



MAY WE TAKE A MOMENT
AND POSE A
QUESTION?

Sierra | **Sotheby's**
INTERNATIONAL REALTY

OUR PASSION

When comparing real estate brokerages, it can be easy to assume that all of us are the same. For your consideration, we've identified the top ten reasons why we're different, items we call our passion points. These passion points, paired with our defining of luxury as an experience, not a price point, are exactly why Sterra Sotheby's International Realty is like no other.



OUR QUESTION
...

IF YOU WERE SELLING YOUR PROPERTY,

Do you believe it would sell for a fixed price or do you believe it would sell in a range of prices based on the marketing, brand and the negotiation skills of your sales associate?

Good food for thought. It can be easy to assume that all real estate brokerages and sales associates are the same. The truth is, we're different – very different. In a world full of doing the minimum, we offer an alternative – where marketing and exposure matters, negotiation and sales skills matter and where networks, affiliations and a rich brand heritage matters.

Being different isn't for everyone, but to us, it is everything.

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Sotheby's International Realty is a very clear brand. I think even as a consumer when you see the sign and you're driving by, you're like 'oh, that must be a nice house'.

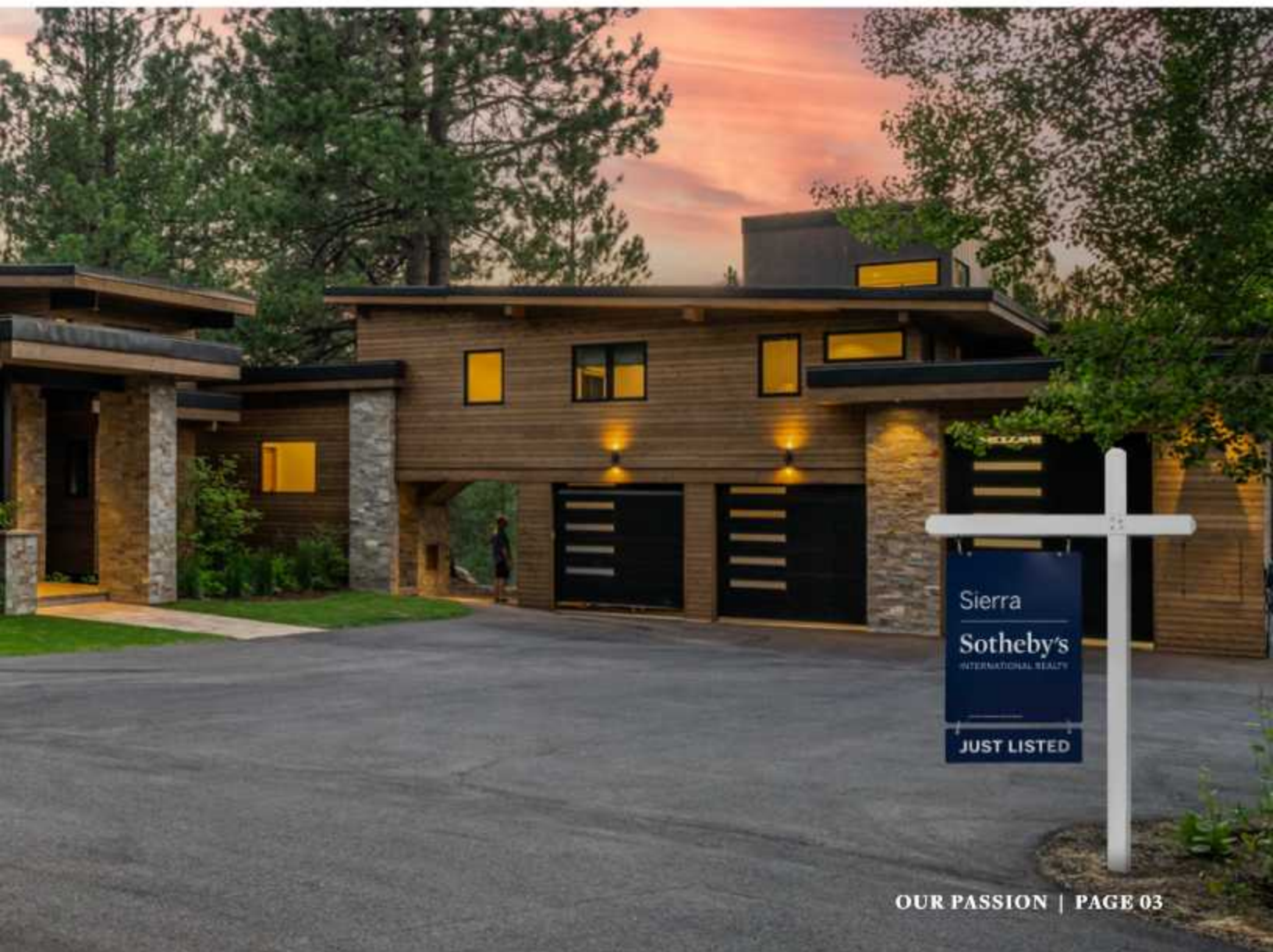
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- GWYNETH PALTROW



