



MILLIONS OF IMPRESSIONS ANNUALLY

According to the National Association of REALTORS®, **nearly 90%** of people looking for homes now use the internet in their search, while print media usage has declined to 41%. It is critical to have property data on the industry's leading web sites to reach that audience as they begin their search. In addition to our gibsonsothebysrealty.com and the sothebysrealty.com site (one of the world's most visited online destinations for high-quality real estate), we will list your property on **more than 40 proven websites**, providing millions of impressions annually.

The leads generated from this comprehensive datafeed are sent to our agents through **LeadRouter**. This program converts online leads to cell phone calls—so that our buyers are sure to reach an agent quickly; no matter where they are.

THE DIFFERENCE IN OUR TARGETED ONLINE REACH

Our online presence is not only extensive, but it is carefully targeted. Below are just some of the 40+ sites that target key markets where your potential buyers may be coming from.

The New York Times
GREAT HOMES
 AND DESTINATIONS

International Herald Tribune
THE GLOBAL EDITION OF The New York Times

Our collaboration with *The New York Times/International Herald Tribune* is made up of many components that are exclusive to the *Sotheby's International Realty* network. In addition, as NYC does not have MLS, the *NYTimes.com* is a valuable and frequently used site with nearly **38 million** unique monthly users.

THE WALL STREET JOURNAL

The Wall Street Journal digital network provides our brand with access to a targeted audience of business consumers, investors, executives and decision makers. Our collaboration is made up of many components that are exclusive to the *Sotheby's International Realty* network, providing a pure digital presence and delivering global exposure throughout **WSJ.com**, **Asia.wsj.com** and **Europe.wsj.com**, along with a dedicated microsite, "The Business of Extraordinary Living." *WSJ.com* targets **40 million** monthly visitors.

BBC

Our unique program, the first of its kind for the **British Broadcast Corp.**, is designed to leverage their global influence and showcase our brand's growing worldwide strength through an exclusive partnership that is made up of an integrated presence on the BBC's website, sponsorship of their "Living In Series" and a dedicated microsite. There are **74,000,000** page views on this section.

The Telegraph

Our exclusive partnership with *The Telegraph*, the best-selling of all quality newspapers in the **United Kingdom**, celebrates the world's best places to live through integrated pages of custom content. Additionally, *Sotheby's International Realty* listings are dominantly displayed in *The Telegraph's* real estate portal.

FINANCIAL TIMES

Our robust media plan provides maximum global exposure for our network's listings with strategically-placed, media rich banners on the *Financial Times'* flagship website, *ft.com*, as well as on **ftchinese.com**.

South China Morning Post
南華早報

Extending our brand's presence toward the **Pacific Rim**, our partnership with the *South China Morning Post* was formed to feature our network's listings in strategically-placed banner ads across their award-winning online portal, *scmp.com*.

PropGOLuxury.com

Launched by *propgo.com*, *PropGoLuxury.com* is the only United States based online real estate portal in **Asia**. This powerful distribution network provides maximum exposure for your distinctive listing of \$1,000,000 USD or more to high net worth visitors in multiple languages: English, simplified Chinese and traditional Chinese.



GSIR Website Feeds

MLS FEED:

Thehousehuntershandbook.com

MaRealtorOpenHouse.com

FrontDoor.com

Homes.com

Realtors Property Resource—narrpr.com

CommercialSource.com—commercial

CyberHomes.com

Trulia.com

Realtor.com

Homefinder.com

MassLive.com

HotPads.com

MapRealty.com

DistinctiveHomesOnline.com

BigCityApartments.com—rentals

RedCapeMarketing.com

Boston.com

Telegram.com—regional

MLSHomeFinder.com

MassachusettsRealEstate.com

Vast.com

TheGalleryOfHomes.net

SuburbanRealEstateNews.com

Zillow.com

NyTimes.com

NeHomeFinder.com—site under construction

HomeFind.com

PassRealtor.com—regional

BuyWorcester.com—regional

CPCOpenHouses.com

CLRsearch.com

GibsonSothebysRealty.com

SOTHEBY'S FEED:

SothebysRealty.com

PropGoLuxury.com

Yahoo.com

WSJ.com

Asia.WSJ.com

Europe.WSJ.com

Realestate.AOL.com

Jameslist.com

OpenHouse.com

IHT.com

Telegraph.co.uk

Countrylife.co.uk

Primelocation.com

Findaproperty.com

Real-buzz.com


SPECIAL ADVERTISER FEATURE

THE BUSINESS OF EXTRAORDINARY LIVING

Presented By Sotheby's INTERNATIONAL REALTY


LIVING A GRAND ESTATE Architectural Design as a Window into Our Time

LIVING




A GRAND ESTATE
Architectural Design as a Window into Our Time

INSIGHTS




LOFTY GOALS
Giving Industrial Buildings a New Lease on Life

THE ADDRESS




VINTAGE APPEAL
A growing number of people are buying vineyards and wineries

THE BRAND



TÁMARA DE LEMPÍČKA
Property from the Collection of Wolfgang Joop




Blackhawk, California, United States

Sotheby's AUCTION HOUSE

- > Auction Calendar
- > Auction Results
- > Video Podcasts
- > mySothebys

Shown Right:
Important sapphire and diamond bracelet, Harry Winston, 1928
To be sold in A Celebration of Taste and Style! Magnificent Jewels from a Private Collection in Geneva.



