



2021

Agent Playbook

Sotheby's
INTERNATIONAL REALTY

INTRODUCTION

Today clients are looking to connect with real estate professionals in new ways. The smartest agents are reinventing their efforts and evolving with the help of tools that simply weren't available in the past.

This playbook has been designed to stay current with consumer trends and make an impactful statement in your market. We have broken down some of our most powerful marketing tools into simple, actionable items that you can utilize to promote yourself and broaden your reach. By leveraging the Sotheby's International Realty brand in a modern way you can truly elevate your business to the next level.

You provide your clients with exceptional services; and to support you, we offer access to unparalleled marketing opportunities, unrivaled global reach and tools to help you make the most of the Sotheby's International Realty brand. Together, we create experiences for our clients unlike any other luxury real estate network in the world. We hope this playbook will help you fully harness the power of our brand.





BOCA RATON, FLORIDA

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Your Agent Profile Page on sothebysrealty.com

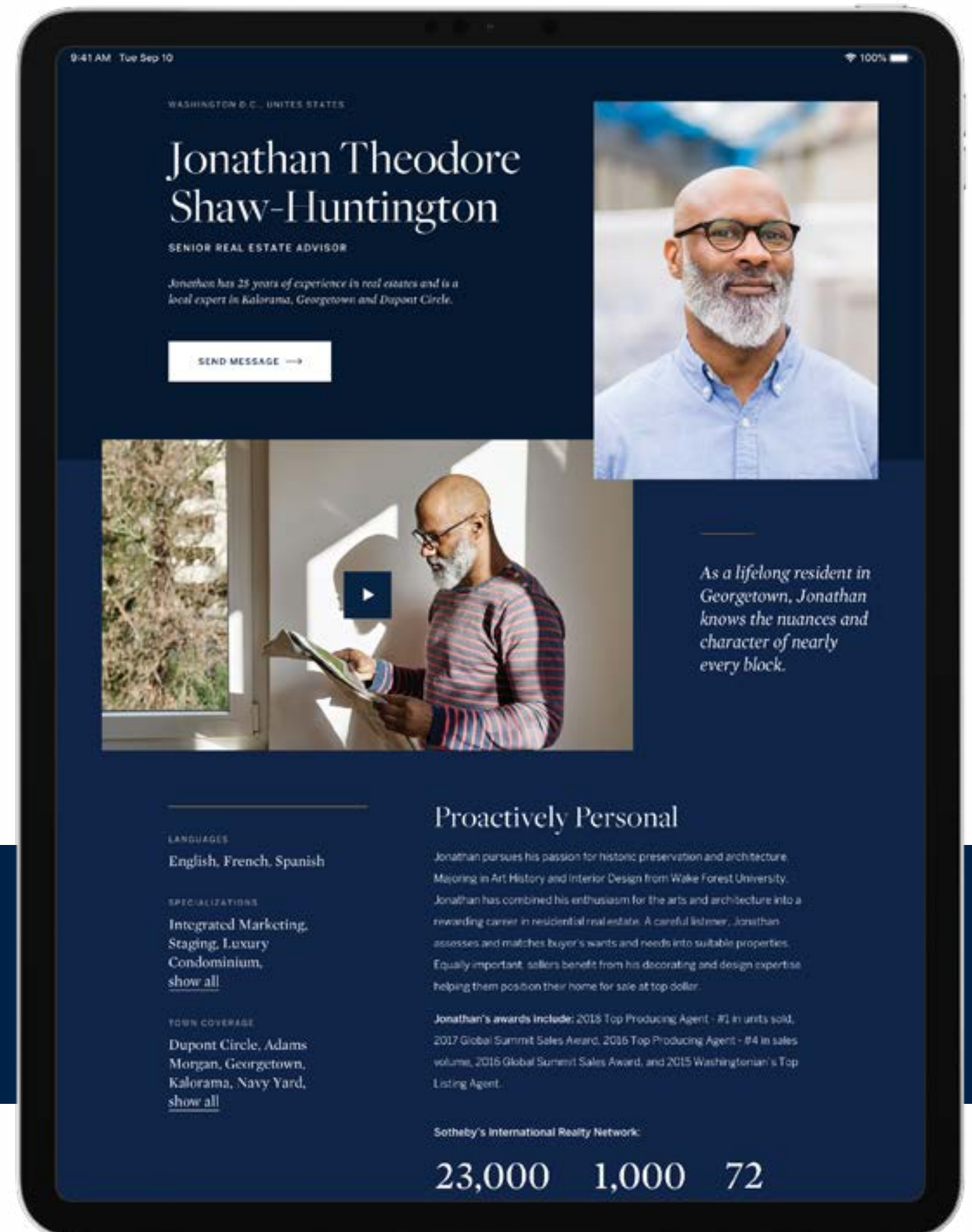
The latest agent profile pages on sothebysrealty.com offer more opportunities than ever to showcase your personality, business style, and market expertise.

HOW DO I USE IT?

You can use the new agent profile page like your very own website. It is important to have an updated, well-written bio, and a current headshot. The new agent profile page also contains a few notable changes that require additional details about you. You can now include agent video, awards, quotes, and stats on your page. Collecting as many of these assets as possible will allow you to build an engaging profile to share with your spheres.

WHERE DO I FIND IT?

Access > Menu > Marketing >
The New sothebysrealty.com > Agent Profile Page





Customer Relationship Management (CRM)

Cloze provides a CRM platform that automatically keeps track of your email, phone calls, meetings, documents, Evernote, LinkedIn, Facebook, Twitter, and more, from dozens of other services. Cloze's learning algorithm knows who is important to you and automatically prompts you when it is time to reach out, so you'll always be on top of things.

HOW DO I USE IT?

Cloze is a native mobile app making it easy to access all its features from your phone. Everything you can do on mobile you can also do on the web. Once you sign up and create your account, the app will help you get set up and ready to go.

WHERE DO I FIND IT?

Access > Marketing > Cloze to download an Introduction for Agents where you can learn more about the tool

Please contact your brokerage marketing expert to inquire about your brokerage's CRM tool of choice.

Design Vault

Design Vault is a complimentary design tool that allows you to create agency-quality marketing campaigns for you and your business. This is an easy tool for creating elements for both print and digital placements within your listing's marketing plan.

