

AT THE  
FOREFRONT

Realogics

Sotheby's

INTERNATIONAL REALTY

# YOUR HOME IS UNIQUE

## EXCLUSIVE PROPERTY EXPOSURE

Marketing a listing like yours takes an exclusive set of skills, an integrated marketing plan and the backing of an incredibly connected company. Our exclusive local marketing partnerships are designed to create maximum exposure for your property. From the incredible reach of our brand's social media - over 55,000 connections in 160+ countries - to exclusive local partnerships like the Puget Sound Sound Business Journal's Home of the Day, we are uniquely suited to market your property. Featured on afternoon eNewsletter & Online promotion, Home of the Day is a unique opportunity to showcase your property each month to over 340,000 affluent home buyers with a net worth over \$2.4 million in the Seattle market.

- Up to 15 high resolution property photos so users can explore each listing room-by-room
- Promotion as integrated native content on homepages and article pages
- Dynamic slide show controls so users can easily scroll through images
- Social tools to share property on Twitter, LinkedIn, Facebook and Google+
- Live on site 24 hours a day/7 days a week for 30 days

5.6%

Home of the Day makes up  
5.6% of the PSBJ Site Traffic

295,893

2015 - Unique Visits to  
the PSBJ Gallery Pages

1,636,625

2015 - Total PSBJ  
Gallery Page Views



## PROVEN RESULTS MAKING THE SALE

Realogics Sotheby's International Realty has proudly been responsible for successfully marketing and selling dozens of distinctive homes.

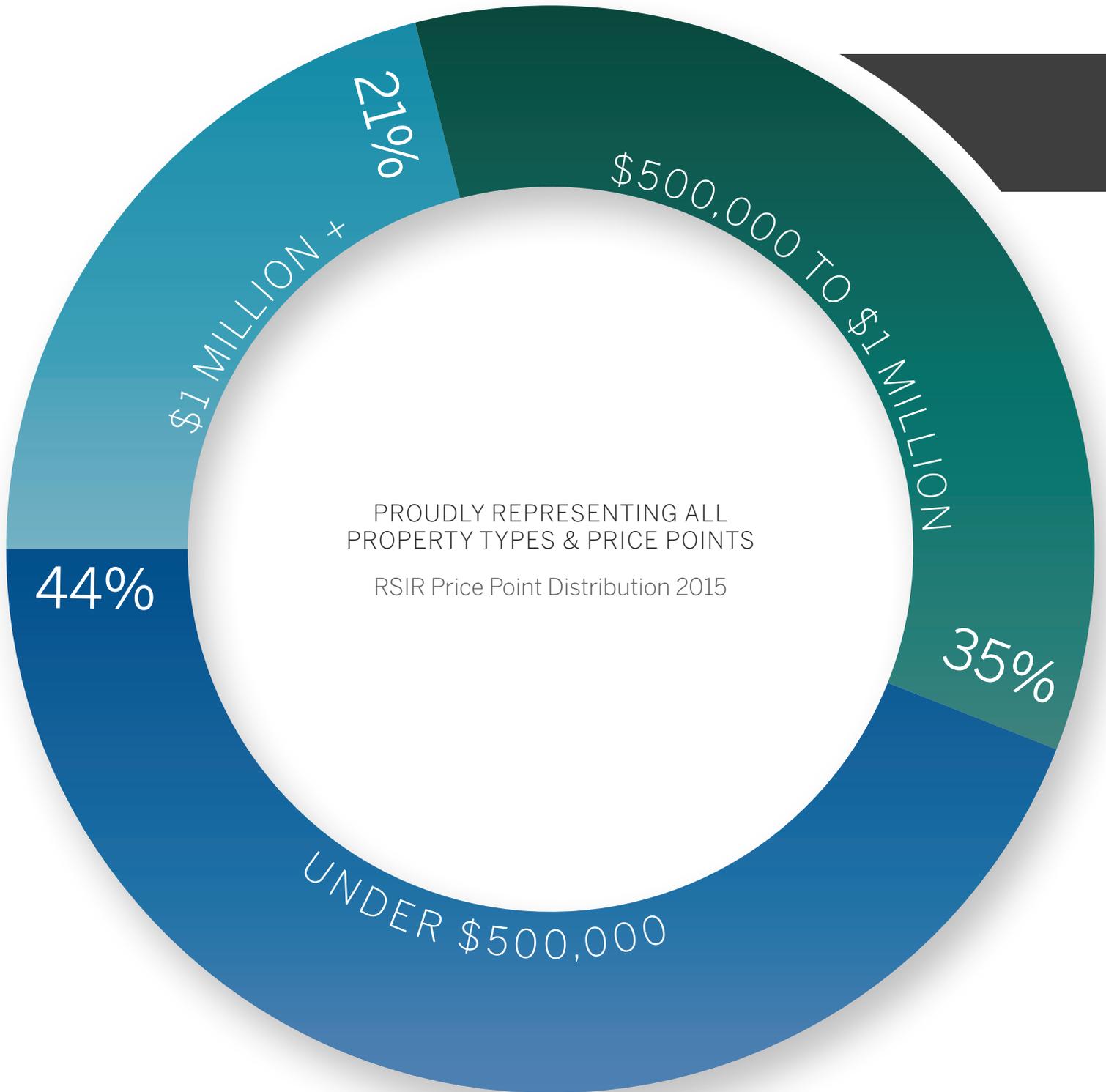
Since 2010, Realogics Sotheby's International Realty has set new standards in sales excellence. In 2012 we conducted the sale of the most expensive non-waterfront home sold in King County. In 2016, our firm represented the exclusive listing of the most expensive home in the state of Washington at \$43 Million.

