

Sotheby's
INTERNATIONAL REALTY

2022

The Distinction

Nothing compares.



STOCKHOLM SWEDEN

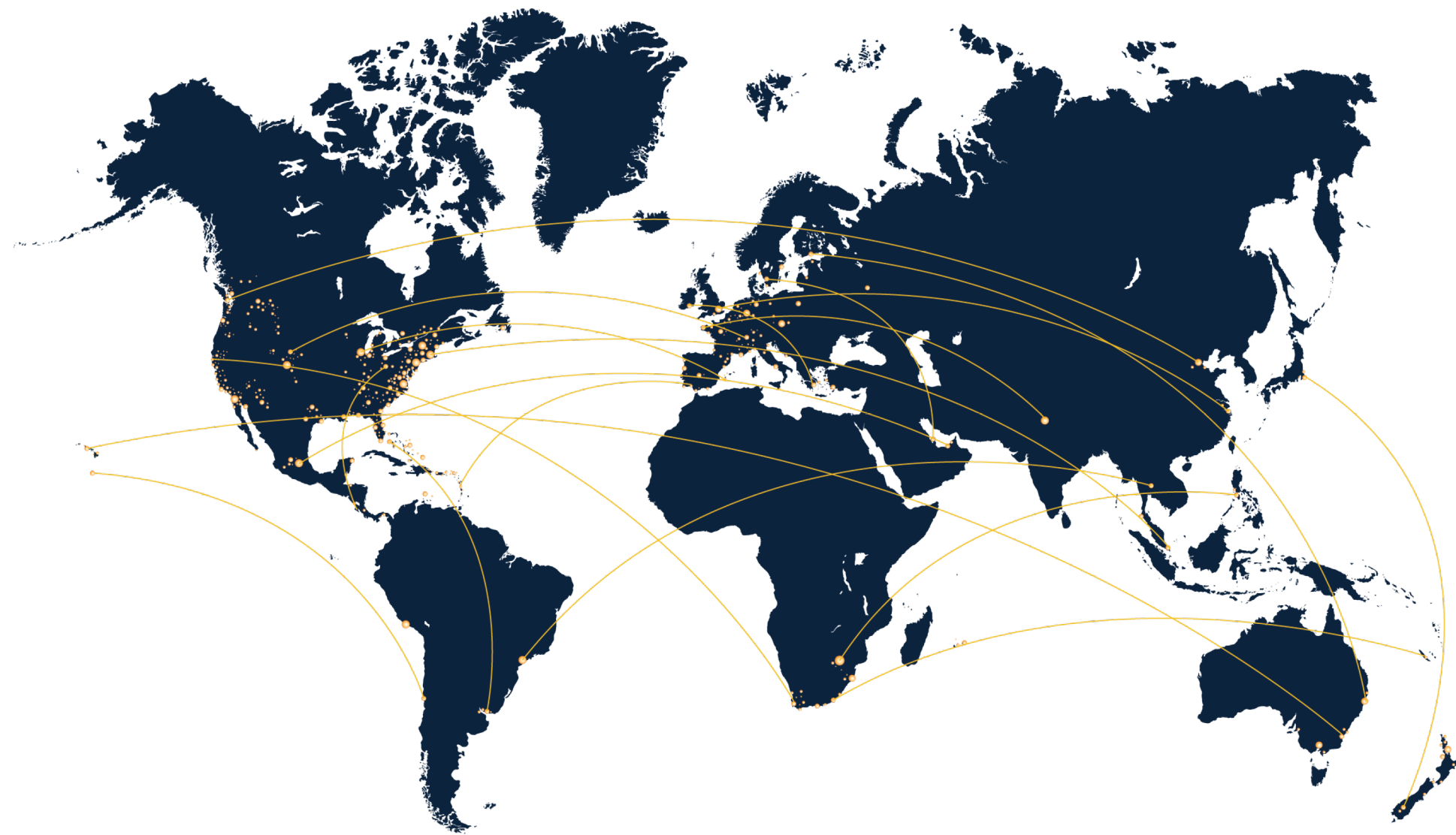
SOTHEBYSREALTY.COM

INTRODUCTION

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

"Who can do the most for me?"





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.