WALL STREET JOURNAL DIGITAL NETWORK RELATED ARTICLES

Greene & Greene's Best: In a Gallery and On Site
A San Marino, Calif., exhibit features the furniture and other fixtures found in homes designed by America's best-known participants in the Arts and Crafts movement.

Form Follows Function, Elegantly
Louis Sullivan designed the Auditorium Theatre's interior to complement its acoustics-driven shape.

The Wall Street Journal Digital Network editors and newroom were not involved in the creation or production of this special advertising section.

THE BUSINESS OF EXTRAORDINARY LIVING

The Sotheby's International Realty brand has **created a unique, private partnership** with *The Wall Street Journal* with the introduction of The Business of Extraordinary Living microsite. The microsite positions our brand front and center to more than **40 million visitors** of The Wall Street Journal's digital network each month. And with an **89%** increase of international traffic to their website, our relationship with WSJ provides yet another matchless opportunity to market your home globally. Global exposure also includes other versions of the WSJ including **Asia.WSJ.com** and **Europe.WSJ.com**.

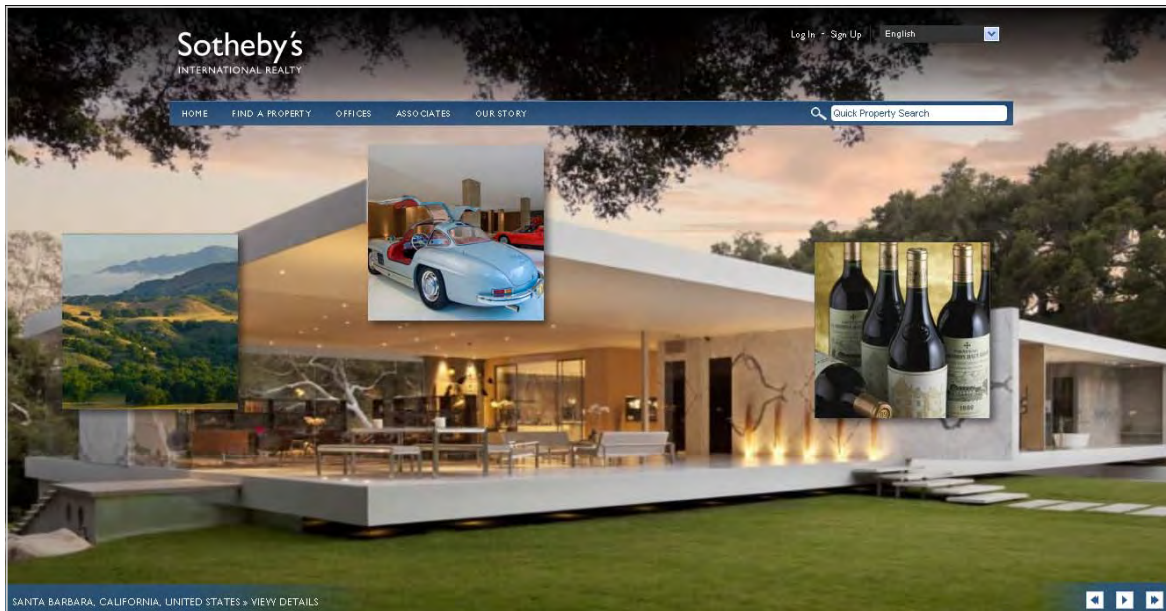
The screenshot shows the 'The New York Times GREAT HOMES AND DESTINATIONS' website. At the top, there is a search bar for articles and navigation tabs for HOME, DESTINATIONS, LIFESTYLES, MULTIMEDIA, and BLOG. Below the navigation is a 'Property Search' section with filters for 'For Sale' (selected) or 'For Rent', and dropdown menus for 'Min. Price (\$)', 'Max. Price (\$)', 'Bedrooms', and 'Property Type'. A 'Go' button is next to the price and bedroom filters. There are also checkboxes for 'Open Houses' and 'New Developments'.

The main content area features an article titled 'In Tasmania, a Place to Watch Nature TV' by Matt Siegel. The article includes a large photo of a dining room with a view of a valley and a slide show thumbnail. To the right of the article is a 'Slide Shows' section with another thumbnail and a 'Post an Ad' button. Below the article is a 'Featured Properties' section with a Sotheby's International Realty listing for 'Lot # 8 Bogue Chitto Lane, Bar Harbor' and an advertisement for '200 & 210 Central Park S. New York's Finest Rental Residences'.

