

# Collections

*For the connoisseurs of life.*



SOTHEBY'S INTERNATIONAL REALTY®

Volume II / 2014

## *The Power of the Brand*

This issue of *Collections* provides insights into many markets around the world- from our Spotlight on Dubai and our new affiliate in this exotic locale to news and successes from our affiliates in Texas and Washington to the United States Virgin Islands and Italy.

To date this year, we have proudly welcomed nearly 15 new companies worldwide to our network. This is a testament to not only the value proposition we offer, but also to the strength and vitality of our network. I would like to recognize our dedicated membership sales team, which performs at a very high level, exceeding our sales goals. Our strength comes from the high caliber companies affiliated with the brand across the globe – and I am proud to say that we have the finest network of professionals available anywhere.

As we enter the second half of 2014, I encourage you to continue networking with your fellow affiliates and leveraging the power of this brand. In this issue of *Collections*, we highlight just a few of the success stories that result when connections are made and capitalized on – to everyone's mutual benefit.

For those who have made plans to attend our 2014 Global Networking Event in Miami, Florida, I look forward to seeing you at what promises to be our greatest event yet. Please accept my best wishes for every continued success this year.

Sincerely,

Philip White  
President & Chief Executive Officer



Fuller Sotheby's International Realty | Longmont, Colorado | \$16,900,000 | Property ID: XLKXHF

## WORLDWIDE GROWTH

The Sotheby's International Realty® network currently boasts approximately 700 offices in 54 countries and territories worldwide.

### The brand welcomed the following companies to its network:

- Justin Winter Sotheby's International Realty (Sunset, S.C.)
- Canary Islands Sotheby's International Realty (Tenerife, Canary Islands)
- The Steele Group Sotheby's International Realty (Richmond, Va.)
- Harborside Sotheby's International Realty (Marblehead, Mass.)
- Landmark Sotheby's International Realty (Wilmington, N.C.)
- Carvill Sotheby's International Realty (Kailua, Hawaii)
- Belize Sotheby's International Realty (Ambergris, Caye, Belize)
- Luxembourg Sotheby's International Realty (Luxembourg)
- Marketplace Sotheby's International Realty (Woodinville, Wash.)
- North India Sotheby's International Realty (India)

### The following branch offices have opened:

- Vista Sotheby's International Realty (Redondo Beach, Calif.)
- Mott & Chace Sotheby's International Realty (Watch Hill and Narragansett, R.I.)
- Glacier Sotheby's International Realty (Missoula, Mont.)
- Briggs Freeman Sotheby's International Realty (Dallas, Texas)
- Pacific Sotheby's International Realty (San Diego and La Jolla, Calif.)
- Childers Sotheby's International Realty (Toms River, N.J.)
- Daniel Gale Sotheby's International Realty (Flushing, N.Y.)
- Prominent Properties Sotheby's International Realty (Edgewater, N.J.)
- The Bear's Club Sotheby's International Realty (Jupiter, Fla.)
- Sierra Sotheby's International Realty (Truckee, Calif.)

Cabarete Dominican Republic Sotheby's International Realty changed its name to Holden Sotheby's International Realty

# SPOTLIGHT ON DUBAI

Dubai Sotheby's International Realty  
Dubai, United Arab Emirates  
\$10,291,315 (USD) 37,800,000 (UAE dirham)  
PropID: YENNEW



Only nine months ago the Sotheby's International Realty® brand entered Dubai with **Dubai Sotheby's International Realty**. In this short space of time the company has already established itself in the marketplace as the prime real estate company in the country.

The firm officially announced its arrival in this premium market in March 2014 with an opening event during the famous Art Dubai week. The company partnered with the Sotheby's Auction House to host one of the week's largest events.

The spectacular DIFC Atrium provided the stunning venue and it was filled with an enthusiastic audience who came to view both the traveling exhibition of highlights from the October Contemporary Art sale and a display of the best local and international properties the *Sotheby's International Realty* network has to offer.



With a backdrop created by stunning works of art including a breathtaking Hirst piece, the night had a real wow factor for the 700 people that attended the three-hour cocktail reception. "We were honored by the patronage and presence of His Excellency Sheikh Nahayan bin Mubarak Al Nahyan, the culture minister of the United Arab Emirates and one of the region's most prominent art patrons and cultural figures," said Billy Rautenbach, the firm's managing director, who has 28 years of real estate experience, with nine years in Dubai.

The Dubai Sotheby's International Realty office features eGallery and a wall of the network's locations

Sotheby's International Realty network members from around the world attended the Dubai Sotheby's International Realty opening event (also pictured below)

"We were really pleased to welcome to the opening event many of our fellow *Sotheby's International Realty* affiliates from across the globe including the Americas, Europe and Australasia," she said. "They were treated to a tour of this bustling city and taken to some of our key properties and residential areas so they could get a feel for the potential within Dubai and of the wider UAE region."

Dubai Sotheby's International Realty, whose first office sits alongside the globally iconic Burj Khalifa, has flourished under Billy's leadership. The company is already operating three successful divisions: Local Sales, which is headed by Billy herself; International Sales and Developments, which Eric Roche- who spent nearly a decade with the brand in New York City- is leading; and a Projects division, led by Thomas Wiegand, who has been a dynamic force in the Dubai real estate market for more than eight years.

This seasoned executive team offers experience in both local and international real estate and will help drive the office to further success. **"Since opening we have sold 200 million (AED) worth of property, and secured exclusive rights to developments in Dubai," said Billy. "The International Sales department here has also secured a contract with one of the region's largest banks to act as sole real estate advisory provider and has put through many referrals to the *Sotheby's International Realty* network.**

"Dubai is a strategically important market for the *Sotheby's International Realty* brand and this signing represents a key step forward in our overall growth plans across the Middle East," said Philip White, president and chief executive officer, Sotheby's International Realty Affiliates LLC.

# SEEN & HEARD

## AROUND THE NETWORK



William Pitt Sotheby's International Realty has listed Rock Hall in Colebrook, Conn., for \$3.495 million

### ROCK HALL | COLEBROOK, CONNECTICUT

Rick Distel of **William Pitt Sotheby's International Realty** in Connecticut has listed Rock Hall in Colebrook, Conn., for **\$3.495 million**. Rock Hall was designed in 1912 by noted American architect Addison Cairns Mizner for Jerome Alexandre, scion of the Alexandre Steamship Company. Replete with original architectural details, the meticulously restored 10,000 square foot manor house is located on a 23-acre estate.

A complete 2005 restoration by the current owners included new interior systems throughout and the addition of period-appropriate fixtures, custom finishes and wall-coverings. Artisans gave new life to century-old original architectural details, resulting in the rebirth of one of the finest "new-old homes" in New England. In 2010, Rock Hall, the only remaining Mizner-designed residence north of the Mason-Dixon Line, was awarded designation on the prestigious National Register of Historic Places. [Click here](#) for more information.

