

*We simply do more.™*



# CONTENTS

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WHO WE ARE

---

YOUR PROPERTY'S JOURNEY

---

OUR BRAND, YOUR ADVANTAGE

---

OUR COMMITMENT TO YOU

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Trusted

# LOCAL LEADERS

ONE Sotheby's International Realty is the premier brokerage for luxury real estate and development along Florida's East Coast, with 30 offices spanning from Miami to Amelia Island. Since 2008, we've brought together the most passionate and committed professionals in our local markets to serve buyers and sellers at all price points. With a long-standing reputation of quality, trust and unsurpassed service, ONE Sotheby's International Realty is dedicated to giving extraordinary lives a home to thrive.

WHO WE ARE

*Strength in Numbers*

# #1

FLORIDA LUXURY MARKET SHARE IN  
SALES VOLUME AND UNITS SOLD IN 2024

# \$16.85B

FLORIDA SALES  
VOLUME IN 2024

# 30

OFFICES ACROSS  
FLORIDA'S EAST COAST





## Who Represents You MATTERS

ONE Sotheby's International Realty prides itself on being at the forefront of innovation, delivering technology, marketing, and results that push the boundaries within our industry. Our commitment to providing the highest caliber of expertise and dedication sets us apart as we continue to raise the standard of excellence across Florida's East Coast. Our global and local presence, combined with our unmatched resources, propel us as leaders in the real estate market.

# #1

GROWTH LEADER NATIONWIDE

\*The largest sales volume increase among  
franchised brokerages by T360

# #3

SOTHEBY'S INTERNATIONAL  
REALTY AFFILIATE IN THE U.S.

# 25

TOP BROKERAGES  
IN THE U.S.

# 8x

AWARD-WINNING  
MARKETING TEAM





## Powered by an ICONIC BRAND

Over the last two centuries, Sotheby's Auction House has built an iconic brand with unparalleled prestige. Today, Sotheby's International Realty builds on its legacy with the Auction House, offering the same elevated standards and exemplary service that make it the most trusted name in real estate.

We harness the global power of the Sotheby's name and its proprietary database of 700,000 clients to create unique opportunities and introduce your property to the most qualified buyers around the world.

When the iconic Sotheby's brand is seen outside your property, it commands attention and elevates its stature – because consumers around the world instantly recognize that our brand stands for excellence.





Connected to the

# GLOBAL MARKET

The buyer of your property may come from down the block, across the country, or from overseas. When choosing a firm to represent the sale of your property, don't settle for a firm that doesn't have reach beyond the region.

At ONE Sotheby's International Realty, International is our middle name. Our team is uniquely connected to the global real estate market linking your property to prospective buyers worldwide. These global markets act as catalysts in generating sales for one another, averaging over \$4.6 billion in referral transactions annually.

