

# 2014 Marketing Plan

THERE IS ONLY ONE TRUE INTERNATIONAL REAL ESTATE BRAND



ARTFULLY UNITING EXTRAORDINARY HOMES WITH  
*extraordinary lives*

OUR BRAND IS KNOWN THROUGHOUT THE WORLD

FOR REPRESENTING HOMES THAT EMBODY THE RICH TAPESTRY  
OF VARIED LIFESTYLES, DISTINCT SETTINGS AND DIVERSE LOCALES.

WHERE THE UTMOST QUALITY IS CONSIDERED INTRINSIC.

**WHERE THE ESSENCE OF THE EXTRAORDINARY IS DEFINED.**



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

BRAND

# heritage

A REVERED TRADITION OF MARKETING THE WORLD'S MOST TREASURED POSSESSIONS



Russ  
Lyon

**Sotheby's**  
INTERNATIONAL REALTY

SOTHEBY'S

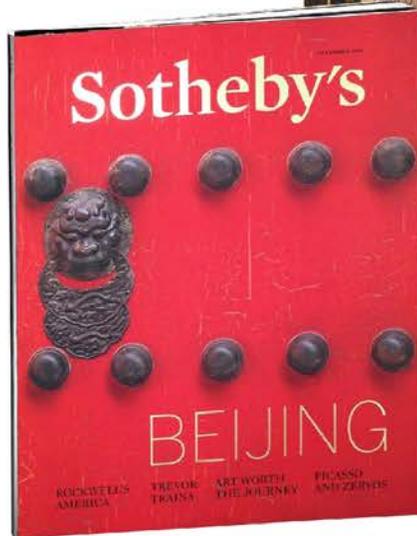
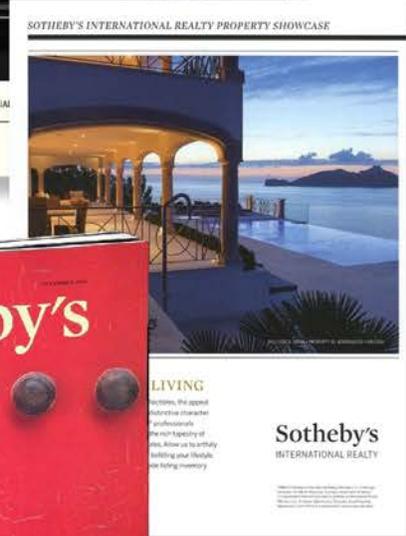
# collaboration

AN EXTRAORDINARY COLLABORATION LEVERAGING THE HISTORY AND SOPHISTICATION OF OUR LINEAGE



CONTACT FAQ SITE MAP PRESS INVESTOR RELATIONS TERMS & CONDITIONS COMPLIANCE

Sotheby's Diamonds Sotheby's Wine Sotheby's Institute of Art Sotheby's Impact



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

PRESENCE

# *worldwide*

A TRULY GLOBAL BRAND WITH MORE THAN 14,000 SALES ASSOCIATES,  
OVER 700 OFFICES, AND APPROXIMATELY 49 COUNTRIES/TERRITORIES



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

DISTINGUISHED

# *connections*

DEDICATED LIAISONS DEVOTED TO CONNECTING BUYERS AND SELLERS GLOBALLY



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

# History & Expertise

## RUSS LYON SOTHEBY'S INTERNATIONAL REALTY

Russ Lyon Sotheby's International Realty is the largest Sotheby's International Realty affiliate in the world with over 900 Sales Associates statewide, serving metropolitan Phoenix, Prescott, Sedona, Flagstaff, Tucson and Tubac. Our company blends a nearly 70-year history of excellence in meeting Arizona's real estate needs with the 270-year world-renowned Sotheby's International Realty reputation, facilitating connections locally, nationally and internationally.

Through our Sotheby's International Realty affiliation our clients gain the advantage of a global network accessing a far-reaching client base. Our listings reap the benefits of an instantly recognizable brand, with a unique reputation for excellence. Clients also benefit from a close association with the venerable Sotheby's

Auction House, established in 1744. This relationship provides our Sales Associates with the exclusive ability to make our listings available to the most qualified buyers in the world.

The corporate environment within Russ Lyon Sotheby's International Realty is unique in the industry. Seasoned management creates a dynamic and inspiring atmosphere that invigorates and hones the skills of each agent. Collaboration and networking are fostered to create a synergy that puts the entire company to work on behalf of every client. This blending of



proven strategies with state-of-the-art innovation is unsurpassed.

Russ Lyon Sotheby's International Realty is dedicated to the ideals of integrity and professionalism, as evidenced by our focus on exceptional client service. Representing nearly \$3 billion in annual real estate sales, it is apparent that our Sales Associates have earned the confidence of our clients. Further, the real estate transactions facilitated by our Sales Associates represent a substantial market share in each of our target markets statewide, dominating the luxury market sector.

Whether representing a multi-million dollar estate or a starter home, Russ Lyon Sotheby's International Realty is proud to deliver our 'white glove' standard of care at all price points.



Russ  
Lyon

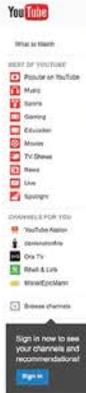
Sotheby's  
INTERNATIONAL REALTY



MEDIA

# MEDIA PARTNERSHIPS

# powerful



# 800 million impressions

# Sotheby's International Realty 2014 MARKETING PLAN



	January	February	March	April	May	June	July	August	September	October	November	December
<b>ONLINE BANNER ADVERTISING</b>												
sothebys.com												
NYTimes.com												
International Herald Tribune (Global.NYTimes.com)												
WallStreetJournal.com												
Asia.WSJ.com												
Europe.WSJ.com												
CN.WSJ.com												
JP.WSJ.com												
FT.chinese.com												
Telegraph.co.uk												
PropGoLuxury.com												
PropGo.com												
ArchitecturalDigest.com												
JamesEdition.com												
HongKongTatler.com												
Google's Display Network												
<b>ONLINE PROPERTY DISTRIBUTION</b>												
The Wall Street Journal Digital Network												
CN.WSJ.com												
NYTimes.com												
International Herald Tribune												
Zillow.com												
Trulia.com												
Yahoo! Real Estate												
Honk Kong Tatler												
Luxury Estate												
GC Privé												
House24												
Homefinder.com												
PropGoLuxury.com												
lp-luxuryproperties.com												
JamesEdition												
Homes.com												
Telegraph.co.uk												
Ipdbiao.com (Luxury Properties Chinese)												
Real-Buzz.com												
Te Atrium												
<b>MOBILE ADVERTISING</b>												
Architectural Digest iPad Safari Browser												
NY Times iPhone App												
NY Times.com Tablet												
Wall Street Journal Mansion iPhone and iPad												
<b>SOCIAL MEDIA</b>												
Facebook												
Twitter												
Google+												
Pinterest												
youtube.com/sothebsrealty												
<b>SIR Mobile eGallery</b>												
<b>INTERNATIONAL SIGNIFICANT SALES</b>												
<b>BRAND PUBLIC RELATIONS EFFORTS</b>												