BRAND RECOGNITION

The blue sign. The iconic, classic branding. The worldwide network. This is Sotheby's International Realty. When clients see our sign they think luxury. For us, luxury represents high quality service, knowledge, and an experience that every client receives regardless of the property's area, size, or price point.



02

SOTHEBY'S BRAND HERITAGE

At the heart of Sierra Sotheby's International Realty is the history of the Sotheby's Auction House. This powerful collaboration and brand relationship puts our properties, at all price points, at the fingertips of global auction house clientele. Being Reno-Tahoe's only real estate brokerage with a marketing partnership of this magnitude offers our sellers an unprecedented level of exposure. Our relationship with the premier Sotheby's brand affirms our commitment toward providing you a superior level of service, global marketing and expertise in the Lake Tahoe region and around the world.

- Auction Houses in: New York, London, Paris, Milan, Zürich, Geneva, Beijing, Hong Kong, Doha
- 80 Locations | 40 Countries | 9 Auction Rooms
- Direct Link to Auction House Clients Worldwide Through Digital, Print, and Event Marketing Partnerships



SO THEBY'S

Sotheby's

EST. 1744

Sotheby's

Important British Drawings,
Watercolours and
Portrait Miniatures

WEDNESDAY 6 JUNE 2009

Sotheby's

Sotheby's

Important British Paintings
1500-1850

ALL TIMES ARE GMT

Sotheby's



EXCLUSIVE NETWORKS & AFFILIATIONS

03

When discussing luxury real estate, there are two global powerhouses: Sotheby's International Realty and Who's Who in Luxury Real Estate. Between these two brands, our network represents more multi-million-dollar properties than any other real estate brand. What this means for you is that only by listing with a Sierra Sotheby's International Realty sales associate can your property be seen on the two top luxury real estate websites in the world and benefit from our global connections working together as a partnership to find qualified buyers.



- Sotheby's International Realty:
26,000 Sales Associates | 1,075 Offices | 81 Countries
- Who's Who in Luxury Real Estate:
130,000 Sales Associates | 3,250 Offices | 70 Countries