### OLA PUA GARDENS | KALAHEO, HAWAII

Martie Law of **Sleeping Giant Sotheby's International Realty** in Hawaii has listed Ola Pua Gardens in Kalaheo, Hawaii, for **\$6.5 million**. The home harkens back to the traditional Hawaiian Plantation era and is rich in historical significance since its inception in 1931. The main house was built by CW Dickey, and was once the residence for the Kauai Pineapple Company's managers. The property later became privately owned and turned into a fully functioning botanical garden known as Olu Pua Gardens. The property now consists of five dwellings on 12.29 acres of manicured lawns. There is a Japanese Garden, a Kau Kau Garden, a Tropical Rainforest, a Hibiscus garden and pond. It has been said that former US President Nixon stayed there as well as other WWII dignitaries just before the end of the war. [Click here](#) for more information.



Sleeping Giant Sotheby's International Realty has listed Ola Pua Gardens in Kalaheo, Hawaii, for \$6.5 million

# SEEN & HEARD AROUND THE NETWORK



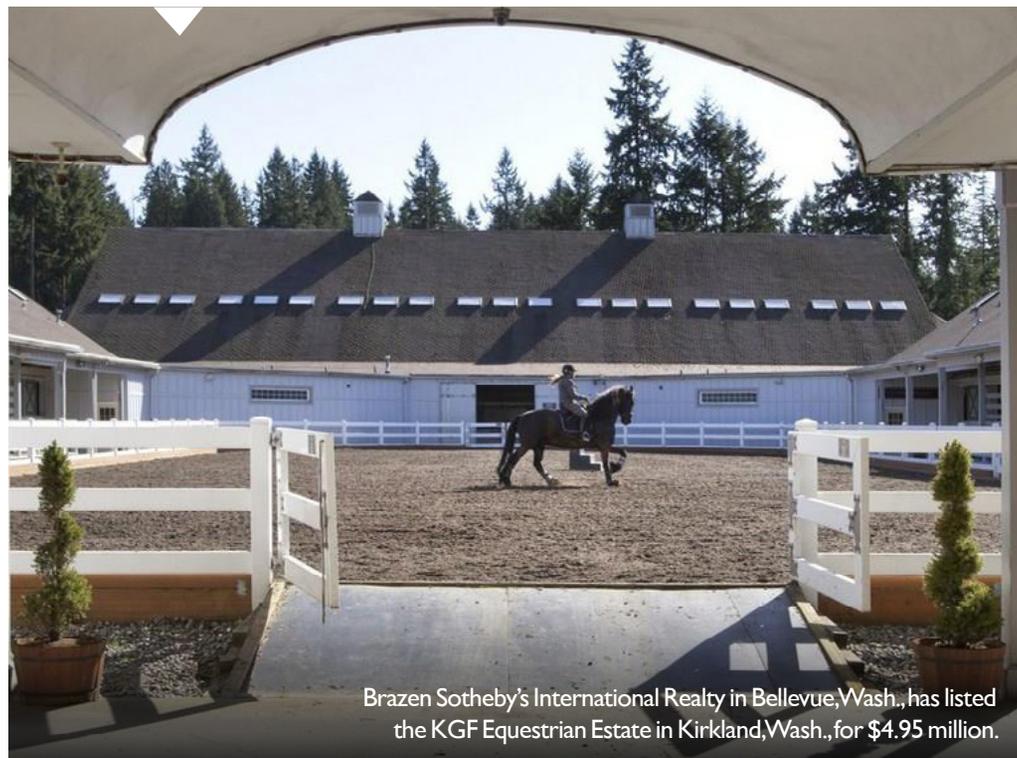
Sun Valley Sotheby's International has listed the Sun Valley home of Hollywood movie producers Lili and Richard Zanuck

## ZANUCK HOME | SUN VALLEY, IDAHO

Mike Sampson of **Sun Valley Sotheby's International** in Idaho has listed the Sun Valley home of Hollywood movie producers Lili and Richard Zanuck, who purchased land and built this mountain lodge home in 1986. Listed for **\$10.5 million**, there are two lots with a mountain lodge style home on a .775 acre lot and a separate adjoining 1.014 acre lot. The home has five bedrooms, four full baths, two half baths, four fireplaces and 7,571 square feet of living space. [Click here](#) for more information.

## KGF EQUESTRIAN CENTER | KIRKLAND, WASHINGTON

Cindy Paur, Randi Brazen and Kathy Madsen of **Brazen Sotheby's International Realty** in Bellevue, Wash., have listed the KGF Equestrian Estate in Kirkland, Wash., for **\$4.95 million**. Kirkland's premiere boarding and training center, the property is nestled in Bridle Trails with easy access from every direction. The center offers 55 stalls and 16 paddocks, indoor and outdoor arena and direct access onto the surrounding 28 miles of Bridle Trails park. In addition there are three caretaker's quarters, heated offices, boarding offices and a two-bedroom apartment on the property. The owner is the founder of Stock Pot soups. [Click here](#) for more information.



Brazen Sotheby's International Realty in Bellevue, Wash., has listed the KGF Equestrian Estate in Kirkland, Wash., for \$4.95 million.

# SEEN & HEARD

## AROUND THE NETWORK



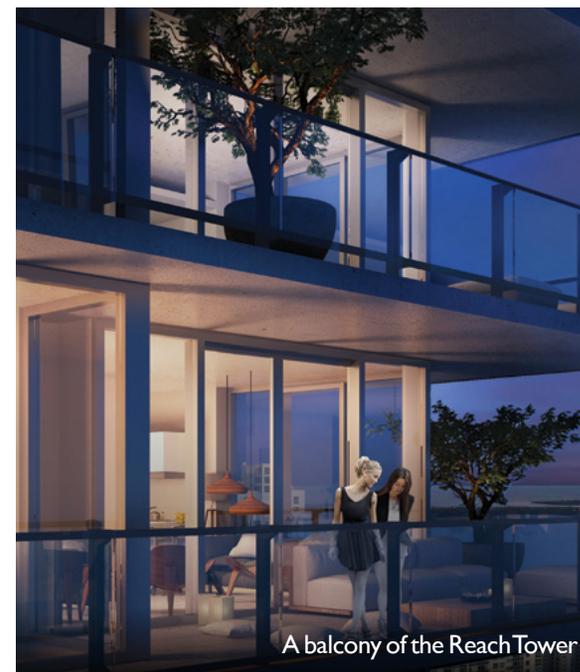
Ocean Sotheby's International Realty has listed this houseboat for \$6.25 million

### GILMORE ESTATE | ISLAMORADA, FLORIDA

Leslie Leopold and Cheri Tindall of **Ocean Sotheby's International Realty** in Islamorada, Fla., have listed a houseboat for **\$6.25 million** that dates back to 1948 and has entertained many dignitaries including former Presidents Harry Truman and George Bush Sr. President Harry Truman composed much of the Truman Letters from pen and pad while on the boat. The property is locally known as the "Bay Bourne Houseboat." It was originally docked next door at the Cheeca Lodge in the 1960's when Hurricane Donna broke her away from her mooring. The Houseboat was found and then rolled on telephone poles back into the place where it sits, permanently "anchored" today. The Houseboat was custom built for Baron Conrad Hilton, the hotelier. Traditionally, the large 50 foot flag was designed to fly on the 100 foot flag pole erected for George Bush Sr. while he stayed on the boat. [Click here](#) for more information.