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	January	February	March	April	May	June	July	August	September	October	November	December
<b>INTEGRATED PARTNERSHIPS</b>												
NY Times Video Branded Playlist Sponsorship												
NY Times Real Estate Home												
NY Times (magazines)												
International NY Times Homepage												
International NY Times Real Estate Home												
Global WSI.com/Real Estate Friday Home Takeover												
Global WSI Mansion Mobile App Sponsorship												
Global WSI Mansion Video Sponsorship												
Global WSI Mansion iPad App Sponsorship												
Global WSI Mansion Global Web Sponsorship												
ArchitecturalDigest.com Homepage Takeover												
ArchitecturalDigest.com Estates For Sale Homepage Sponsorship												
ArchitecturalDigest.com Estates For Sale Full Section												
ArchitecturalDigest.com Design File Sponsorship												
Telegraph.co.uk Worlds Finest Homes												
Telegraph.co.uk Worlds Best Places To Live												
Hong Kong Tatler Real Estate Section Sponsorship												
Tatler (magazines)												
PropGo/PropGoLuxury												
YouTube.com/sothebysrealty												
<b>PROPERTY ADVERTISING</b>												
Bloomberg Markets												
The Wall Street Journal												
Sotheby's Magazine												
Country Life												
NY Times Home Section												
Boston Magazine												
Robb Report Home & Style												
Robb Report Collection												
International NY Times												
International NY Times Wraps												
Luxury Property Magazine												
Financial Times												
RESIDE® Magazine												
e-RESIDE®												
Globe & Mail												
Land Report												
Ocean Home												
Die Welt / Welt am Sonntag												
<b>SEARCH ENGINE MARKETING</b>												
Yahoo!												
Google												
Bing.com												
YouTube												
Yandex												

NY TIMES.COM • TMAGAZINE • KEY MAGAZINE • SOTHEBY'S AUCTION • COUNTRY LIFE • NEW YORK TIMES HOME SECTION  
 • ROBB REPORT EXCEPTIONAL PROPERTIES • ROBB REPORT COLLECTION • INTERNATIONAL HERALD TRIBUNE • THE GLOBE  
 AND MAIL • LUXURY PROPERTIES MAGAZINE • FINANCIAL TIMES • RESIDE® MAGAZINE • ERESIDE • RESIDE LOCALE • YAHOO! •  
 GOOGLE • BING.COM • ZILLOW • TRULIA • HOMEFINDER • JAMESLIST.COM • HOMES.COM • EGALLERY • WASHINGTONPOST.  
 COM • CYBERHOMES.COM • ARCHITECTURAL DIGEST • GLOBE & MAIL • MOLINTAIN LIVING • LAND REPORT • YOUTUBE  
**DELIVERING OVER 800 MILLION IMPRESSIONS WORLDWIDE**  
 DELIVERING OVER 300 MILLION IMPRESSIONS WORLDWIDE

# MEDIA PARTNERSHIPS

*privileged*

## THE WALL STREET JOURNAL DIGITAL NETWORK

ACCESSING THE BUSINESS ELITE THROUGH AN EXCLUSIVE AND CUSTOM APPROACH AND DRIVING 170 MILLION MEDIA IMPRESSIONS

The collage features several key digital marketing elements:

- Website Screenshots:**
  - A search results page for "2067 Matches for France" with filters for Price, Property Type, Bedrooms, and Bathrooms.
  - A "MANSION" listing page for a property in San Francisco, CA, featuring a large image and detailed description.
  - A "WATERFRONT PROPERTY" listing page for Vero Beach, Florida, USA, with a video player and "VIEW PROPERTY" button.
  - A "Featured Property" card for "Dry Creek Rd Napa, CA 94558" priced at \$5,750,000, featuring a video player and "See More Properties" link.
  - A "Report Housing" page with a line graph and "Greater New York" section.
  - A "Greenwich Village" listing page with a "MANSION" logo.
- Video Listings:** A grid of 12 small video thumbnails showing various luxury properties.
- Search and Navigation:** A navigation bar with "Home", "World", "U.S.", "New York", "Business", "Tech", "Markets", "Market Data", "Opinion", "Life & Culture", "N.Y.", "Real Estate", and "Management".
- Advertisements:** A "Sponsored by Sotheby's International Realty" logo and a "FIND A PROPERTY" / "FIND A OFFICE" button.
- Content Snippets:**
  - "Where Near East Meets Far East" article snippet.
  - "Pat Conroy's Lowcountry Lair" article snippet.
  - "The Growing Popularity of the French" article snippet.
  - "Will Sobu Lose Its Mojo?" article snippet.
  - "BALANCE SHEET: A Home Suitable for a Samurai" article snippet.
  - "PRENUPTIAL" article snippet.



Russ  
Lyon

**Sotheby's**  
INTERNATIONAL REALTY

# MEDIA PARTNERSHIPS

# private access

THE NEW YORK TIMES AND INTERNATIONAL NEW YORK TIMES

A MULTI-FACETED PROGRAM ESTIMATING 285 MILLION IMPRESSIONS IN 2014

The collage features several digital assets:

- Office Sign:** Sotheby's International Realty, 103 20th St #1904, Miami Beach, Florida 33139, United States, \$2,900,000 USD.
- Desktop Website:** The New York Times GREAT HOMES AND DESTINATIONS. Includes a search bar, navigation tabs (HOME, DESTINATIONS, LIFESTYLES, MULTIMEDIA, BLOG), and a property search filter with options for Min. Price (\$), Max. Price (\$), Bedrooms, and Property Type.
- Tablet:** Displays an article titled "Arts" with sub-headings "ENGAGING" and "ENDURING".
- Smartphone:** Displays a real estate listing for "Great Homes and Destinations" with a price of \$750,000.
- Background Image:** A large, atmospheric photograph of a modern pool at dusk with a building in the background.



Russ  
Lyons

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# MEDIA PARTNERSHIPS

# global admission

THE DAILY TELEGRAPH

CELEBRATING "WORLD'S BEST PLACES TO LIVE" AND  
DRIVING 17 MILLION IMPRESSIONS

**TRANQUIL** Sotheby's INTERNATIONAL REALTY  
Laguna Beach, CA View Details

## The Telegraph

Home News World Sport Finance Comment Culture Travel Life Women Fashion Luxury Tech Dating Offers

MOORE SPONSORED PROPERTY THE WORLD'S FINEST HOMES

### The World's Finest Homes

The Sotheby's International Realty brand represents the most extraordinary properties across the globe, be it a penthouse with world-class panoramic views, a rolling estate complete with its own vineyard, a beachfront property or a luxury ski chalet. Discover some of the finest properties available and find your nearest Sotheby's International Realty office with an interactive map.

#### French Normandy Estate in New Jersey

This unique stone and stucco French Normandy estate is nestled in 2.76 landscaped acres. Its serene location borders Pyramid Mountain, overlooks 1,500 acres of dedicated green space and offers unparalleled elegance, craftsmanship and attention to detail.

**\$9,995,000 USD**

[View the property](#)

**HARMONIOUS** Sotheby's INTERNATIONAL REALTY  
Vail, CO View Details

## The Telegraph

Home News Sport Finance Lifestyle COMMENT TRAVEL CULTURE TECHNOLOGY FASHION Jobs Dating Offers

Marketing Health Property Gardening Food and Drink Family Outdoors Relationships Expert Assessments Puzzles

DAILY - EXPAT DIRECTORY - AFRICA - SOUTH AMERICA - EUROPE

### World's Best Places to Live

Living the dream, or just fantasizing? Tell us about it, whichever and wherever it happens to be...