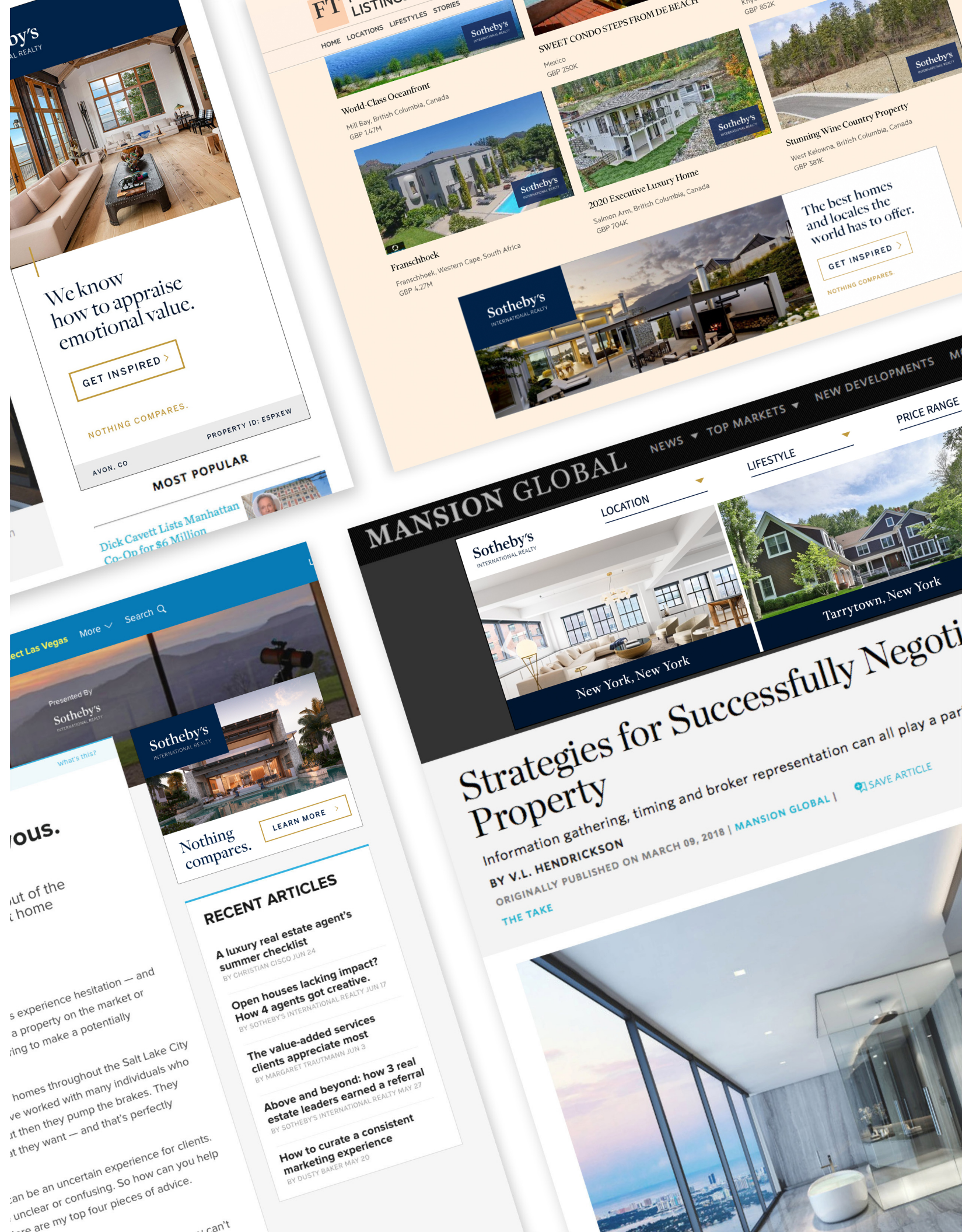


A Unique Collaboration

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