# SEEN & HEARD

## AROUND THE NETWORK



### BRICKELL CITY CENTRE | MIAMI, FLORIDA

**ONE Sotheby's International Realty** in Miami, Florida, is representing one of the largest development projects in the United States, Brickell City Centre. A Swire Properties \$1.05 billion mixed-use development, it is strategically located in the center of the Brickell financial district. It is the single largest project currently underway in Downtown Miami and is expected to bring a whole new level of urban living and sophistication to the area.

Sitting on 9.1 acres along South Miami Avenue between Eighth Street and Sixth Street, it will have 5.4 million square feet of office, residential, hotel, retail and entertainment space, in addition to a two-level underground parking garage that spans seven acres below the property. An environmentally progressive CLIMATE RIBBON™ architectural feature will provide innovative climate control so shoppers can walk in comfort between stores and restaurants.

There will be two residential towers – the North tower, known as “Reach,” will have 43 floors with 390 units, and prices will range from **\$500,000 to \$8 million**. There also is a hotel component along with a wellness center. The project is expected to be completed by the end of 2015, early 2016. For more information on the residential component, [click here](#). For the retail website, [click here](#). To watch a video, [click here](#).

“Brickell City Centre is a development of historic significance to South Florida,” said Mayi de la Vega, founder and chief executive officer, ONE Sotheby's International Realty. “Strategically located, this \$1.05 billion environmentally progressive mixed-use development encompasses 5.4 million square-feet of office, residences, hotel, retail and entertainment space. This is the next Miami landmark.”

# SEEN & HEARD AROUND THE NETWORK



## DIELMANN SOTHEBY'S INTERNATIONAL REALTY PARTNERS WITH THE ST. LOUIS SYMPHONY

**Dielmann Sotheby's International Realty** in St. Louis, Mo., formed a corporate sponsorship with the world-class St. Louis Symphony. "As a result of this relationship, we will have additional marketing exposure for our listings among the St. Louis Symphony audience," said Andy Dielmann, the firm's owner. "Our companies both share a reputation of excellence in St. Louis and throughout the world."

The Dielmann Sotheby's International Realty team also attended the 2014 Economic Forecast Breakfast for St. Louis Association of Realtors, held Feb. 20.

*Pictured above, left to right:* Dr. Lawrence Yun, chief economist and senior vice president of research for the National Association of REALTORS®; Marc Levinson, agent with Dielmann Sotheby's International Realty; Andy Dielmann; and Jan Thomas, agent with the firm.

## A CULTURE OF CAMARADERIE

**Coastal Sotheby's International Realty** in Palm Beach Gardens, Florida, established a goal this year to become more active and involved in their local community through charity and participation, while at the same time creating a fun office culture through camaraderie and healthy living. From this goal came the "Coastal Fit Club," which was designed to encourage staff and agents to join together once a month for different types of fitness activities from running to paddle boarding. The majority of activities will be in support of either a local or international charity. So far this year they have participated in the Susan G. Komen Race for the Cure in January and the ColorVibe 5k in support of Habitat for Humanity in February.

## FIGHTING MULTIPLE SCLEROSIS

Independent sales associates and staff from **Martha Turner Sotheby's International Realty** in Houston, Texas, recently participated in the 2014 BP MS 150, a two day, 180-mile journey for MS from Houston to Austin. The team raised more than \$80,000 to help create a world free of the disease.



# SEEN & HEARD AROUND THE NETWORK

## SENIOR LEADERSHIP SHARES THEIR EXPERIENCES



Wendy Purvey, the brand's chief marketing officer, was a featured keynote speaker at **Adobe's Digital Marketing Symposium** in New York City on June 12. The event was a marquee gathering of companies pushing the boundaries of digital marketing and Wendy had the opportunity to share the success of the brand's innovative Anthology app alongside other CMOs from ESPN, GE and the NFL.



Wendy also attended the **AREAA Global & Luxury Summit**, participating on a panel entitled "Going High End – Creating Your Luxury Brand."



Philip White and Wendy Purvey spoke at the all-company meeting for **Pacific Sotheby's International Realty** in California, which took place May 21 at Hall of Champions in Balboa Park. Philip and Wendy provided a brand update to the approximately 250 agents in attendance.



Philip White, the brand's president and chief executive officer, delivered a welcome address during the **Asian Real Estate Association of America's Global and Luxury Summit**, which the brand sponsored. The event was held in New York City at the Waldorf Astoria Hotel from April 12 to 15. Philip also served as co-chair of the event.

# SEEN & HEARD

## AROUND THE NETWORK



### FULLER SOTHEBY'S INTERNATIONAL REALTY HOSTS VIP AUCTION FOR BOULDER SYMPHONY

Nearly 200 community-minded leaders and arts patrons filled the Boulder, Colo., offices of **Fuller Sotheby's International Realty** on May 14, to raise their bidding paddles in support of the Boulder Symphony.

The firm's Boulder office hosted the event, which included two auctions, and orchestrated an evening of wine, fine food, classical music and high energy that ended on a crescendo, raising \$30,000 for the symphony. The live auction was set in a Sotheby's blue-tinged room.

"It was a pleasure and privilege to host this event," said Scott Webber, the firm's president. "The symphony is a tremendous community asset for both enjoyment and for its music education mission. I want to acknowledge our Boulder office and all our brokers who worked so hard to make it happen."



### PETALS FOR A PURPOSE

After the recent Leadership Forum in Palm Beach, Florida, the *Sotheby's International Realty* brand donated the flowers used from the event to *Petals for A Purpose*, and designated that they be sent to a local hospice.

# SEEN & HEARD

## AROUND THE NETWORK



Villa Anges sold for \$6.8 million



Villa La Danse du Soleil sold \$3.08 million

### ST. BARTH

**St. Barth Properties Sotheby's International Realty** in St. Barth recently sold two significant properties: Villa Anges for **€4,990,000 (EUR)**, which is approximately **\$6.83 million (USD)** and Villa La Danse du Soleil for **€2,250,000 (EUR)**, approximately **\$3.08 million (USD)**. Villa Anges is a luxurious four bedroom estate perched in the hillside of Vitet with panoramic southern views over Grand Fond and the Caribbean sea. Villa La Danse du Soleil is a classic St Barth home constructed in the traditional "case" style of architecture, and privately situated in Deve with expansive eastern views over Toiny.