Sotheby's INTERNATIONAL REALTY OFFICE  
Garden Route, South Africa

#### About Garden Route, South Africa

A strip of land like no other in the world, where majestic mountain ranges

**ENJOYING** Sotheby's INTERNATIONAL REALTY  
View Details

**HARMONIOUS** Sotheby's INTERNATIONAL REALTY  
Vail, CO View Details

## The Telegraph

Home News Sport Finance Lifestyle COMMENT TRAVEL CULTURE TECHNOLOGY FASHION Jobs Dating Offers

Marketing Health Property Gardening Food and Drink Family Outdoors Relationships Expert Assessments Puzzles

DAILY - EXPAT DIRECTORY - BEST PLACES TO LIVE

### World's Best Places to Live

Living the dream, or just fantasizing? Tell us about it, whichever and wherever it happens to be...

SEARCH THE MAP

Where do you think is the best place to live in the world? Whether it is a dreamt-of Pacific island or busy capital city, simply add a pin and tell us why it's your favourite place. You can be as specific or as general as you like, add as many locations as you want, and rate and comment on other people's choices too.

**Add a pin to the World's Best Places to Live**

INTERNATIONAL, SPANISH AND PORTUGUESE

SHARE THIS PAGE

**HARMONIOUS** Sotheby's INTERNATIONAL REALTY  
Vail, CO View Details

**TRANQUIL** Sotheby's INTERNATIONAL REALTY  
Laguna Beach, CA View Details

## The Telegraph

Home News World Sport Finance Comment Culture Travel Life Women Fashion Luxury Tech Dating Offers

MOORE SPONSORED PROPERTY THE WORLD'S FINEST HOMES

### The best of Sotheby's International Realty in pictures

THE WORLD'S BEST PLACES TO LIVE



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

# MEDIA PARTNERSHIPS

# private access

## ARCHITECTURAL DIGEST

A MULTI-PLATFORM COLLABORATION DESIGNED TO APPEAL TO AFFLUENT HOME ENTHUSIASTS AND DRIVE 14 MILLION MEDIA IMPRESSIONS

# AD DesignFile



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

MEDIA PARTNERSHIPS

global reach

FTCHINESE.COM

POSITIONING THE LISTINGS REPRESENTED BY OUR NETWORK  
IN FRONT OF THE WORLD'S MOST AFFLUENT BUYERS

The screenshot displays the FT Chinese website interface. At the top, there are banners for '典雅高贵' (Elegant and Noble) and '蘇富比' (Sotheby's) real estate listings. A navigation bar includes categories like '中国', '全球', '经济', '金融市场', '商业', '观点', '管理', '生活时尚', and '视频'. The main content area features several articles:

- 新闻·分析** (News & Analysis):
  - 安倍首访非洲投资先行** (Abe's first visit to Africa leads investment): Discusses Japan's strategy to support Japanese companies in Africa.
  - 巴塞尔银行监管委员会放宽杠杆率标准** (Basel Committee eases leverage standards): Reports on the relaxation of leverage requirements for derivatives and repo products.
  - 中国P2P贷款产业陷入困境** (China's P2P lending industry in困境): Discusses the challenges facing the P2P industry, including defaults and regulatory issues.
  - 全球钢铁业今年将迎来复苏** (Global steel industry to see recovery): Discusses the recovery of the steel industry as China's production growth slows down.
- 观点·专栏** (Opinion & Columns):
  - 2014: 中国经济改革元年** (2014: China's year of economic reform): An article by Hui Feng discussing the year's focus on reform, tax, and land market.
  - 2014年欧元区危机“看点”** (2014 Eurozone crisis highlights): An article by FT columnist Mingyao discussing the German Constitutional Court's decision and Italian elections.
  - 泡沫破裂后中国将迎来长期增长** (China to see long-term growth after bubble bursts): An article by independent economist Shuozhou discussing the future of China's economy.
- 视频与互动** (Video & Interaction): Includes a video player and a section for '中国影响力辐射加勒比' (China's influence radiates to the Caribbean).



Russ Lyon

Sotheby's  
INTERNATIONAL REALTY

# MEDIA PARTNERSHIPS

# worldwide reach

HONG KONG TATLER

IDEAL PLATFORM TO SHOWCASE OUR PREMIER PROPERTIES AND  
DRIVE MORE THAN 2 MILLION IMPRESSIONS

HONG KONG • SINGAPORE • CHINA • TAIWAN • MALAYSIA • THAILAND • PHILIPPINES • INDONESIA

POWERED BY  
**HONG KONG TATLER** • Sotheby's  
INTERNATIONAL REALTY

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Events 500 List Shopping Guide Luxury News Culture & Lifestyle Fashion & Beauty Watches & Jewellery Real Estate Motoring Columns Wine Dining 飲食

Hong Kong Properties • For Sale • For Lease • Stories

'Phoenix' 24/82 Flinders Street  
24/82 Flinders Street  
Oceania - Australia - Melbourne

For Sale USD 1,687,429 Currency Converter

Property Type:	Apartment/Co-op	Bedroom:	2
Property Style:		Bathroom:	2
Build Size:	N/A	Half Bathroom:	N/A
Land Size:	N/A	MSA:	N/A

Mortgage Calculator  
Save to My Favourites  
Email to Friend  
Print Property

**INQUIRE**  
About this listing

典雅高貴

加州聖巴巴拉 查看詳細資訊  
蘇富比 羅傑物業顧問

room apartment in iconic new building, overlooking Melbourne Casino and Southbanks cafes and restaurants.

and fittings, including on site parking for two cars at the Park

Substantial stamp duty savings.  
Suits an overseas investor.

Click here to see this video file

Contact Information  
Sotheby's International Realty  
Michel Grayson  
Agency Website  
Contact: +61439825955  
+61398259555

Inquiry  
Name: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Email: \_\_\_\_\_

SEARCH PROPERTIES BY  
LOCATION: ANY LIFESTYLE: ANY  
MIN. PRICE (\$): ANY MAX. PRICE (\$): ANY  
GO

CONNOISSEURS OF LIFE

Sotheby's  
INTERNATIONAL REALTY

HISTORIC PROPERTY

Central Bohemia, Czech VIEW PROPERTY »

VIDEO Danville, California, United States  
VIEW PROPERTY »

SEARCH PROPERTIES BY  
LOCATION: ANY LIFESTYLE: ANY  
MIN. PRICE (\$): ANY MAX. PRICE (\$): ANY  
GO

CONNOISSEURS OF LIFE



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Lyon

Sotheby's  
INTERNATIONAL REALTY

# MEDIA PARTNERSHIPS

# global exposure

PROPGO & PROPGOLUXURY.COM

REACHING OVER 35 COUNTRIES VIA ONE OF THE WORLD'S FASTEST GROWING GLOBAL LUXURY REAL ESTATE PORTALS

The image displays a collection of digital marketing materials for luxury real estate. On the left is a screenshot of the PropGOLuxury.com website, featuring a search bar with filters for Country, Area/City, and Price, and a large image of a modern villa with a swimming pool. To the right is a Sotheby's International Realty advertisement for a 'Historic' property in Lesa, Novara, Italy, showing a large, illuminated castle at night. Below these are two 'Tranquil' property listings for Palm Beach, FL, featuring bright, modern interiors. At the bottom is a 'Majestic' property listing for Little Compton, RI, showing a large estate at sunset. The Sotheby's logo and 'INTERNATIONAL REALTY' text are visible on the right-side listings.



