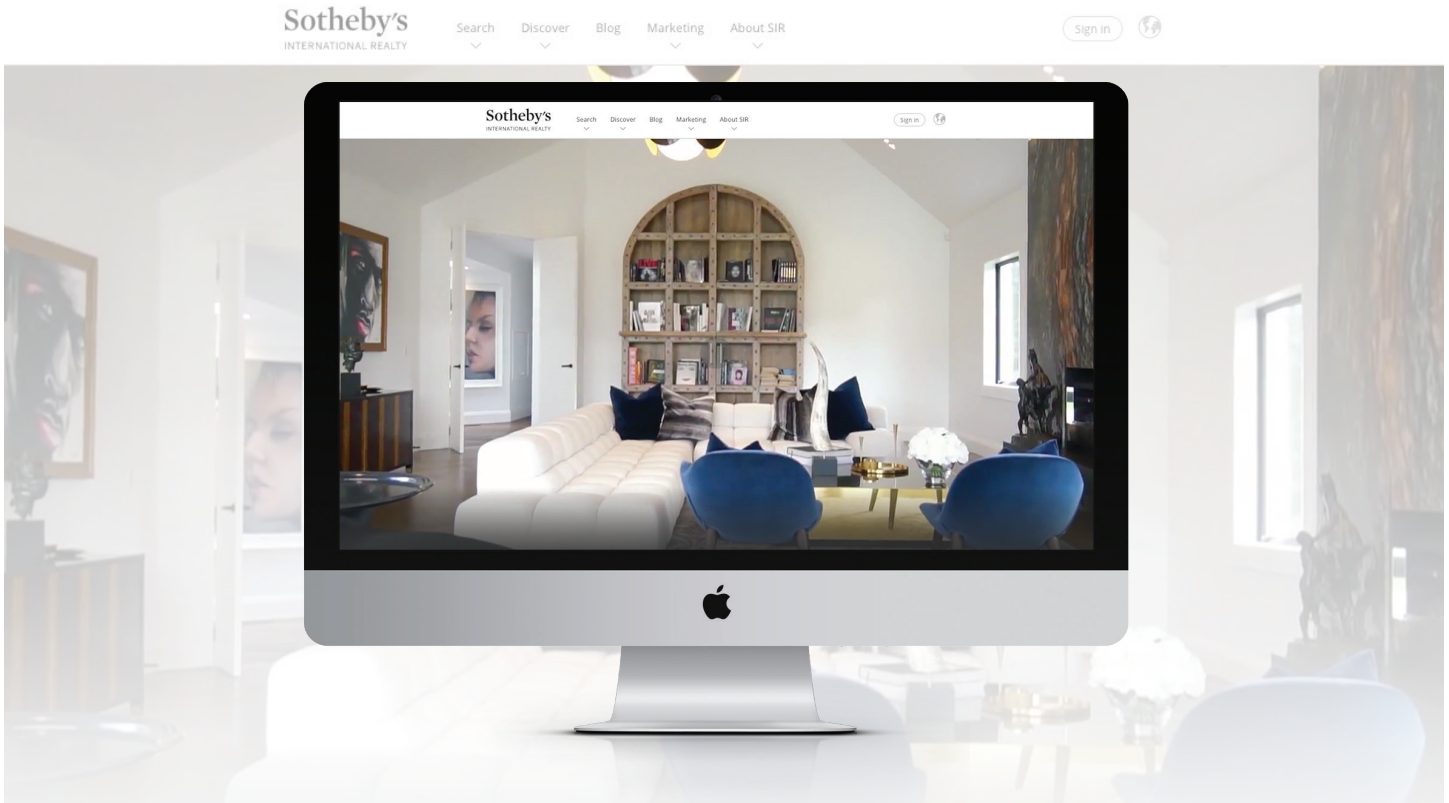


A person wearing a white button-down shirt is holding a realistic globe of the Earth. The globe is centered on the Middle East and Africa. The background is a soft-focus white shirt. Overlaid on the scene is a semi-circular digital graphic composed of various shades of blue and white, resembling a data visualization or a stylized globe. The text 'Global Reach' is written in a large, white, serif font across the lower half of the globe.