SKBK Sotheby's International Realty sold the highest residential sale to date ever in Michigan

### MICHIGAN

Cindy Kahn and Ronni Keating of **SKBK Sotheby's International Realty** in Birmingham, Michigan, sold the highest residential sale to date ever in Michigan, an **\$11 million** home on Club Drive. Cindy was the listing agent and Ronni was the selling agent!

# SEEN & HEARD

## AROUND THE NETWORK



Sydney Sotheby's International Realty sold this \$30 million (AUS) home, the first home sold this year in the country for \$30 million or more

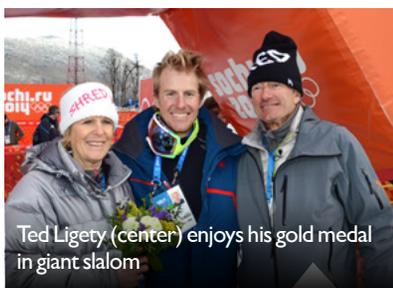
### SYDNEY | AUSTRALIA

Sydney Sotheby's International Realty in Australia recently sold a **\$30 million (AUS)** home, the first home sold this year in the country for \$30 million or more. They also recently sold another home in Bellevue Hill for \$19 million (AUS). **The firm has the distinction of selling four homes in Sydney for \$19 million (AUS) or more since the start of last year and they have sold 17 homes for more than \$10 million (AUS) since that time.**

# SEEN & HEARD AROUND THE NETWORK



Sage Kostenburg (second from left) celebrates his Olympic success



Ted Ligety (center) enjoys his gold medal in giant slalom



Scott Webber (left) of Fuller Sotheby's International Realty celebrates stepdaughter Julia's bronze medal win at the Sochi Olympics with wife Andrea (center), who is also an agent with the firm



Gibson Sotheby's International Realty has listed this \$17 million manor

## NBC's "OPEN HOUSE" FEATURES GIBSON SOTHEBY'S INTERNATIONAL REALTY

George Ballantyne of **Gibson Sotheby's International Realty** in Massachusetts recently was featured on NBC's "Open House" giving a tour of a **\$17 million** Georgian revival manor he has listed in Brookline, Mass. [Click here](#) to watch the segment and [here](#) to learn more about the listing.

## SUMMIT SOTHEBY'S INTERNATIONAL REALTY AND FULLER SOTHEBY'S INTERNATIONAL REALTY BRING HOME OLYMPIC MEDALS

**Summit Sotheby's International Realty** in Utah brought back several Olympic medals this year following the XXII Olympic Games held in Sochi, Russia, in February! Steve Kotsenburg of the Park City office saw his son Sage win the first gold medal of the games in slopestyle, while the firm's Bill Ligety watched his son, Ted, make alpine ski history by winning gold in giant slalom.

Scott Webber, president of **Fuller Sotheby's International Realty** in Colorado also watched his stepdaughter, Julia Mancuso, win a bronze medal. Julia currently holds the title of most decorated female Olympic skier in United States history.

## LAKES SOTHEBY'S INTERNATIONAL REALTY'S NEW OFFICE

**Lakes Sotheby's International Realty** in Minnesota held an opening event for their new Wayzata office on May 15



# SEEN & HEARD AROUND THE NETWORK



The Realogics Sotheby's International Realty Connoisseurs of Life Showroom

## REALOGICS SOTHEBY'S INTERNATIONAL REALTY OPENS INNOVATIVE DOWNTOWN KIRKLAND SHOWCASE

**Realogics Sotheby's International Realty** in Seattle, Washington, earlier this year celebrated the official opening of the Connoisseurs of Life Showroom – a retail lifestyle showcase bringing together homes, art and wine in the heart of downtown Kirkland. The firm partnered with renowned Washington winery DeLille Cellars to create "Maison DeLille," which fronts their brokerage office at 15 Lake Street adjacent to the marina. A ribbon-cutting ceremony attended by the Kirkland mayor and hundreds of invited guests was held on Feb. 27.

The space features a wine bar and retail wine shop operated by DeLille Cellars while also showcasing art, fine furnishings and residential opportunities represented by Realogics Sotheby's International Realty. Seattle-based LightArt also is showcasing some of its works including a 45 foot long ribbon-like structure weaving across the ceiling of the 3,200 square-foot space. High-tech touches by Wipliance, furnishings and artwork from Masins, Alchemy Collections and The Island Gallery, and an integrated photo booth by The Snap Bar are all featured as well.

"Our concept is to feature retail partners and exhibitors that target the connoisseurs of life, creating a consumer experience greater than just another real estate brokerage," said Dean Jones, the firm's owner. "**We view the showroom as a lifestyle destination converging homes, art, wine and design.** In addition to drawing traffic to our real estate brokers and partners, our brokers will benefit from this entertainment venue as they host their own events and promotions in the heart of Kirkland. We are already expanding- in addition to the wine bar upstairs we are adding a tea room adjacent out new 'Asia Desk' downstairs as we continue to add Asian brokers specializing in overseas buyers."

Dean said the retail hybrid in part addresses strict zoning requirements that otherwise wouldn't permit a real estate office use in the premier retail location.

To read an article on the new showroom in the Puget Sound Business Journal, [click here](#). For a blog post, [click here](#).

# SEEN & HEARD

## AROUND THE NETWORK

Opening  
Doors to the  
Far East



Daniel Gale Sotheby's International Realty's Asia brochure cover

### CONGRATULATIONS

**Decker Bullock Sotheby's International Realty** in California had the top two offices in terms of sales volume for Marin County from January to June 30, 2014, according to the Bay Area Real Estate Information Service - Multiple Listing Service!



Decker Bullock Sotheby's International Realty | Big Sur, California | \$32,000,000 | Prop ID: PZDSQ6

### DANIEL GALE SOTHEBY'S INTERNATIONAL REALTY LAUNCHES ASIA DESK

**Daniel Gale Sotheby's International Realty** in Long Island, New York, recently launched its Asia Desk, which is made up of staff experts and a team of experienced, multi-lingual agents. The Asia Desk is part of a multi-pronged initiative to engage the international homebuyer that includes numerous specialty desks as well as active participation

in trade organizations, niche advertising, targeted marketing materials produced in numerous languages and engagement with various web and social media portals.

In conjunction with the Asia Desk launch, the firm has signed an exclusive partnership agreement for the vast majority of Long Island with the international real estate marketing agency Caimeiju. Caimeiju offers highly targeted exposure to affluent consumers in China and will enable the firm to further engage with this important market.

"The Long Island lifestyle—our top rated schools, proximity to New York City, beautiful beaches, and overall value—has much to offer to the discriminating buyer," said Patricia J. Petersen, president and CEO of the firm. "Reaching the overseas market with our listings is a priority and we're always on the lookout for new ways to engage this significant audience. Formalizing our active Asia Desk under the direction of Deirdre O'Connell and Lois Kirschenbaum, and adding Caimeiju as a powerful marketing tool, will provide us additional and immediate highly targeted exposure of our top listings behind the firewall of China."