Russ  
Lyon

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INTERNATIONAL REALTY

# MEDIA PARTNERSHIPS

# targeted access

[JAMES\\_EDITION.COM](http://JAMES_EDITION.COM)

A TRULY GLOBAL LUXURY MARKETPLACE REACHING MORE THAN 500,000 MONTHLY BUYERS FROM 113 COUNTRIES

**JamesEdition** *The World's Luxury Marketplace.*

About | Contact | USD | US English | Signup | Login / Join

FOR SALE | TRAVEL | BRANDS | DEALERS | SELL | STORIES

Home » Dealers » Premier Sotheby's International Realty

**Sotheby's**  
INTERNATIONAL REALTY

**PREMIER SOTHEBY'S INTERNATIONAL REALTY**

**Description**  
Premier Sotheby's International Realty is located in United States. They have been on JamesEdition since 2013-01-22.

**Contact Details**  
4300 Gulf Shore Blvd, North, Suite 100  
34103  
Naples, Florida  
United States  
Phone: [Show phone number](#)

**CONTACT PREMIER SOTHEBY'S INTERNATIONAL REALTY**

Your name:

Your email address:

Your phone number, Inc. prefix:

Your message: (Dealer located in United States)

[Send Inquiry](#)

**JamesEdition** *The World's Luxury Marketplace.*

About | Contact | USD | US English | Signup | Login / Join

FOR SALE | TRAVEL | BRANDS | DEALERS | SELL | STORIES

Home » Real Estate » United States » Florida

**242 HAYDON CIR , NAPLES, FL 34110**  
**\$ 1,695,000**

[Click to view all 27 images](#)

**DETAILS**

LOCATION	<a href="#">Naples</a> <a href="#">Florida</a> <a href="#">United States</a>	LIVING AREA	382 m <sup>2</sup> / 414 Sq Ft.
ADDRESS	242 Haydon Cir <a href="#">(View map)</a>	LAND AREA	N/A
PROPERTY TYPE	House	FLOORS	N/A
BEDROOMS	3	AMENITIES	N/A
BATHROOMS	3	ADVERT REFERENCE	3y0-RFGSIR-4367758

**DESCRIPTION**

Located at the end of a Cul-De-Sac in the West Estates side of Audubon Country Club this large 414 sqft. 3 Bedroom plus Den residence offers everything you might ever want from a high end luxury home. Situated on a private oversized lot with magnificent expansive panoramic views of the 11th fairway, lake and golf course, accommodations include a large island kitchen, family room, living room with separate dining room, separate office/study and garages for two cars and a golf cart. Ideal for outdoor entertaining, the rear lanai and pool area are expensive with extensive custom landscape planting and lighting throughout. Offering a terrific specification including new A/C, gas heating, granite and hardwood finishes, hurricane protection and lots more, this listing is a must see and is easy to show.

[Translate](#)

**LISTED PRICE** USD  
**\$ 1,695,000**

**FOR SALE BY**  
**PREMIER SOTHEBY'S INTERNATIONAL REALTY**  
Trusted Seller since 2013  
**JOHN HAMILTON**  
[Phone](#) [Email](#)



Russ  
Lyon

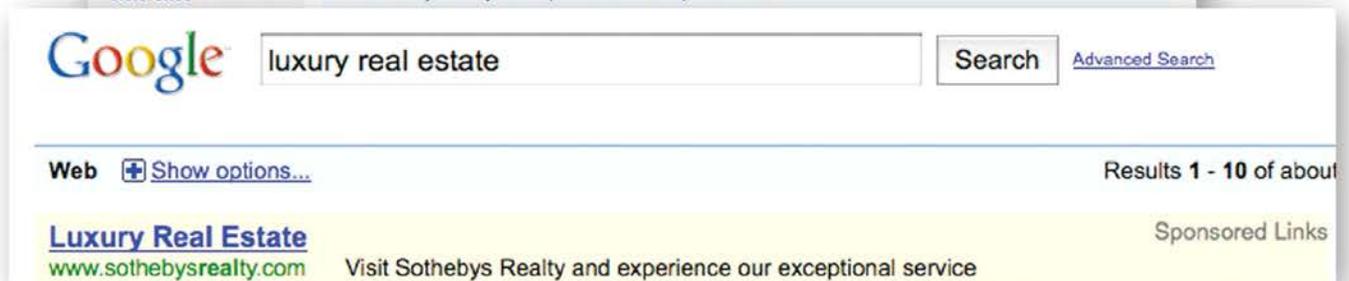
**Sotheby's**  
INTERNATIONAL REALTY



# ONLINE MARKETING

# ADVERTISING & OPTIMIZING THE *online environment*

OUR RESULTS ORIENTED AND MEASURED SEO/SEM STRATEGIES  
RESULTED IN 60 MILLION PROPERTY VIEWS IN 2013



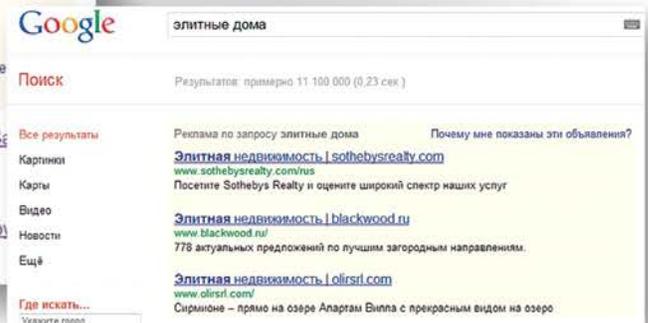
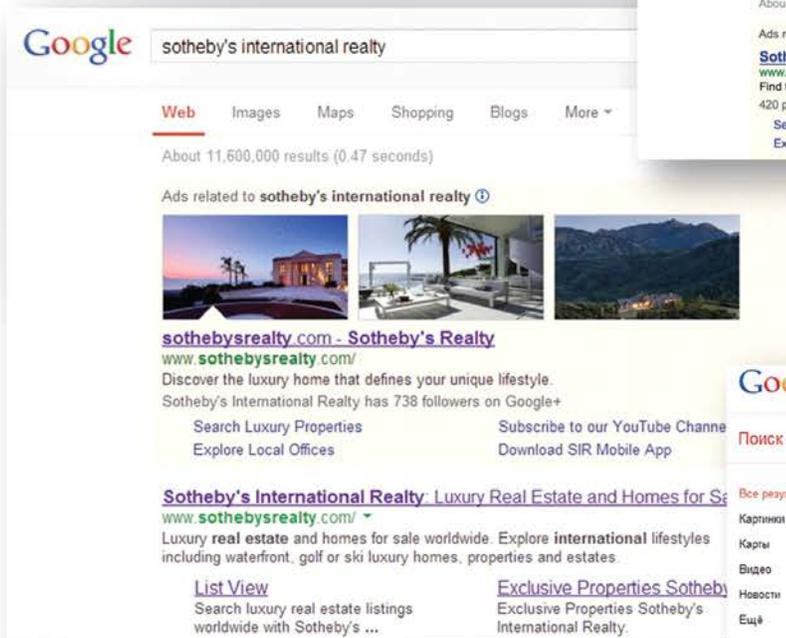
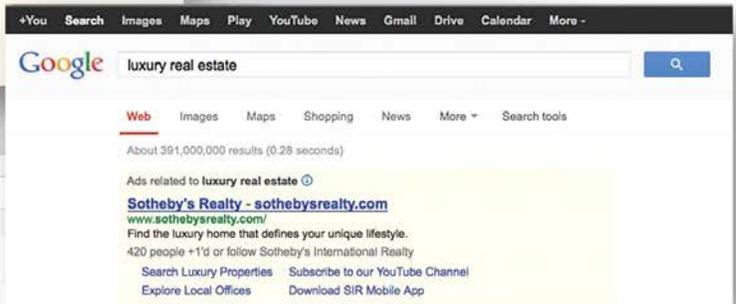
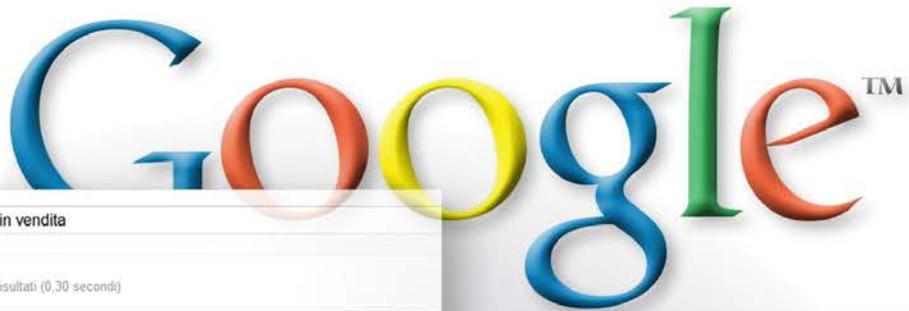
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Sotheby's  
INTERNATIONAL REALTY

