

Traditional Property Marketing

Property Brochures	✓	✓
Professional Photography	✓	✓
Home Video Tour	✓	✓
Floor Plan	✓	✓
Postcards & eCards	✓	✓
Signage	✓	✓

Online Marketing

MLS.ca	✓	✓
Sothebys.com (or International Company Website)	?	✓
SothebysRealty.ca (or National Company Website)	?	✓
Sotheby's International Realty Mobile App (or Real Estate Company Mobile App)	?	✓
Agent Website	?	✓
Dwell.com		✓
FinancialTimes.com		✓
Homeadvert.com		✓
HOUSE24		✓
Instagram.com		✓
JamesEdition.com		✓
LuxuryEstate.com		✓
MansionGlobal.com		✓
NewYorkTimes.com		✓
INYT.com (International New York Times)		✓
Real-Buzz.com		✓
PropGoLuxury.com		✓
WSJ.com (Wall Street Journal)		✓
YouTube.com		✓

Search Engine Marketing

Google	?	✓
Yahoo	?	✓
Bing	?	✓
Yandex	?	✓
YouTube.com/sothebysrealty (or International Real Estate Company Channel)		✓

Newspaper and Magazine Advertising

Local Newspapers	?	✓
Sunday Times of London		✓
Barron's Penta		✓
Bloomberg Markets		✓
Boston Magazine		✓
Country Life		✓
Financial Times		✓
International New York Times		✓
International Architecture and Design		✓
INYT Wrap		✓
Luxury Properties Magazine		✓
New York Times		✓
Ocean Home		✓
Reside Magazine		✓
Robb Report Collection		✓
Sotheby's Preferred		✓
Sotheby's Art & Home		✓
Wall Street Journal		✓

International Sales Network

Sotheby's International Realty Sales Network		✓
Sotheby's International Realty eGallery		✓
Sotheby's International Realty Global Distribution Program		✓