Our firm proudly represents all price points and property types across the state of Washington.



PROUDLY REPRESENTING ALL  
PROPERTY TYPES & PRICE POINTS

RSIR Price Point Distribution 2015



# PERFORMANCE BASED

## PASSIONATE. EXPERIENCED. TRUSTED.

The year 2015 was one of tremendous growth for RSIR and for many of our top-producing brokers. In total, our real estate professionals generated more than 1,000 transaction sides totaling in excess of \$1 billion in gross sales volume, a 32-percent increase according to Trendgraphix research. The firm's growth rate has earned several acknowledgements by the Puget Sound Business Journal including being among the fastest-growing private companies four years in a row and one of the largest real estate brands in the region. While the global brand is known for representing luxury real estate worldwide, RSIR actually sells twice as many homes priced below \$500,000 as it does homes valued over \$1 million. The firm also specializes in both resale properties and new construction.

# \$786,000

Average Listing Sales Price



# \$731,000

Average Buying Sales Price





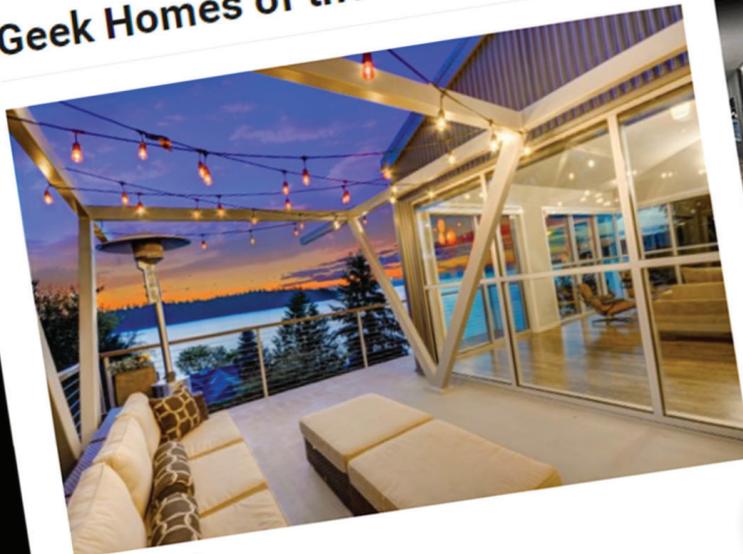
**PUGET SOUND  
BUSINESS JOURNAL**



#NoPlaceLikeOwn  
Ready to Make a Move? Let Us Guide You Home.

Realogics | Sotheby's INTERNATIONAL REALTY

# Geek Homes of the Week



**Current Leader**  
5257 Forest Ave SE, Mercer Island, WA 98040  
On Market \$3,299,000  
6 Bedrooms | 4.75 Bathrooms

68 Votes [Vote](#) [View Pictures](#) [Share](#) [Tweet](#)



**Imagine watching the Duck Dodge on Lake Union from your kitchen sink**  
BY COLIN FOOTE on September 9, 2016 |

Experience the rare University of Washington luxury Penthouse! 100% brand new 3 bedroom or office complete with the following high end finishes: marble like Quartz counters, hardwoods, custom cabinets, stainless...