# TURNKEY online environment

GOOGLE SEARCH

OFFERING ADVERTISING ON MASS MEDIA TO HELP CONNECT TO  
THE MOST ENGAGED AUDIENCES



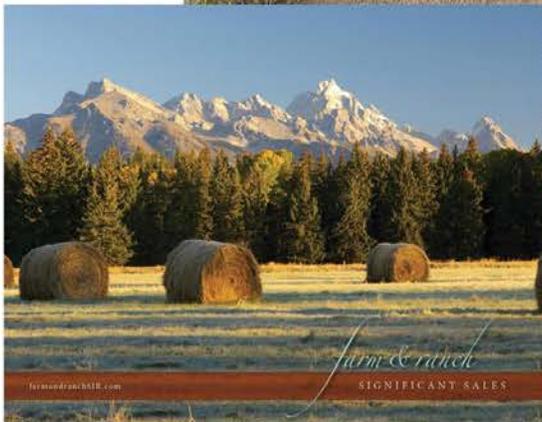
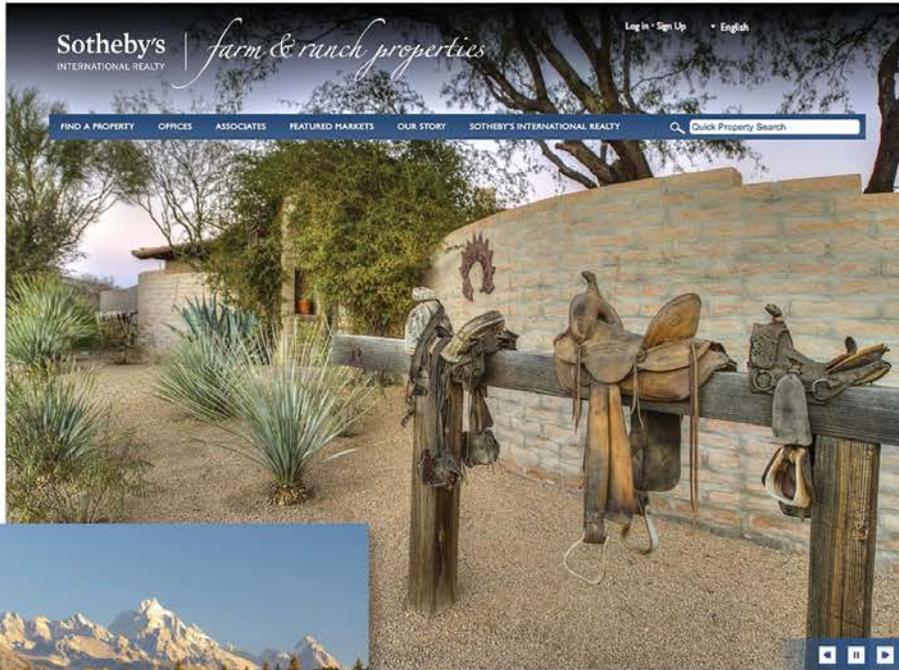
Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

NICHE MARKETS

# *farm & ranch*

CONNECTING DISCERNING BUYERS AND SELLERS OF ICONIC RURAL & RECREATIONAL RETREATS AROUND THE GLOBE



## Specifically Niche

When a well organized, highly recognized—extraordinary brand specifically zeros in on a niche market, aspirations are met.



farmandranchSIR.com

*farm & ranch*



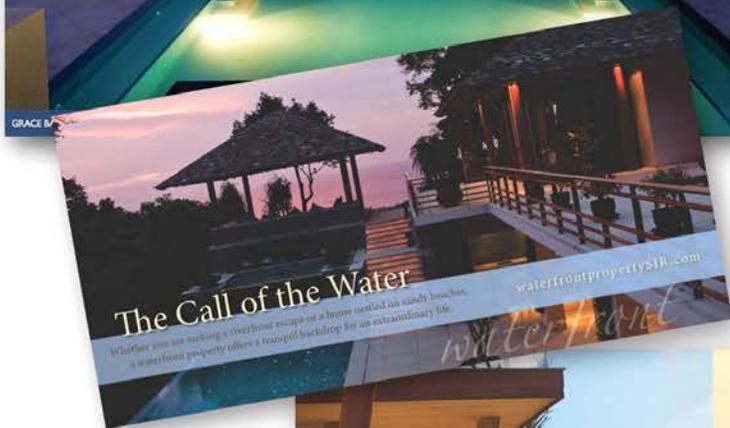
Russ Lyon

**Sotheby's**  
INTERNATIONAL REALTY

NICHE MARKETS

# waterfront homes

CONNECTING DISCERNING BUYERS AND SELLERS OF  
TRANQUIL WATERFRONT RETREATS GLOBALLY



## Maritime Discovered

If you seek the soothing sounds of the sea or the rustic charm of a lake style home, a waterfront property can offer a tranquil backdrop for an extraordinary life.

Allow our Waterfront Property Specialists to introduce you to some of the most extraordinary waterfront homes in the world that appeal to your unique life's pursuit.

— the natural connection —

waterfrontpropertySIR.com  
Specifically niche. Now unveiled.

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INTERNATIONAL REALTY



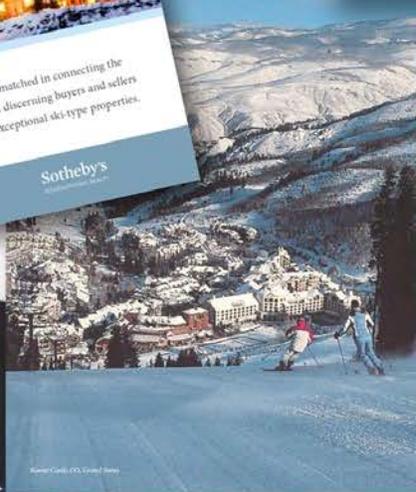
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# NICHE MARKETS

# *ski properties*

CONNECTING SNOW ENTHUSIASTS TO THE WORLD'S MOST UNIQUE SKI PROPERTIES



## Snowy Adventures

If acres of ever-changing woodland terrain or snowy adventures through lush, powdery trails is your calling, allow us to help you find the refuge that appeals to the skier in you.