WHO WE ARE

*Our Worldwide Reach*

86

COUNTRIES AND  
TERRITORIES

1,100

OFFICES

26,000

ASSOCIATES



Setting the Standard

# SIGNIFICANT SALES



Coral Gables, Florida  
\$40,000,000



East Hampton, New York  
\$25,000,000



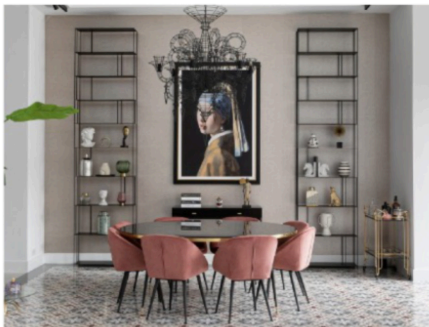
London, England  
£15,500,000



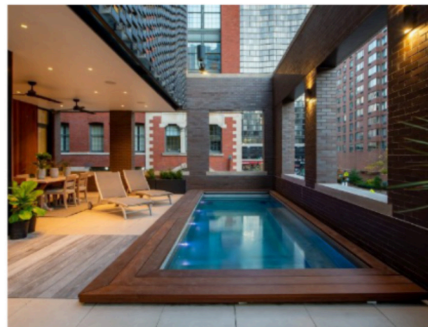
Los Angeles, California  
\$14,435,000



Boca Raton, Florida  
\$6,200,000



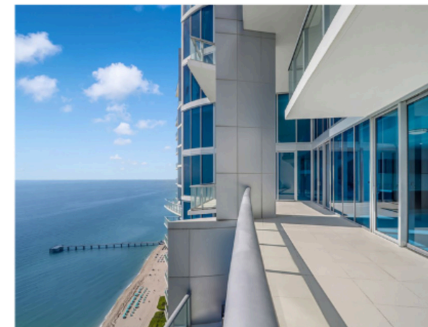
Barcelona, Spain  
€5,000,000



Chicago, Illinois  
\$4,800,000



Vero Beach, Florida  
\$4,450,000



Sunny Isles Beach, Florida  
\$4,200,000



Fernandina Beach, Florida  
\$3,100,000





Luxury is not a Price,  
**IT'S A LEVEL  
OF SERVICE**

We believe that luxury is not defined by a particular price. Instead, we view luxury as the level of expertise and service that is received when working with us.

Regardless of price, our clients benefit from the firm's global reach, powerful marketing, and unmatched professional service. Our commitment to providing the highest caliber of expertise and dedication to each transaction sets us apart as we continue to raise the standard of excellence.





# The SELLING PROCESS

Together, we will follow a proven path to success. With an in-house creative team of marketing specialists, we beautifully present each of our properties with stunning detail. Once your property is ready to market, our dedicated experts launch an unrivaled selling strategy that includes traditional and modern approaches - on the ground, online and within the global network. Our mission is to conclude our journey with the successful and rewarding sale of your property. Allow us to simplify the process, provide invaluable guidance, and ensure you are well-informed and supported at every step along the way.

**1. PREPPING FOR THE MARKET**

To maximize the value of your property, we will work together to determine potential cosmetic improvements, renovations, and/or staging plans. We'll leverage our best-in-class photographers and videographers to showcase your property in the very best light.

**3. STRATEGIC MARKETING**

Before your home is on the market, we will outline a powerful and bespoke marketing plan tailored exclusively for your property to procure maximum exposure and reach the most relevant and qualified buyers through digital, social media, and print advertising.

**5. SHOWINGS & OPEN HOUSES**

We will host private client tours, weekend open houses and broker's open houses for interested buyers to experience your property in the best way: in person. Our exclusive, interactive open house technology ensures thorough and efficient follow-up with all visitors.

**2. PRICING STRATEGY**

Experience shows that pricing a property correctly from the start results in the greatest buyer interest leading to a quicker sale. After a thorough comparative market analysis, and using our local expertise, we will determine the optimal list price for your property.

**4. LAUNCHING YOUR PROPERTY**

This is the exciting day when we announce your property to the world. Your property will make its debut on sothebysrealty.com, and then syndicate to the top real estate and media websites across the globe.

**6. CLOSING THE TRANSACTION**

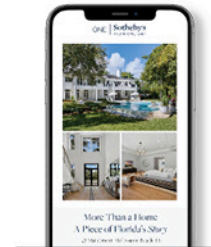
Listing your home is just the beginning. From negotiating offers to navigating inspections and paperwork, we will guide you through every step of the closing process. Our priority is to provide you with a smooth and seamless transaction.



# Exceptional MARKETING

We don't just list homes, we tell their stories. Your home is one of a kind, and we treat it as such. Our in-house marketing experts create unrivaled marketing materials designed to elevate your property, capture attention, and connect with the right buyers, both near and far.

YOUR PROPERTY JOURNEY



## SOCIAL MEDIA

Your home will be showcased across major social platforms with eye-catching visuals, leveraging our professional videography and photography. These posts are designed to spark engagement, generate buzz, and place your listing in front of qualified, motivated buyers across a wide digital network.

