

Sotheby's
INTERNATIONAL REALTY

2022

The Distinction

Nothing compares.



SWEDEN

STOCKHOLM

SOTHEBYSREALTY.COM

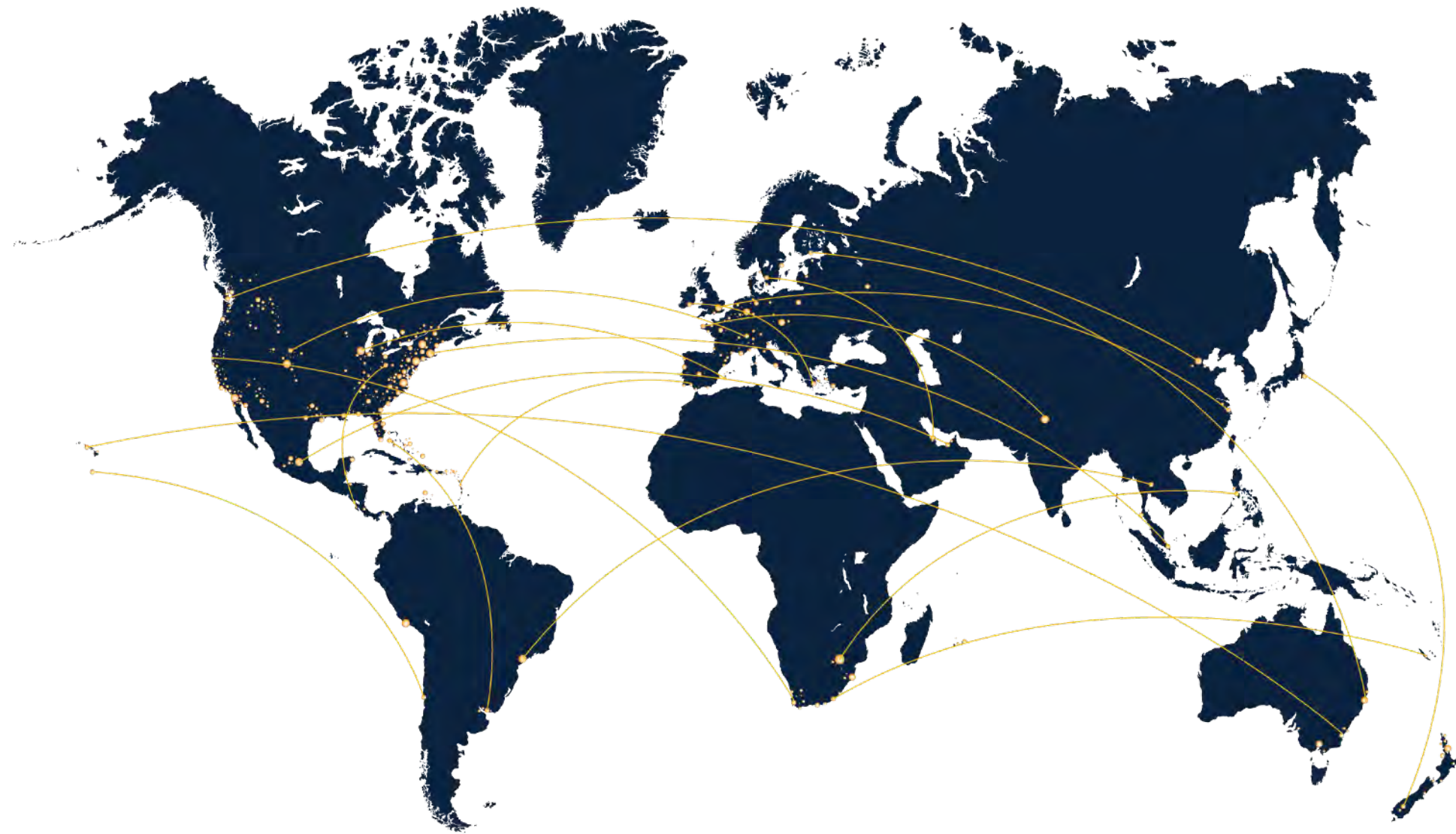
INTRODUCTION

Clients around the world turn to Sotheby's International Realty after considering one key question:

"Who can do the most for me?"

WASHINGTON, D.C.





Globally Connected

Sotheby's International Realty is the only truly global real estate brand, with a network of residential brokerage companies in more than 77 countries and territories. Through our personal relationships, our sellers reach a highly qualified global clientele.

Our Brand, Your Advantage

The Sotheby's International Realty® brand is built on the centuries-long prestige of the world's preeminent auction house. Our unmatched reputation gives our listings the best-in-class exposure they deserve and it assures buyers they are working with experts they can trust no matter where they are in the world.