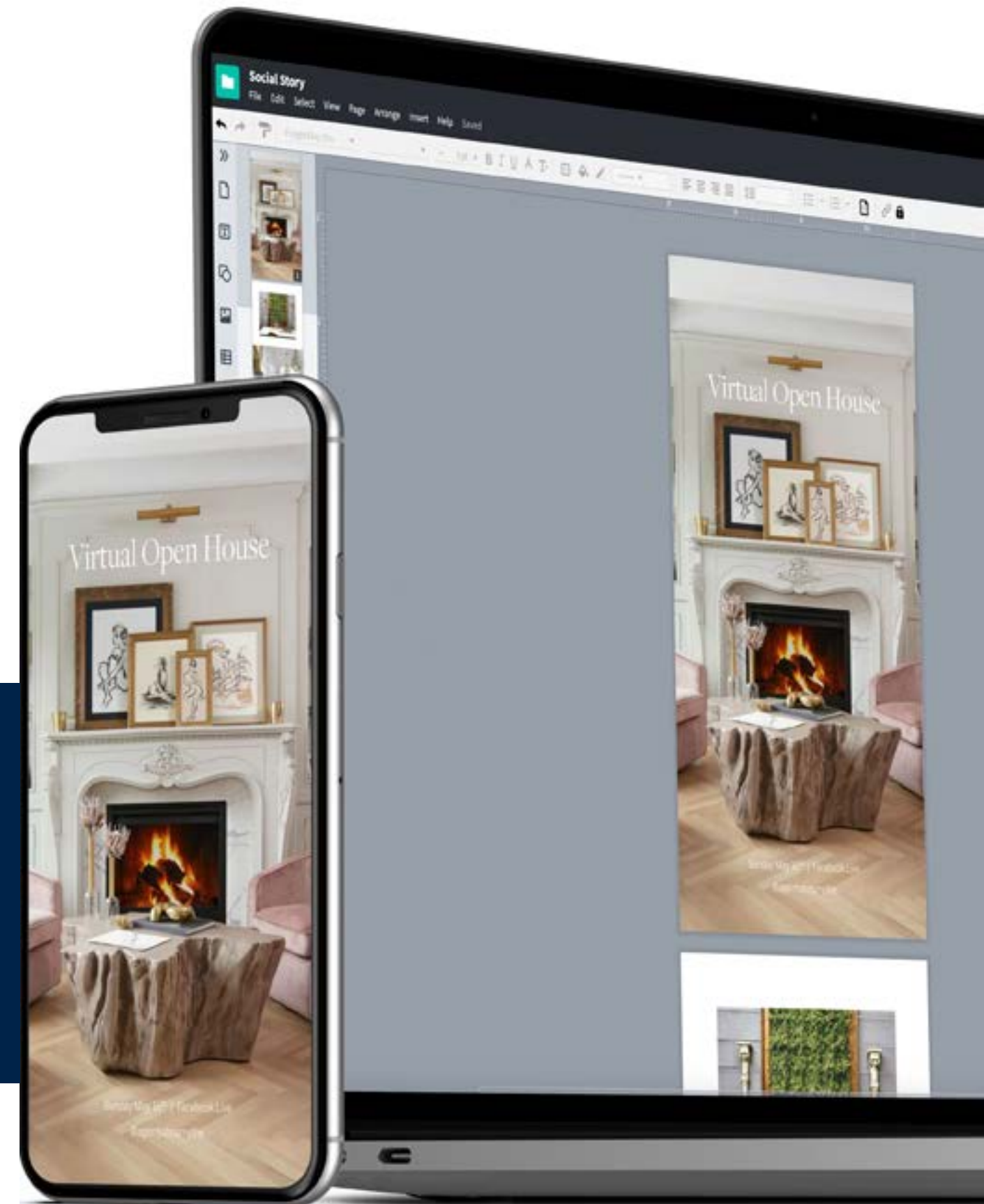
HOW DO I USE IT?

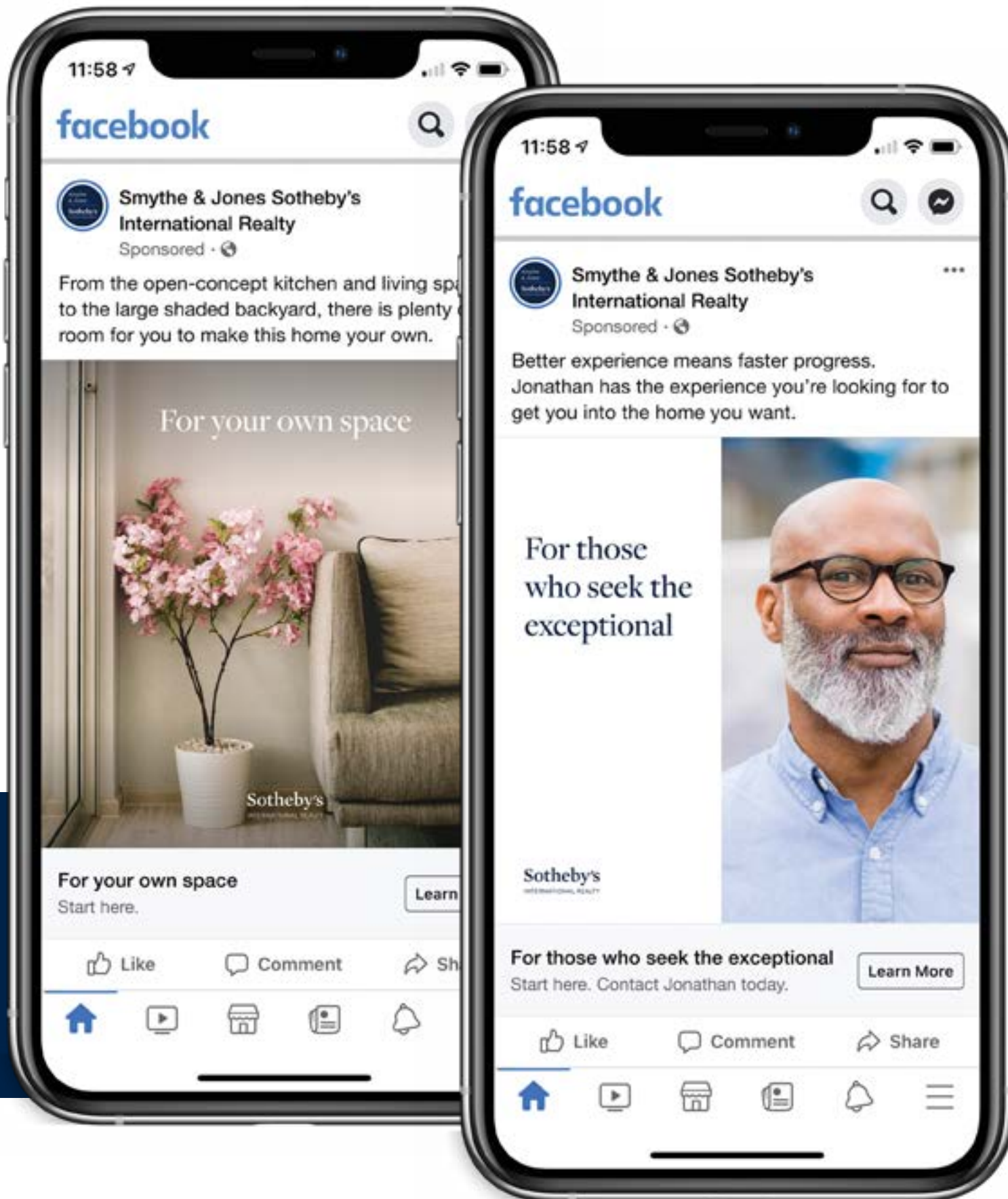
The templates in Design Vault already match the brand campaign aesthetics, so all you have to do is personalize the ad with your listing photos and your details. You can also send your items to a professional printer in a few clicks and easily share your graphics to social media with optimized integration.

WHERE DO I FIND IT?

Head to the main menu on Access and click on Apps & Tools. There you will find the Design Vault option which will automatically redirect you to the design software to start creating ads. If you need more tips to use Design Vault, you can download the Introduction to Design Vault here:

[Access > Menu > Marketing > Design Vault](#)





Social Ad Engine

The Sotheby's International Realty Social Ad Engine is a robust platform designed to support agents like you. In under five minutes, you can launch a campaign to target the clients you want but haven't been able to reach. It's that fast, simple, and effective.

HOW DO I USE IT?

Campaigns are based on your goals: drive awareness of you and your property; drive traffic to your property webpage; or generate leads directly from Facebook and Instagram. Campaigns are automatically optimized using Facebook's industry-leading algorithms to ensure your ad dollars are working for you.

WHERE DO I FIND IT?

Access > Menu > Marketing > Advertising > Social Ad Engine

BONUS! Click [here](#) to take an online-self-paced course to learn more about the tool

Email Marketing Campaigns

ActivePipe is an enterprise email marketing solution that helps you deploy beautiful, professional, and mobile responsive emails in minutes. The Sotheby's International Realty® brand will be using this platform to provide branded email templates to promote properties and programs to your local markets.

HOW DO I USE IT?