## DIRECT MAIL AND EMAIL MARKETING

We create customized direct mail and email campaigns strategically targeted to local neighborhoods and key feeder markets. Our unique technology allows us to instantly share your property directly with brokers who are actively searching for listings just like yours, ensuring it's seen by the right eyes at the right time.

## PROPERTY BROCHURES

Our high-end marketing brochures combine striking professional photography with a compelling narrative that highlights your home's most desirable features. Whether in print or digital form, these bespoke materials leave a lasting impression and reflect the exceptional quality expected of the Sotheby's brand.

## DEDICATED PROPERTY WEBSITES

Your home deserves the spotlight. We'll create an exclusive, personalized website showcasing high-resolution images, a cinematic video tour, and full property details, all under a unique URL. It's a sleek, immersive experience that captures attention and keeps serious buyers engaged.



# Global Exposure FOR YOUR HOME

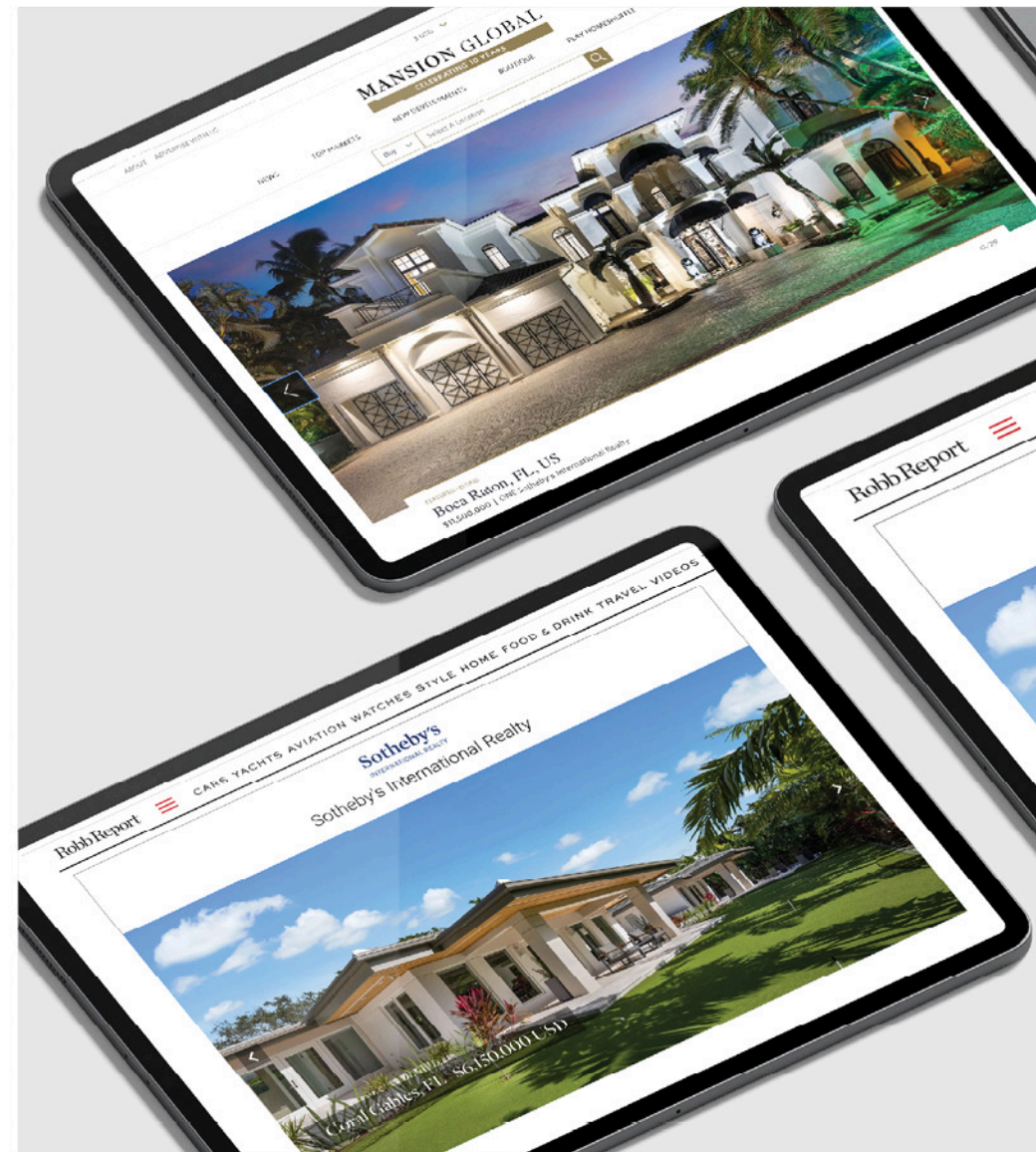
With nearly all buyers beginning their home search online, maximizing your property's visibility is essential. What sets our listings apart is their unparalleled exposure and global reach. As soon as your property goes live, it is syndicated and featured across leading media outlets, including top news, lifestyle, financial, and real estate-specific websites.