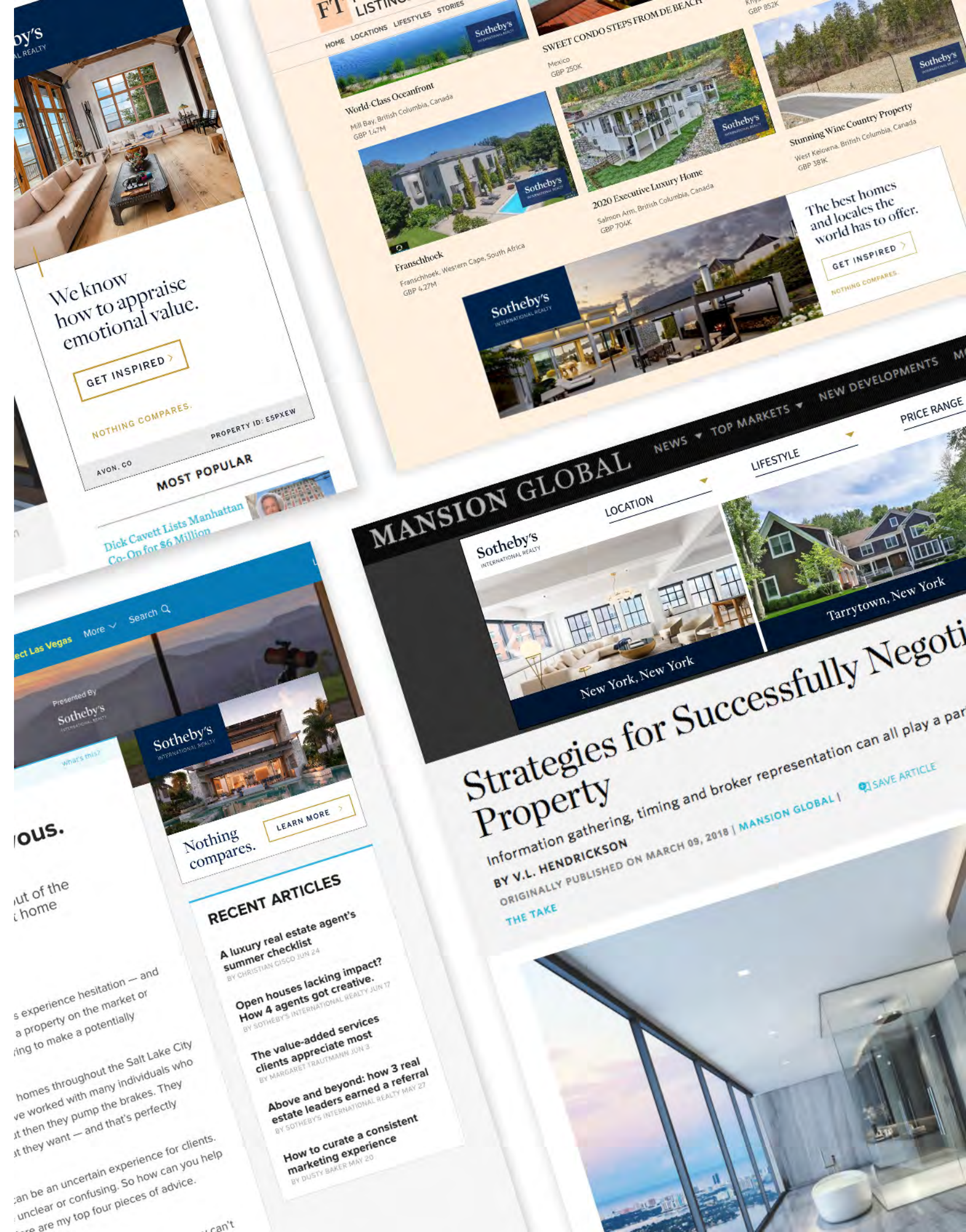


A Unique Collaboration

The properties represented by our network are exclusively promoted to the affluent clients of Sotheby's auction house through events, signature publications, digital newsletters, The Collection program, and direct traffic linked from sothebys.com to sothebysrealty.com.

Impeccable Presentation

Collectors of fine art and possessions are equally as passionate about their homes, so we take pride in showcasing our properties with rich photography, ultra-high-definition video, and virtual reality tours to help inspire buyers and sellers more than ever.



YouTube

THE WALL STREET JOURNAL.