This screenshot shows a different view of the website. It features a large banner image of a house in Tighkanic, NY, with the text 'INTRIGUING' and 'Sotheby's INTERNATIONAL REALTY'. The banner includes a 'DISCOVER PROPERTIES' button and a 'View Details' link. The website header and navigation are consistent with the previous screenshot.

ENGAGING OUR AUDIENCE

Our relationship with *The New York Times* provides the ability to develop custom and dominant opportunities to create brand awareness and drive qualified leads to the listings represented by our network. This strategic partnership represents helps **position the homes our network represents front and center to an audience of nearly 30 million monthly unique users worldwide.**



THE SOPHISTICATED SEARCH

The Sotheby's International Realty® web site provides spectacular exposure for your property with over **5 million** monthly page views. Our exclusive association with the auction house includes a direct link from the Sotheby's homepage to our web site — generating more qualified interest in your property listing. Through content, technical and linking practices, our investment in **Search Engine Optimization** includes over 50,000 pages that are indexed by search engines yielding maximum exposure, often resulting in top 5 placement on main sites including Google, Yahoo and Bing. With nearly **50% of the searches being a “lifestyle” search**, we not only have a lifestyle directory, but we also have a “Specialty Market” tab to feature top lifestyles. Furthermore, some of these lifestyles have micro sites to maximize listing exposure including **FarmAndRanchSIR.com** and **WaterfrontPropertySIR.com** which link to SothebysRealty.com and feature interesting editorial.

The features of SothebysRealty.com include:

- **Enhanced property photography**—up to 20 full-screen photos powering a distinctive property slideshow.
- **Search by lifestyle**—because your home is more than the number of bedrooms and bathrooms.
- **Unique Amenities**—highlight what makes your home different and unique.
- **Guided search and navigation**—best of breed search technology guides the consumers to your home via type ahead search, guided navigation techniques and property postcard viewing.
- **Microsoft's Virtual Earth Mapping**—map your property and relevant amenities and points of interest close to your home using satellite and “bird's eye” technology.
- **Worldwide property inventory**—we receive significant international traffic because SothebysRealty.com houses all our international properties, offices and sales associates.
- **Currency conversion**—international buyers can view and search for your property in their own currency.
- **Language translation**—Language Translation project enables consumers to view SothebysRealty.com in 16 languages including French, Spanish, Italian, Japanese, Chinese, Cyrillic (Russian) and German.

The screenshot shows the top navigation bar with the Gibson and Sotheby's International Realty logos. On the right, there are links for 'Sign Up' and 'Login', and a 'SHARE' button with social media icons. Below the logo is a horizontal menu with categories: Buy, Sell, Rent, Where to Live, Luxury Buildings, Offices, Find An Agent, Relocate, Blog, and Contact. Two large images of interior spaces are featured, with 'Sales' and 'Rentals' text overlaid. Below these images are search buttons for 'Sales Search', 'Rentals Search', and 'Advanced Search'. A search form includes fields for 'Location', 'Type' (set to 'All'), 'Price Range' (set to '\$0'), 'Min. Beds', and 'Min. Baths', with a 'Search' button. At the bottom, there is a footer with links for Home, Commercial, New Developments, Marketing Department, About Us, Careers, Press, SothebysRealty.com, and Sothebys.com, along with social media icons for Facebook, Twitter, LinkedIn, and YouTube.

ENHANCED FEATURES FOR LOCAL SEARCHES

In March 2011, GibsonSothebysRealty.com was relaunched with enhanced features to help consumers with their home search. We have had users from **over 175 countries** use our local site. Along with a new design, the site now offers:

- Search results mapping
- 59 Yelp categories for local amenities
- Education.com data about local schools
- Zillow.com neighborhood and market statistics
- Luxury building searches and information
- Neighborhood pages
- Access to our mobile search tools
- YouTube.com videos from our channel
- Ability to share listings on 334 social media platforms
- Individual accounts for saving and sharing listings
- Onsite blog with articles posted nearly every day

This screenshot shows a detailed listing for 'Zero Marlborough'. It features a large image of the property's entrance, a 'Contact an Agent' button, and a descriptive text block. Below the main image are smaller thumbnail images and a 'LISTING TOOLS' section with links for 'MORTGAGE CALCULATOR', 'EMAIL FRIEND', and 'SCHEDULE A SHOWING'. The 'UNIT INFORMATION' section includes the address '6 Arlington Street, MA 02116', price range '\$1,500,000 - \$4,200,000', and other details like '3 Beds', '3 Baths', and 'Sq Ft 2,574'. A map is visible on the right side of the listing.

This screenshot shows a search results page with a map of the Boston area. The map displays several property listings marked with red pins. Below the map, there is a section titled '5 PROPERTIES FOUND' with a list of results. One property is highlighted: '188 Beacon Street, #2 Boston, MA, MLD # 71099837', with a price of '\$3,490,000', 3 beds, 3 baths, and 2,574 sq ft. The page also includes a search sidebar on the left with filters for location, price, and other criteria.