THE WALL STREET JOURNAL   MANSION GLOBAL   FINANCIAL TIMES   JamesEdition

RobbReport   BARRON'S   居外 Juwai.com   LUXURYESTATE   NIKKEI   PropGOLuxury.com

Apple TV   Zillow   realtor.com®   MarketWatch   PROPRIETES LE FIGARO   H|O|U|S|E

Lands of America™   LandWatch   Apartments.com®   ApartmentFinder™







## Delivering Unrivalled

# DIGITAL REACH

As demand for online experiences continues to soar, we lead the way with an innovative, digital-first approach. Our award-winning website and expertly optimized SEO make your listing easy to find online. Sothebysrealty.com attracts millions of visitors, offering immersive experiences through high-quality video, striking photography, and interactive virtual tours.

The Sotheby's International Realty brand features our listings on multiple social media platforms and engages with more than a million followers each day. Additionally, our YouTube channel has more subscribers and views than any other real estate brand, delivering unmatched exposure for your property.

Instagram

YouTube

facebook

LinkedIn

TikTok

X

## 52M

ANNUAL VISITS TO  
SOTHEBYSREALTY.COM

## 49%

OF VISITORS ARE  
FROM OUTSIDE  
THE U.S.

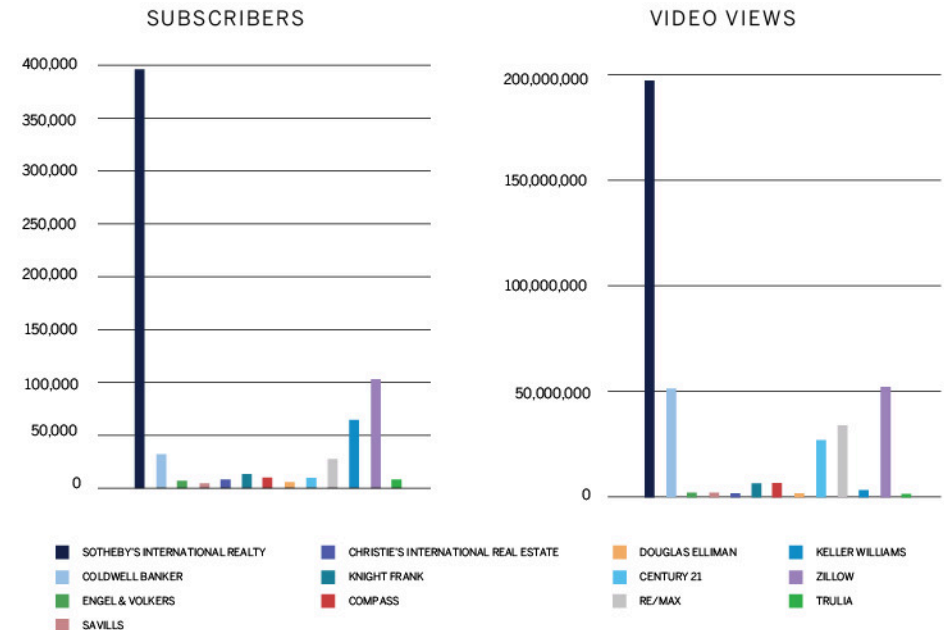
## 1.2M

FOLLOWERS  
ACROSS SOTHEBY'S  
INTERNATIONAL REALTY  
SOCIAL MEDIA

## #1

MOST FOLLOWED LUXURY  
REAL ESTATE BRAND  
ACROSS SOCIAL MEDIA

### YOUTUBE CHANNEL COMPARISON





# Our Reputation IS YOUR ADVANTAGE

As the #1 most profiled luxury real estate brand in the news, Sotheby's International Realty leads the conversation with an unmatched media presence. Our award-winning PR team and strong relationships with top-tier outlets like The New York Times, Wall Street Journal, and Forbes generate significant exposure for properties suited for media coverage. No brand is better positioned to garner maximum press attention.