AD
MEXICO

Teads
The Global Media Platform

LUXURY ESTATE

EXPANSION

dwel

theTradeDesk

Instagram

The New York Times

FINANCIAL TIMES

AD

realestate.com.au

NIKKEI

facebook

MANSION GLOBAL

Google

居外
Juwai.com

South China Morning Post

PROPRIÉTÉS
LE FIGARO

JamesEdition

PropGOLuxury

inman

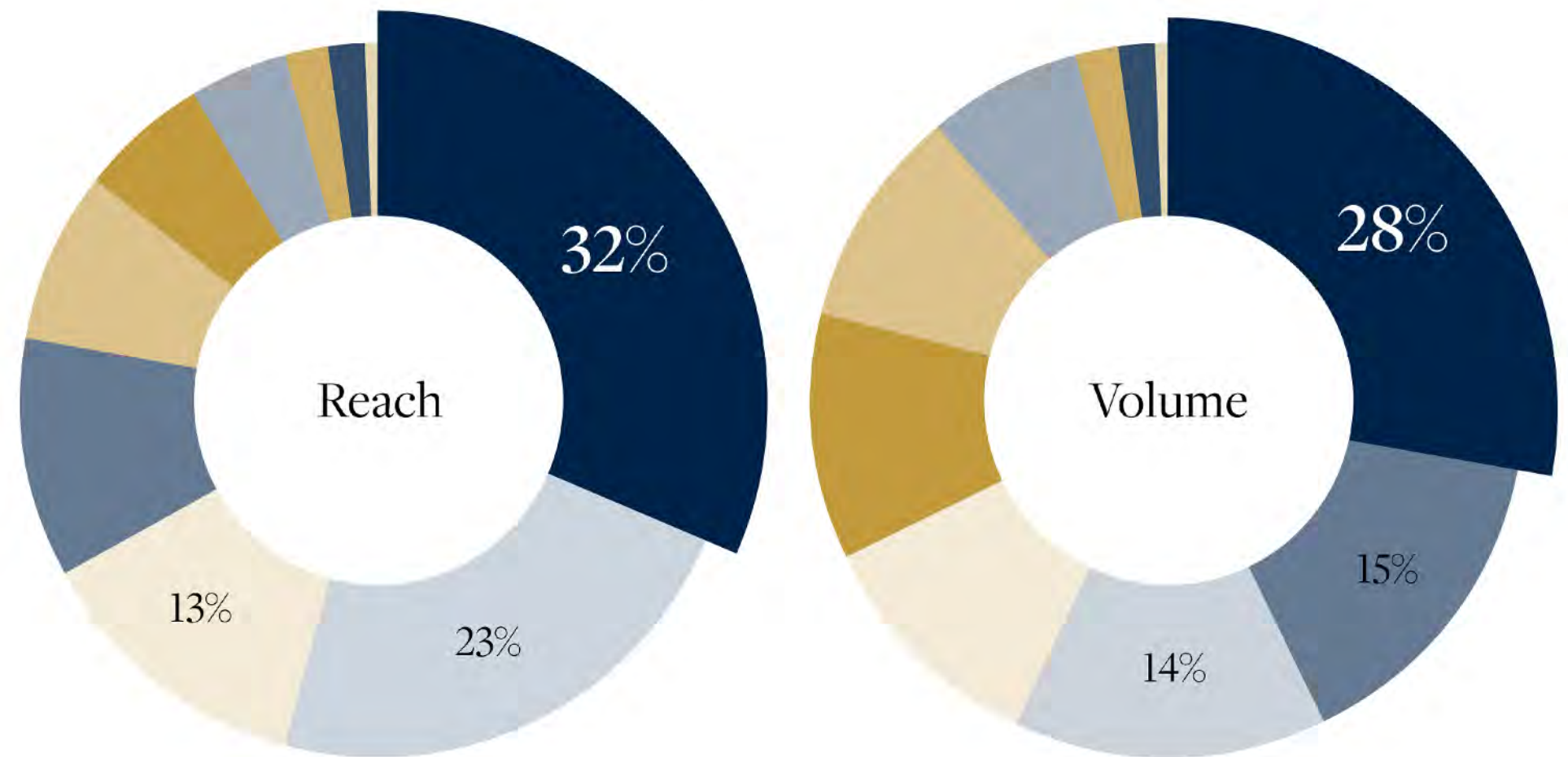
Exclusive Partnerships, Superior Exposure

The exposure and worldwide reach of our listings sets us apart. We partner with media powerhouses to introduce your home to discerning audiences worldwide. We complement those efforts with targeted digital and print advertising plans that are often exclusive to Sotheby's International Realty. In addition to your home being showcased on sothebysrealty.com, it will also be marketed on more than 100 local Sotheby's International Realty® websites.