# SEEN & HEARD AROUND THE NETWORK



Realogics Sotheby's International Realty recently sold this \$6.3 million property within 20 days of listing it

## SOCIAL MEDIA EXPOSURE RESULTS IN MULTIPLE OFFERS

Sam Cunningham of **Realogics Sotheby's International Realty** in Seattle, Washington, recently sold a **\$6.3 million** property within 20 days of listing it and shortly after it was featured as Extraordinary Property of the Day on the brand's facebook page. After the feature, they received three offers. The buyer was a Mercer Island family who saw the home on *The Wall Street Journal* while traveling and called their local broker, who brought Sam the offer. He further leveraged that coverage into getting another listing for \$6.95 million!



Sotheby's International Realty - Carmel Rancho Brokerage sold this home for \$2.5 million after receiving a cover property feature

## COVER PROPERTY FEATURE HELPS SELL HOME

Michele Altman of **Sotheby's International Realty – Carmel Rancho Brokerage** in California recently had a **\$2.69 million** listing featured on the homepage of sir.com as a cover property. The dramatic photograph drew the attention of a client in Minnesota that instantly fell in love with the home. They had owned property on the Monterey Peninsula previously, but no longer lived in the area. They contacted Altman and set up an appointment to see the property a month later. The day after they previewed the property, they wrote an all cash offer at a sales price that "no one thought possible," according to Altman. As a result, the sale closed for \$2.5 million and the firm handled both sides!

# SEEN & HEARD AROUND THE NETWORK



## PR EFFORTS BRING VALUABLE EXPOSURE

Dale Thornburgh of **Synergy Sotheby's International Realty** in Las Vegas recently was featured in a [Financial Times article on the Las Vegas market recovery](#), along with a current listing, thanks to the brand's PR efforts. A client who read the article then reached out to Dale with a potential listing!

## BEST OF THE BEST

The *Sotheby's International Realty* brand recently was featured in *The Street* as number four of their top nine best franchises in America for those looking to invest. [Click here](#) to read the full article!

**TheStreet**

## ANTHOLOGY... LIVE!

The **Sweden Sotheby's International Realty** team proved they all have Anthology downloaded and ready to go!



## HAPPY CLIENTS!

Deborah Greenspan of **Pacific Sotheby's International Realty** in California had two happy clients who opened the paper to see their homes featured in the brand's co-op ads. One was in the *International New York Times* (formerly the *International Herald Tribune*) while on vacation in Palace Lucerne, Switzerland, and the second was in the global *Wall Street Journal* while in Baur Au Lac, Zurich.

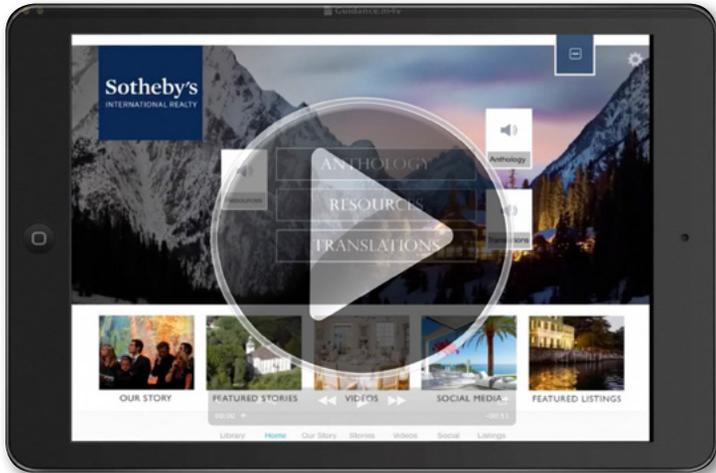
## WELCOME TO THE NETWORK

Landmark Real Estate Group, with offices in Wilmington and Topsail Island, N.C., joined the brand in May and now is operating as **Landmark Sotheby's International Realty**. Nick Phillips is broker/owner of the firm, which is located at 307 Roland Avenue in Surf City and 1904 Eastwood Road, Suite 313, in Wilmington, serving the coastal region of New Hanover, Pender and Brunswick Counties in southeastern North Carolina. With the addition of this firm, the *Sotheby's International Realty*® brand now has 12 offices throughout the state.



# A MARKETING UPDATE

## ANTHOLOGY GUIDANCE



LEARN HOW TO SIMPLY AND EASILY JUMP BETWEEN TOPICS AND CONTENT ELEMENTS USING ANTHOLOGY'S NEW AND IMPROVED "TAPPABLE" NAVIGATION. [CLICK HERE](#) TO LEARN HOW.

Anthology "Guidance" mirrors the core Anthology Presentation section but lists features and benefits that can be used as talking points when interacting with a seller, as well as information about how to properly navigate through the new Anthology. Bulleted content summaries are viewable in text format, which can be hidden by tapping the "minus" icon on the task bar. To listen to the full content, tap the "speaker" icon, and pause the audio by tapping it again.

This content is specifically designed for internal training and educational purposes, not for use with a client. To download this new update, tap on Anthology > Guidance on the Home Screen, and the update automatically will begin. Or, navigate to the Library and tap on the Guidance 'chapter' to initiate the update. An active internet connection is required to download – strong wi-fi is highly suggested.

**PLEASE NOTE:** If you have the old placeholder Guidance downloaded, you must manually delete the old one in order to download the new one. [Click here](#) to learn how.

## THE VOICE OF LUXURY



In May the brand proudly released the *Sotheby's International Realty* Luxury Lifestyle Report, which is based on a survey of affluent consumers in the United States, United Kingdom, Brazil and China, and reveals insights into the purchasing behavior of high net-worth consumers. The report also incorporates data on global search activity from sothebysrealty.com and feedback from our broker network.

**We strongly encourage you to publicize our report in your local market, and have supporting materials to help you do that. To access these materials, go to the Members' website by [clicking here](#).** There you will find a link to the full report and instructions for how to promote it in your local market.

# MARKETING UPDATE

## BLOOMBERG PARTNERSHIP



**PROPERTY INSIGHTS & LISTINGS**

- "Property News from SIR" Native Modules
- Fixed Positions Across Bloomberg.com Luxury / Property Pages
- Video (Click to Play) // Listings // Property Images // Charts
- SIR Can Update Content Anytime

• 3.7MM Impressions on [bloomberg.com](http://bloomberg.com)

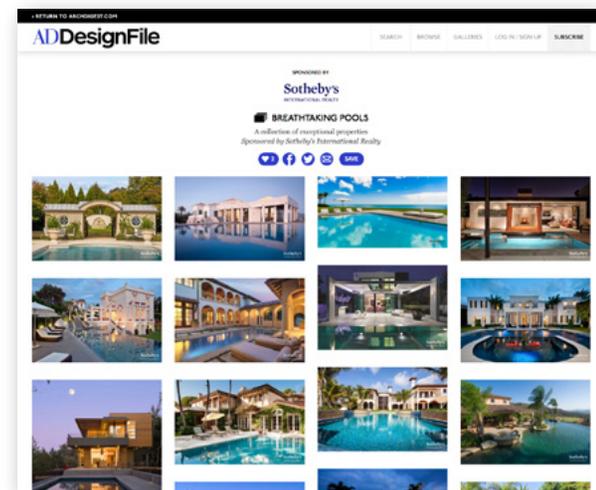
Bloomberg Media covers the business world with more than 2,400 multimedia professionals in 72 countries – **the largest reporting network in the world** – providing unrivaled business news coverage. Our brand has entered into an EXCLUSIVE multifaceted partnership with Bloomberg, providing substantial opportunity to expose our network's properties and the brand to the RIGHT AUDIENCE.