Our brand represents property in the most sought after ski locations in the world and our dedicated ski property marketing team is available to help you find the perfect home for all your adventures whenever the next snowfall may fall.

skipropertySIR.com  
*Significantly better. Now available.*

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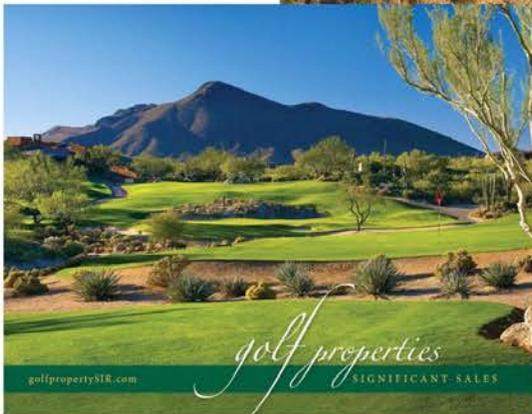
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# *golf properties*

THE SINGLE SOURCE OF EXTRAORDINARY  
GOLF STYLE PROPERTIES IN THE WORLD



## The Call of The Green

Allow us to help you find the perfect home  
that answers the call of the green and  
appeals to the golfer in you.

[golfpropertySIR.com](http://golfpropertySIR.com)



*golf properties*

Sotheby's International Realty...  
unmatched in connecting the most  
discerning buyers and sellers of  
exceptional golf properties.

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# historic properties

CONNECTING DISCERNING BUYERS AND SELLERS OF  
HISTORIC PROPERTIES AROUND THE GLOBE



## Vintage Charm

Unmatched in connecting homes of vintage charm with those who will cherish them.

historicpropertySIR.com



historic properties

Sotheby's International Realty...  
unmatched in connecting the most  
discerning buyers and sellers of  
exceptional historic properties.

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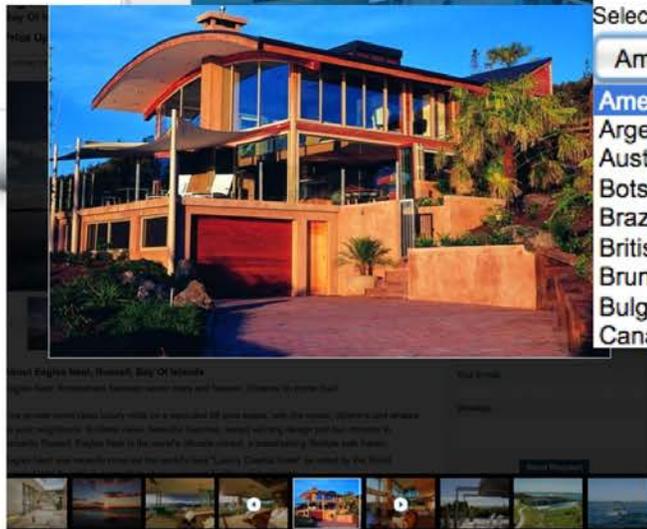
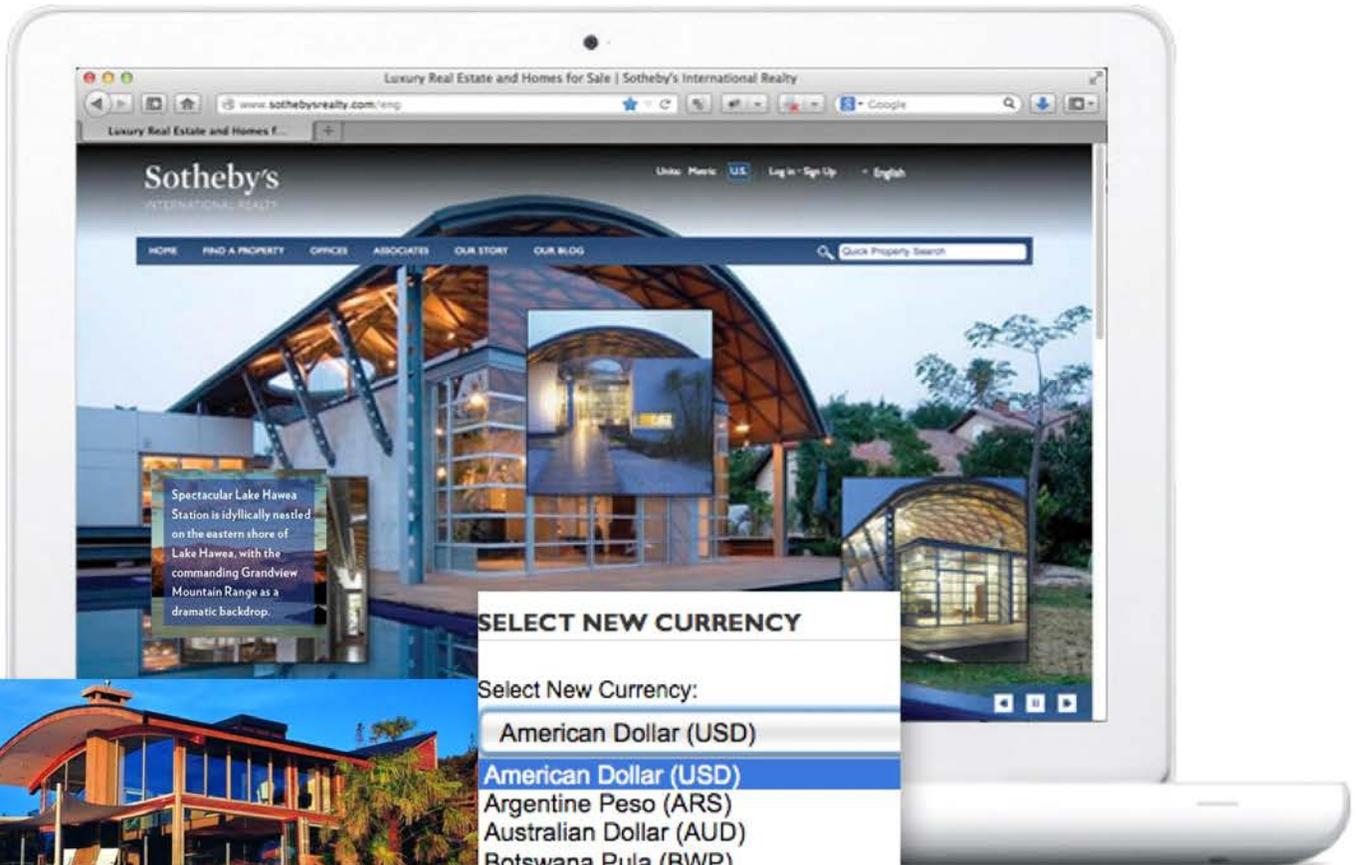
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THE WEBSITE

# sothebysrealty.com

A UNIQUE SOURCE FOR SEEKING LUXURY REAL ESTATE INFORMATION AROUND THE GLOBE



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American Dollar (USD)

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Bulgarian Lev (BGN)

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Lifestyle

- 55+ Retirement Community
- Aquatic Activities
- Bay / Beach Club
- Beach Resort Community
- Boat
- Casino / Gambling
- Country Club
- Country Living
- Cycling
- Equestrian / Polo
- Fishing
- Fly In Community
- Game Farm / Golf
- Golf
- Green Living
- Historic / Antique
- Hiking
- Hunting
- Island
- Lakeshore
- Metropolitan
- Mountain
- Ocean / Beach
- Outdoor Activities
- Privacy
- Ranch / Farm / Plantation
- Resort
- Riverfront
- Skiing
- Suburban
- Townia
- Urban / College Community
- Waterfront
- Water View
- Wine Country
- Yacht Club