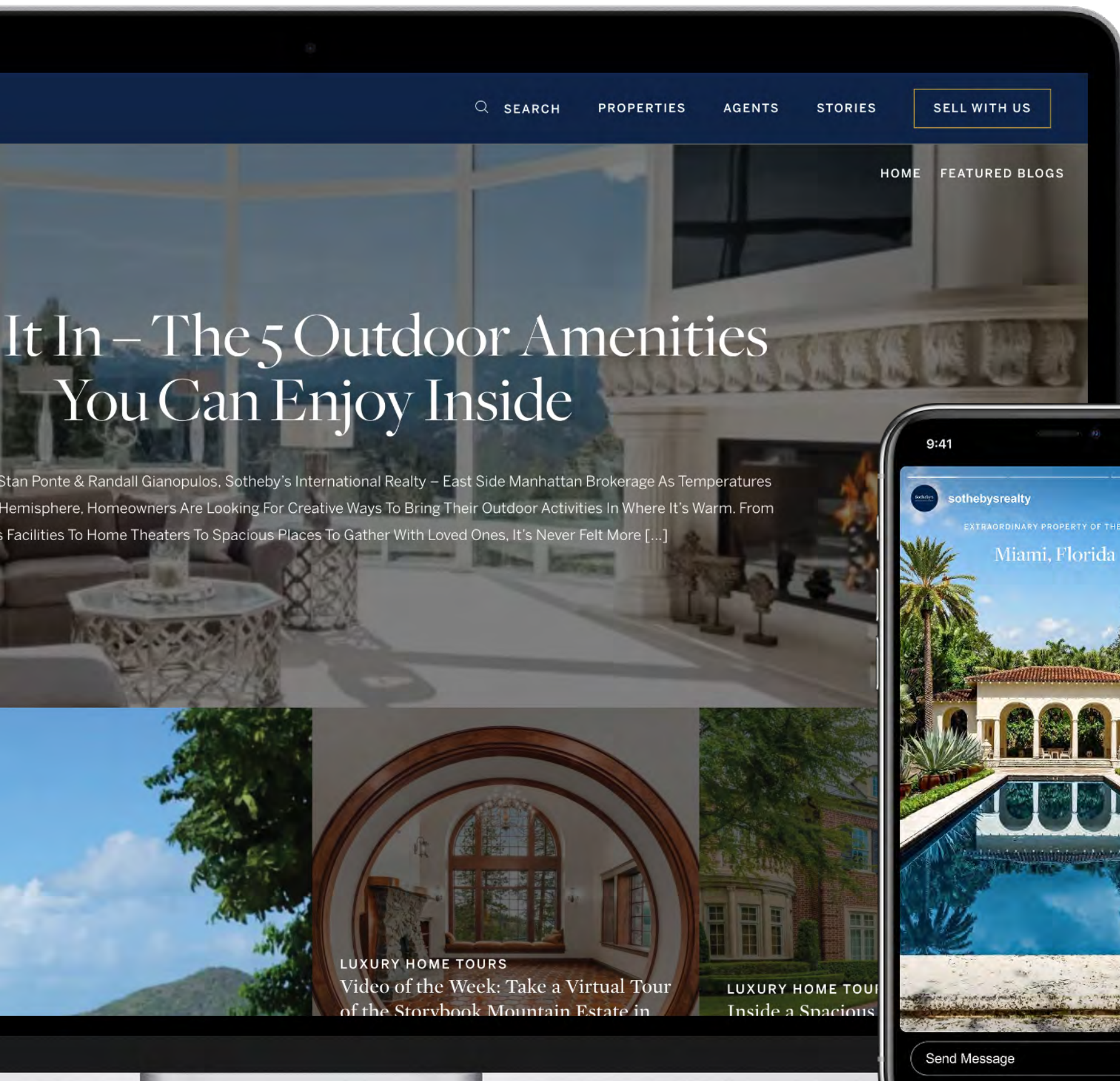
Public Relations

Sotheby's International Realty is the most profiled company in the press. Our public relations team fosters relationships with leading media outlets to achieve two objectives: increase traffic to our website and generate exposure for the brand and our listings.

2021 Press Share of Voice

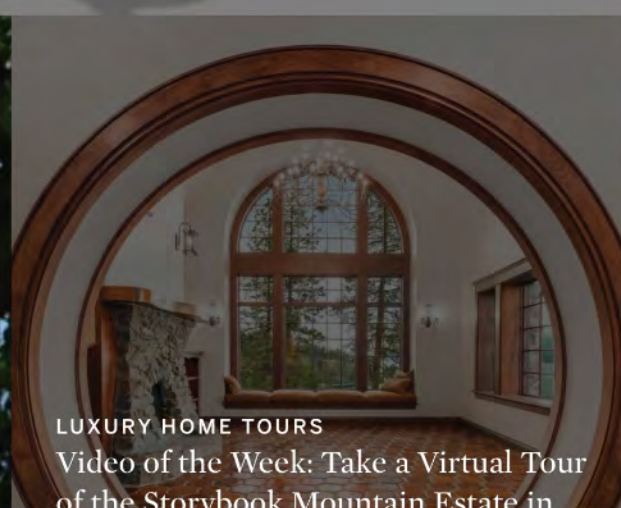


Source: Meltwater, January 1, 2021 – December 31, 2021



It In – The 5 Outdoor Amenities You Can Enjoy Inside

Stan Ponte & Randall Gianopulos, Sotheby's International Realty – East Side Manhattan Brokerage As Temperatures
Hemisphere, Homeowners Are Looking For Creative Ways To Bring Their Outdoor Activities In Where It's Warm. From
Facilities To Home Theaters To Spacious Places To Gather With Loved Ones, It's Never Felt More [...]



