

the Seller Advantage

AT-A-GLANCE



Golden
Gate

Sotheby's
INTERNATIONAL REALTY

Leading our *industry*

NOTHING COMPARES TO OUR RESULTS

Our brokerage ranks among the nation's top brokerages annually by RealTrends Verified, and we are the #1 Sotheby's International Realty brokerage in California by sales volume.

#1 IN CALIFORNIA
by 2023 Sales Volume*

#3 IN THE UNITED STATES
by Highest Average Sales Price
by Transaction Sides**

#9 IN THE UNITED STATES
by Highest Average Sales Price
by Sales Volume**



*among Sotheby's International Realty Affiliates. **among RealTrends Verified rankings.

Legacy *of trust*

TRUSTED TO SELL YOUR VALUED ASSET

For three centuries, the Sotheby's name has been synonymous with the exceptional. Our affiliation with the auction house gives us access to affluent buyers around the world and the brand distinguishes our listings to help maximize their value.



\$143
Billion USD

IN GLOBAL SALES VOLUME IN 2023

Sotheby's
INTERNATIONAL REALTY

52M VISITS TO
SOTHEBYSREALTY.COM

26,500

SALES ASSOCIATES

#1

MOST PROFILED LUXURY REAL
ESTATE BRAND IN THE NEWS WITH
65,600 PRESS PLACEMENTS

Source: Maltwater January 1, 2023 – December 31, 2023

1,115

OFFICES IN

84

COUNTRIES & TERRITORIES

OVER 1M SOCIAL MEDIA
FOLLOWERS

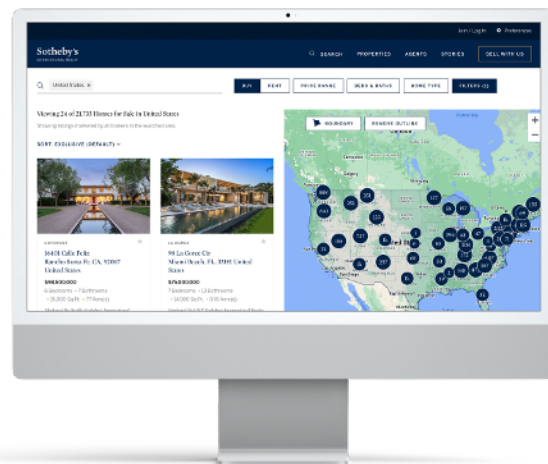
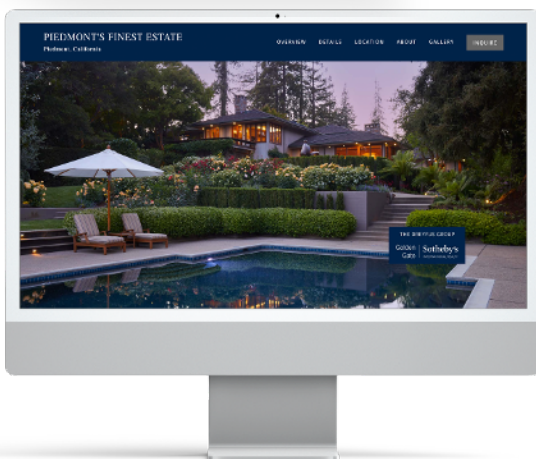
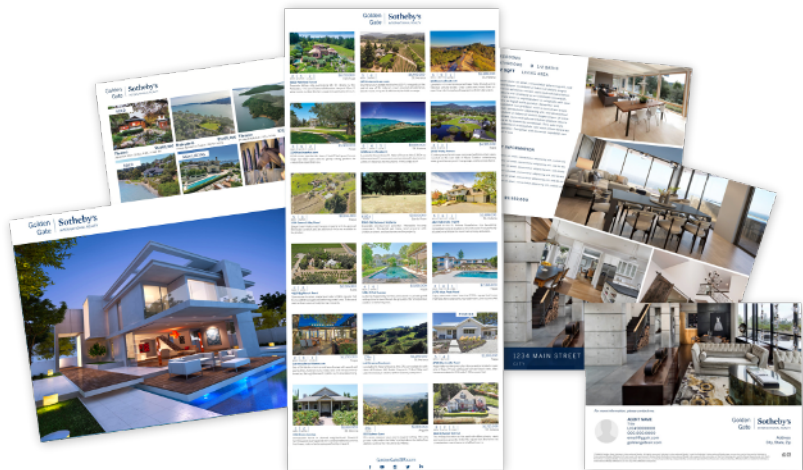
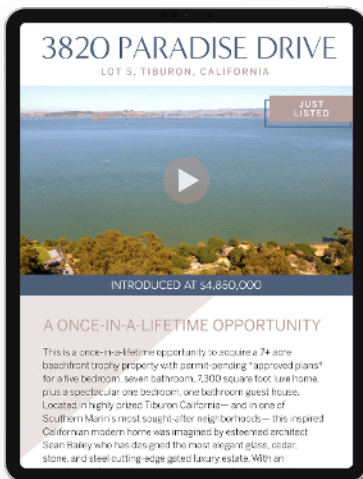
OVER 88M VIDEOS PLAYED
IN 2023

Local marketing

YOUR PROPERTY RECEIVES MAXIMUM LOCAL EXPOSURE

Our local marketing experts ensure your property is exposed deeply throughout your community, neighborhood, town and city. We provide this visibility and local reach through the marketing shown here.