Filter Or Clear



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FIND A HOME

SELLERS

COMMUNITIES

AGENTS

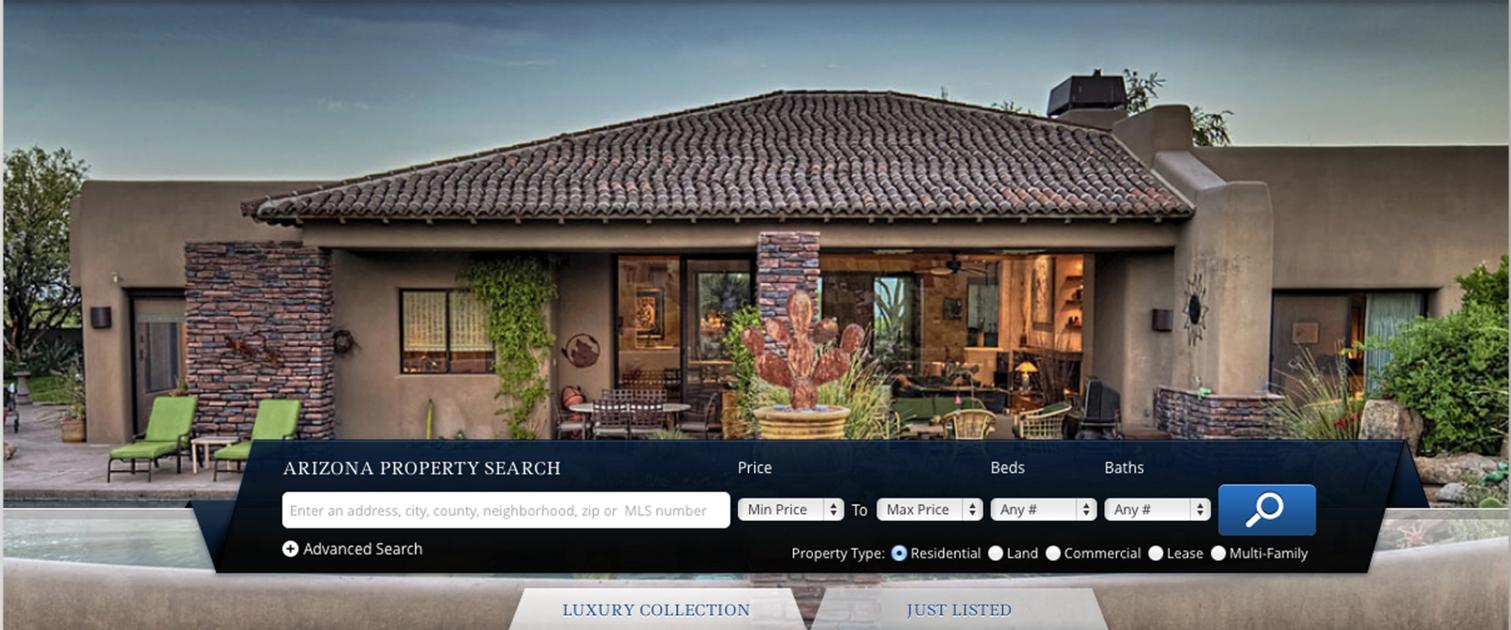
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Price

Beds

Baths

Enter an address, city, county, neighborhood, zip or MLS number

Min Price

To

Max Price

Any #

Any #



Advanced Search

Property Type:  Residential  Land  Commercial  Lease  Multi-Family

LUXURY COLLECTION

JUST LISTED



SCOTTSDALE, AZ  
\$5,195,000



SCOTTSDALE, AZ  
\$6,495,000



SCOTTSDALE, AZ  
\$6,444,000



SCOTTSDALE, AZ  
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## STUNNING, TALIESIN CONTEMPORARY ...

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**Residential Home**  
**\$1,175,000 USD**  
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**Russ Lyon Sotheby's INTERNATIONAL REALTY**

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**Additional Information**



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# PROPERTIES *of the* SOUTHWEST

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SIGNIFICANT SALES

# *throughout the world*

SUCCESSFULLY REPRESENTING AND SKILLFULLY MARKETING  
UNIQUE HOMES AND THEIR STORIES



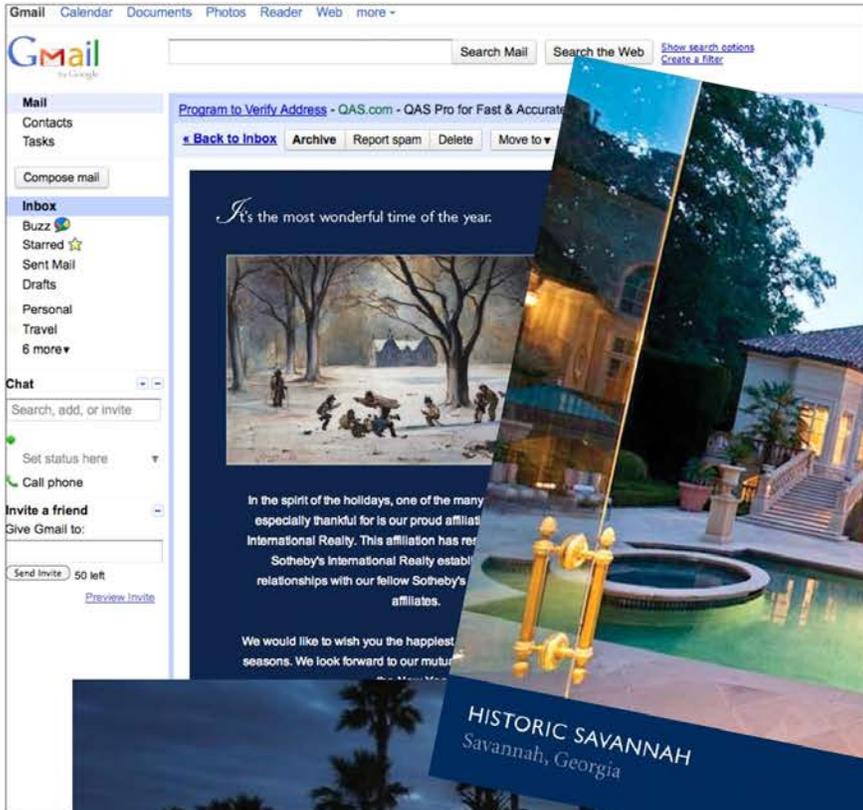
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SKILLFUL