LUXURY HOME TOURS
Video of the Week: Take a Virtual Tour
of the Storybook Mountain Estate in



LUXURY HOME TOUR
Inside a Spacious

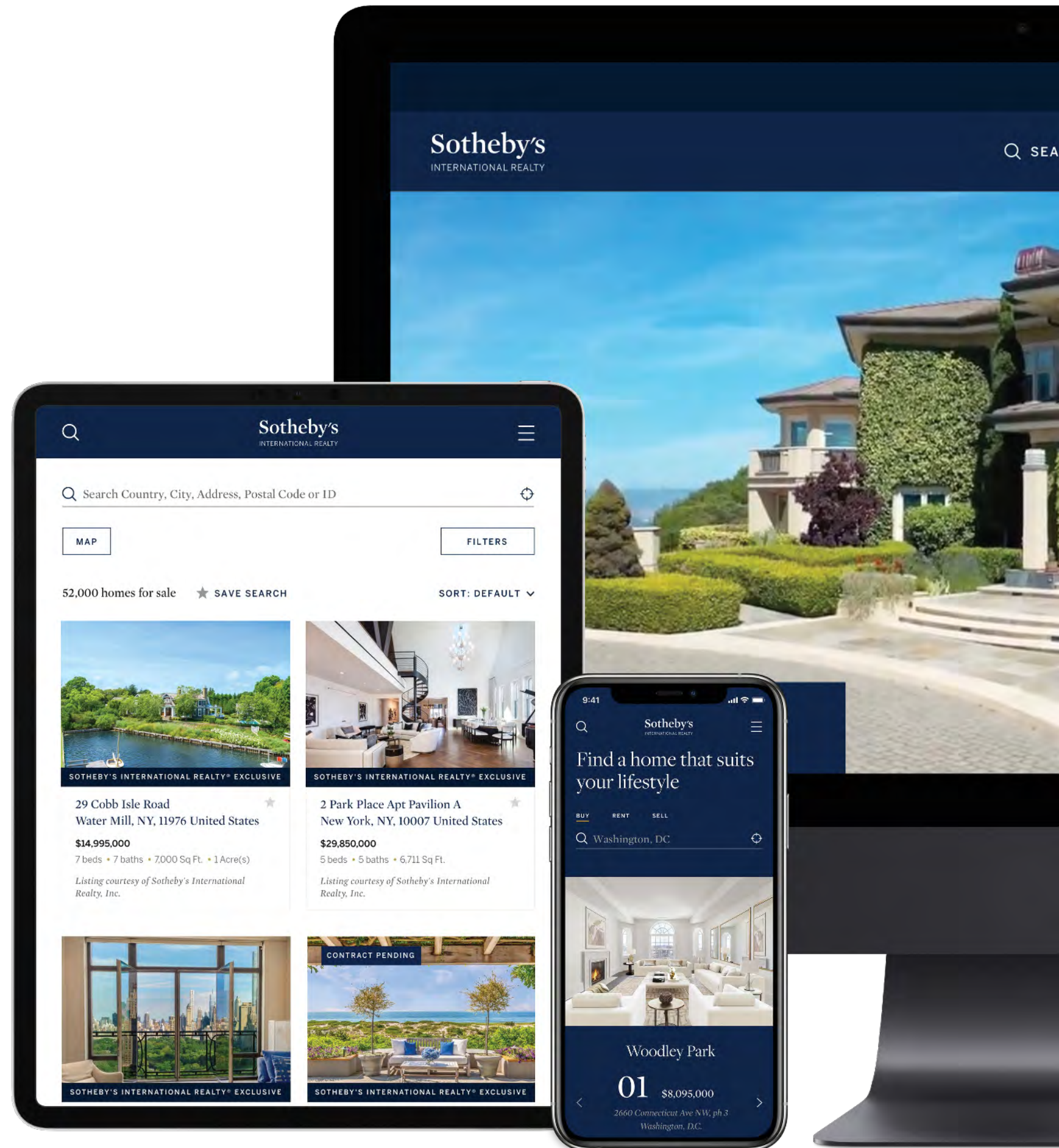


Social Media

We craft exclusive social media content for people passionate about fine living. We have a growing number of more than 941K followers viewing our content on Instagram, YouTube, Facebook, Pinterest, LinkedIn, Twitter, WeChat, and our popular RESIDE® Blog. Our award-winning YouTube channel has more video views and subscribers than any other real estate brand.

sothebysrealty.com

In 2021, the newly relaunched sothebysrealty.com won a prestigious Webby Award for Best Real Estate Website. Our enhanced website— now in 14 languages — engages millions of buyers, immersing them in your home via high-resolution photography, 3D virtual reality tours, and ultra-high-definition videos. Listings from around the globe can be accessed seamlessly on any device and mobile users can directly text a sales associate from any listing page.



