

# Collections Newsletter



## Worldwide Growth

The Sotheby's International Realty® network currently boasts more than 450 offices in the United States and 27 other countries and territories.

The brand welcomed the following company to its network in the last month:

- Russell Post Sotheby's International Realty (Florida)



## Message from the President

As we prepare to celebrate another holiday season and welcome a new year, I would like to take this opportunity to thank every member of the Sotheby's International Realty® team for your contributions this year.

Thanks to the efforts of our network as a whole, in just one year we have grown from 350 offices to more than 450 offices in the U.S. and 27 other countries and territories. Most importantly, that growth has been quality growth.

This year has been a year of many achievements, and here are some that I am most proud of:

- Our brand has expanded into important new markets across the United States including Atlanta, Scottsdale, San Diego, Napa Valley, Vail, Palm Desert and Martha's Vineyard, while strengthening our presence in many states including California, Florida, North Carolina and Colorado.
- We introduced RESIDE™, our very own consumer magazine (**be sure to read more about our marketing**

**achievements and future goals in this Collections).**

- We welcomed our 100th domestic company: Nestler Poletto Sotheby's International Realty in Boca Raton, Fla. We currently have 109 firms in the United States.
- We expanded our global footprint into Japan with the signing of an exclusive 25-year licensing agreement with Urban Corporation.
- We officially opened offices in Morocco, Moscow, Singapore and Portugal.
- We hosted our finest Global Networking Event in Scottsdale, Arizona, in May and an exceptionally productive Fall Leadership Forum in Grand Cayman in October.
- We re-launched our new Members Web site in November.

Our commitment to selectively and qualitatively build the world's finest luxury real estate franchise system continues to drive me and our great team here at Sotheby's International Realty Affiliates LLC. We are fully committed to the growing success of our network.

In 2008, we will focus on continued growth in Europe, the Middle East, Pacific Rim and open areas of the Americas. Our passion to provide you with the most differentiating and effective marketing tools to grow your businesses is ever present. And, our hope is that you will continue to benefit from our commitment to consistently delivering personalized service to your firm.

Thank you for your support this year and I look forward to a successful 2008.

Happy Holidays!

*Michael R. Good  
President and  
Chief Executive Officer*



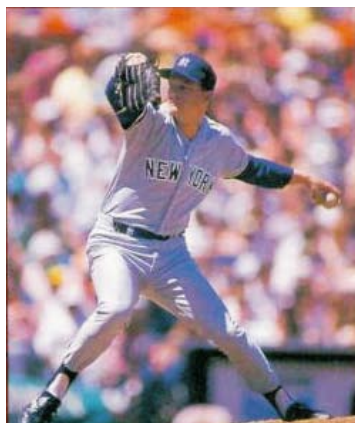
## Inside this Issue

- Message from the President
- Affiliate Spotlights
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# Spotlight On...



## Professional Baseball Player Turns Broker



Prior to entering the real estate business Charles "Chuck" Cary, owner and broker, Sea Sotheby's International Realty, Destin, Fla., spent 13 years pitching professional baseball. His time at the mound included pitching for the Detroit Tigers, Atlanta Braves, New York Yankees, Tokyo Giants and the Chicago White Socks.

Playing baseball as a young child, Charles "Chuck" Cary, owner and broker, Sea Sotheby's International Realty, Destin, Fla., never would have guessed that he'd sell real estate, nor would he have thought he'd pitch 13 years of professional baseball. But that's exactly what he did.

Chuck's goal as a child was to pitch well enough to earn a college scholarship. He achieved that goal, attending the University of California at Berkeley, his favorite college throughout childhood.

After playing college baseball, Chuck was drafted by the Detroit Tigers where he spent six years before heading down south to play for the Atlanta Braves for two. In 1989, he signed as a free agent with the New York Yankees, his favorite professional team as a child.

Chuck spent three years with the Yankees, then left for Japan to play for the Tokyo Giants. As an American on the team, he was a major celebrity with a following much like the Yankees' Derek Jeter in the United States. "That was crazy, but it was pretty cool as well," he said.

In 1993 Chuck returned to the United States to play a season with the Chicago White Sox, before he decided that he was ready to retire. "It was my thirteenth year, and we won the pennant. That was a good way to end it," Chuck said. "Besides, it wasn't getting any easier getting hitters out."

Tired of traveling and being away from his son, Fletcher, eight months out of the year, Chuck retired from professional baseball to spend more time with his wife, Katherine, and grow his family.