# Global Reach

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REACHING A GLOBAL AUDIENCE OF AFFLUENT BUYERS



## SothebysRealty.com

### Your Property Featured Globally

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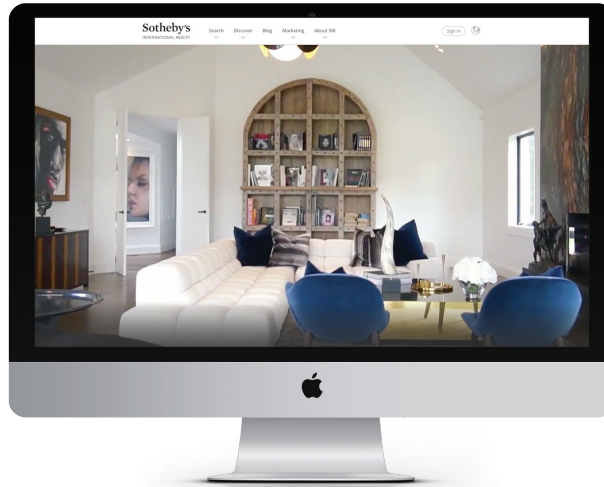
Your home's online exposure begins with SothebysRealty.com and cascades through our lifestyle-focused sites to our global network of local websites and on to our media partner websites. Our collection of vibrant, quality-controlled high-resolution property photographs attracts consumers to search and inquire more than any other luxury real estate website.

**The ability to search "San Francisco Bay Area"** goes beyond a standard city search, allowing buyers from across the country and around the world to discover properties in locations they may not be familiar with. This has resulted in many sales by buyers outside of the SF Bay Area.

- Market Leader in International Audience
- High-Resolution Photography
- Up to 50 Photos
- Video and Matterport 3D
- Lifestyle Search
- SF Bay Area Search
- First to Video
- 15 Languages
- Foreign Currency Conversion