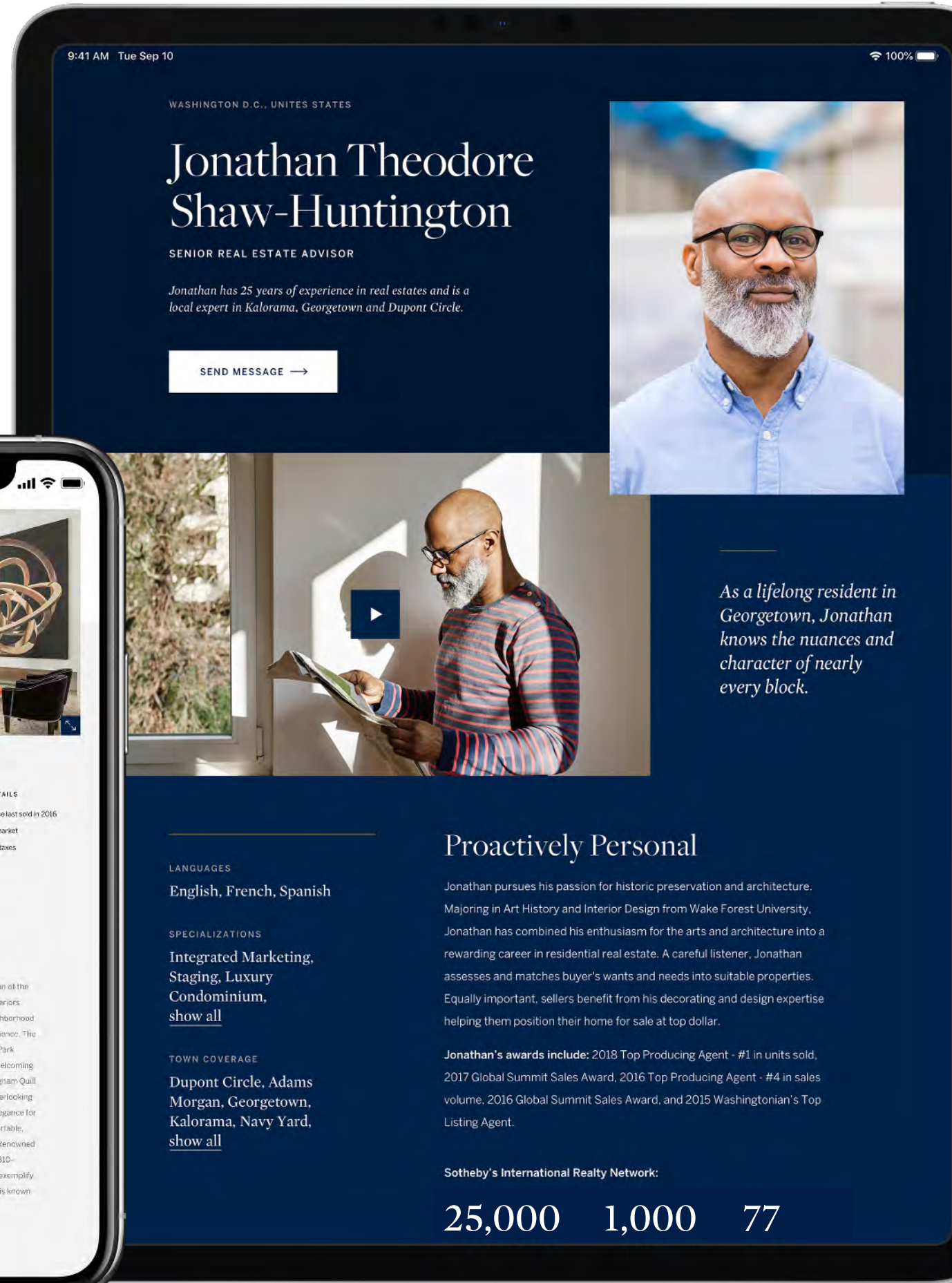
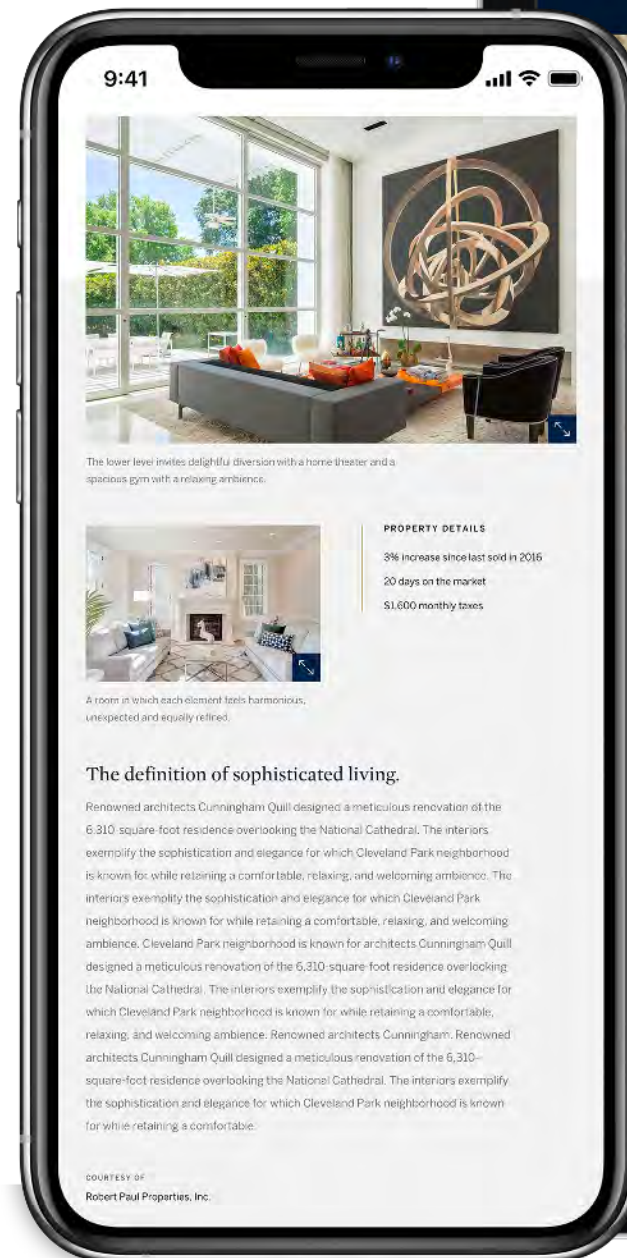