58 Votes [Voted!](#) [View Pictures](#)



**Found it! A classic Cape Cod in Kirkland**  
BY VAL BURMESTER on September 9, 2016 |  
Quintessential Cape Cod Home East of Market with



GeekWire Newsletters  
to receive newsletters  
Enter your email  
[Subscribe](#)

Job Listings on GeekWork [See More](#)

**OfferUp** Site Reliability Engineer - Data Systems  
OfferUp



Research Scientist  
The Allen Institute for Intelligence (AI2)



Software Engineer  
The Allen Institute for Intelligence

Find more jobs on GeekWork. Email us for a job here.

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# HOME OF THE WEEK

## CONNECTIONS ON EVERY LEVEL

Realogics Sotheby's International Realty (RSIR) proudly offers an exclusive media partnership with GeekWire, a fast-growing and broadly followed website that has become a daily news source and events podium for the high-tech industry in the Pacific Northwest and beyond. The dynamic platform will showcase properties, highlight market trends and feature real estate sponsors.

A real time voting tool puts consumers in the driver's seat to select the current "Geek Home of the Week" as more than 1 million unique visitors per month visit the website and 25,000 active subscribers digest the daily newsletter and are presented with the region's most extraordinary properties.

For more information, visit: [GeekWire.com/home-of-the-week](http://GeekWire.com/home-of-the-week)

# GeekWire

2nd

Fastest Growing Tech  
Company in the U.S.

1,000,000

Unique Visitors  
Each Month

25,000

Active Subscribers  
to the Daily Newsletter

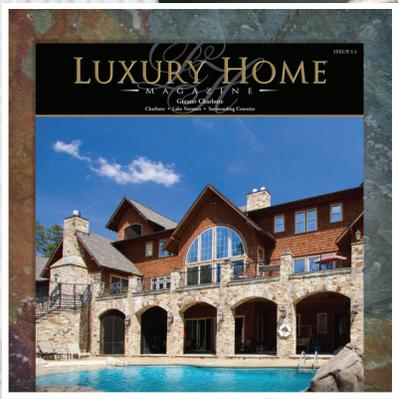
# LOCAL MEDIA

## EXCLUSIVE MEDIA PARTNERS

Our local media plan is designed to drive awareness for the extraordinary properties our network represents. With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic content integration and social traffic drivers, our brand utilizes hand-selected media powerhouses whose innovation, experience and international impact allow our network to successfully connect buyers and sellers around the Puget Sound. We have access to preferred print advertisement publications and placements with the best media outlets throughout the Pacific Northwest. We develop custom media buys dedicated to the goals of our clients uniquely targeted to the appropriate buyer profile.

Our in-house design team offers a diverse range of property ad design formats from premium custom ads envisioned uniquely for a property, to cost-effective cooperative ads leveraging our local Realogics Sotheby's International Realty platform. A broad range of local media includes LUXE magazine, Luxury Homes Magazine, Puget Sound Business Journal, 425 Magazine, Sea Magazine and the Seattle Times, to name a few.





# GLOBAL MEDIA CONNECTIONS AROUND THE WORLD

The Sotheby's International Realty brand's global media plan is designed to deliver more than 1 billion media impressions, solidifying our brand as the voice of luxury real estate. Our plan includes impactful, exclusive and first-to-market partnerships with an increased strategic focus on mobile and editorial content with some of the most preeminent media reaching all corners of the globe. Our goal is to present the properties represented by our worldwide network to a broad audience of potential buyers who value and seek the unique.

Our digital cooperative advertising program provides our members with turnkey opportunities to leverage our digital campaigns to enhance their local marketing initiatives and drive awareness within specified markets. These offerings provide high-profile online impressions with our globally recognized media partners through localized targeting and exclusivity.



*SIR EXCLUSIVE: Each week in the Wall Street Journal, Sotheby's International Realty has an exclusive online "Friday Takeover" featuring significant homes from all over the world.*



# UNPARALLELED MARKETING

## UNEXPECTED. EXCEPTIONAL.

With a brokerage database of over 17,000 emails and over 180 brokers with databases containing an average 300 peers, we find unique ways to get your home exposure. We live in a digital age and stay connected through emails, which is why it is important to stay relevant and in front of our audience. At RSIR we create dynamic emails with rich content, graphic visuals and beautiful homes to keep our subscribers engaged.

The subscribers we have stay connected, as they do not want to miss out on the events we share, the homes we sell and the news we release. That is why our email campaigns stay well above the national average for open rates in the real estate industry.