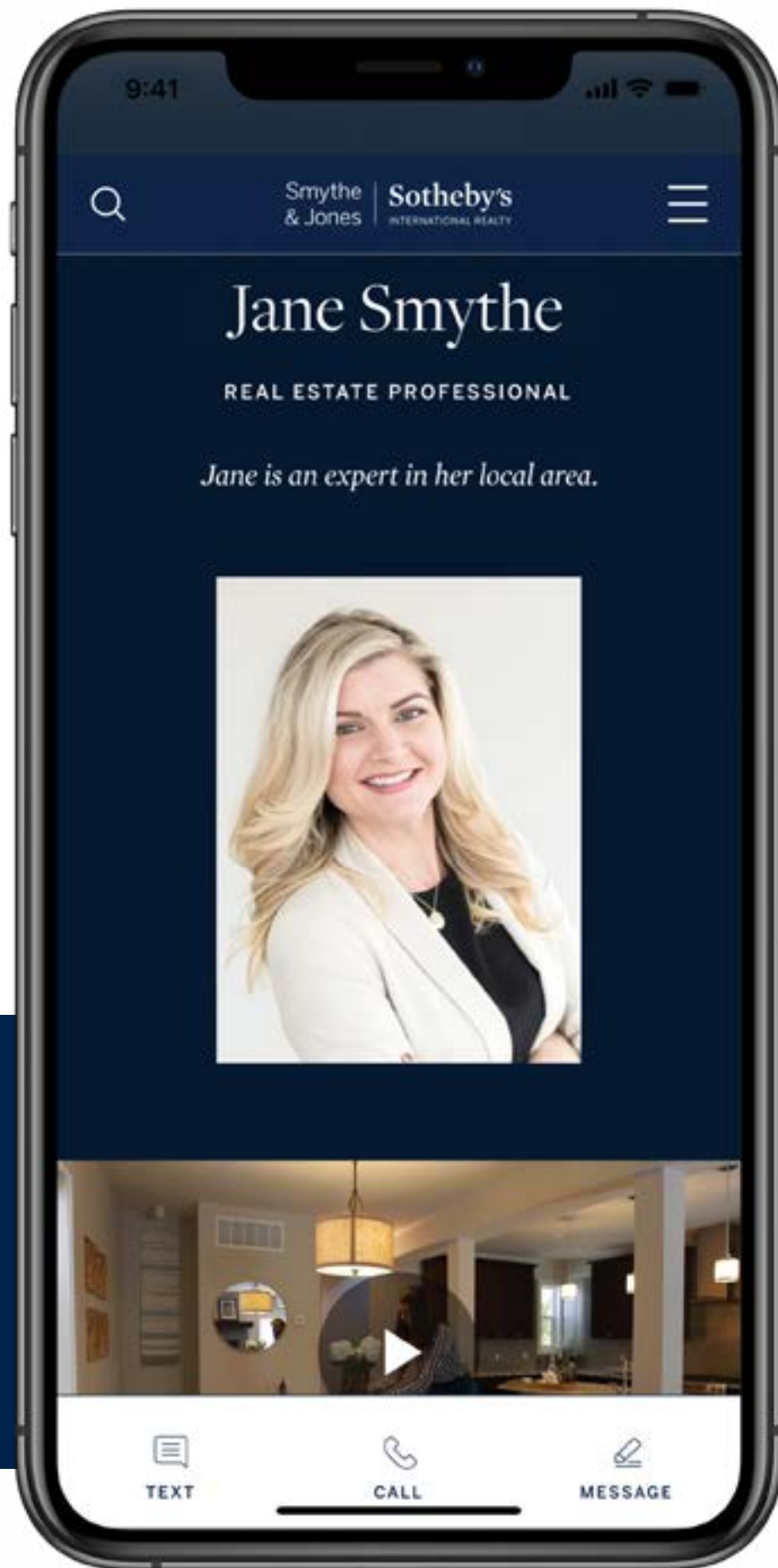
The ActivePipe editor is integrated with the Sotheby's International Realty listings system for easy drag and drop of property information including videos. You will be able to use the pre-designed templates to showcase new or coming-soon listings, announce an open house, or create your monthly newsletter. The tool also allows you to create distribution lists, categorize your contacts, and manage your database.

WHERE DO I FIND IT?

Access > Menu > Marketing > ActivePipe

Please contact your brokerage marketing expert to inquire about your brokerage's email marketing tool of choice.





Personalized App

The Sotheby's International Realty® mobile app is designed to have the same user experience, features, and functionality of sothebysrealty.com – language translation, currency conversion, inclusion of your HD property videos, 3D virtual reality tours, lifestyle searches, destination pages, developments, and more. This new app can be personalized for each sales associate at no additional cost.

HOW DO I USE IT?

Include your personalized app in your listing presentation, share with clients during meetings and showings, or make it a part of your email marketing campaign. Personalized URLs with your first and last name have been created for all sales associates in the Sotheby's International Realty network. Access your personalized page on your mobile device directly and download from your respective app store.

WHERE DO I FIND IT?

Personalized URL structure as follows: `app.sir.com/sir[FirstNameLastName]`

If your brand login ID/Vanity email includes a number, the URL will follow the same format: `app.sir.com/sir[FirstNameLastName#]`

Access > Menu > Marketing > Apps > SIR Mobile

Augmented Reality & Virtual Staging

Curate by Sotheby's International Realty is an app that allows consumers to visualize a house as their own before purchase, thereby curating the homebuying experience. It also helps potential sellers envision how you can present the home to buyers looking for different design styles or room configurations. Sotheby's International Realty is the first real estate brand to launch and implement a virtual staging AR app, transforming the homebuying and selling experience for sales associates and consumers.