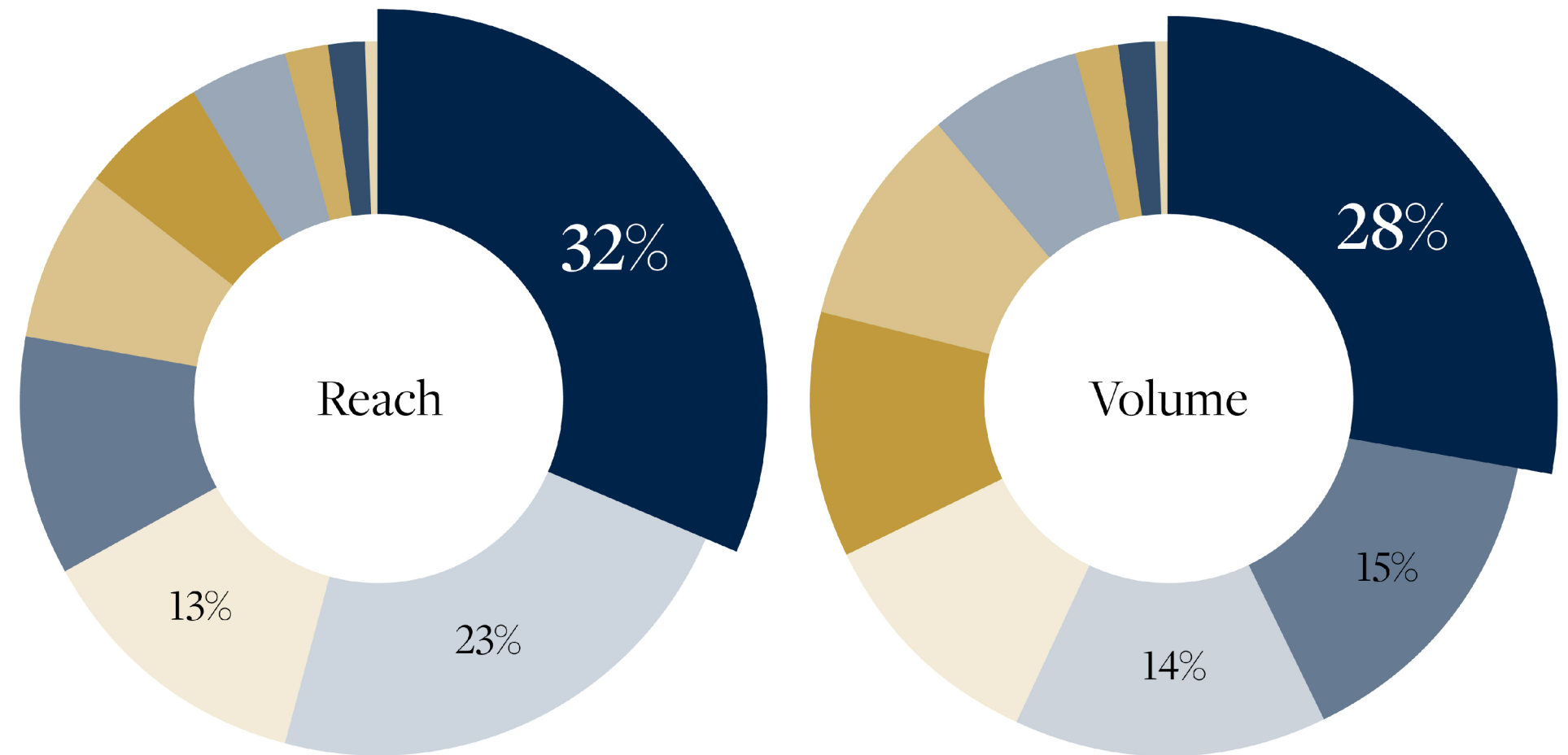
Exclusive Partnerships, Superior Exposure

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.