In 1998 Katherine came to him while he sat on his boat dock waiting for a view of some passing dolphins and suggested he try real estate.

"After I retired from baseball I played a lot of golf, watched for dolphins on the dock and spent some real quality time with my three kids, but there came a time when I felt I had to get back out there and do something. I wanted to use my brain again for something more than lining up putts, and real estate was the perfect solution," said Chuck.

## Broker Moves to the Beat of His Own Drum

Harold "Clutch" Reiser, broker, Saratoga Sotheby's International Realty, Saratoga Springs, N.Y., just might have music in his blood.

Harold is the drummer of a semi-national acclaimed blues rock band called The Maynard Brothers Band, which plays at festivals and charity benefits throughout New York. The band has four albums under its belt and its own record label, PacificSol.

Classical and big band music have always played a big part of Harold's life, beginning as a young child.

"I remember as a child my brother and sister and I would rock in a rocking chair and fall asleep listening to classical music," said Harold.

Harold began playing the drums when he was 15 and studied under the principle percussionist at the Albany Symphony from age 17 through his mid-twenties. He descends from a long line of percussionists, starting with his two great musical inspirations: his paternal grandfather, who was a drummer in a speakeasy during the days of big band music, and his father, also a drummer.

But it was Harold's talents at keyboard that earned him some of his greatest musical successes: writing the score for two horror film cult classics, "Basket Case" in 1982 and "Brain Damage" in 1986. Both movies can be found in the horror sections of most video stores around the world.

"I believe that people need a creative outlet. Creativity is a form of expression and if you don't express yourself, whether it's physically or vocally, everything just builds up inside until you either explode or implode," said Harold.



Harold "Clutch" Reiser, broker, Saratoga Sotheby's International Realty, Saratoga Springs, N.Y., often trades his suit and tie for jeans and drumsticks as the drummer for a blues rock band called The Maynard Brothers Band.

# Spotlight On...

## Sale of Cattle Ranch Sets Record for Central Oregon

The recent sale of the Ponderosa Guest and Cattle Ranch, touted by those in Central Oregon as one of the most unique large ranch operations in the United States, set a new record for sales in Central Oregon.

In an area known as the Palm Springs of the Pacific Northwest, Cushman & Tebbs Sotheby's International Realty, Bend, Ore., closed on the cattle ranch, which spans two counties in Central Oregon, for \$23 million, surpassing the previous record of \$22.6 million for the Sunriver Resort Mall in January.

The Ponderosa Guest and Cattle Ranch included 120,000 acres in the Silvies River Valley, along with a working cattle ranch and eight guest cabins, which offer overnight accommodations for 48. The sellers raised cattle, farmed hay and had a corporate retreat complete with a 5,000 foot paved landing strip.

To sell this unique property the firm leveraged the Sotheby's International Realty® global marketing network along with international press releases and strategic Internet marketing practices, including Loopnet, the largest online commercial real estate listing service.

"Our affiliation with the *Sotheby's International Realty* brand definitely helped in securing the listing. The owner was a sophisticated client who wanted the benefits of a global real estate network," said Lynnea Miller, principal broker for the office, adding that the visibility and link to the brand's Web site allowed for the property to have high stature with other exclusive worldwide listings.



Cushman & Tebbs Sotheby's International Realty, Bend, Ore., set a new sales record in Central Oregon with the closing of the 120,000-acre Ponderosa Guest and Cattle Ranch for \$23 million.

## Lecture Series Draws Awareness in Savannah Market

The hottest lecture series in Savannah, Ga., isn't hosted by one of the local universities, but rather by Celia Dunn Sotheby's International Realty, Savannah. The firm's Masterpiece Luncheon Lecture Series is held in the town's Historic Landmark District on the 14th floor of the Hilton Hotel at The Chatham Club.

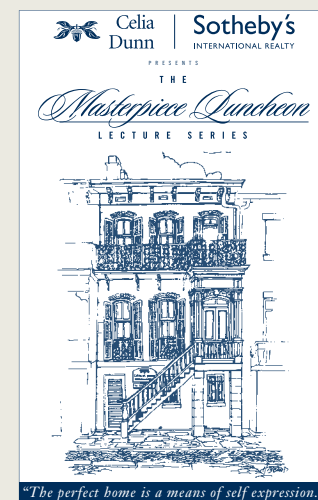
Now in its second season, the Masterpiece Luncheon Lecture Series was created to build awareness for the firm in the Savannah and Low Country market, and to benefit local cultural and educational organizations. The series features some of the market's premier experts sharing their expertise on a variety of topics relating to transforming one's home into a place of personal expression and improving one's quality of life.