Apple TV

Our innovative Apple TV app gives consumers the big-screen details of our properties from the comfort of their living rooms. It's the best way to explore a home from afar. Our app is the only one that lets users explore by lifestyle and amenities, highlight properties and recent searches, and view property videos.

SIR Mobile

Our mobile app — now in 14 languages — is the only luxury real estate app that serves properties around the world. You can experience homes on your mobile device with property videos and 3D tours.



WASHINGTON D.C., UNITES STATES

Jonathan Theodore Shaw-Huntington

SENIOR REAL ESTATE ADVISOR

Jonathan has 25 years of experience in real estates and is a local expert in Kalorama, Georgetown and Dupont Circle.

SEND MESSAGE →



As a lifelong resident in Georgetown, Jonathan knows the nuances and character of nearly every block.

LANGUAGES

English, French, Spanish

SPECIALIZATIONS

Integrated Marketing,
Staging, Luxury
Condominium,
[show all](#)

TOWN COVERAGE

Dupont Circle, Adams
Morgan, Georgetown,
Kalorama, Navy Yard,
[show all](#)

Proactively Personal

Jonathan pursues his passion for historic preservation and architecture. Majoring in Art History and Interior Design from Wake Forest University, Jonathan has combined his enthusiasm for the arts and architecture into a rewarding career in residential real estate. A careful listener, Jonathan assesses and matches buyer's wants and needs into suitable properties. Equally important, sellers benefit from his decorating and design expertise helping them position their home for sale at top dollar.

Jonathan's awards include: 2018 Top Producing Agent - #1 in units sold, 2017 Global Summit Sales Award, 2016 Top Producing Agent - #4 in sales volume, 2016 Global Summit Sales Award, and 2015 Washingtonian's Top Listing Agent.

Sotheby's International Realty Network:

25,000 1,000 77



Virtual Staging

Virtual staging is the transformation of a single photo into a uniquely virtually staged scene to make listings that are not furnished or in need of a refresh, look more appealing. Virtually staged photos can be used for online marketing exposure on sothebysrealty.com, Apple TV, SIR Mobile, and will also be sent to the brand's syndication channel partners. Any property can be transformed using virtual staging technology.

Ranch Houses
Get a Chic Update

Where to Gaze
At the Stars

Malin Akerman's
Favorite Things at Home

Tastes of the
Middle East

RESIDE

RESIDE[®] Magazine

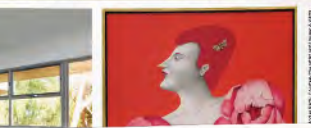
RESIDE is the Sotheby's International Realty[®] brand's print and digital magazine devoted to the finest in inspirational homes and lifestyles worldwide. It's a destination for connoisseurs of art, culture, design, travel, fashion, food, and philanthropy — and another impactful way to reach even more buyers.

Daniel Gale | Sotheby's INTERNATIONAL REALTY



WHAT'S NEW IN ART, ARCHITECTURE, AND DESIGN

EDGY PASTELS, AMENITY-FILLED
SECOND HOMES, AND KITCHEN
APPLIANCES THAT BLEND IN WELL



THE WORLD'S FINEST MUSEUMS AND CULTURAL INSTITUTIONS ARE ACCESSIBLE FROM YOUR COUCH

With the convenience of a click, the world's great museums and cultural institutions are now accessible from your couch. The digital age has opened up a world of art and culture to a much wider audience than ever before. From virtual tours of the Louvre to online exhibitions at the Met, the possibilities are endless. This digital revolution has made it possible for anyone, anywhere, to experience the world's most renowned museums and cultural institutions. It's a truly transformative moment in the history of art and culture, and one that is only just beginning.