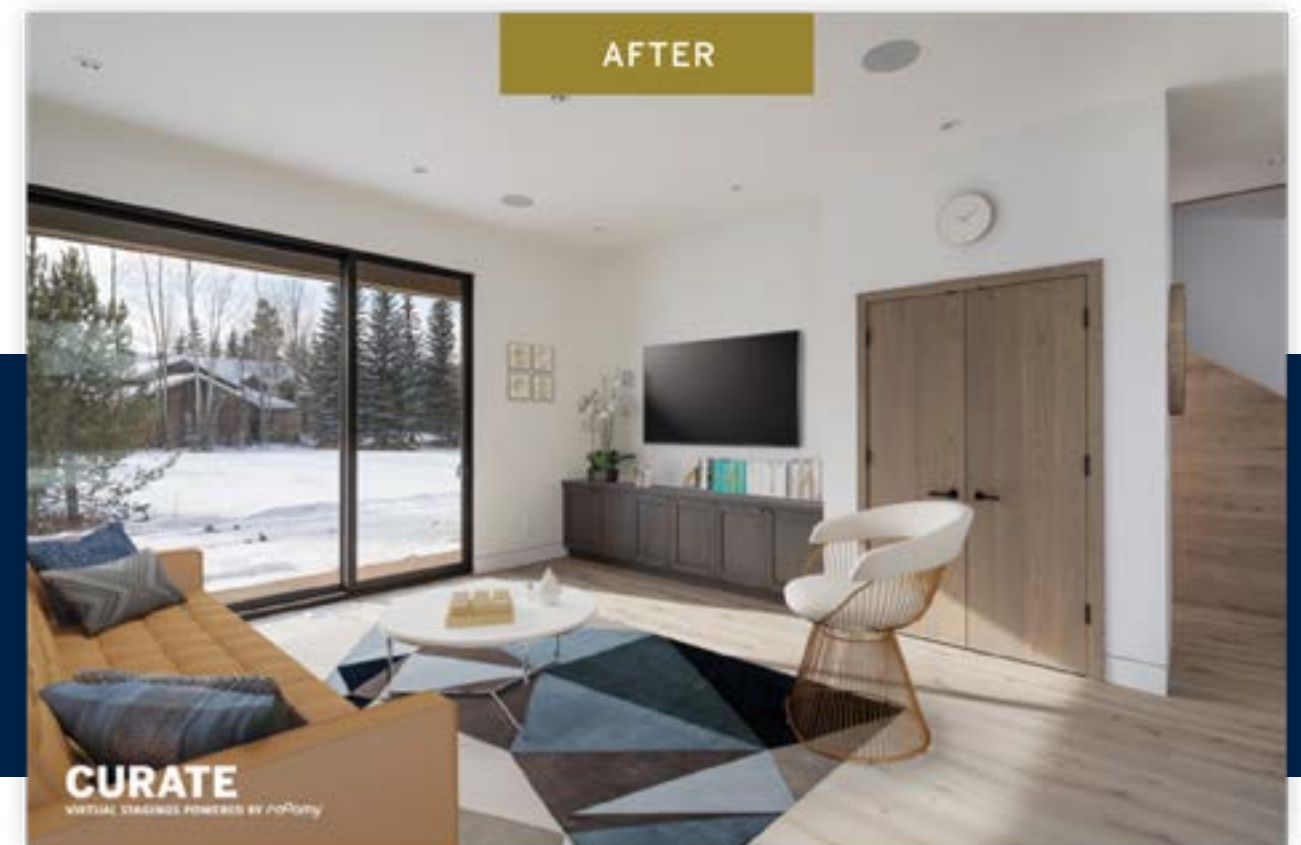
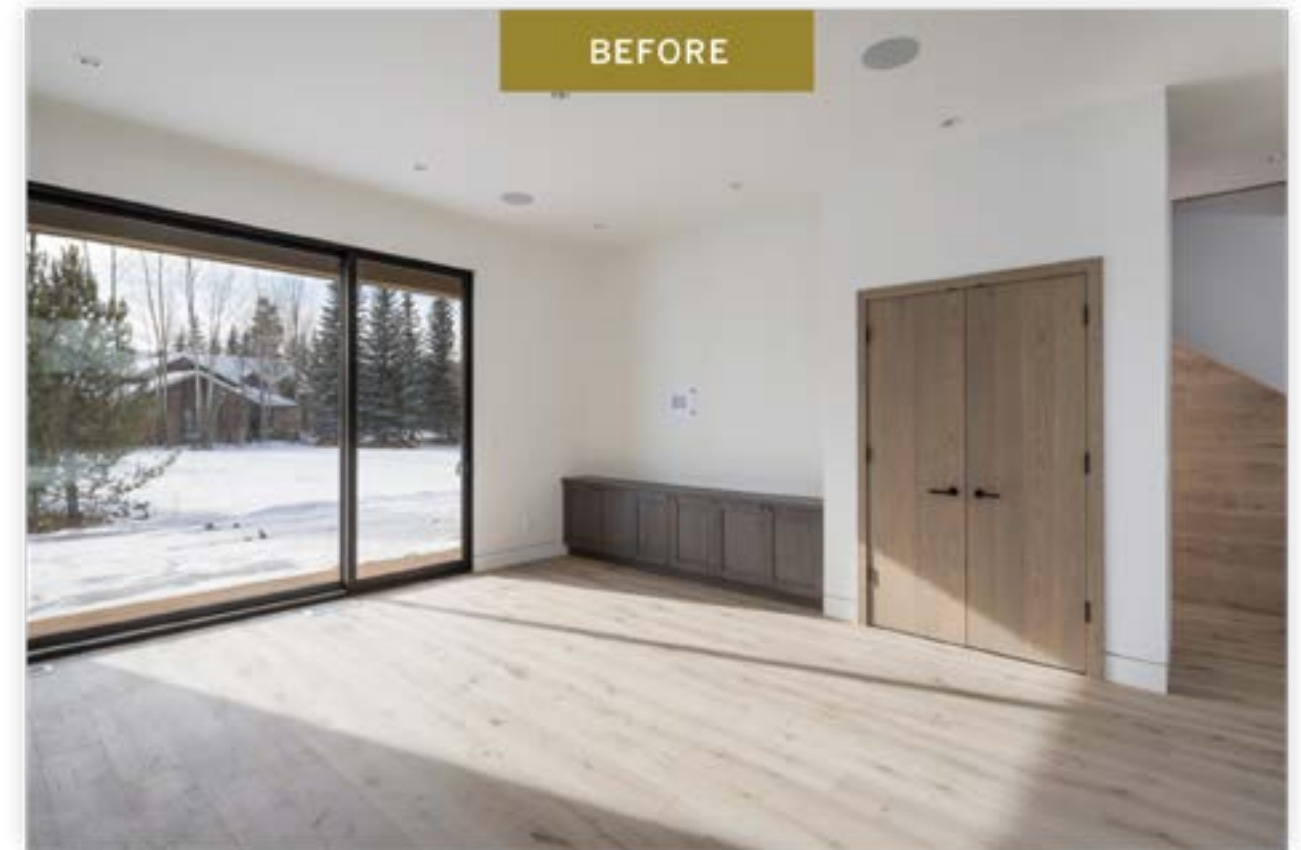
HOW DO I USE IT?

- 1) You could include this in a listing presentation as a unique staging tool that will allow you to enhance, expedite, and facilitate the process of showing a home to prospect buyers.
- 2) High-quality virtual staging can be ordered for your use on sothebysrealty.com to promote a listing that can benefit from a redesign – all without the cost of physically renovating or staging.

WHERE DO I FIND IT?

Download Curate by Sotheby's International Realty now and start using during listing presentations.

Access > Menu > Marketing > Apps > Curate



Learning Platform

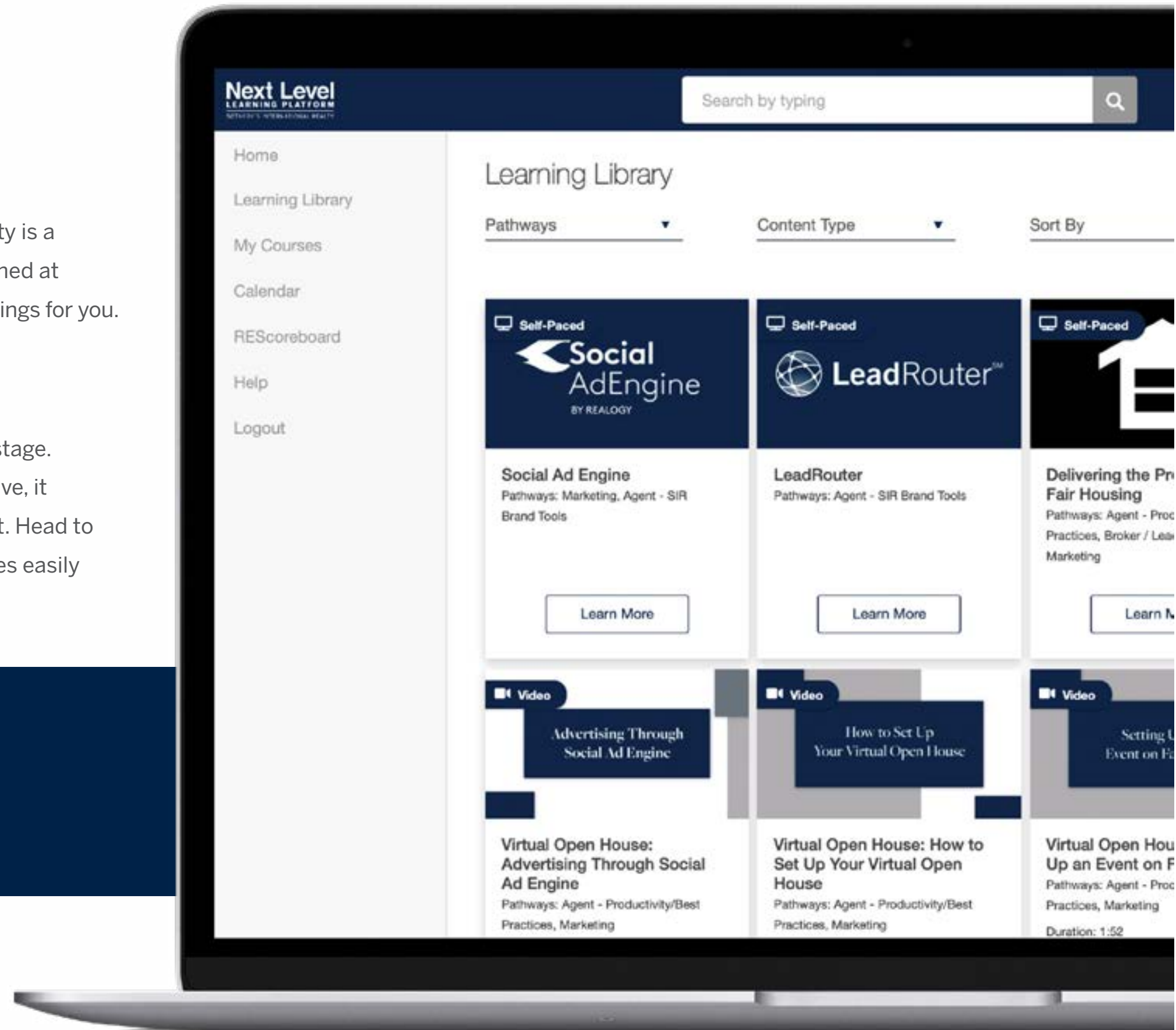
Next Level Learning Platform by Sotheby's International Realty is a dynamic, interactive and digitally driven learning platform aimed at enhancing and boosting the brand's learning and training offerings for you.