Speakers range from Susan Sully, an author and leading authority on Southern Style to Holly McCullough, curator of fine arts and exhibitions for the Telfair Museum of Art. Other specialists have included designers, antiques specialists, a wine expert, a silver collector and an historic preservationist.

There are six lectures a year which typically are attended by 100 to 130 people. The \$25 fee includes lunch and a contribution to the featured charity. Past recipients include the Savannah Music Festival, Savannah Technical College, Telfair Museum of Art and Historic Savannah Foundation.

The lectures are open to all and are marketed in several ways. Special invitations are mailed, and it is publicized through the local media and via the firm's Web site.

"We utilize these events for networking and keeping in touch with current and former clients and they have become extremely popular events," said Celia Dunn, broker, Celia Dunn Sotheby's International Realty, which also has an office in Bluffton, S.C. "People throughout our market have come to anticipate them. Some come to support the featured charity while others come to increase their knowledge about interesting subjects, and some come to have fun and support our company."



The Masterpiece Luncheon Lecture Series, hosted by Celia Dunn Sotheby's International Realty, Savannah, Ga., is a unique way for the firm to network and help local charities.

# News and Notes

## 2007 By the Numbers

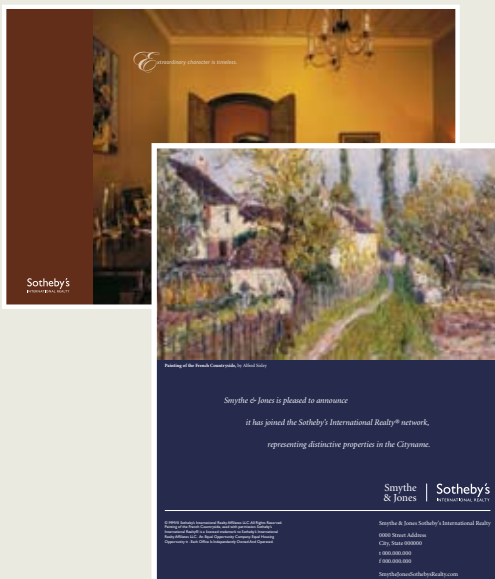
This year, the Marketing department has completed:

- 195 local announcement ads
- 125 local portrait ads
- 125 local logo lock-ups

### sothebysrealty.com\*

- 21,013 properties
- 462 offices
- 8,886 sales associates

\* As of 12/1/07



## Raising the Bar: A Marketing Outlook

Just as the Sotheby's International Realty® brand has grown by leaps and bounds in the last year, so have its marketing efforts.

To support the brand's worldwide growth, the Marketing department this year has fine-tuned its consumer Web site, rebuilt its intranet, introduced a one-of-a-kind consumer magazine and streamlined its advertising efforts.

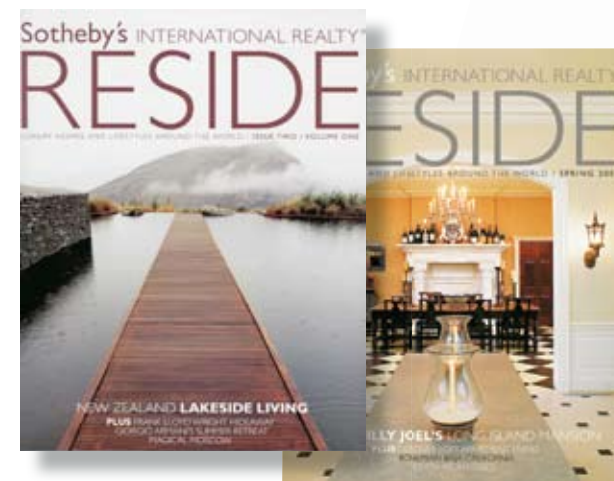
Looking forward to 2008, the brand will keep up the pace by focusing on quality and consistency at every level, from its consumer Web site to the tools it offers affiliates.

### 2007: A Year of Growth

As the *Sotheby's International Realty* network grew internationally this year, the Marketing department has focused on enhancing the personalized service it offers affiliates and raising brand awareness with its target audience.