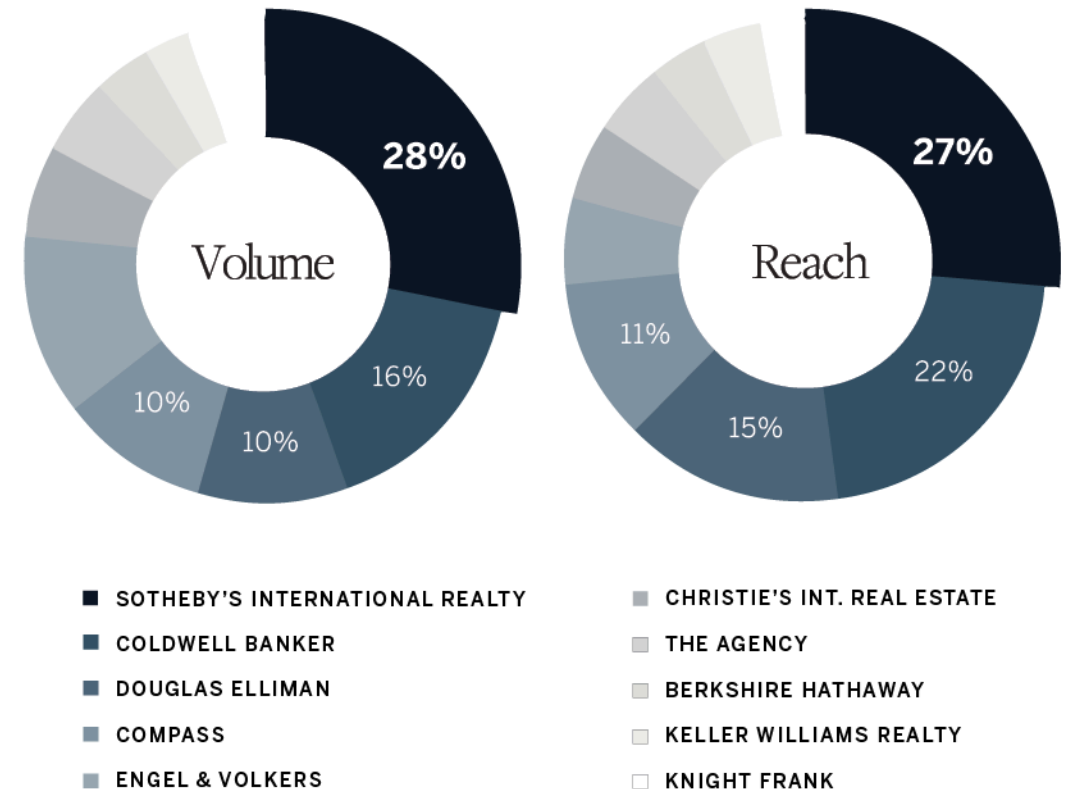
# #1

MOST PROFILED REAL ESTATE  
BRAND IN THE PRESS

# 30B+

AVERAGE VIEWS IN  
A 12-MONTH PERIOD

## 2025 Press Share of Voice

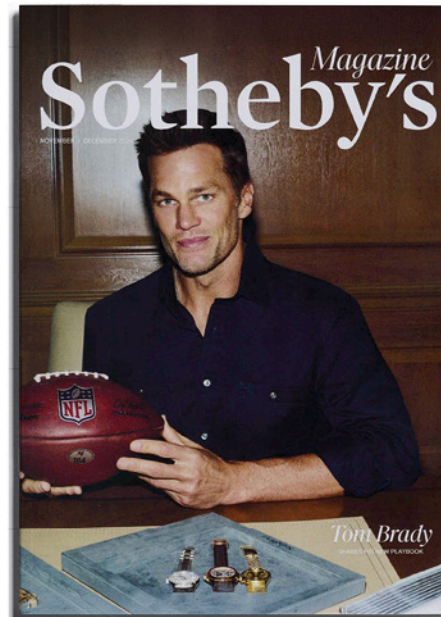


Source: Meltwater, January 1, 2025 - June 30, 2025.

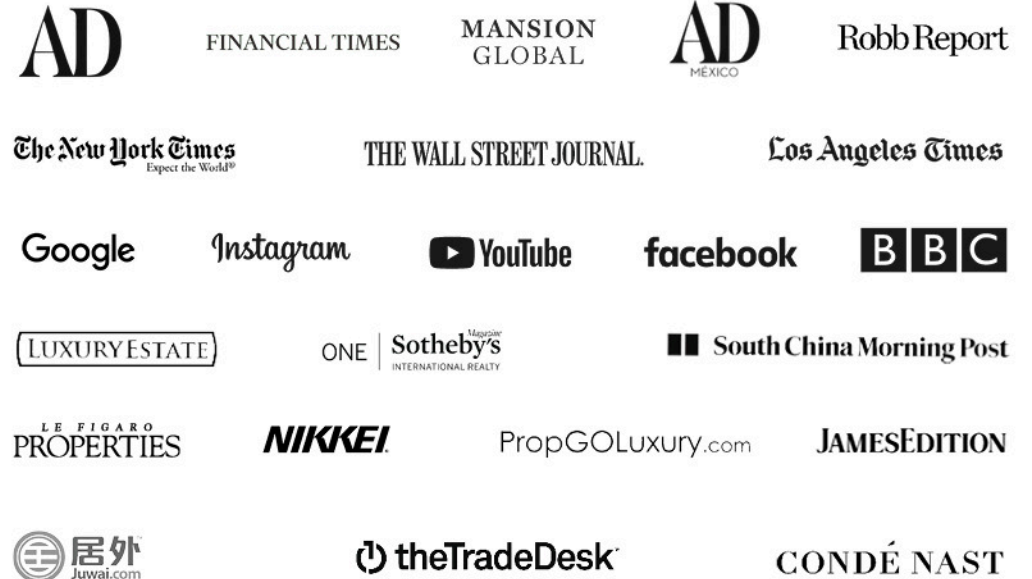


# Exclusive ADVERTISING PARTNERS

At ONE Sotheby's International Realty, we unite world-class marketing expertise with our exclusive partnerships across the most influential media brands to showcase your property to qualified buyers. From targeted digital campaigns in our local markets to coveted global placements in The New York Times, Architectural Digest, Condé Nast, Financial Times, and beyond, every campaign is crafted for maximum impact and reach. Through proprietary publications and exclusive access to Sotheby's Auction House clientele, we deliver an unparalleled platform to elevate your property's marketing to the highest standard.