MANSION GLOBAL  
ONLY THE EXCEPTIONAL



FINANCIAL TIMES

THE WALL STREET JOURNAL

LUXURY ESTATE

NIKKEI

Nextdoor

MANSION GLOBAL  
ONLY THE EXCEPTIONAL

SFGATE

realtor.com



100+ LOCAL  
BROKERAGE SITES

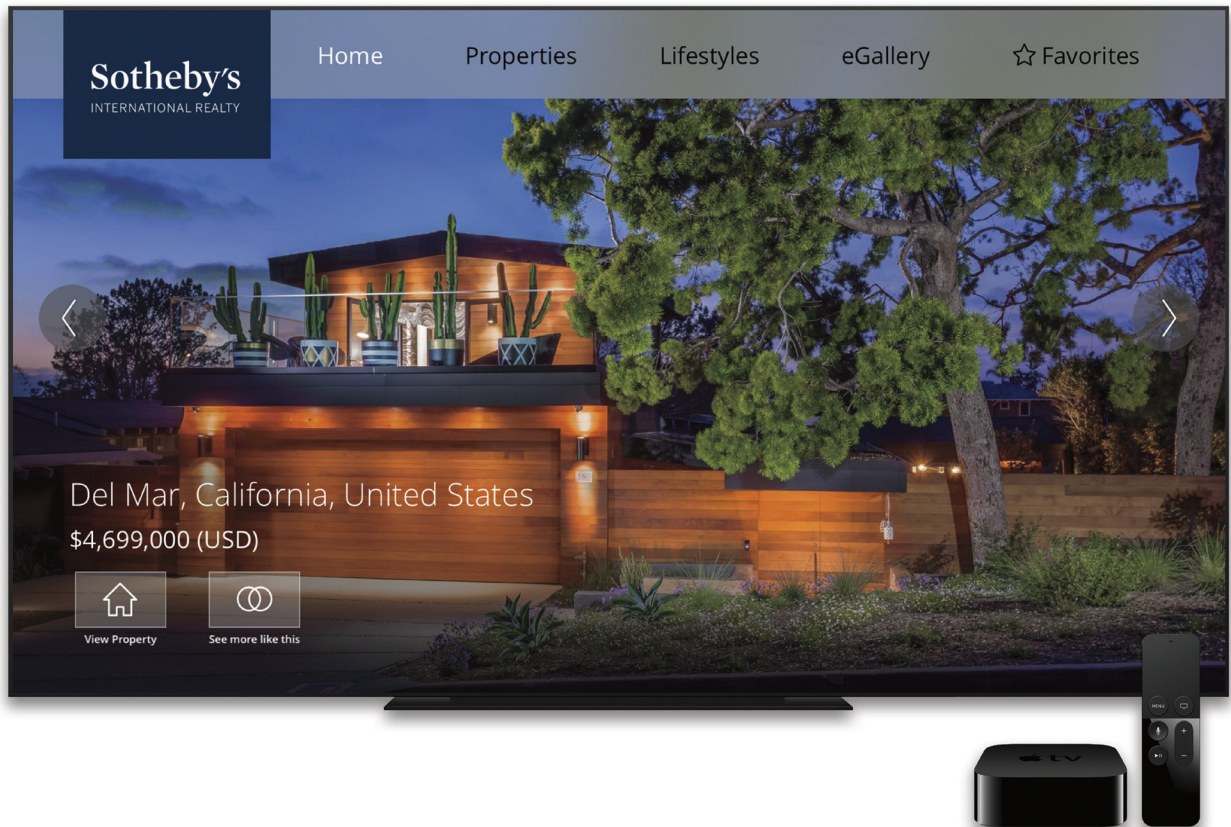
## Global Marketing

Driving Traffic to Our Site and to the World

Your property is showcased on our site, Sotheby'sRealty.com. Through extensive advertising, content placement and media partnerships, traffic comes from sites like *Mansion Global*, Facebook, *Architectural Digest* and YouTube to our site where they can search and find your home.

Your home is also featured on the best premium paid listing sites that include WSJ.com, SFGate.com, Juwai.com and many others. Some listing sites even include the property videography in our targeted listing distribution.

Additionally, over 100 Sotheby's International Realty brokerages include listings from around the world on their brokerage website in their local markets. This dramatically multiplies the number of potential buyers who can search and find your property. This is part of a cascading web platform that maximizes exposure for your property around the world.



# Apple Partnership

## Apple TV Channel

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Sotheby's International Realty has a dedicated channel on Apple TV. Enjoy viewing listings from around the world with others on a big screen in the comfort of your home. There is also an online game which allows you to guess the location of the most beautiful properties in the world listed by Sotheby's International Realty affiliates in the gallery.