The year began with the distribution of the 2007 marketing kit, designed to prepare affiliates for the coming year. By April, the brand launched *RESIDE*™ magazine, its very own real estate publication designed to appeal to sophisticated homeowners. The magazine's unique combination of rich content and *Sotheby's International Realty* listings from around the world made it an overnight sensation. The second issue hit the stands in October.

“One month after the first issue was mailed, we received more than 1,000 subscription cards from around the world in the mail, and to date we have received nearly 2500,” said Wendy Purvey, senior vice president, marketing, Sotheby's International Realty Affiliates LLC. “We are extremely proud of this quality publication and believe that it resonates strongly with our targeted clientele.”



In 2007, the brand launched *RESIDE*™ magazine, designed to appeal to sophisticated homeowners. The second issue (left) came out in October.

To help affiliates better reach their own target audience, the brand also expanded its post card studio, offering more templates for affiliates to customize, and extended its cooperative advertising program to add more publications, including the *International Herald Tribune*.

“In evaluating our co-op program, we took into consideration requests from our network to have a presence in several new newspapers,” said Chris Sisco, director of marketing, Sotheby's International Realty Affiliates LLC. “We looked at where we could pool affiliates in certain regions in order to purchase group ads in high-profile publications like *The Boston Globe*.”

Co-op advertising opportunities continue to be communicated to affiliates via *Highlights*, the brand's marketing newsletter. According to Sisco, *Highlights* was created to serve as a resource for affiliates to learn about the brand's marketing news. It is consistently delivered to the network every seven to 10 days.

# News and Notes

The brand also expanded its offering of turnkey products affiliates can customize and purchase through Merrill.

“This year we offered several ‘plug and play’ tools affiliates can customize for their firm and send to their clients,” said Sisco. “From the ‘Seasons’ calendar to templates for local company mailers, newsletters, property brochures and holiday cards, these tools enable affiliates to better market themselves in the communities they serve while maintaining the established consistent look of the brand.”

The brand’s consumer Web site, [www.sothebysrealty.com](http://www.sothebysrealty.com), also was fine-tuned this year to better accommodate user needs by including a mapping function, an investment and commercial property search and property and office search process enhancements delivering a more user friendly search experience.

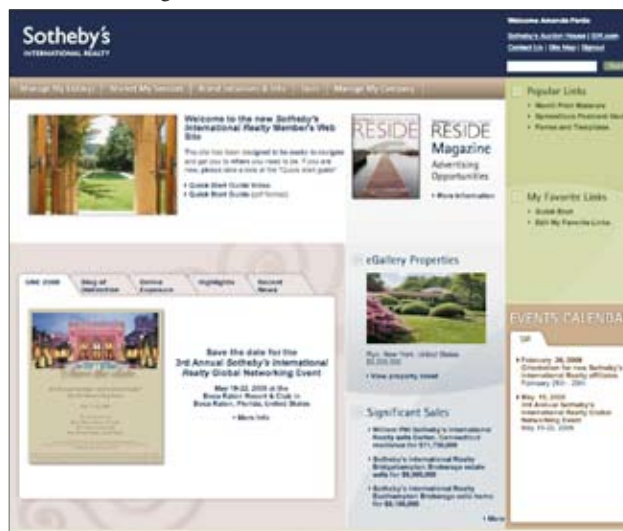
By the end of the year, a currency conversion tool will be implemented, allowing consumers to view the price of a property in all currencies and search the Web site in a specific currency.

Another major accomplishment for 2007 was the launch of eGallery, a customizable property slide show capable of displaying listings on large screen televisions in *Sotheby's International Realty* offices and Sotheby’s Auction House locations around the world.

“This was a year of building points of differentiation and providing an increased value to our affiliates by giving them tools like eGallery that they can utilize at the local level,”

said Phil Koserowski, vice president, interactive marketing, Sotheby’s International Realty Affiliates LLC. “We are focused on promoting what makes this brand unique.”

The brand’s online marketing efforts also focused on making its listings available on several key search engines and newspaper Web sites as part of a strategy to increase brand awareness and generate exposure among consumers for these listings.



The brand’s newly rebuilt Members’ web site.

Consumers can search for *Sotheby's International Realty* network listings through *The Wall Street Journal*, *The New York Times* and the *International Herald Tribune's* online components. These listings also are available on Trulia, a real estate search engine, and on Google when consumers search for real estate in specific locations.