"Property News from Sotheby's International Realty" – Fixed Position Native Modules

- Fixed positions across Bloomberg.com Luxury Channel/Property Pages
- Featuring properties and charts
- Custom content frequently updated

To read the official press release, and download a template press release to send out in your local market, go to the Recent News tab of the Members' website by [clicking here](#).

## ARCHITECTURAL DIGEST'S DESIGN FILE



ADDesignFile

POWERED BY Sotheby's International Realty

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A collection of exceptional properties  
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**Architectural Digest's Design File** is the ultimate online resource for inspiring renovation and decorating ideas. This innovative tool enables users to search, save and share thousands of images from the AD and Condé Nast archives. The *Sotheby's International Realty* brand was invited to be one of the exclusive partners of this portal, infusing network property images in inspiring categories including exteriors and kitchens. As the EXCLUSIVE real estate sponsor, the networks' extraordinary homes are exposed to some of the most affluent home enthusiasts worldwide.

**For 2014, the brand is the exclusive real estate sponsor during the following months: April, June, September and October**

# MARKETING UPDATE

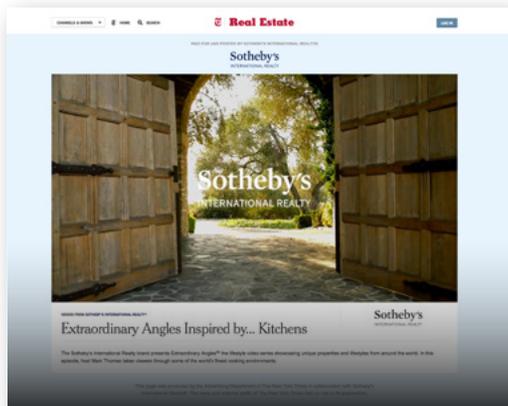
## EXTRAORDINARY ANGLES



The *Sotheby's International Realty* brand recently launched “Extraordinary Angles<sup>SM</sup>,” a new lifestyle video series showcasing unique properties and lifestyles from around the world.

The first four videos in the series focus on kitchens, wine cellars, oceanfront and ski properties, with additional planned. Each three to five minute “webisode” takes viewers on inspiring tours through some of the finest properties represented by the *Sotheby's International Realty* brand in the world's most distinct locations. The series is available on [sir.com](#) by [clicking here](#).

## TIMES VIDEO



To meet the needs of its audience, *The New York Times* has looked to video journalism to tell their stories in a more unique and visual manner. Posting nearly 250 pieces of video content per month, the NYT challenged their traditional boundaries. The result is **TIMES VIDEO** and the *Sotheby's International Realty* brand is a launch partner of this innovative venture. This custom video platform provides us with an exclusive branded playlist found within the Real Estate channel and integrates our listings directly within a video environment...an environment that is being demanded by their global audience.

Experience our new EXCLUSIVE feature [here](#).

# 22ND SOTHEBY'S INTERNATIONAL REALTY ORIENTATION

SHORT HILLS, NEW JERSEY, JUNE 24 TO 27, 2014

Beth Laffey, the brand's director and auction liaison (left), meets with Justin Winter, president and broker-in-charge, Justin Winter Sotheby's International Realty in Sunset, S.C., and Beth Winter (right), the firm's vice president.



Christina Henderson, director of public relations for Callaway Henderson Sotheby's International Realty in Princeton, N.J. (left), with Natalie Gilmore, the brand's director of global marketing and Sylmarie Trowbridge, director of marketing for the firm (right)



Beth Laffey, the brand's director and auction liaison, welcomes attendees of the 22<sup>nd</sup> Orientation to the Real Estate desk at the Auction House for the evening reception



Philip White, the brand's president and chief executive officer (third from left), enjoys the Auction House reception with the Beijing Sotheby's International Realty team



Philip White, the brand's president and chief executive officer, addresses attendees of the 22<sup>nd</sup> Orientation



The dinner reception for attendees of the 22<sup>nd</sup> Orientation was held at the Sotheby's Auction House in New York City

# AROUND THE WORLD

## CONTINUING THE NETWORKING IN TEXAS

Agents and staff from **Kuper Sotheby's International Realty** in San Antonio, Texas, and **Capital City Sotheby's International Realty** in Austin, Texas, held their first "O.N.E" Office Networking Event March 6 to 7 at the Barton Creek Resort in Austin to network, celebrate success and learn from industry experts.

J Kuper, principal broker and owner for both firms, was inspired by the brand's Global Networking Event to create a local event for his agents. The event kicked off with a cocktail hour, seated dinner and awards for their \$5 million and above producing agents and top 10 city/company agents, followed by dancing and a photo booth. The next day attendees enjoyed a general session that featured Mark Strama, head of Google Fiber in Austin; Mark Sprague, state director of information capital at Independence Title; J, who spoke about the future of the company; and Philip White, the brand's president and chief executive officer, and Wendy Purvey, chief marketing officer, who provided a brand update.

A vendor fair was held outside the general session with sponsors and media vendors. Attendees also had the opportunity to participate in their choice of 16 different breakout sessions that covered a variety of topics including "The Art of The Listing Presentation," "The Paperless Transaction" and "Winning More Business Through Social Media."

"The response has been fantastic- our agents are already looking forward to next year's event," said J. "We will continue to host these events to offer our agents up-to-date information and education necessary to be successful in their business, networking opportunities and the chance to unite our company for the celebration of success."



Philip White, the brand's president and chief executive officer (left) with Wendy Purvey, chief marketing officer; Rick Kuper, owner; Kuper Sotheby's International Realty and J Kuper, the firm's principal broker and owner



Prior to the O.N.E event, Philip White (left) joined brand executives and J and Rick Kuper in driving a Ferrari around the only Formula 1 race track in the United States, which is located in Austin



# AROUND THE WORLD



Tony Dolceamore, the brand's vice president, affiliate services (left) and Mary Burke, broker and owner, Heritage House Sotheby's International Realty (right), spoke at the firm's 23rd Annual Awards Breakfast

## HERITAGE HOUSE SOTHEBY'S INTERNATIONAL REALTY HONORS TOP AGENTS

Mary Burke, broker and owner, **Heritage House Sotheby's International Realty**, recently welcomed more than 120 agents from the company's four offices in Holmdel, Middletown, Rumson and Shrewsbury, N.J., to their 23rd Annual Awards Breakfast at the Navesink Country Club.