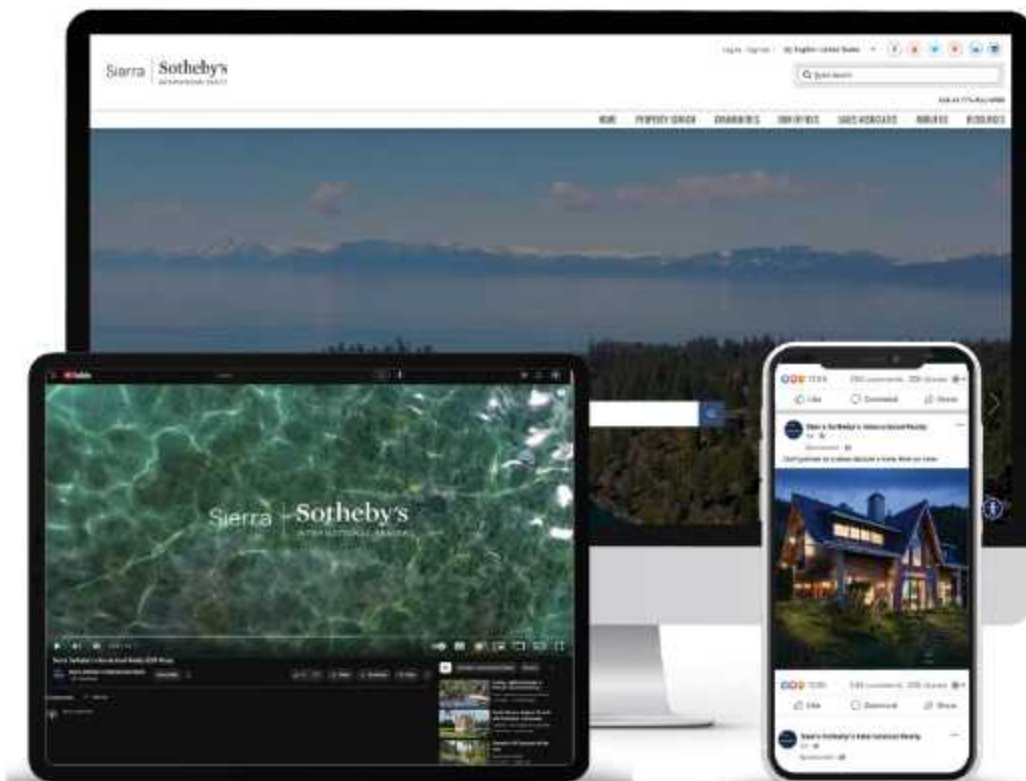
Sotheby's
INTERNATIONAL REALTY



04 UNRIVALED ONLINE SYNDICATION

Sierra Sotheby's International Realty's strategic online syndication ensures that your property is displayed to a qualified, worldwide audience. We do not rely solely on the MLS. Only with us will your home have the presence it deserves on over 10,000 websites, including the most trafficked news, art, lifestyle, and luxury real estate websites in the world. Supporting our unmatched online distribution of your home is a reporting system, meaning our process is proven, measurable, and transparent.

- Presence on Sotheby's International Realty's Network of Over 10,000 Agent and Company Websites
- Presence on the #1 Most Trafficked Luxury Real Estate Website in the World, sothebysrealty.com with 48,000,000 Visits in 2022
- Listing Traffic, Analytics, and Reporting Sent to You Showcasing Top Feeder Markets, Websites, and Most-Viewed Photography
- Audited and Quality-Controlled Photography Ensures that Your Property Stands Out Online and In Print
- Unique Online Lifestyle Search Targeting Ski, Lakefront, Golf, Mountain and Resort Destination Homes





10,000+ WEBSITES

The proprietary sothebysrealty.com platform means that only by listing with us will your property be marketed globally, nationally, regionally, and locally. Our listings benefit from being showcased and marketed online in top feeder markets such as: San Francisco, San Diego, Dallas, Chicago, New York, Miami, and beyond.



GLOBAL MEDIA PARTNERSHIPS

05

With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic partnerships, social media traffic drivers, and video content publishing, Sierra Sotheby's International Realty utilizes hand-selected media powerhouses such as Apple, The New York Times, Forbes, The Wall Street Journal and more, due to their international impact and commitment to innovation. The goal: connect your property with a global consumer. Our strategic global media plan aligns your property with relevant and influential media partners, driving brand awareness and traffic to Sierrasothebysrealty.com.



06 MILLION-DOLLAR MARKETING

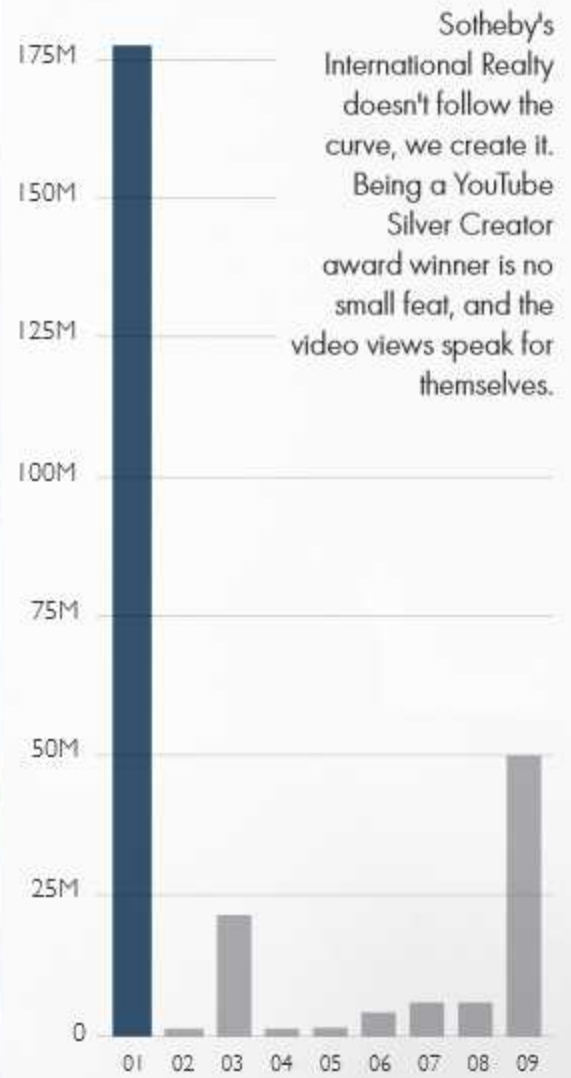
Sierra Sotheby's International Realty provides a dynamic, full-service marketing approach to every property we represent. With a suite of services ranging from the best professional photography and videography to innovative 3D and virtual technology, the Sierra Sotheby's International Realty marketing team understands the detailed approach required to bring properties of all price points to market. When you hire our associates, you are hiring our full team of professionals who are passionate about the art of driving sales through polished, million-dollar marketing efforts.