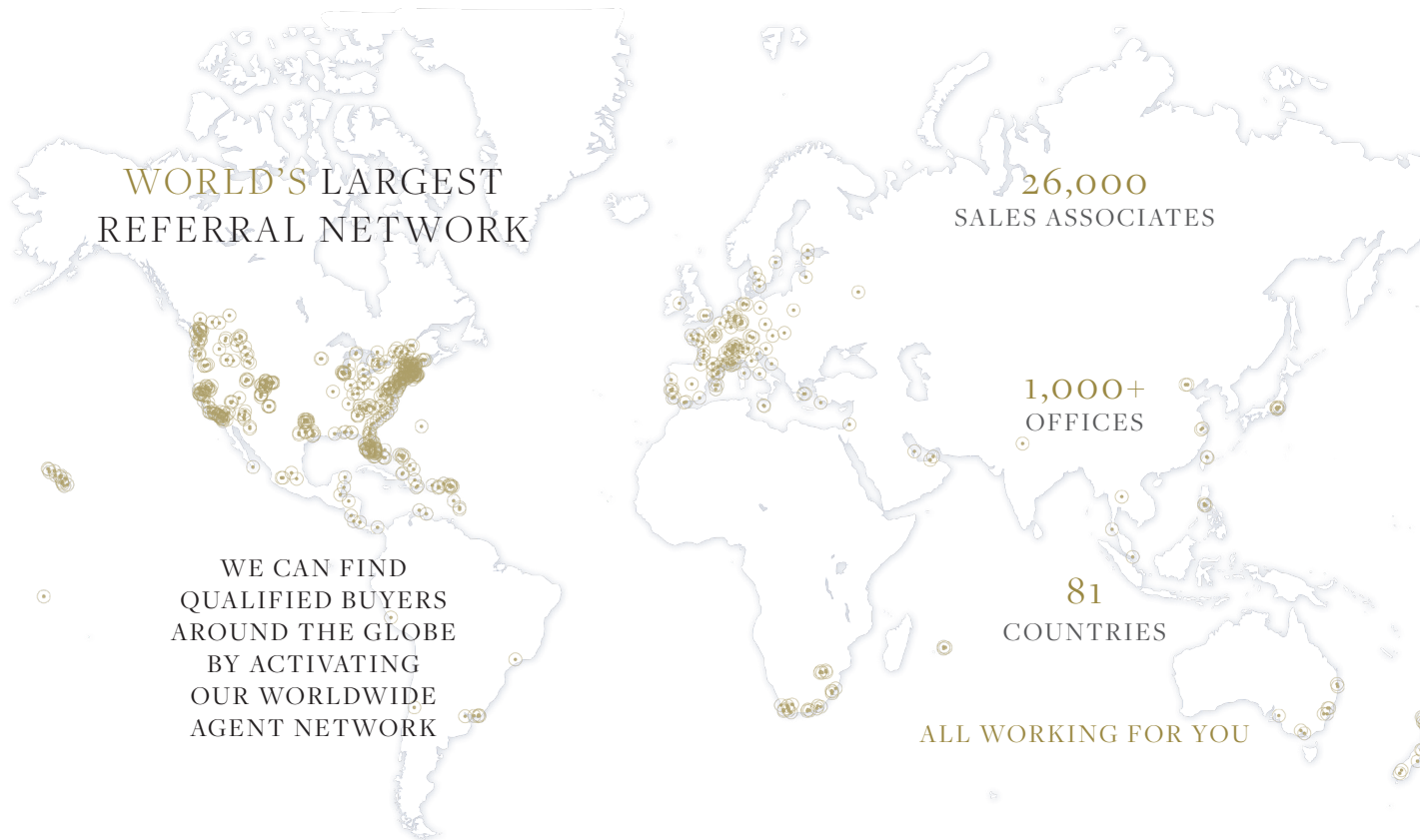
# ARCHITECTURAL DIGEST



## Architectural Digest

Exclusive Multi-Platform Presence for Home Enthusiasts

Every day, *Architectural Digest* inspires millions of affluent home enthusiasts to redesign and refresh their lives through a multi-platform presence which includes print and digital connections. Our alignment with *Architectural Digest* delivers an estimated *14 million media impressions* and encompasses an integrated online partnership through a commanding presence on ArchitecturalDigest.com. ArchitecturalDigest.com attracts on average more than 900,000 unique monthly visitors consuming about 10 pages per visit and is the perfect environment to uniquely showcase the homes we represent.