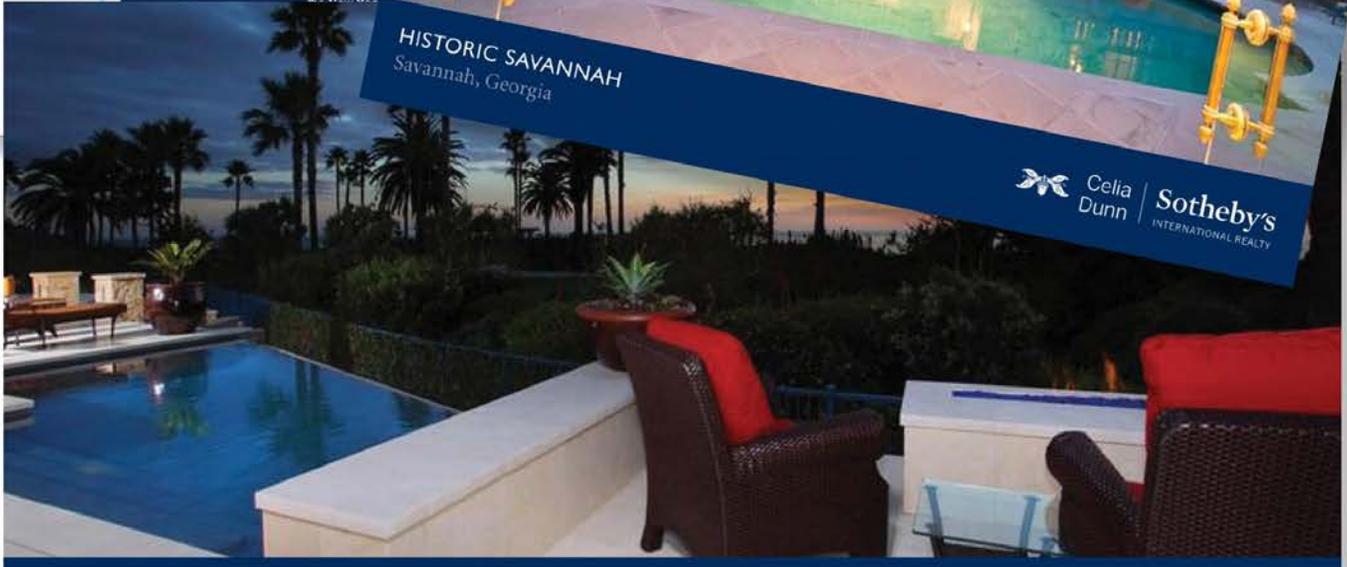
# marketing

DISTINCTIVE MARKETING, CUSTOM-TAILORED FOR EACH UNIQUE CLIENT



HISTORIC SAVANNAH  
Savannah, Georgia

Celia Dunn | Sotheby's  
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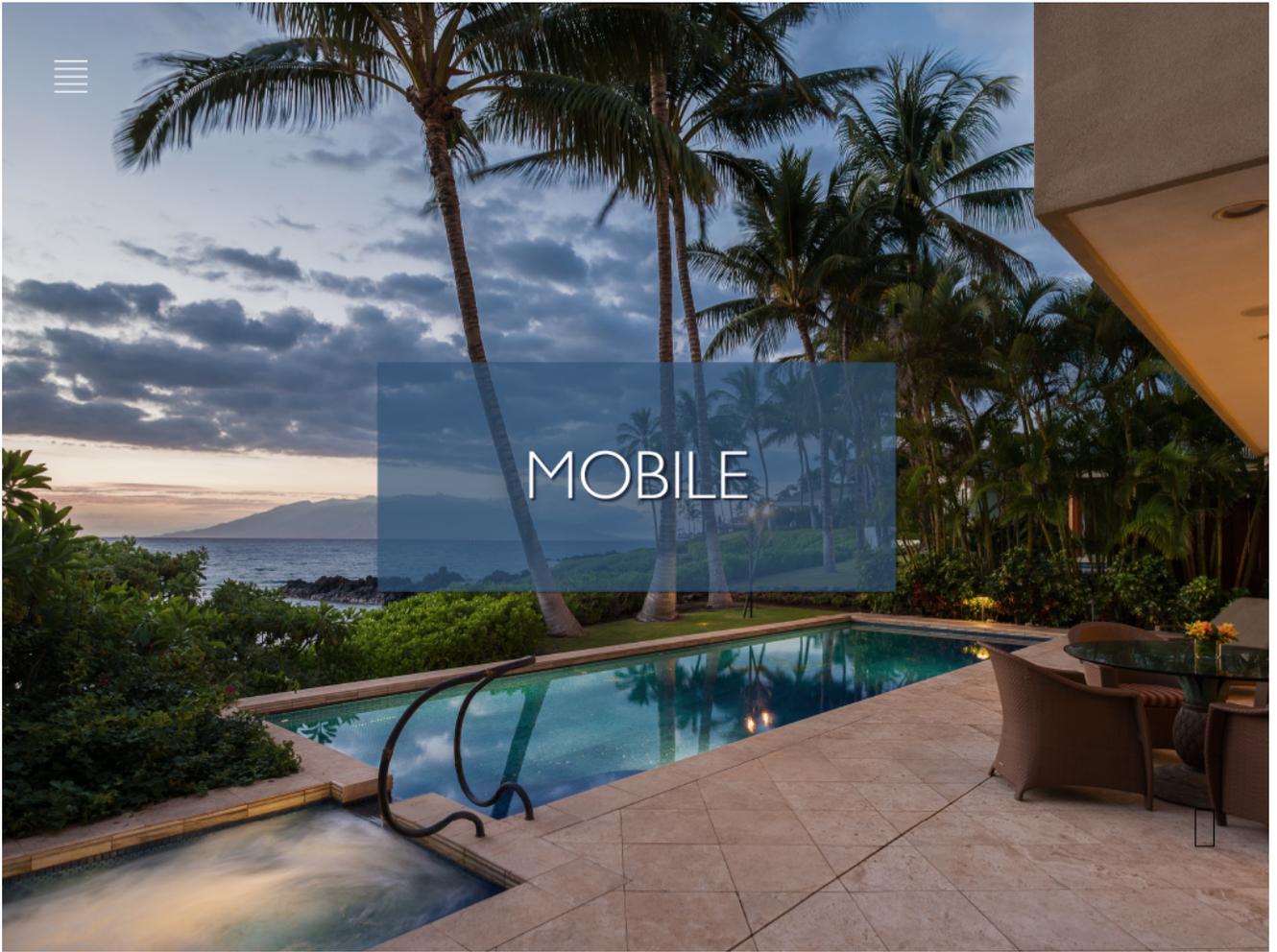


PRESENTING SUNSET JEWEL  
Laguna Beach, CA

New Zealand | Sotheby's  
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MOBILE



# SIR *mobile*

LEADING THE CHARGE OF THE GROWING MOBILE MARKETPLACE



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SOCIAL

# media

CONNECTING A GLOBAL REAL ESTATE COMMUNITY THROUGH THE STRENGTH OF SOCIAL MEDIA



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# LEAD *Router*

PROVIDING IMMEDIATE CONNECTION FOR INTERESTED BUYERS ANYTIME OF THE DAY



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LISTING DISTRIBUTION

YOUR HOME

# *around the world*

EXCLUSIVE GLOBAL MARKETING AND WORLD-CLASS INNOVATION.  
IMMEDIATE REACH FOR YOUR HOME.



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ONLINE

# marketing strategy

UNITED STATES

INCLUDES THE MOST SIGNIFICANT MEDIA COMPANIES AND REAL ESTATE FOCUSED WEBSITES IN THE WORLD



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THE MARKETING OF YOUR

*Property*

YOUR HOME IS UNIQUE. MARKETING A LISTING SUCH AS THIS TAKES AN EXCLUSIVE SET OF SKILLS AS WELL AS AN INTEGRATED MARKETING PLAN.

OUR EXCLUSIVE GLOBAL MARKETING PARTNERSHIPS ARE DESIGNED TO CREATE MAXIMUM EXPOSURE FOR YOUR PROPERTY.

ALL THE RESOURCES THAT ARE AVAILABLE TO ME AND MY FIRM ARE UTILIZED TO PRESENT YOUR HOME... IN AN EXTRAORDINARY AND TARGETED MANNER.



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