5,055

Marketing Pieces Sent

2,477,375

User Received Marketing Pieces

24.7%

Open Rate for Overall Emails Sent

1%

Spam Rate



H construction (2006).  
+ story atrium skylight  
tures all commercial  
set and 4-Seasons bath.  
abulous residence.

IM SKYLIGHT

# SOCIAL MEDIA

## GLOBAL CONNECTIONS, LOCAL REACH

Our network of local real estate professionals apply their local market knowledge to create a comprehensive and customized plan for a home that takes into consideration all avenues of marketing: print, digital, public relations, advertising and social media. To guide them in this we have a team of brand marketing experts that stand ready to offer assistance and insight, and an array of tools and resources they can tap into. We use social media to connect the brand to our vast community of real estate intenders and influencers from around the globe. Just like real estate, social media is about connecting people and cultivating relationships.

Social Media is a spectacular platform to showcase new homes, solds, brand events and much more, all while creating a connection to you as a broker; who you are, how you process and how much your clients adore you. RSIR's Marketing Team is excellent at creating a voice that is all your own and reaches hundreds and even thousands, all at your fingertips.

**SeattlebyDesign**  
Published by Ashley Breunich [?] · January 7 · 🌐

Introducing Enrico Pozzo's personal broker film, produced by the Chicago-based branding house #Evoker! We invite you to watch and let us know what you think!

#SeattlebyDesign #LuxuryRealEstate #StorytellingRedefined

**Storytelling Redefined: Enrico Pozzo**  
01:52

👍 **Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 1,300 people.

3,045 people reached

👍 10    4 Comments    2 Shares

👍 Like    💬 Comment    ➦ Share

**EVOKER FILMS**  
Organic Reach: 3,045 People

**Christina Ann Roberts, Real Estate Broker**  
May 6 at 11:29am · 🌐

Introducing my latest property, a beautiful modern home in Kirkland! Complete with panoramic views and state-of-the-art design, this property is stunning! <http://bit.ly/1YdkPEA>

#Kirkland #ChristinaRobertsRealEstate #Modern #RealEstate

**Modern Kirkland Home**

Fall in love with this stunning modern home with views of Lake Washington, Downtown Seattle, Olympics, Mt Rainier, and Cascades. This Dwell meets MTV crib's home has an expansive rooftop deck, large view windows, wonderful floor...

CHRISTINAANNROBERTS.COM

4,032 people reached

👍 Like    💬 Comment    ➦ Share

👍 31    Top Comments ▾

**NEW LISTINGS**  
Organic Reach: 2,493 People

**Realogics Sotheby's International Realty**  
Published by Ashley Breunich [?] · March 28 · 🌐

Our fifth branch office, Park House, is under way! The Madison Park boutique storefront will soon be open to the public. <http://bit.ly/1XZ4va5>

#realogicsir #sothebysrealty #psbj #pattipayne #madisonpark #luxuryrealestate

**Realogics SIR expands to Madison Park**

RSIR co-founder Dean Jones says Madison Park represents a kind of gold rush in the luxury real estate market.

BIZJOURNALS.COM

4,283 people reached

👍 Lino Guidero, Becky Gray and 69 others    3 Comments    6 Shares

👍 Like    💬 Comment    ➦ Share

**BRAND/OFFICE ANNOUNCEMENTS**  
Organic Reach: 2,055 People

# SOTHEBY'S INTERNATIONAL REALTY

## CONNECTIONS AROUND THE WORLD

Through our Sotheby's International Realty offices worldwide, we have the unique ability to share property listings with over 19,000 sales associates in 850 offices in 65 countries and territories whose focus is working with distinctive residences and discerning clients.

A client of Realogics Sotheby's International Realty in Washington is a client through all of our global offices via our proprietary global marketing and distribution initiatives. This close-knit network promotes relationships and referrals through face-to-face network functions, a robust digital marketing platform and special events worldwide.