## GLOBAL



## LOCAL



# The Power OF MARKET EXPERTISE

In today's dynamic real estate market, knowledge is power. The secret to our expertise in residential markets is our endless research. Our bi-annual Luxury Outlook report provides current data on trends and consumer behavior in residential markets around the globe. Naturally, the more insights we have into a market, the more we can help our clients make informed decisions.

Experience shows that pricing a property correctly from the start results in the greatest buyer interest at the most favorable price. We will carefully analyze the market using our expertise to determine the optimal price for your property.







## Alternative Approaches

# PRIVATE & AUCTION

There's more than one way to sell a property. While the vast majority of our properties benefit from being listed on the public marketplace, we also offer two alternative methods to selling a property – through our Exclusive Look Platform and Sotheby's Concierge Auctions.

If you believe the private market is the best option for your property, we have tailored solutions for you. With our Private Listing platform, your property will not be placed on the MLS and will not be found on sites like Zillow. Instead, it will be discreetly marketed within our proprietary platform, Exclusive Look, available exclusively to members of the Sotheby's International Realty brand.

Another alternative method that we offer is through Sotheby's Concierge Auctions. Our brand is well known for auctioning works of fine art, antiques, jewelry, and cars to high-net-worth individuals. But it's also a valuable option for select properties.

In fact, auctioning a property can accelerate the timing of a sale to as little as 60 days. Sotheby's Concierge Auctions is the leading global luxury real estate auction marketplace, with one of the most comprehensive databases of property connoisseurs.



New Developments

# EXCEPTIONAL PORTFOLIO

Representing a portfolio of the most prestigious new residences in Florida, our Development Division continues to honor a proven track record, with more than 40 esteemed developments sold throughout the most coveted neighborhoods.

Our specialized in-house sales associates elevate each development, attracting the most discerning and distinguished global audience. Our firm has successfully raised the region's luxury real estate market standards by offering a curated sales experience replete with tailored marketing strategies, access to proprietary technology, and extensive digital exposure.

*A Proven Track Record*

40

DEVELOPMENTS  
SOLD TO DATE

\$6B+

IN LISTED INVENTORY

\$2.56M

AVERAGE SALES PRICE



# Connecting Our Brand WITH PURPOSE

At ONE Sotheby's International Realty, we take pride in being active and engaged leaders within the communities we serve. By fostering meaningful local connections, we provide our clients with a level of service and access that extends far beyond the transaction.

We collaborate and partner with distinguished organizations and world-class events that embody our values and inspire our associates, creating powerful synergies that elevate every aspect of the client experience.

From local community initiatives to the dynamic worlds of sports, entertainment, and the arts, we align with pioneering brands that share our commitment to excellence, innovation, and dedication. This collective spirit empowers us to deliver unparalleled opportunities and unmatched results for those we serve.

**MIAMI  
HEAT**

ONE COMMERCIAL

UNITED  
WAY

Florida  
Secured Title

Art|Basel  
Miami Beach

F1

V P B  
VERO BEACH  
FOUNDA TION

TFC

FL | FORT LAUDERDALE  
INTERNATIONAL  
BOAT SHOW

Coconut Grove 60<sup>th</sup>  
ARTS FESTIVAL

miami open

Baptist Health  
Foundation

Jackson Health  
FOUNDATION  
Making miracles happen.

Sotheby's

Sotheby's Wine

# OUR COMMITMENT TO YOU

To many, a brand is a color, a logo, a website.

For us, our brand embodies so much more - our heritage, our story, our people, our clients, our culture. It's a visual representation and reminder to us day-in and day-out to be stewards of our brand, providing clients an exceptional luxury experience regardless of price point, location, or size of a property. It's remembering how we got here, looking forward to where we strive to be, and committing to making our communities and our industry better than when we first started.

To us, ONE Sotheby's International Realty isn't just a name, it's a promise.

A promise of being different, of going above and beyond; living, breathing and sharing *a tradition of the extraordinary*.





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