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RESIDE FALL 2020

ARCHITECTURE

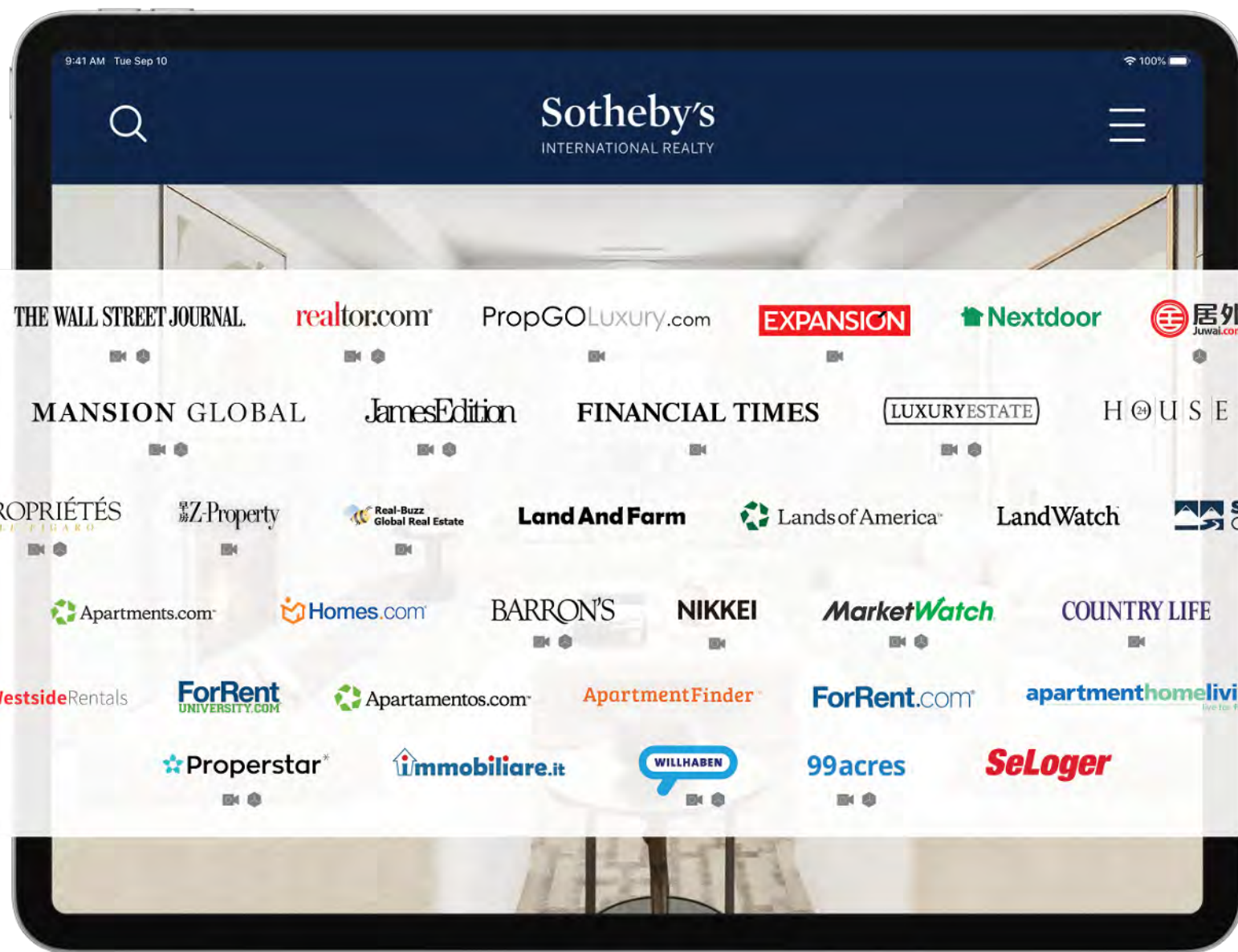
The modern ranch house, for the most part, is the standard. The ranch style is a blend of traditional and modern architecture. It's a style that has been popular for decades, and it's still going strong. The ranch house is a style that is both functional and beautiful. It's a style that is both timeless and contemporary. The ranch house is a style that is both practical and stylish. It's a style that is both functional and beautiful. It's a style that is both timeless and contemporary. The ranch house is a style that is both practical and stylish.

DESIGN

Design is a process of creating a visual environment. It's a process that involves the use of color, form, and space. Design is a process that is both creative and practical. It's a process that is both functional and beautiful. Design is a process that is both timeless and contemporary. Design is a process that is both practical and stylish.

ART

Art is a form of expression. It's a form that is both creative and practical. Art is a form that is both functional and beautiful. Art is a form that is both timeless and contemporary. Art is a form that is both practical and stylish. Art is a form that is both functional and beautiful. It's a form that is both timeless and contemporary. Art is a form that is both practical and stylish.



Property Distribution

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global media partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. Once a home is showcased on sothebysrealty.com, it is exclusively distributed to more than 100 Sotheby's International Realty affiliate websites around the world.

*Properstar will expand our syndication portfolio by 34 additional websites.



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 buyers and sellers.

showcase every listing with the highest quality production.

utilize the latest technology for even greater impact.

deliver a singular client experience.

Doing more is our distinction.

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