19,000

Sales Associates

850

Offices

65

Countries & Territories  
Worldwide

# ATTRACTING AFFLUENT BUYERS

STATE OF THE ART LUXURY WEBSITE

14,000,000

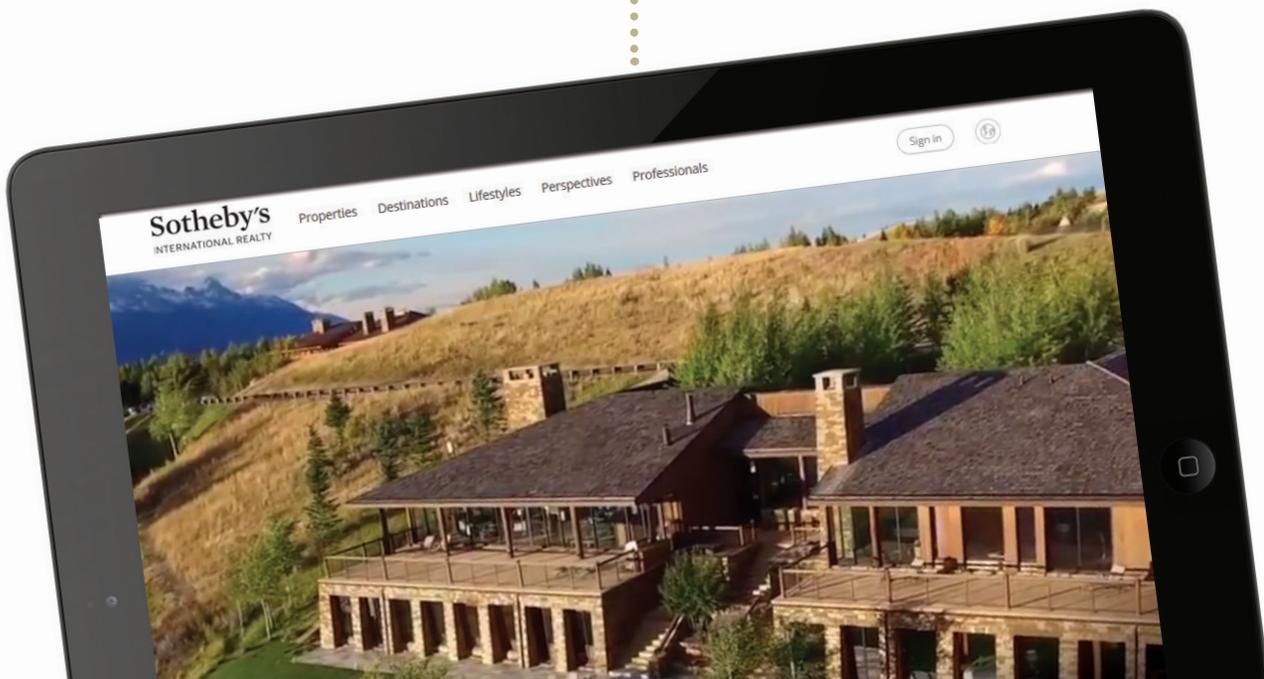
2015 Annual Unique Visits to SothebysRealty.com

1,250,000

Unique Visitors Each Month

45%

of Unique Visitors from  
Outside the United States





The New York Times

JamesEdition  
*The World's Luxury Marketplace.*

International  
New York Times

LUXURY ESTATE

FT.com  
FINANCIAL TIMES

dwel

sir.com

Sotheby's  
INTERNATIONAL REALTY

MANSION  
GLOBAL

homeadverts

PropGOLuxury.com

HOM

Zillow  
Your Edge in Real Estate

YAHOO!

HomeFinder.com

trulia  
real estate search



西北商业投资中心  
INVESTMENT CAPITAL  
OF THE NORTHWEST

**CHINADAILY**



Afghanistan Armenia Azerbaijan Bahrain Bangladesh Bhutan  
Brunei Cambodia China Cyprus Georgia India Indonesia Iran  
Iraq Israel Japan Jordan Kazakhstan Kuwait Kyrgyzstan Laos  
Lebanon Malaysia Maldives Mongolia Myanmar (Burma) Nepal  
North Korea Oman Pakistan Palestine Philippines Qatar  
Russia Saudi Arabia Singapore South Korea Sri Lanka Syria  
Taiwan Tajikistan Thailand Timor-Leste Turkey Turkmenistan  
United Arab Emirates Uzbekistan Vietnam Yemen  
Afghanistan Armenia Azerbaijan Bahrain Bangladesh Bhutan  
Brunei Cambodia China Cyprus Georgia India Indonesia Iran  
Iraq Israel Japan Jordan Kazakhstan Kuwait Kyrgyzstan Laos  
Lebanon Malaysia Maldives Mongolia Myanmar (Burma) Nepal  
Afghanistan Armenia Azerbaijan Bahrain Bangladesh Bhutan  
Brunei Cambodia China Cyprus Georgia India Indonesia Iran  
Iraq Israel Japan Jordan Kazakhstan Kuwait Kyrgyzstan Laos