At the event, Mary honored top agents and announced that sales for 2013 reached over half a billion in total closed sales volume and the company increased their market share by 81 percent since affiliating with the brand in 2005. Tony Dolceamore, the brand's vice president, affiliate services, congratulated the group and delivered an inspiring speech on continuing to deliver value to their clients.

"Our client commitment is real estate services that are worry-free, with extraordinary local, national and global marketing, ultimately delivering successful client results." Mary stated. "We embrace and are advanced in today's real estate innovations, tools and technologies – yet never forgetting the human side of every transaction: our clients."

## TUSCANY SOTHEBY'S INTERNATIONAL REALTY CELEBRATES OFFICIAL OPENING IN FLORENCE

**Tuscany Sotheby's International Realty** in Italy celebrated its official opening with a reception inside and on the terrace of one of the most important historic buildings in Florence: the Palazzo Gondi, where Tuscany Sotheby's International Realty is located.

The event took place on June 12, with approximately 300 people in attendance from all over the world. Guests enjoyed cocktails in the magnificent courtyard, followed by a reception at the office on the third floor and on the top apartment, which has terraces overlooking Piazza della Signoria, Palazzo Vecchio and the Duomo di Firenze.



The firm's entire staff attended, as well as the management and staff of Milan, Lake Como and Tuscany Sotheby's International. In addition, several members of the *Sotheby's International Realty* corporate team attended and network members from all over the world including New York City, Florida, Venice, Sydney and Dubai.

Left: Tuscany Sotheby's International Realty celebrates its official opening in Florence

Right: Attendees of the Tuscany Sotheby's International Realty opening celebration

# LEVERAGING THE AUCTION HOUSE

One of the Sotheby's International Realty® brand's greatest asset is its relationship with the Sotheby's Auction House. Here are some examples of how the brand's professionals are capitalizing on it...

## LONDON RUSSIAN SALES



Several Sotheby's International Realty network members and corporate staff attend a luncheon in the Sotheby's Boardroom during the Russian Works of Art Sales in London

Four Sotheby's International Realty companies sponsored the Sotheby's Russian Works of Art sales in London in early June: **ONE Sotheby's International Realty in Miami**, **TTR Sotheby's International Realty in Washington D.C.**, **Sotheby's International Realty-East Hampton Brokerage in New York**, **Sotheby's International Realty- Los Feliz**

**Brokerage in Los Angeles and Decker Bullock Sotheby's International Realty in California.** Sotheby's provided a Sotheby's International Realty desk during the exhibition and sales, which was strategically positioned in a high traffic area. They also offered Sotheby's International Realty attendees a tour with several Auction experts: Lord Poltimore, Darin Bloomquist and Frances Asquith prior to the Evening Reception. The week ended with a luncheon hosted by Sotheby's and several of its representatives.

The auction of Russian Works of Art sales achieved over £23 million. For more information, [click here](#). In addition to the Russian Works of Art sponsorship in London, this year the Sotheby's International Realty brand is sponsoring the following auction events: The Impressionist and Modern Art sales held in May in New York; the Hong Kong Autumn Sales in October; and the Latin American Art sales in New York in November. For more information, [click here](#).

## TAIWAN WELCOMES AUCTION HOUSE REPRESENTATIVES TO ANNIVERSARY CELEBRATION

**Taiwan Sotheby's International Realty** celebrated the two year anniversary of its Grand Opening in March with a special event. They invited the top leaders from the top 35 developers in Taiwan as guests of honor. Vita Chen of the Taiwan Sotheby's Auction House spoke at the event about 20th Century Chinese Art pieces that were featured in the Asia Spring Auction Preview in Taipei that month. Managing Director of Taiwan Sotheby's, Wendy Lin, also attended.



Vita Chen of the Taiwan Sotheby's Auction House spoke about 20th Century Chinese Art at the Taiwan Sotheby's International Realty anniversary event

## IMPRESSIONIST & MODERN ART SALES

Sotheby's International Realty representatives from **Sotheby's International Realty Inc.**, **Daniel Gale Sotheby's International Realty in New York**, **ONE Sotheby's International Realty in Miami** and **Anguilla Properties Sotheby's International Realty in Anguilla** sponsored the Sotheby's Impressionist & Modern Art Sales, which had **day** and **evening** sales in New York from May 6 to 8.



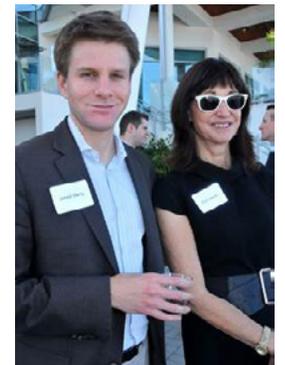
Sotheby's International Realty network members attend the Sotheby's Impressionist & Modern Art Sales

## SARASOTA AUCTION EVENTS

James Meng, regional administrator for the Sotheby's auction house operations in Florida visited **Premier Sotheby's International Realty in Sarasota** in March to participate in two events: a breakfast event recognizing the firm's top 20 residential sales associates in the Sarasota market and *Sarasota Magazine's* 2014 Wealth Issues Forum.

During the breakfast recognition event, which was hosted by Judy Green, the firm's president and chief executive officer, James addressed the top 20 associates. For the *Sarasota Magazine* 2014 Wealth Issues Forum, James served on a panel that discussed alternative investing.

James Meng of the Sotheby's Auction House with Pam Daniel, vice president/editorial director of *Sarasota Magazine* at the *Sarasota Magazine* 2014 Wealth Issues Forum.