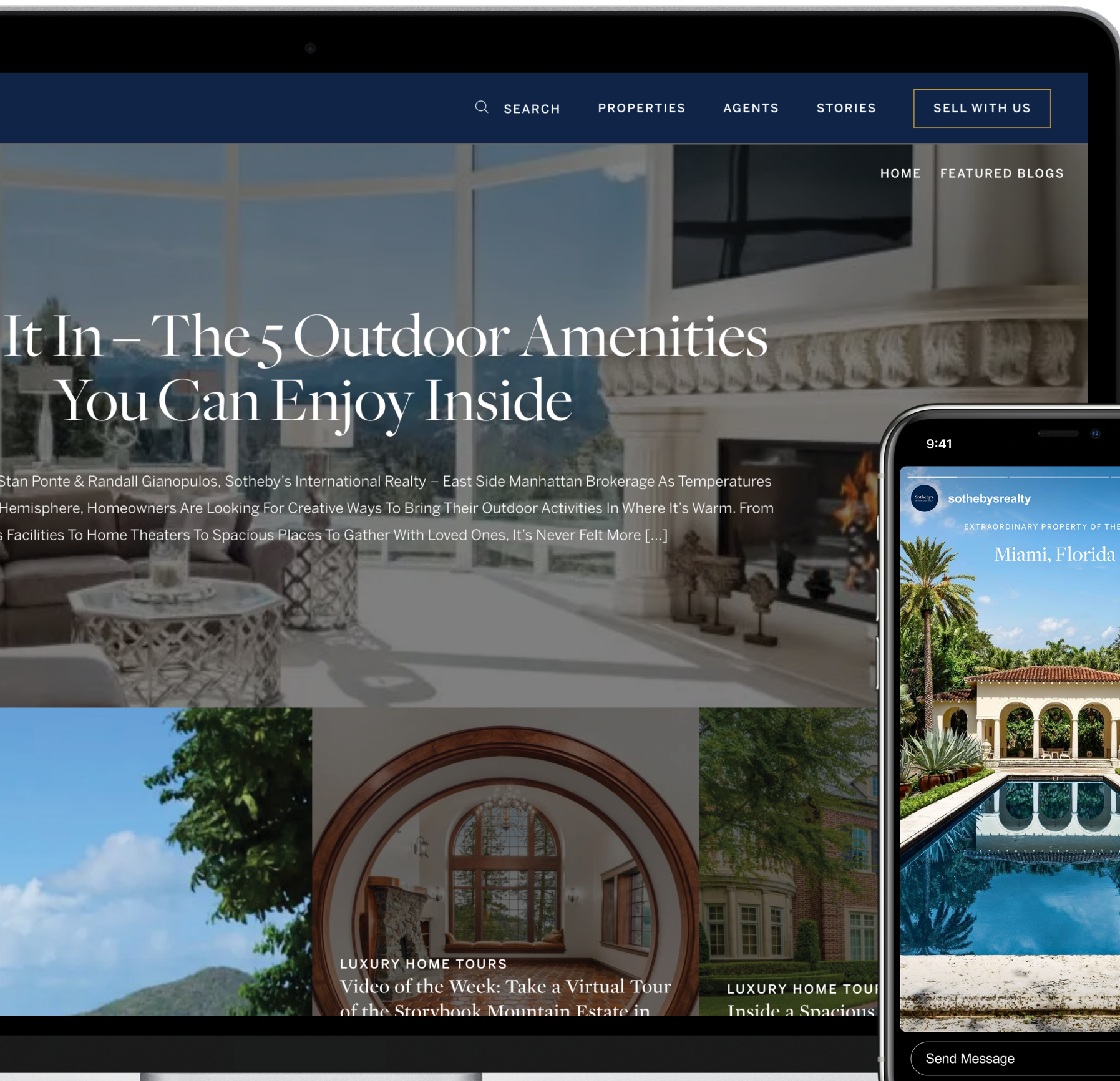
Public Relations

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

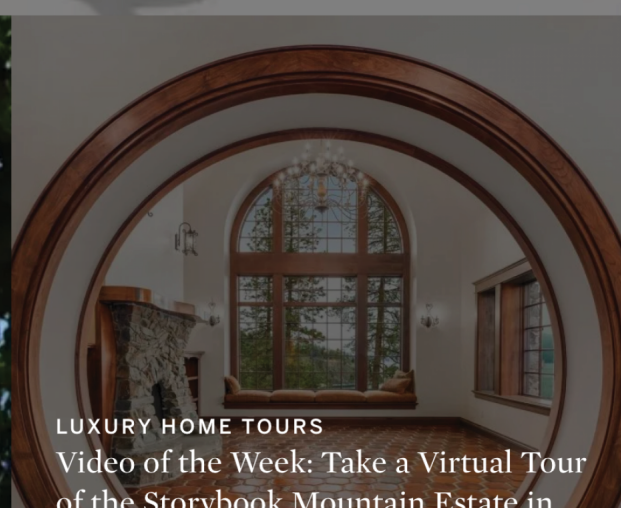


Source: Meltwater, January 1, 2021 – December 31, 2021