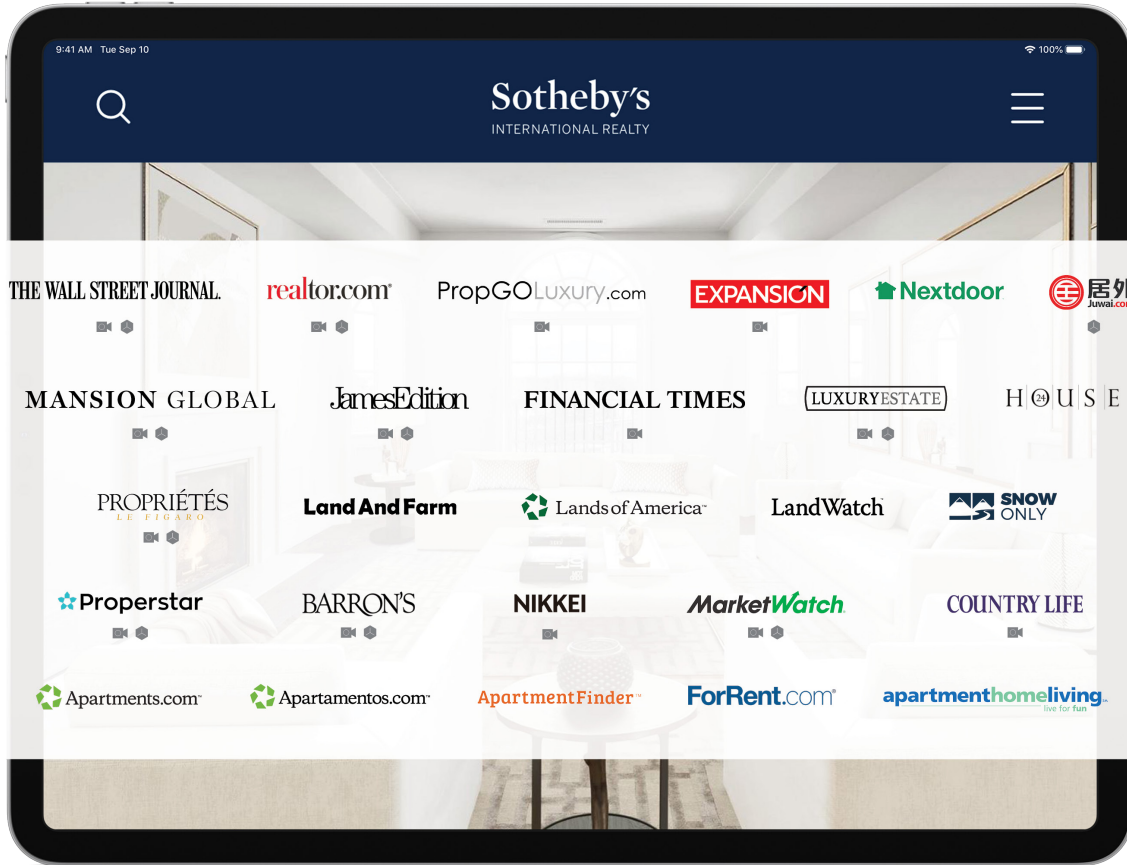


## Sotheby's International Realty

### Worldwide Reach

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The Sotheby's International Realty brand is a collection of the finest real estate companies in the world. Today our network boasts more than 26,000 affiliated independent sales associates, located in over 1,000 offices, in 81 countries and territories worldwide, placing over 15,000 referrals every year.



## Online Property Advertising

Your Property Listed on the Most Trafficked Global Sites

To increase the potential for your home to be found by the most qualified real estate consumers, 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.



## The Wall Street Journal Targeting the Financial World

Our ongoing collaboration with *The Wall Street Journal* provides our brand with a multi-platform approach to reach the global business elite that turn to this media icon for their daily source of insight, and delivers 170 million media impressions. As the exclusive global sponsor of the Friday Real Estate Section (Mansion), the Sotheby's International Realty brand "owns" the most highly trafficked day of the week on wsj.com. And, for the first time ever, the WSJ has allowed advertising within the editorial space, turning to *our brand as the preferred partner* for this innovative endeavor.





# James Edition

## The World's Luxury Marketplace

JamesEdition.com is truly a global luxury website portal, attracting a niche audience of highly affluent consumers. Offering entrée into the world's luxury marketplace, JamesEdition.com features private jets, yachts, exotic cars, exclusive watches and of course luxury homes. James Edition helps consumers find the best of the best and their website reaches more than 550,000 potential buyers from 120+ countries each month. Our brand's collaboration results in about 2.5 million media impressions annually.



## Juwai.com

### China's "Google"—Reaching the Asian Market

Sotheby's International Realty has collaborated to ensure your property is listed on Juwai.com, the top real estate search site in China. The listings are hosted behind the Great Firewall of China, and reach over 403 cities in China as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The property features are professionally translated and include currency conversion. Chinese buyers are the fastest-growing segment of global property buyers.



## Country Life

### Reaching European Readers

*Country Life* magazine encompasses magnificent country properties across the United Kingdom and beyond, and one in three of their readers is looking to purchase a home within the next 12 months. Their website, CountryLife.co.uk, attracts more than 2 million page views per month and is considered the primary source of top-end properties, covering topics of interest that appeal to high-end property buyers. Delivering an estimated 750,000 media impressions annually, our brand executes a targeted banner ad rotation featuring listings from around our network.



# PropGoLuxury.com

## A Leading International Luxury Property Website

PropGoLuxury.com represents tens of thousands of elite properties from over 35 countries and is one of the world's fastest growing global luxury real estate portals. This essential international placement provides our listings with 100% media share of voice via a leader board unit on the homepage and listing search pages. In total, this sponsorship is expected to deliver nearly 2 million media impressions this year.



# Online Property Reports

## Website Statistics

To measure results, the Sotheby's International Realty brand has teamed up with ListTrac to provide a detailed property report with statistics and views that are generated from each partner site. These marketing reports provide critical data for your property, where valuable marketing intelligence is revealed. You will be able to see first-hand where your online buyers are coming from and how many visits are generated from each channel of communication.



## In Conclusion

### I Look Forward to Offering You Several Unique Advantages

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While real estate by nature is local, the market for your home is truly national, and increasingly global. Sotheby's International Realty is part of this global network, which includes offices in the world's most sought-after locations.

Selecting me and Golden Gate Sotheby's International Realty to represent your property will connect you to a group of real estate professionals widely respected for the quality of their listings and the level of professionalism and expertise they offer. Our associates have a deep understanding of local real estate markets and strong ties to the communities we serve. We share a strong commitment to delivering exceptional service and have a long history of exceeding the expectations of the world's most discerning buyers and sellers.

- Preeminent local expertise and contacts
- Access to proprietary marketing materials
- Strong relationships, marketing and brand recognition in other key markets
- A referral connection with some of the world's most successful agents
- A proven ability to sell properties in all price ranges
- A comprehensive internet and global marketing strategy
- Cross-marketing opportunities with strategic partners like Sotheby's Auction House
- The high level of service that clients have come to expect from the Sotheby's brand
- Connection to a steadfast legacy company representing your most valuable asset