- In-House Advertising Agency Comprised of Graphic Design, Digital Marketing Content, Web Development, Photography, Videography, and Public Relations Departments
- Instagram – 364K+ Followers, @sothebysrealty.com
- Facebook – 117K+ Followers, facebook.com/sothebysrealty
- YouTube - 397+K Subscribers, Sotheby's International Realty



VIDEO VIEWS

VIDEO INNOVATION AND DOMINATION



01 – Sotheby's International Realty
02 – Christie's International Real Estate
03 – Coldwell Banker

04 – Douglan Elliman
05 – Engel & Volkers
06 – Compass

07 – Century 21
08 – Keller Williams Realty
09 – Zillow



INTEGRITY MATTERS 07

Character matters today more than ever – not just in real estate but in the world at large. Integrity translates into every aspect of what Sierra Sotheby's International Realty does – with our clients, our fellow associates, our staff, our vendors, our competitors, and our community. Experience, integrity, global affiliations, and a genuine commitment to offering the best, most professional service possible is what distinguishes Sierra Sotheby's International Realty as truly outstanding.

- Sotheby's International Realty Partnership with 501(c)(3) New Story
- Support of Vital Region-Wide Non-Profits and Organizations Including:
The Parasol Foundation, Lake Tahoe Shakespeare Festival, Sierra Community House, Tahoe Fund, Bread and Broth, Tahoe City Wine Walk, Sample the Sierra, Big Reno Coat Drive, Toys for Tots, Soroptimist International, Shane McConkey Foundation, The Lake Tahoe Maritime Museum, Art & Soul, Truckee Airshow, Truckee Donner Land Trust, Forver – Truckee River Watershed Council, and the Glenbrook Rodeo + Parasol Community Table.



08 OUR COMPANY CULTURE

Our goals: Be exceptional to one another; be exceptional in business. From company events to weekly sales meetings, our company culture is about collaboration and support to get the job done. Unlike our competitors, every week our sales associates get together for face-to-face updates about client needs. This get-it-done approach to promoting properties means that regardless of price point, our clients have the support of the entire brokerage, actively working together to sell properties quicker and at the highest price possible.

Collectively, we are a team of Veterans, Olympians, golfers, skiers, horsemen, fishermen, pilots, musicians, wooden boat enthusiasts, chefs, waterskiers, travelers, builders, artists, philanthropists, coaches and more. Together we are a collaborative group of professionals who are passionate about real estate and the Reno and Lake Tahoe lifestyle.









PROVEN TRACK RECORD



THE PROOF IS IN THE FACTS

You put your trust in our experience, stability and expertise. Our results show your instincts were right. Through our vast global footprint and impressive referral network, we provide clients with the tools required to identify and target selected buyers through all available Sotheby's International Realty channels, including marketing to the extensive client base of the Sotheby's auction house.