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 TOURS
Inside a Spacious

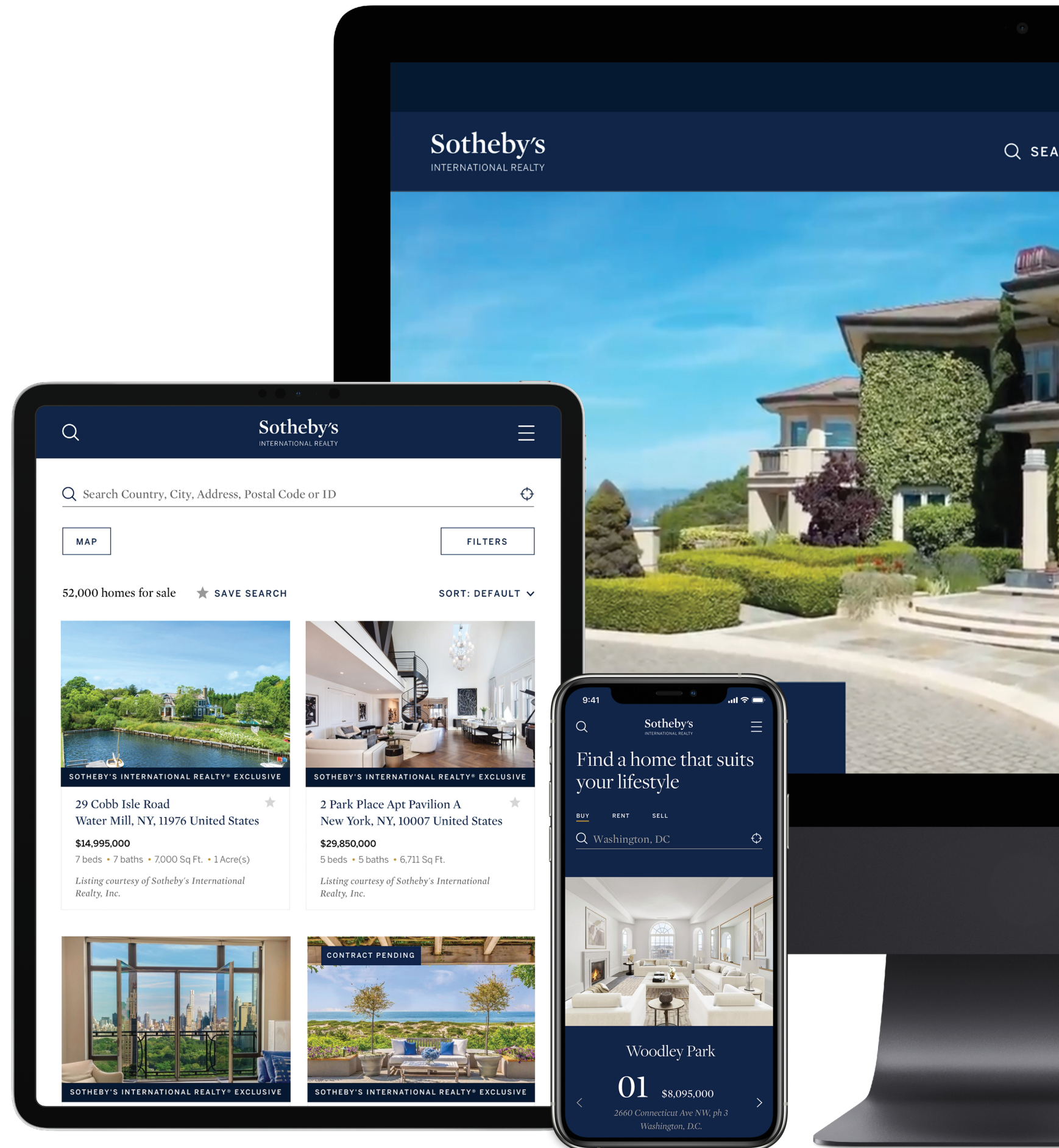


Social Media

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.