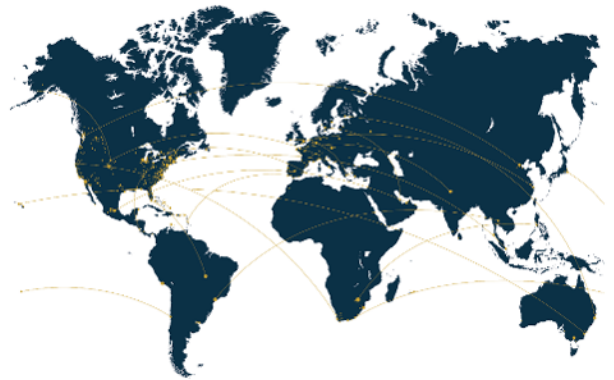
- ENHANCED ENTRY MULTIPLE LISTING (MLS)
- LOCAL PRINT/DIGITAL MEDIA
- EMAIL MARKETING
- PRINT ADVERTISING
- BRANDED BROCHURES
- PRESTIGIOUS SIGNS
- PROPERTY WEBSITES



Global *marketing*

DRIVING TRAFFIC TO OUR SITE AND TO THE WORLD

Your property is showcased on our site, SothebysRealty.com. Through extensive advertising, content placement and media partnerships, we maximize the number of potential buyers who can search and find your property.