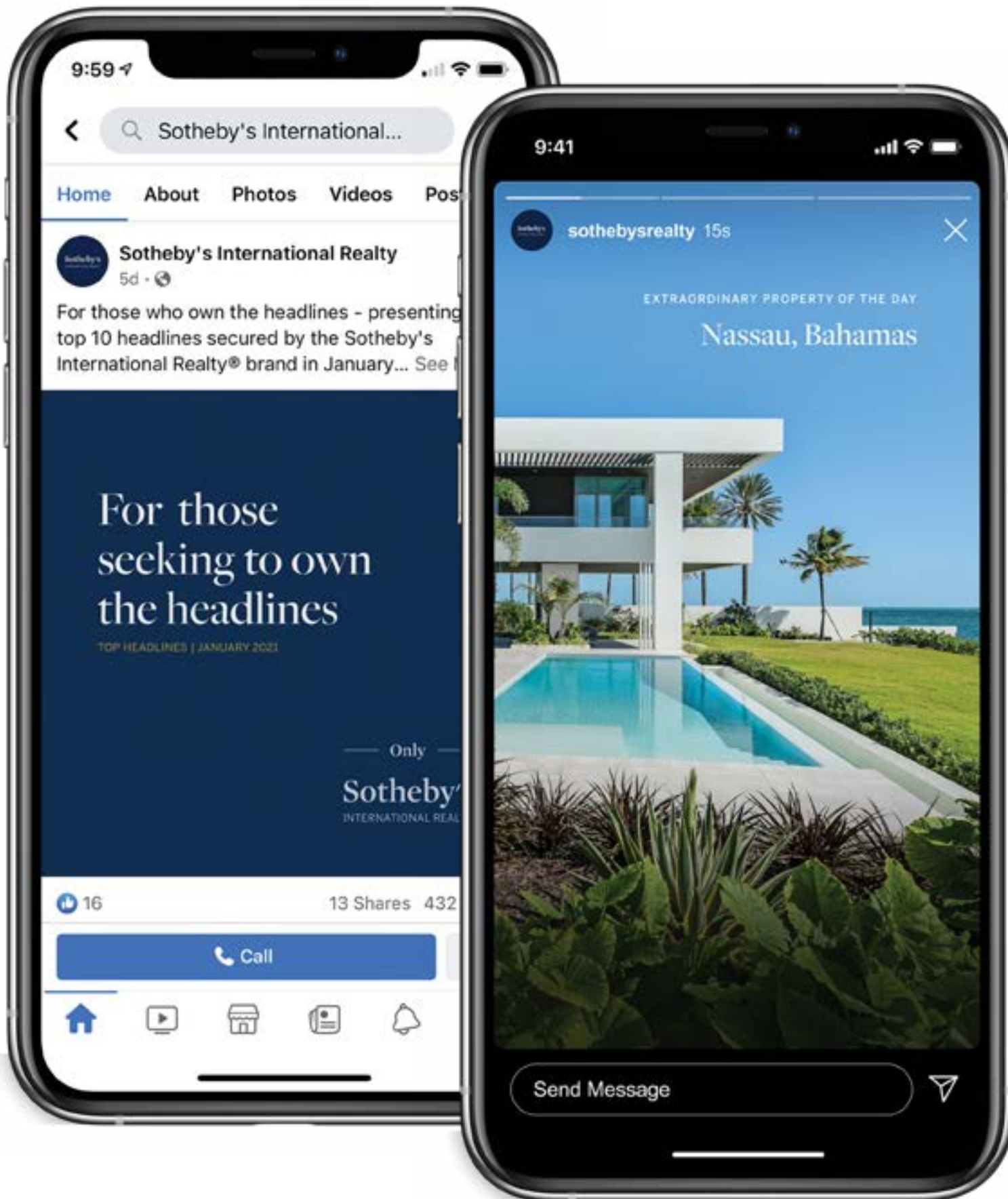
HOW DO I USE IT?

The platform will enhance your learning experience at every stage. Additionally, as the platform is designed to be highly interactive, it allows you to directly access what you need, when you need it. Head to the Learning Library where you will find a wide array of courses easily categorized by type and content.

WHERE DO I FIND IT?

Access > Menu > Services & Operations >
Help & Learning > Next Level - Learning Platform