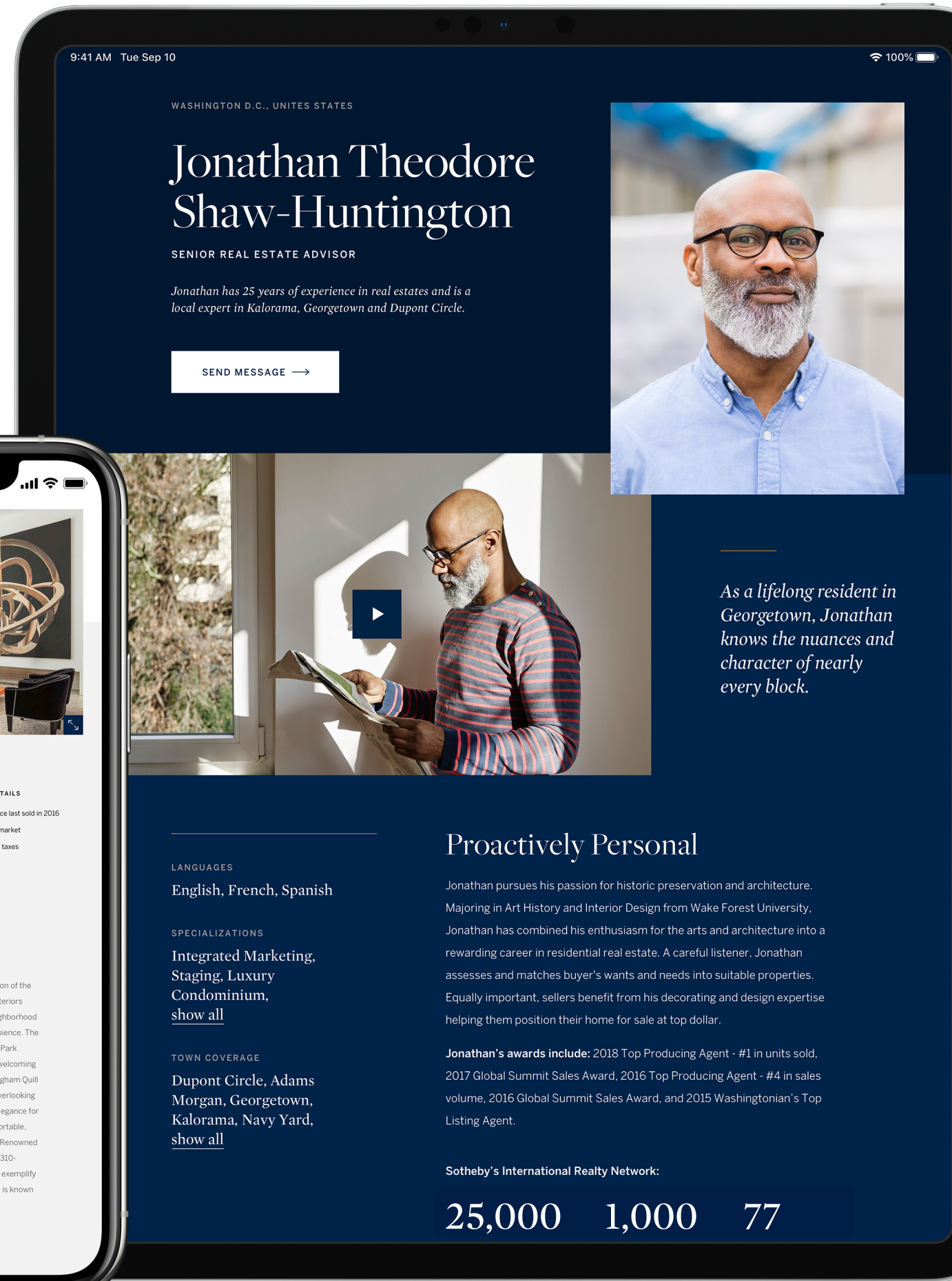
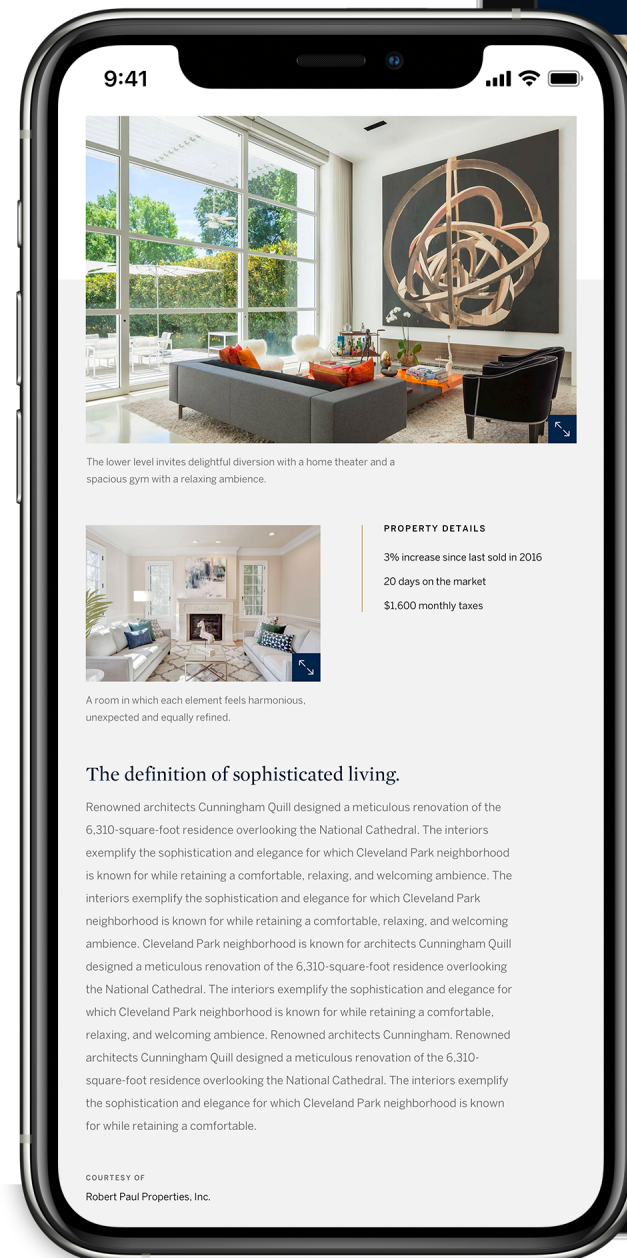