26,500

SALES ASSOCIATES

1,115

OFFICES

84

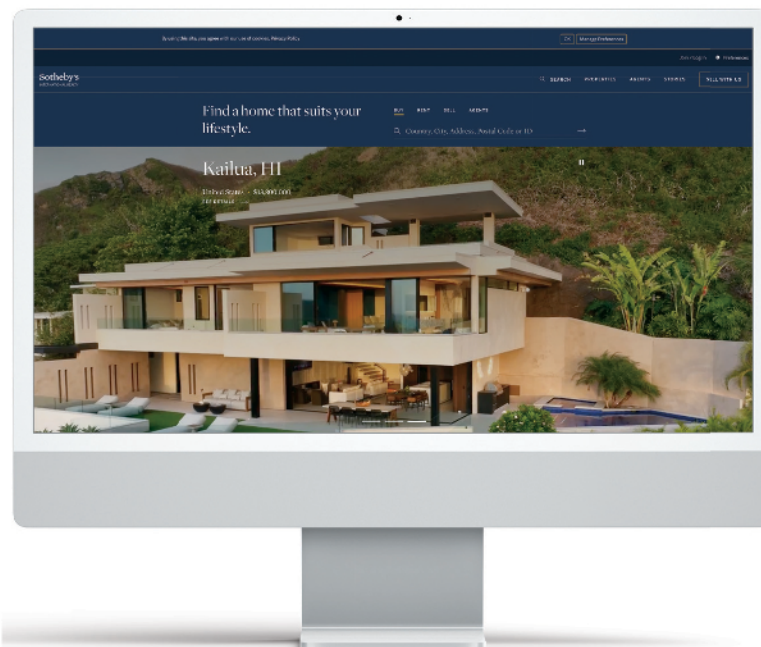
COUNTRIES & TERRITORIES



MANSION GLOBAL
ONLY THE EXCEPTIONAL



facebook



100+ LOCAL
BROKERAGE SITES

FINANCIAL TIMES

THE WALL STREET JOURNAL

LUXURY ESTATE

NIKKEI

Nextdoor

MANSION GLOBAL
ONLY THE EXCEPTIONAL

SFGATE

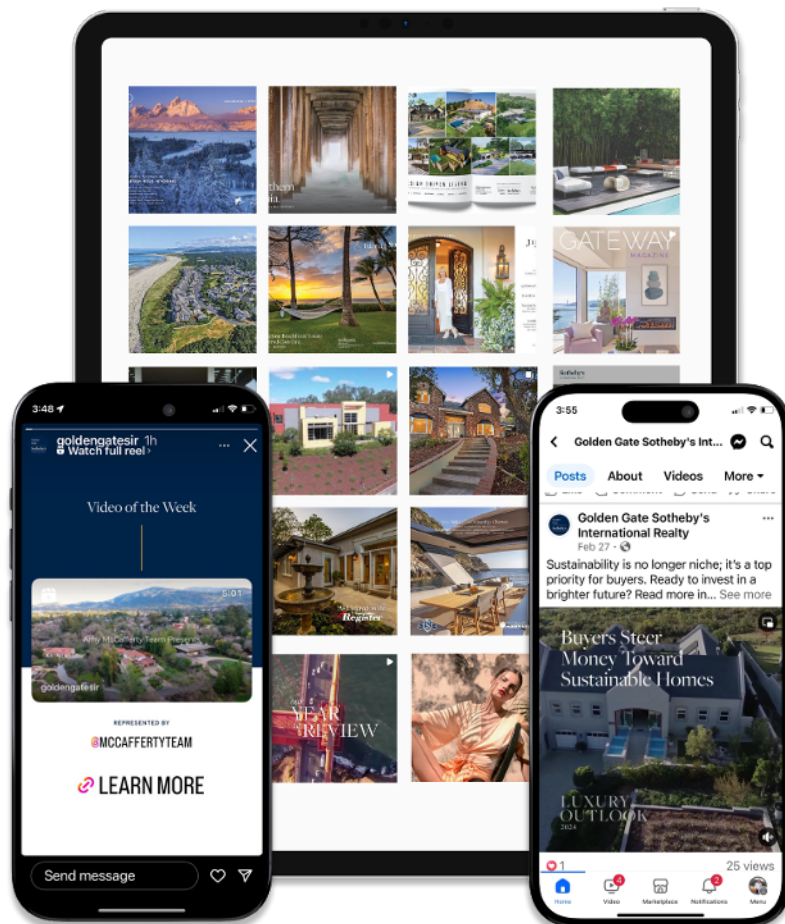
realtor.com



Unrivaled *exposure*

ATTRACTING THE WORLD TO YOUR LISTING

From our award-winning website and its robust traffic, to our pervasive social media, to email, digital and print advertising, your property's exposure is reaching the most qualified, targeted and affluent buyers at all price points.



46.5M

ANNUAL VISITS

28.5M

ANNUAL UNIQUE VISITORS

178M

ANNUAL PAGE VIEWS

57%

VISITORS OUTSIDE U.S.

67%

MOBILE VIEWS

38.5M

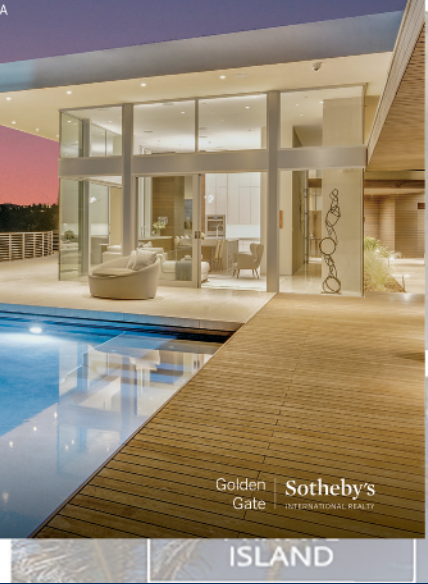
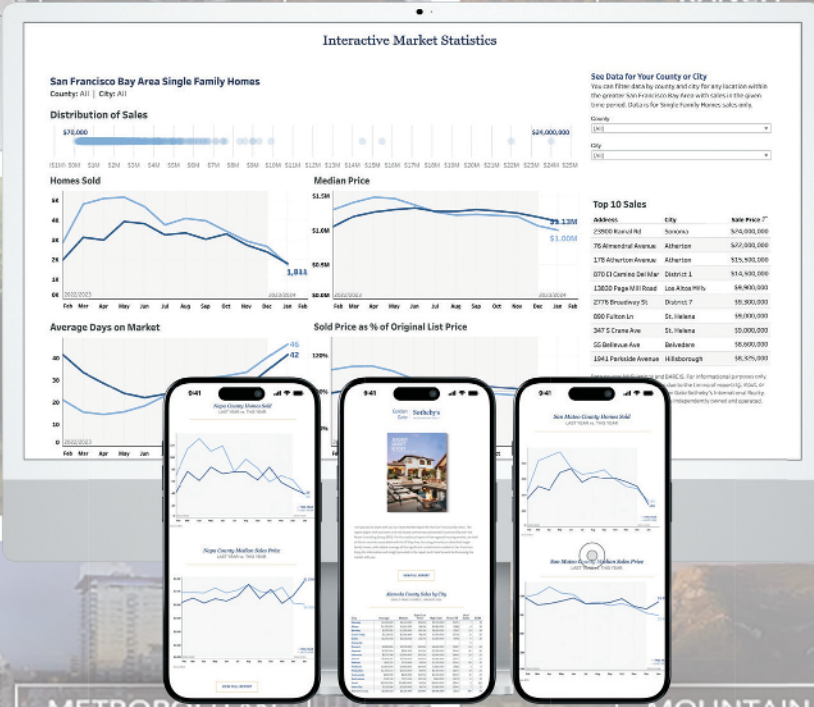
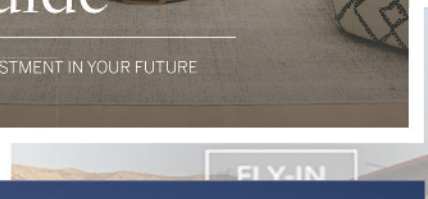
ANNUAL PROPERTY VIDEO PLAYS



Attracting buyers

REACHING BUYERS DOWN THE BLOCK AND AROUND THE WORLD

Our unique and extensive channels, partnerships, technology, and market research connects to homebuyers. Our in-depth market reports, detailed buyer's guide, open homes and listing alerts, and our partnership with RealScout enable buyers immediate access to our listings.



Nothing compares to what's next.



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