**WSCRC** | WASHINGTON STATE  
CHINA RELATIONS COUNCIL

Beijing  
北京

**Sotheby's**  
INTERNATIONAL REALTY  
蘇富比國際房地產

2015 AREA  
**GLOBAL  
+ LUXURY  
SUMMIT**

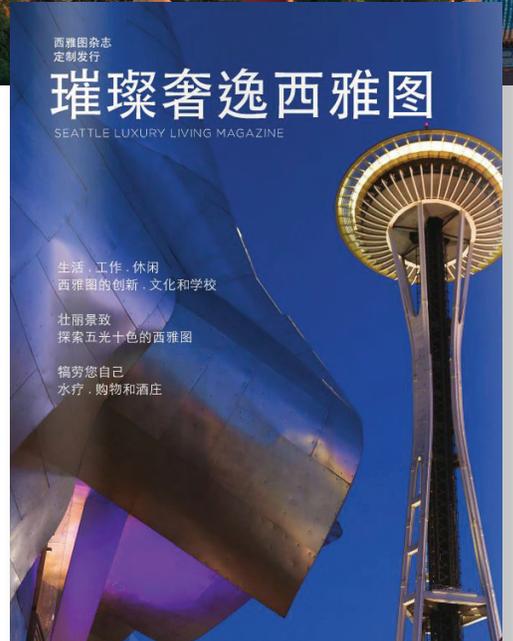


North  
India | **Sotheby's**  
INTERNATIONAL REALTY  
US DELEGATION TOUR 2015

**PASSPORT TO LUXURY**  
入门豪华



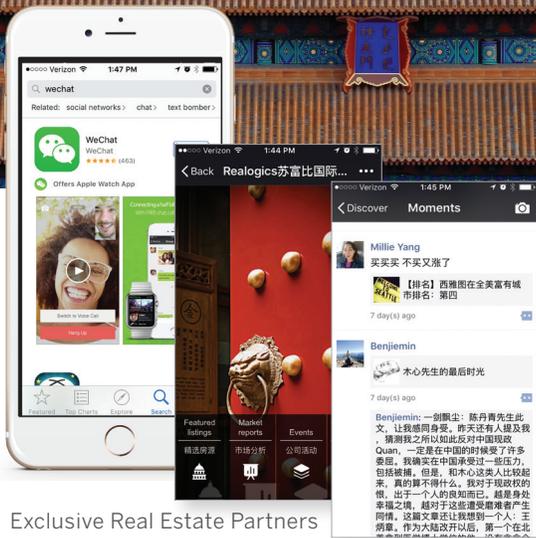
**尚流TATLER**  
SHANGLIUTATLER.COM



Exclusive Real Estate Partners  
SEATTLE LUXURY LIFESTYLE MAGAZINE



# ASIA NETWORK | EAST MEETS WEST



Exclusive Real Estate Partners



“Asia Services Group” – a network of bilingual real estate brokers fluent in Mandarin, Cantonese or Korean who are experienced in working with the unique demands of overseas home buyers. Anticipating the addition of new brokers, the firm is expanding its Eastside flagship branch office in downtown Kirkland, featuring an authentic Asian-themed tea room to host private meetings with distinguished international guests.

“亚洲服务团队”—— 由一群精通双语的房地产经纪人组成的特别团队，经验丰富，能力卓绝，能用普通话、粤语或韩语为海外购房者服务，满足他们的特别需求。公司正在扩充位于柯克兰市中心城区的东区旗舰办公室，以容纳日益壮大的经纪人团队。特别设置的亚洲茶室，风味纯正，可以用以与国际贵宾、海外精英会晤。





SEATTLE, WA



KIRKLAND, WA



BAINBRIDGE ISLAND, WA



ISSAQUAH, WA



MADISON PARK, WA

Each Office Is Independently Owned And Operated. 🏠

# NOT JUST A CAREER BUT A PASSION

As a proud and privately-owned local business, we know our success comes from your success as our client – that’s why we’re committed to providing our best service by working harder and smarter until the deal is done. We offer a single point of accountability and hold our team members to the same standard of excellence as we demonstrate ourselves.

Like you, we believe in having a strong work ethic and professional dealings that are conducted with honesty and integrity. Collaboration and communication is key, which is why we provide 100-percent transparency and real time reporting. Our recommendations are based upon research – adding science to intuition.

We also believe in giving back to the community by supporting numerous local charities, teaching classes at the University of Washington and contributing to industry trade groups like the Urban Land Institute, Downtown Seattle Association and the Asian Real Estate Association of America.

**Realogics | Sotheby's**  
INTERNATIONAL REALTY

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**[claudiapowers.com](http://claudiapowers.com)**