Sierra Sotheby's International Realty

Closed Transaction Sides - 2022

698
Sales Volume - 2022

Top-Producing Affiliate Globally



Sotheby's International Realty

Visits to SothebysRealty.com - 2022

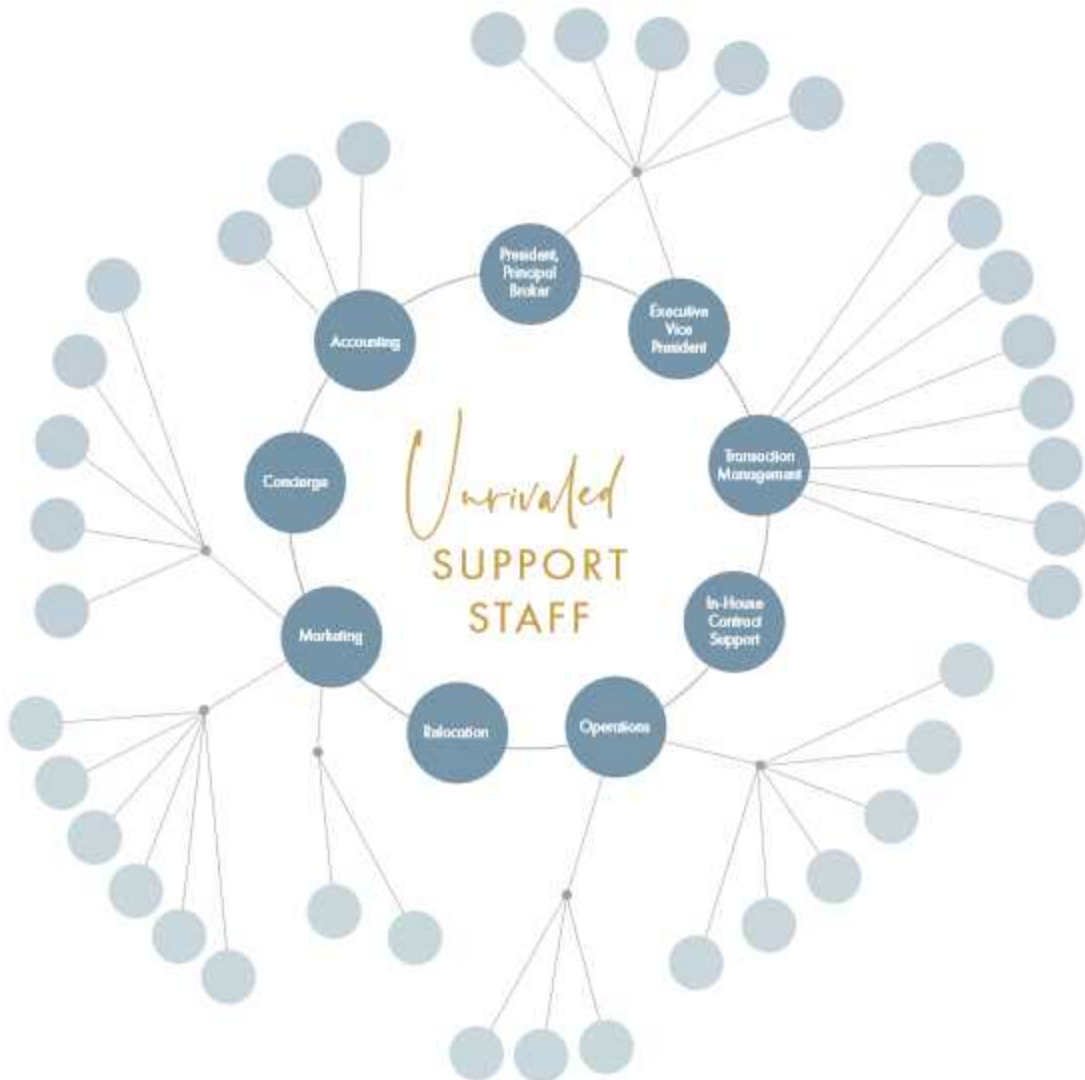
48M
Sales Volume - 2022

YouTube
Silver Creator Award,
397,000+ Subscribers



10 OUR TEAM

The staff and management of Sierra Sotheby's International Realty are a unique team of talented, diverse individuals who have combined their efforts in the goal of delivering the most effective real estate services to our clients. Our agents and their clients have the daily support of in-house marketing, transaction coordination, legal, operations, relocation, property management, photography and videography departments.



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RENO | INCLINE VILLAGE | ZEPHYR COVE | SOUTH LAKE TAHOE | TAHOE CITY | OLYMPIC VALLEY | TRUCKEE