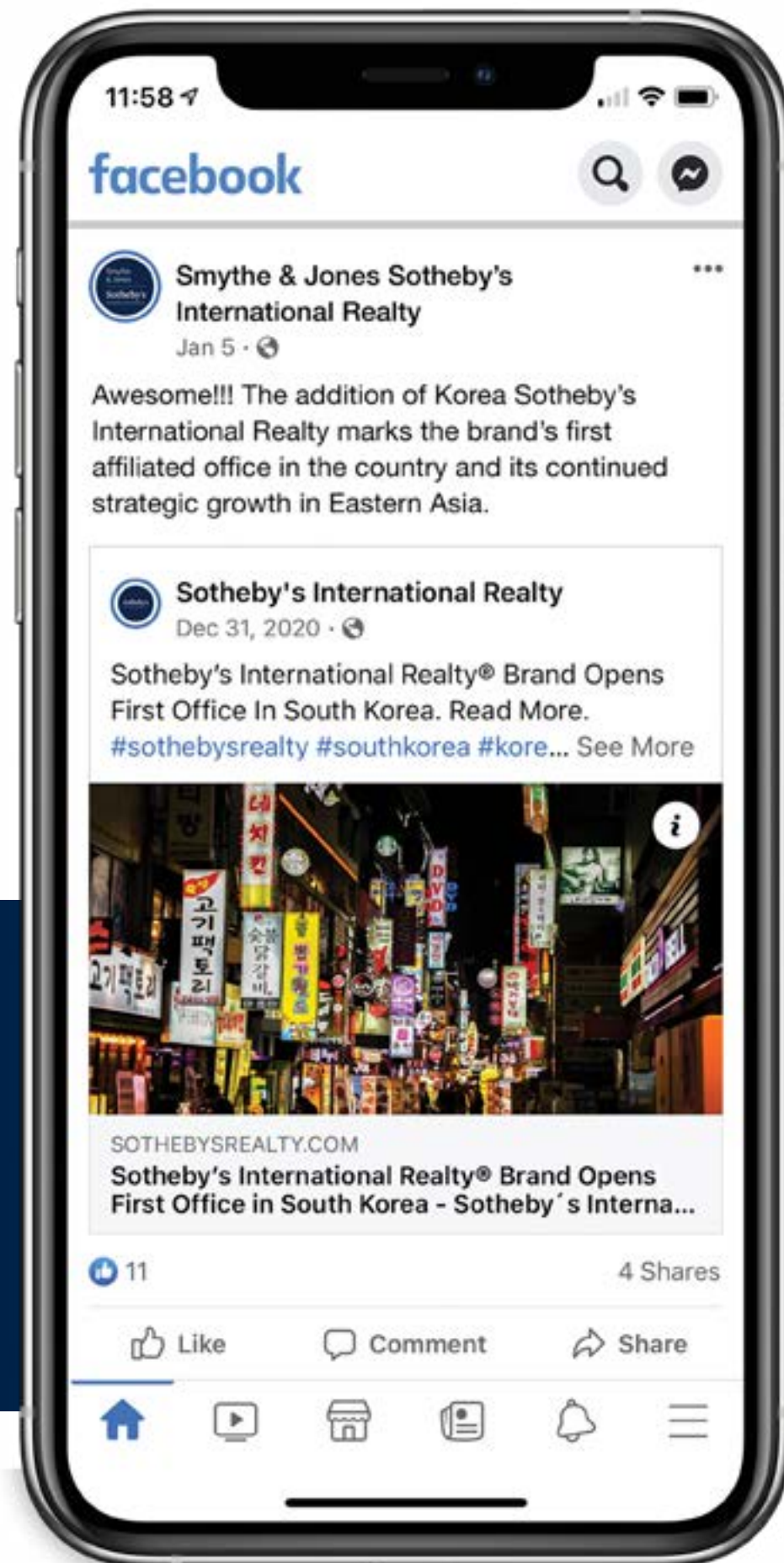


Social Media Content

Brand videos, brand hashtags, and all published brand content provide rich resources of material you can use to enhance your social media presence. This is an opportunity to present yourself as a member of the Sotheby's International Realty® network – with access to all the brand has to offer – and to add notes about your market expertise.

BRAND HASHTAGS: The Sotheby's International Realty brand has created its own branded hashtags to use across social media. We encourage you to utilize these hashtags on your own social media accounts in order to contribute to a larger, network-wide conversation and enhance your social reach.

HASHTAGS TO CONSIDER: Hashtags about your destination (#NewYork, #Cabo, #Rome etc.), real estate/architecture (#colonial, #penthouse, #victorian, etc.), amenities (#livingroom, #kitchen, #infinitypool, etc.), and lifestyle (#golf, #ski, #waterfront, #ranch, etc.), can be used when relevant — don't forget to search your hashtags on Instagram before you use them. Also, make sure your findings align with your goals. #sothebysrealty can be used on all brand-related posts.



Social Media Content (cont'd)

BRAND CONTENT: Any media published by the brand is a resource of curated content you can repost on your own social media profiles. This content includes articles on the blog, press releases, property highlights, lifestyle features, company events, ad campaigns, auction house news, partnership announcements, and much more.

HOW DO I USE IT?

Using brand content can be as simple as reposting the videos, images, and/or text into your own social media profiles. For greater engagement with your followers you can choose to edit the text on these posts to speak directly about the properties you represent in your market.

WHERE DO I FIND IT?

Hashtags: Access > Menu > Marketing > Social Media > Brand Hashtags

Brand Content: Access > Menu > Marketing > Social Media > Social Media Exposure

Social Media Best Practices: Access > Menu > Marketing > Social Media > Social Media Standards & Guidelines

Social Media Content (cont'd)

LEADING IN LUXURY ON INMAN.COM: The brand presence on Inman's influential platform is designed to highlight sales associates within our network who can share their expertise with an audience of their peers. Inman promotes the stories every Monday on its homepage and shares the content in its daily newsletter and on Inman social media accounts.

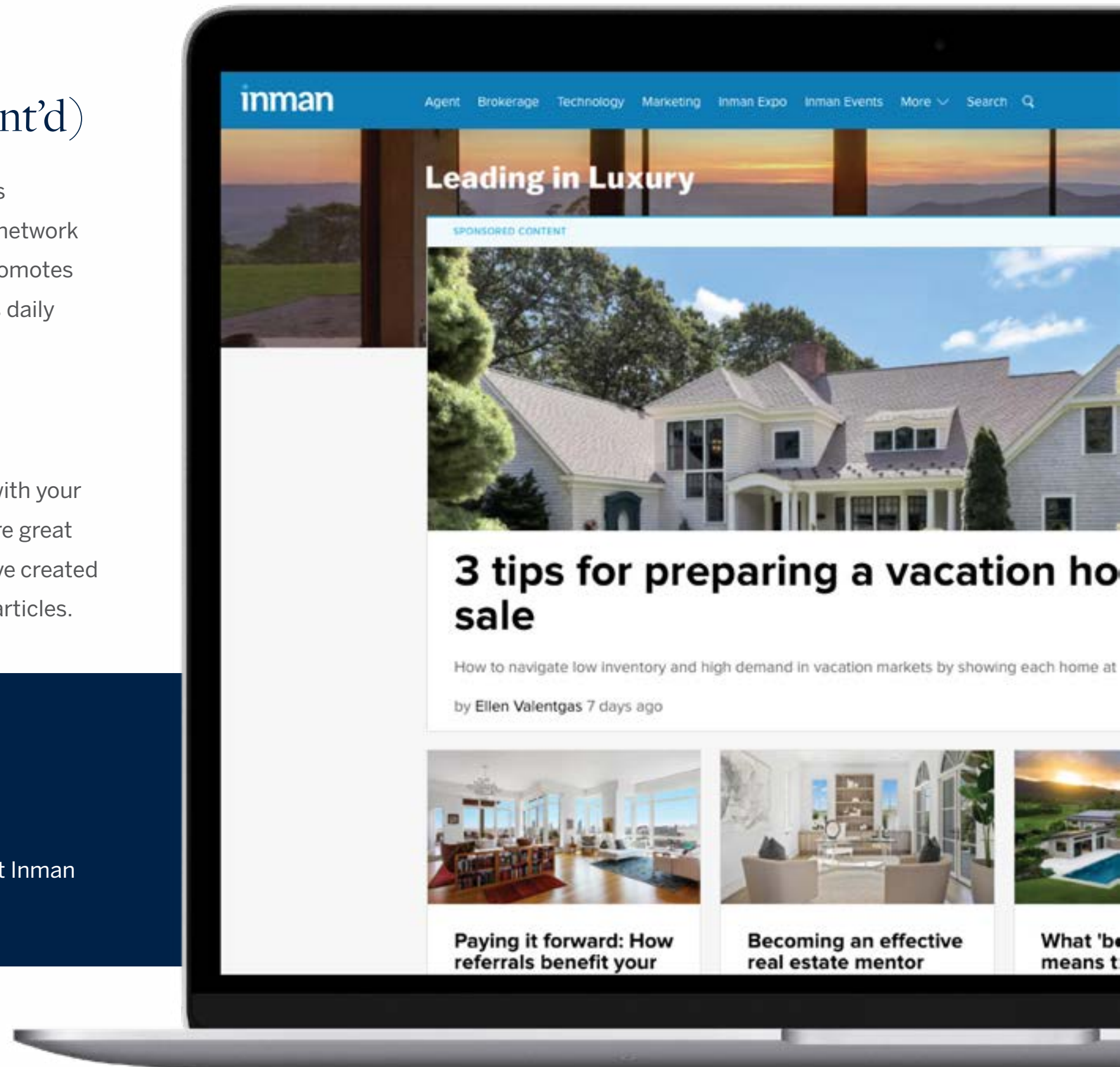
HOW DO I USE IT?

Sharing the Leading in Luxury articles on your social media profiles or with your contacts — including excerpts on your email marketing campaigns — are great avenues for promoting yourself as an industry expert. In addition, we have created templates on Design Vault designed for social media to promote these articles.