Apple TV

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.





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.

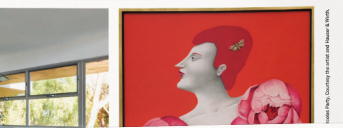
Daniel Gale | Sotheby's INTERNATIONAL REALTY



WHAT'S NEW IN ART, ARCHITECTURE, AND DESIGN

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

Contemporary painters are turning to pastels, summer scenes are getting sophisticated, and kitchen appliances are being cleverly concealed. Here are the latest trends in art, architecture, and design.



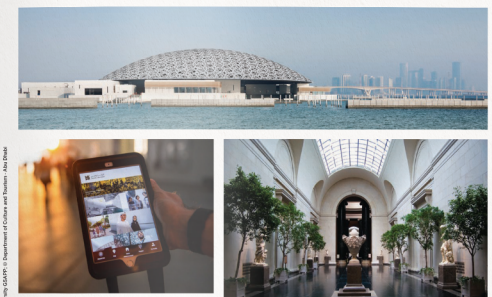
ARCHITECTURE
The traditional vacation home, be it the rustic cabin in the woods or the modern cottage on a private beach, is getting as sophisticated as its aesthetics and amenities not only for the elite but also for many more of the primary residents.
Architects Charles M. Haver and Stewart R. Shickel, whose previous firm in Boulder, Colo., specializes in second homes, says high net worth individuals are spending more time at these homes away from home.
"That is the ultimate luxury, and our clients see these homes as their refuge," Haver says, adding that some families spend the entire summer there.
"There also are places where they vacation in groups, and if, like most of our clients, they have large properties, they request multiple buildings."
The architecture of a new grand home's facts in Washington, Conn., is a Manhattan family that includes not only a traditional-style stone house but also an entertainment suite in a converted barn that features a billiards room, a movie theater with professional-style seating, and a spa; a swimming pool with a spa; a pool house with a gym and an outdoor theater and garden.
"They are clients typically request kitchens with European, warming ovens with the access to ovens, and multiple food preparations and ovens so friends and family can help with the cooking. Other favorite items in the second home which include game, wine cellars or wine rooms, media spaces, outdoor entertainment rooms, and fully outfitted outdoor kitchens."
DESIGN
As kitchens become more open, their appliances are being concealed beautifully behind closed doors so they blend in with the rest of the home's decor.
"Clients are being more about their kitchens as actual rooms, not just part of the rest of the home," says designer Oliver M. Barth, whose mannequin firm is based in Los Angeles. "There are more parts of this integration, like wood finishes, lighting, or even custom paint."
The Sotheby's artist Nicolas Party, for one, has embraced the multi-medium for his experimental landscapes, portraits, and still life scenes.
Through the use of each panel, Party, who is based in New York City and in Zurich, figures to connect this component into his artwork.
"That means the color palette. Also, a lot of people are not used to seeing a painting in a gallery. Also, a lot of people are not used to seeing a painting in a gallery. Also, a lot of people are not used to seeing a painting in a gallery."



