

Agent Profile Page Requirements Document

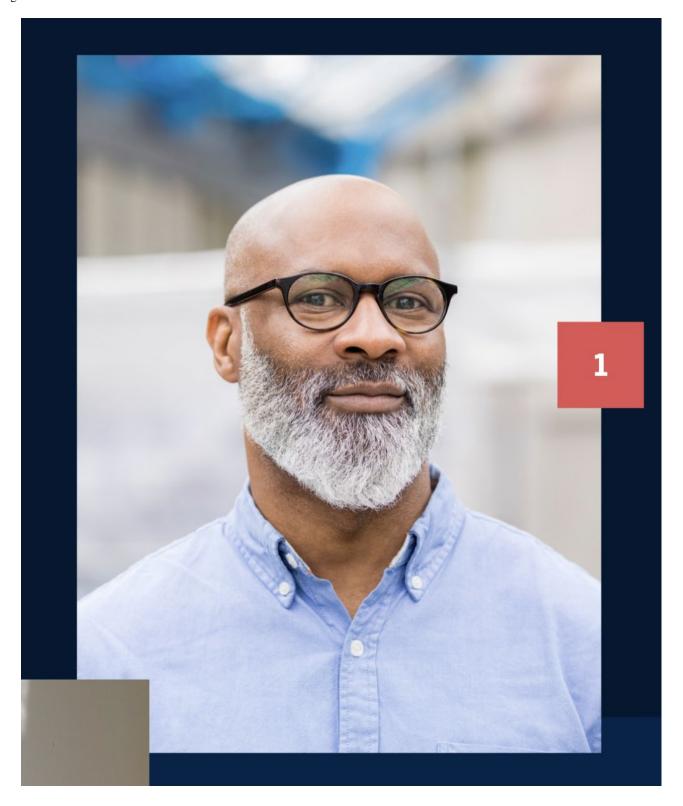
With the new design of the Agent Profile Pages on sothebysrealty.com, a number of new content areas will be surfaced and highlighted. Some existing items will also receive a new prominence, and require changes to the assets behind them.

CLICK HERE to download a PDF Guide of all content elements on the new Agent Profile Page for sothebysrealty.com

CLICK HERE to learn more about dash and how to update your content.

Key Content Areas

The new sir.com Agent Profile Page contains a few notable changes that require actions in dash:



Agent Profile Image

- Portrait (Vertical) Orientation
- Colorful (optional)
- 840px by 1120px (72 dpi)
- If no profile image is provided, the agent name and details will fill the space.



Agent Video

- Pulled from Dash
- QC Approval (see Style Guide for requirements)
- If no video is provided, the first image from the agent's newest on-market property will be shown. Will collapse if there are no listings.

LANGUAGES

English, French, Spanish

SPECIALIZATIONS

Integrated Marketing, Staging, Luxury Condominium, show all

TOWN COVERAGE

Dupont Circle, Adams Morgan, Georgetown, Kalorama, Navy Yard, show all

Agent Details

Pulled from dash

- Entered under the "Profile" section
- Town coverage will show the locations of the offices the agent is associated with. This will be fully editable at a future date.

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.

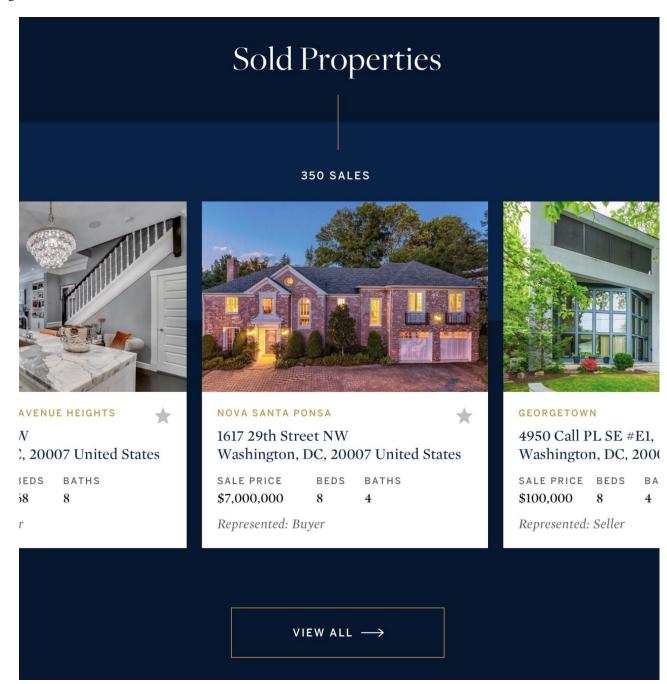
Agent Bio

Headline

- 30 Characters or less (including spaces)
- Entered under the Remarks section called "Headline"

Description

- 500-770 Characters or less (including spaces)
- Will truncate with "Show More" CTA if it exceeds this amount
- Enter under the Remarks section called "Personal Profile"



Sold Properties

- · Automatically pulled from MLS data
- Will collapse (hide) if no data is available

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