WHERE DO I FIND IT?

[Inman.com](#) > [Menu](#) > [Leading in Luxury](#)

BONUS! On Mondays, look for the latest brand updates and most recent Inman articles on the brand's "What's New" newsletter.





We leverage our brand's heritage and sophistication...
connect with affluent consumers who share our vision...
go above and beyond to meet clients' needs...
offer the only true, worldwide luxury real estate network...
partner with leading media to obtain the best exposure...
provide unparalleled reach to qualified home buyers...
showcase every listing with the highest quality production...
utilize the latest technology for even greater impact...
and deliver a singular client experience.

Doing More Is Our Distinction.

Listing Presentation

Presentation Suite is an innovative listing presentation tool that allows you to easily showcase all the features and benefits that you can offer a potential seller. The presentation templates have complete pages leveraging the brand's heritage, technology, and innovation differentiators. There are also pages available for customization with your own content that can include your sold properties, presence in your community, and more.

HOW DO I USE IT?

The goal of an effective presentation is to successfully articulate a comprehensive and continuously updated list of features and benefits provided by you, by your company, and by the Sotheby's International Realty brand to maximize the value proposition for the client.

WHERE DO I FIND IT?

Please contact your brokerage marketing expert to inquire about your brokerage's listing presentation tool of choice.

Sotheby's International Realty® Global Network

The Sotheby's International Realty brand has offices in the most significant markets in the world. These markets act as catalysts in generating sales traffic for one another. Additionally, our broker-to-broker referral network augments the deep personal connections between sales associates. Sellers benefit from the added opportunities to find buyers through the referral network as well as through Sotheby's auction clientele.

HOW DO I USE IT?

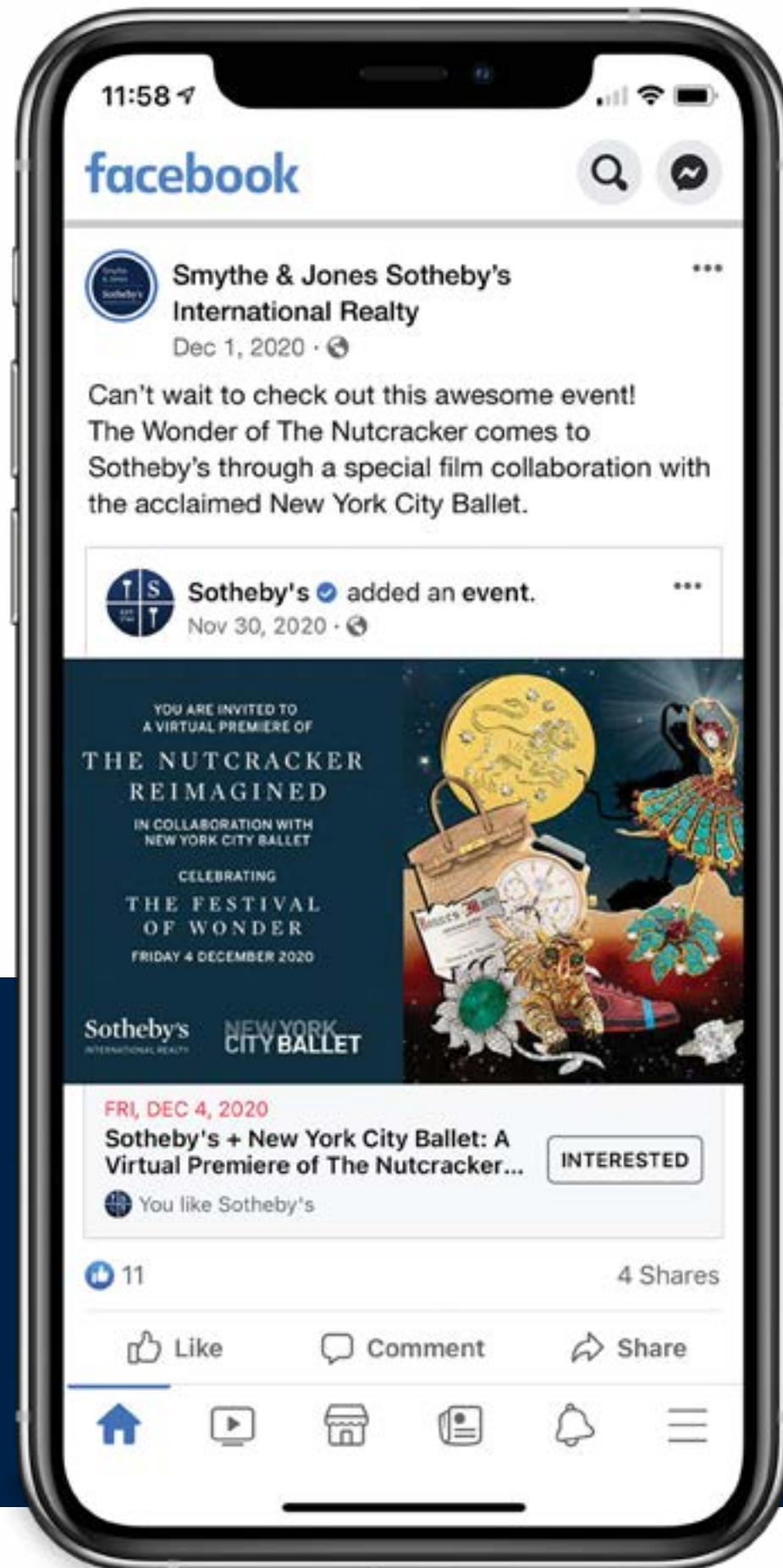
Connect with your peers, reach out to other Sotheby's International Realty offices and sales associates in your feeder markets, participate in both global and local networking events, and work with your referral manager to make sure your referrals are always entered in our system.

WHERE DO I FIND IT?

Global Directory: click on the magnifying glass at the top bar of the Access main page where you can search our directory for offices and sales associates by name or location.

Brand Events: Access > Menu > Services & Operations > Events > Event Calendar





Sotheby's Auction House

The collaboration between Sotheby's International Realty and Sotheby's leverages our brand's rich history, heritage, and unmatched credibility. This is a powerful distinguisher in the global markets we serve. Many sales associates have already experienced the power of this partnership by making the auction house a part of their ongoing marketing efforts.

HOW DO I USE IT?

Sharing auction news, highlights, and upcoming events with your network is an easy and effective way to showcase your connection with the auction house. In addition, we offer complimentary ads designed to communicate your collaboration with the auction house in listing presentations and print materials. Consignment referrals, advertising opportunities in the auction house's exclusive publications and newsletters, and access to tours of the current exhibitions are some of the additional programs available to you as part of the Sotheby's International Realty® brand.

WHERE DO I FIND IT?

Auction Events Ad Request: [Access > Menu > Marketing > Auction House > Sotheby's Auction Collaboration](#)

Auction Tours & Referral Info:

Tina-Marie Poulin – Manager of Auction Relations

+1 (212) 606-7500 | tina-marie.poulin@sothebysrealty.com

Public Relations

Sotheby's International Realty is the most profiled real estate company in the press. Which, of course, is a huge advantage to you, your clients, listings, and sales. As a result of our PR team's strong relationships with leading media outlets, we are able to generate greater exposure for your business. PR efforts not only showcase the remarkable properties we represent around the globe, which ultimately helps increase traffic to our website, the team is well-versed in industry trends and insight, presenting added exposure opportunities for you to illustrate your expertise and leadership in your respective market.