Listings for the network’s most distinguished homes are available on Great Homes, *The New York Times's* luxury real estate Web site, at [www.nytimes.com/greathomes](http://www.nytimes.com/greathomes).

Finally, the brand began rebuilding its Members Web site in 2007. The first phase of the launch, completed last month, featured a new look and feel along with dynamic content. Task-based navigation also made it easier for users to read and find information.

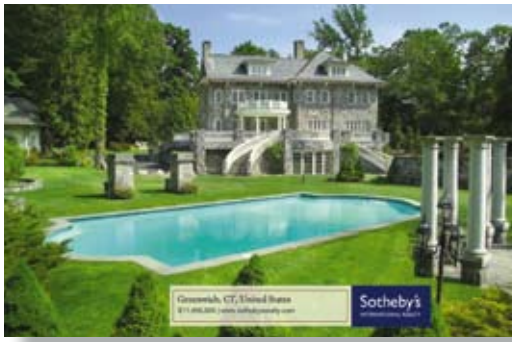
Phase two, which is set to launch in early December, focuses on providing affiliates the ability to highly customize the site and use it as their firm’s own intranet.

“Our decision to rebuild the Members Web site was a very significant step,” said Koserowski. “For affiliates that don’t have an intranet this is an easy way of customizing and making the Members Web site their own.”

## 2008: Quality and Consistency

By January, all affiliates will have received the 2008 Extraordinary Marketing Communication Kit, containing all the marketing information needed for the coming year, from promotional materials to examples of all marketing tools.

The kit will contain the brand’s two new Portraits advertisements, the 2008 media and co-op advertising schedule and a planning kit that will help affiliates drive the brand’s international campaign at their local level.



"In 2008 we will focus on remaining consistent to our brand image and vision, and fine-tuning the brand materials we provide our affiliates," said Purvey. "The Portraits Campaign continues to be at the foundation of our brand's personality to be Inviting, Discreet, Savvy and Refined. The 'less is more approach' has been validated by our best of class media partners and we will continue to enjoy premium placement in these quality publications."

The brand also will reunite with Architectural Digest next year to conduct a new research study on the luxury real estate market and consumers. The first study, "Seeking a Luxury Lifestyle," was conducted in 2006.

The new study will be designed to help position the Sotheby's International Realty brand and its affiliates as the voice for the luxury real estate market. Affiliates will be able to utilize the study as part of their local media relations efforts.

Next year, the brand also will expand its Squash Sponsorship promotion to include sponsorship of additional tournaments. The Sotheby's International Realty brand is the title sponsor of the US Squash's US Doubles Championships.

In the online arena, the brand will broaden its global presence by supporting a more diverse online community through language translation on its consumer Web site by the second quarter.

International affiliates will be able to enter information into

the Web site in multiple languages. Consumers then will be able to choose which language they want to view the Web site in: Spanish, French, Chinese, Japanese or Italian.

"Our goal is to be fully global and truly reach our international audience," said Koserowski. "At the same time, we are sharpening our focus on quality."

The brand will address the issue of quality by reviewing all lower-priced listings submitted to the Web site. Though the price range will vary by state, such listings will not be included until the brand has approved them. Higher-end listings also will be reviewed daily to ensure they have quality photos displayed.

To better serve consumers, the brand has increased the minimum number of photos allowed per listing on the Web site from one to six. Firms are encouraged but not required to post ten photos. Ten will be the mandatory number to be included in the brand's online listing distribution efforts and eGallery Top Tier.

"From a marketing standpoint we are raising the bar on what we currently offer our affiliates and consumers. But the top priority for our network as a whole remains upholding our exceptional brand and protecting what makes it unique and special."

-- Wendy Purvey

"Research tells us that the importance of quality photos on Web sites continues to increase," said Koserowski. "Offering a variety of high-quality photos representative of the high-quality properties listed through our affiliates is key to raising the bar on our dynamic Web site."

The Members Web site rebuild will continue in 2008 as the Marketing department works to implement affiliate feedback and suggestions following the initial launch.

According to Purvey, the overall focus for the Marketing department's 2008 efforts will center on ensuring the brand continues to meet and exceed consumer expectations, while at the same time upholding the brand's image and vision through a clear focus on quality.

"From a marketing standpoint we are raising the bar on what we currently offer our affiliates and consumers," she said. "But the top priority for our network as a whole remains upholding our exceptional brand and protecting what makes it unique and special."



*Season's Greetings from the  
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