

# Ten Reasons Why

PREMIER SOTHEBY'S INTERNATIONAL REALTY IS LIKE NO OTHER

1

## BRAND RECOGNITION

Instantly known and respected by the most desired customers. Luxury as an experience.

2

## SOTHEBY'S HERITAGE

More than 270 years of excellence with the Sotheby's auction house and affluent clientele.

3

## THE PEOPLE

A talented, dedicated group of real estate professionals working collaboratively with the highest standards and productivity levels.

4

## INTERNATIONAL NETWORK AND AFFILIATIONS

A network of approximately 26,100 real estate professionals in 84 countries.

5

## UNRIVALED ONLINE EXPOSURE

Your property displayed on the most highly trafficked luxury real estate websites.

6

## GLOBAL AND LOCAL MEDIA PARTNERSHIPS

Content delivered locally and globally to influential media partners to build loyalty, brand awareness and traffic.

7

## INDUSTRY-LEADING TECHNOLOGY

Always at the forefront of constantly changing real estate technology and innovation.

8

## STRATEGIC MARKETING ADVANTAGE

Custom plans for your property, including digital, print and social media, created by the finest professional in-house marketing team.

9

## SUPPORT

A commitment to provide the support and services to guide you every step of the way.

10

## PROVEN RECORD OF NONCOMPETING LEADERSHIP AND EXCELLENCE

Our experienced team of leaders offers decades of experience and an impeccable reputation.

Premier | Sotheby's  
INTERNATIONAL REALTY

PremierSIR.com | 877.539.9865

Each office is independently owned and operated. Equal Housing Opportunity.