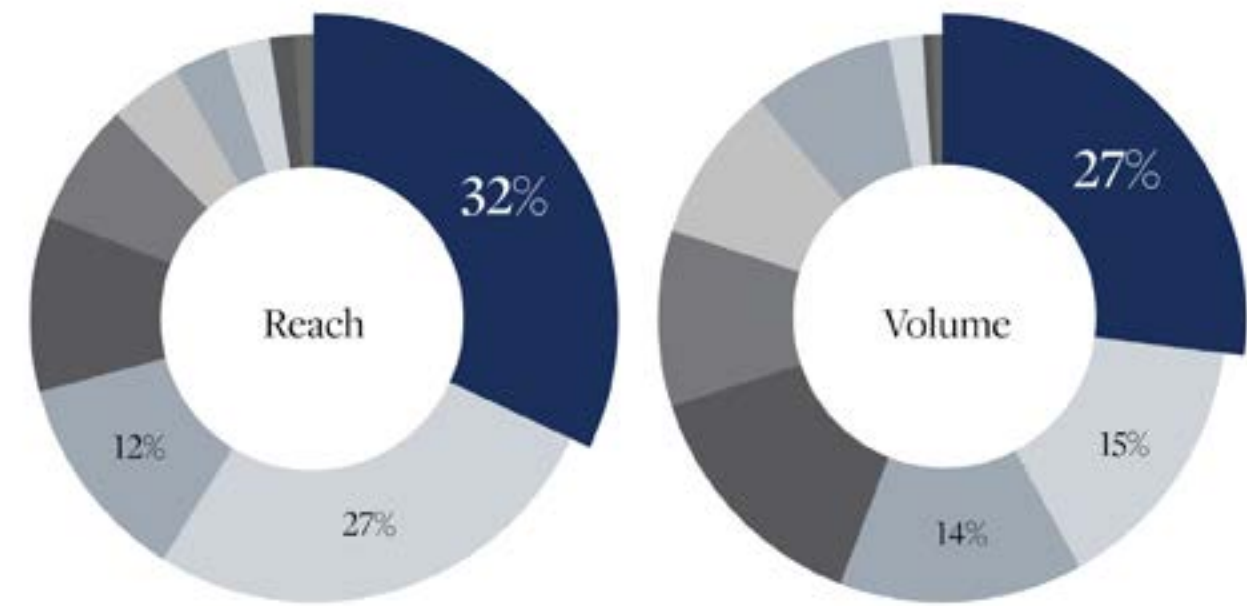
HOW DO I USE IT?

If you have a special property that could be a candidate for additional public relations exposure, be sure to let us know in a timely fashion. Connect with your company's marketing contact to review and submit to the corporate PR team.

WHERE DO I FIND IT?

Access > Menu > Marketing > Public Relations > PR Resources

Press Share of Voice



Source: Meltwater, January 1, 2020 – December 31, 2020





RESIDE® Magazine

The Sotheby's International Realty® brand has an exclusive custom publishing relationship with Dow Jones Media Group, so that affiliate offices around the world can present their own customized issue of RESIDE® magazine to their local markets.

HOW DO I USE IT?

Through the RESIDE® Marketplace, you have exclusive access to select advertising placements on the global section of RESIDE® magazine. Also, affiliate editions of the magazine present a unique opportunity to reach feeder markets and build co-marketing opportunities with those companies. You can also benefit from RESIDE's top quality content by promoting the digital edition and the podcast.

WHERE DO I FIND IT?

Access > Menu > Marketing > Advertising > Brand Magazines > RESIDE® Magazine

RESIDE® Marketplace

RESIDE® Digital Edition

BONUS! Subscribe to the digital edition to receive new magazine content right in your inbox.

New Story

Sotheby's International Realty chose New Story as our charitable partner because we believe that everyone deserves a safe place to call home. New Story is a non-profit organization that puts 100% of donations towards transforming dangerous living environments into communities of safe, sustainable homes.

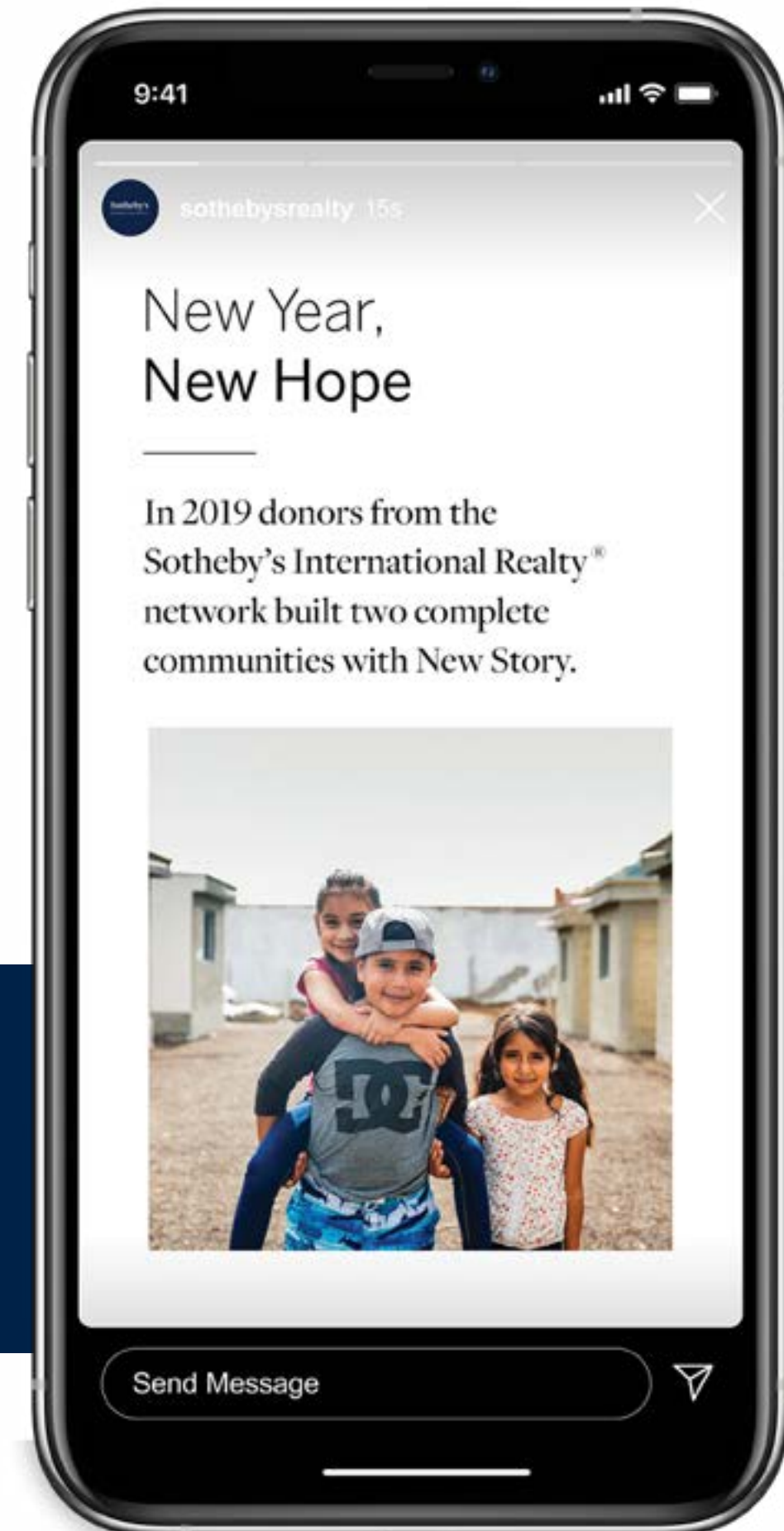
HOW DO I USE IT?

You can sign-up to have a monthly donation go directly to New Story at a denomination of your choice. Assets are available in ActivePipe and Design Vault to share the news of your efforts. This is a fantastic avenue to engage your community while spreading the word about this notable cause.

WHERE DO I FIND IT?

Access > Menu > Services & Operations > New Story Partnership

Did you know that the Sotheby's International Realty brand funded two entire communities in Mexico? [Learn more here.](#)



Sotheby's
INTERNATIONAL REALTY

FEATURED ON COVER: ST. BARTHELEMY

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