# CONNECTING ACROSS THE NETWORK

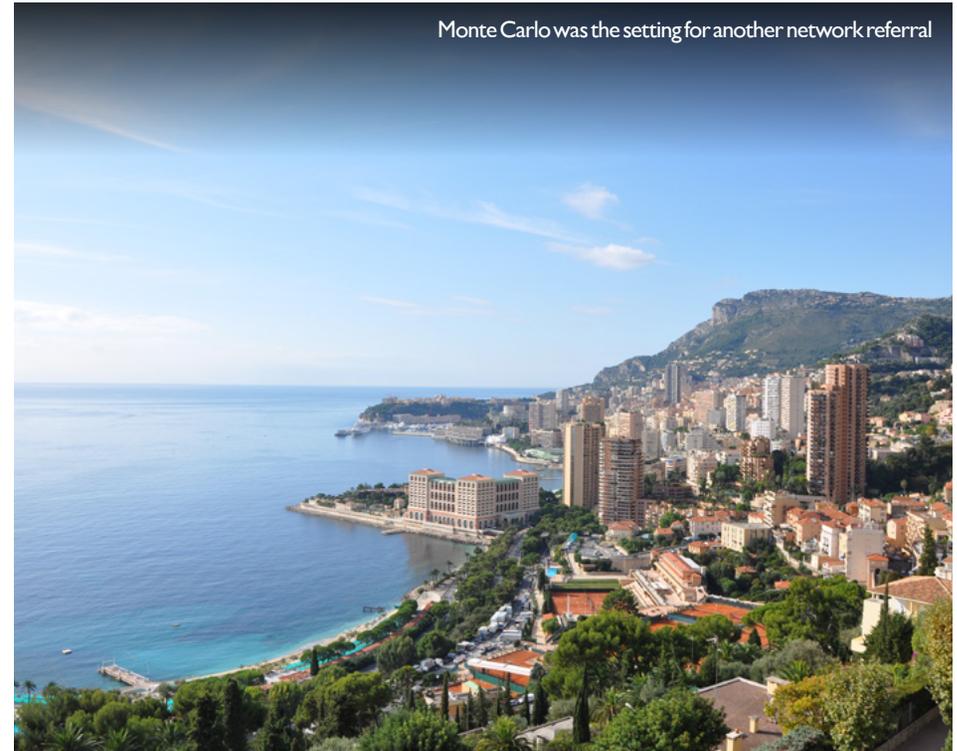


This Miami home sold for \$4.625 million thanks to a referral between Manormor Sotheby's International Realty and ONE Sotheby's International Realty

## JACKSONVILLE TO MIAMI, FLORIDA

Gayle Washnock of **Manormor Sotheby's International Realty in Jacksonville Florida** recently referred a client from the United Kingdom who was looking to relocate to the Miami area. Gayle worked through Jay Lanigan, the brand's director of referrals, to refer the client to **ONE Sotheby's International Realty**, which covers Miami.

The client indicated they preferred a French-speaking agent, as his wife is French. ONE Sotheby's International Realty immediately assigned agent Stephan Burke to the client, who ended up closing a sale for them after only three months for **\$4.625 million!**



Monte Carlo was the setting for another network referral

## OHIO TO MONTE CARLO

After the Cincinnati Art Museum was bequeathed a condominium in Monte Carlo, they reached out to Lee Robinson of **Robinson Sotheby's International Realty in Cincinnati, Ohio**, because of the brand's global image and asked if he could help them sell the three-bedroom property. Lee reached out to **C.I.C. Immobilier Monte-Carlo Sotheby's International Realty** and placed the referral. The list price was **3,700,000 euros**, and Michael Verburg then sold it for close to the asking price.

# GREAT IDEA TO IMPLEMENT

## NETWORKING EVENT GENERATES REFERRALS

Shortly after **Martha Turner Sotheby's International Realty** in Houston, Texas, joined the network in January, the firm held a networking event with affiliates located in key markets to cultivate new relationships and generate new business.

The firm's Relocation department identified the most popular referral markets and then invited agents from those locations to a networking event in Houston on Feb. 23. A dozen representatives attended from: New York City; Beverly Hills and Santa Barbara, Calif.; Santa Fe, New Mexico; Aspen, Vail, Telluride, Steamboat, Denver and Beaver Creek, Colo.

The guests provided local market updates at a company-wide sales meeting. "The *Sotheby's International Realty* brand promises consumers local expertise on a global basis. Now armed with more knowledge about second-home communities, our Houston agents are already capturing more outbound referrals," said Kathy Korte, president and chief executive officer for the brand's company-owned offices, who organized the event. "Researching key referral markets can help you create a tailored mini networking event to supplement the brand's annual Global Networking Events and further strengthen your relationships within the network."

In the evening, the firm hosted a cocktail reception at The Houstonian for the agents to build personal relationships. Since the event, Martha Turner Sotheby's International Realty has placed numerous outbound referrals within the network, including several for more than \$10 million.

To read coverage of the event in *Culture Map*, [click here](#).



Bill Fandel of Telluride Sotheby's International Realty in Telluride, Colo. (left) networks with Kathy Korte, president and chief executive officer, Sotheby's International Realty Inc.; Martha Turner, founder, Martha Turner Sotheby's International Realty; Suzanne Perkins of Sotheby's International Realty - Montecito in California; and Frank Symons, executive vice president and chief operating officer, Western region, Sotheby's International Realty Inc. (right)



Attendees of the Martha Turner Sotheby's International Realty networking event enjoy a cocktail reception held at *The Houstonian*



Left to Right: Bill Fandel of Telluride Sotheby's International Realty in Telluride, Colo.; Suzanne Perkins of Sotheby's International Realty - Montecito in California; Gregory Antonsen, senior vice president/brokerage manager, Santa Fe, New Mexico, Sotheby's International Realty Inc.; Tye Stockton of Ascent Sotheby's International Realty in Vail, Colo.; Chris Klug of Aspen Snowmass Sotheby's International Realty in Aspen, Colo.; and Dan Fitchett of Fuller Sotheby's International Realty in Beaver Creek, Colo.

# AUCTION CALENDAR HIGHLIGHTS



## Fine Chinese Ceramics & Works of Art

September 16 to 17 (New York) *(pictured left)*

## Finest and Rarest Wines

September 17 (London)

## Fine Classical Chinese Paintings & Calligraphy

September 18 (New York)

## Important Jewels

September 23 (New York) *(pictured right)*

## Contemporary Curated

September 24 (New York)

## Exploration and Discovery 1576-1939: The Library of Franklin Brooke-Hitching, Part II, D-J

September 30 (London)

## Modern and Contemporary South Asian Art

October 7 (London)

## Arts of the Islamic World

October 8 (London)

## Arts of the Islamic World

October 8 (London)

## Art of Imperial India

October 8 (London)

## Travel, Atlases, Maps & Natural History

November 4 (London)

## NEWS & VIEWS

from the Global Real Estate Industry

*“Favorable exchange rates, affordable home prices and rising affluence abroad continue to drive international buyers to the U.S. to purchase properties and make real estate investments.*

*According to the National Association of Realtors® 2014 Profile of International Home Buying Activity, for the period April 2013 through March 2014, total international sales have been estimated at \$92.2 billion, an increase from the previous period’s level of \$68.2 billion.”*

*–“International Home Buyers Continue to Invest in Profitable U.S. Market, Realtors® Report,” The National Association of Realtors, July 8*

*“House prices in England and Wales have seen their highest annual rise in four years, but the rate of growth is slowing, according to the latest monthly index figures to be published.*

*Average house prices climbed £23,443 or 9.6% in the past year and even if London is excluded then it is still a substantial rise of 5.2%, according to the LSL/Acadata index.*

*On a monthly basis property prices increased by 0.7% in June, and just 0.1% if London and the South East is excluded.*

*The data also shows that London house prices are up 15.6% annually, but prices are falling in Westminster and the City.”*

*–“Property prices in England and Wales up 0.7% in June as price growth slows,” PropertyWire, July 11*



**Editor:** Jennifer Zimmerman | [Jennifer.Zimmerman@sothebysrealty.com](mailto:Jennifer.Zimmerman@sothebysrealty.com) | **Designers:** Jenny Brover & Erika Meadows

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