VISITING MUSEUMS VIRTUALLY

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

Prior to the coronavirus pandemic, the world's great museums and institutions had utilized technology in varying degrees to make their collections and expertise more accessible to all. But in light of the unprecedented rift of coronavirus closures, museums have looked to leverage new platforms and applications in order to share their collections with visitors.
Through the shift to digital was brought on by the pandemic, it's here to stay. Many institutions have taken the opportunity to offer new resources, general to all and parents. Now is a time when museums can better enjoy and understand previous collections across the globe.
In response to stay-at-home concerns, the Los Angeles County Museum of Art (LACMA) reimagined its website to offer virtual tours, interactive exhibits, and live-streamed events. LACMA also offers a new mobile app, and there is no online course, lecture, and teaching resources. Unique offerings include LACMA Productions, a series of contemporary art public videos made by engaging filmmakers, and an online platform for global music inspired by recent shows such as "The Art of the Pacific" and "To Be and Back: Architecture and Landscapes in the Pacific."
The National Gallery of Art in Washington, D.C., now offers at-home resources including audio and video interviews between its curators and artists such as Glen Feldt and Julie Mehretu. Users can listen to lectures, download slides as podcasts, or say a number of topics, from the moon to the age of photography to art history. Educational resources are all the way from webinars to university-level and include the National Art Library, which offers digital resources that are inspired by the artist's collection.
There's also a startbook that lets children make digital artwork based on their interests.
Miami's Bass Museum of Art is one of America's most tech-savvy institutions, as evidenced by The Bass Square's satellite gallery curators' program that exhibits art online to digital art. During the pandemic, the museum used its regular Instagram page to offer a daily hand-drawn activity known as "Creative Book," an art-based activity from its debut starting in 2020 (see [Creative Book](#) on page 19). For those who own a virtual reality headset, The Bass offers a VR-compatible exhibit inspired by the museum's collection of "The Art of the Pacific" and "To Be and Back: Architecture and Landscapes in the Pacific."
The Art Institute of Chicago had to close its doors only a few short weeks after it launched "Art of the World: Architecture and Design." The museum quickly pivoted to create the fully



curator or curated video tour or explore an interactive feature charting the history of the artist's contemporary "The Annunciation of the Virgin, and visitors can use an online "journeybook" tool to build a personalized museum booklet around the piece like a portfolio and deep dive.
"Those who have yet to visit Louvre Abu Dhabi can enjoy a guided virtual tour of the museum's latest permanent exhibition, "Variations: The Art of Chivalry Between East and West," as well as digital learning resources for teachers and a series of online video and audio lectures for families and children. The museum's mobile app contains more than 100 audio clips (available in Arabic, English, French, Mandarin, Russian, German, and Hindi), including curator-led tours.
Museums around the world have also used the occasion set by Amazon's beloved AR app, which is designed to help visitors explore the museum's collection. Even after reopening (with limited entry), the museum's staff has been busy with programming including a pop-up gallery in the city's historic district, such as the museum's "The Night Watch and Vermeer's The Astronomer." The museum's mobile app contains more than 100 audio clips (available in Arabic, English, French, Mandarin, Russian, German, and Hindi), including curator-led tours.
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clockwise from top: The Louvre Abu Dhabi; the virtual game at the National Gallery of Art; a woman working at the National Gallery of Art; a woman working at the National Gallery of Art; a woman working at the National Gallery of Art.



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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