

Welcome

Welcome to Sotheby's International Realty Canada. I am pleased you have us in consideration for the marketing of your home. My goal is to present your property to a broad audience of potential buyers who value and seek the exceptional.

At Sotheby's International Realty Canada, we are proud to offer marketing initiatives that include innovative, impactful and, in some cases, exclusive opportunities. So much so, that on the following pages you will find we are rather transparent in our services. There is no sales secret; we offer decades of experience, a solid reputation and incomparable market-specific knowledge.

Pair this with an international customer database and a sense of stability from one of the world's most notable brand names, and we think of it as a formula for success benefitting both our customers and our company.

Whether your home serves as a primary residence or as a seasonal vacation retreat, we believe in taking an individualized approach, providing advisory services to our customers in every part of the globe and at most price points.

As you carefully study the value in our partnership as outlined in this presentation, I hope you can only IMAGINE the extraordinary possibilities.



THE DISTINGUISHED DIFFERENCE

BORN FROM TRADITION. BUILT FOR INNOVATION.



Sotheby's

71

OF FORBES 100 WORLD'S RICHEST PEOPLE

253

OF FORBES 400 RICHEST AMERICANS

78

OF FORBES 100 RICHEST AMERICANS

86

OF FORBES TOP 500 CEOS

12

OF FORBES 50 UNDER 40 LIST

60

OF WORTH MAGAZINE'S BENEFACTOR 100 LIST

The Brand Heritage – Auction House

Since the founding of Sotheby's Auction House in 1744, the Sotheby's name has earned renown as a marketer of the world's most valuable and prestigious possessions.

OUR ASSOCIATION WITH THE SOTHEBY'S BRAND IS TRULY WHAT SETS US APART BECAUSE IT IS MORE THAN JUST AN AUCTION HOUSE. IT'S THE ULTIMATE DESTINATION WHERE COLLECTORS GATHER TO INDULGE THEIR DESIRES AND SHARE THEIR KNOWLEDGE.

As the first international auction house and the oldest company listed on the New York Stock Exchange, Sotheby's now has 90 locations in 40 countries and 9 salerooms around the world. With private sales galleries in New York, Hong Kong and London, Sotheby's conducts some 250 auctions a year in more than 70 categories. This reputation is built as much upon exceptional service to clients as it is on the notable art, antiques, jewelry and other holdings that pass through Sotheby's offices around the world.



Sotheby's | Québec
INTERNATIONAL REALTY

2005

YEAR OF ESTABLISHMENT

30+

BOUTIQUE OFFICES

400+

LOCAL EXPERTS

An Extraordinary Collaboration

The year is 1976. Sotheby's recognizes that the firm can serve its auction customer in a valuable new way with a complete package of estate disposition services. Founded on the same commitment to exceptional service that characterized the firm's dealings for more than two centuries, the Sotheby's International Realty brand is born, and today is known around the world for artfully uniting extraordinary homes with extraordinary lives.

About Sotheby's International Realty Canada

We are a proudly Canadian national boutique brokerage, with real estate offices across Canada. We are proud to serve you with an experienced team of real estate, marketing and financial professionals committed to providing you with superior service, expertise and the highest ethical standards in the industry.

Quite simply, Sotheby's International Realty Canada presents an unparalleled opportunity to showcase exceptional real estate to the most qualified local, national and international audience.

Leadership

Our executive leadership team brings decades of industry experience and success to the team. Our team of management brokers are some of the best in the industry and fully support our company, sales associates and real estate services.

Vision

To unleash the power of the Sotheby's International Realty brand to bring the best marketing, and sales outcomes to you - our client.

63+

COUNTRIES

850+

OFFICES

20,000+

ASSOCIATES

- Anguilla
- Argentina
- Aruba
- Australia
- Bahamas
- Barbados
- Belgium
- Belize
- Bermuda
- Bonaire, Saint Eustatius and Saba
- Brazil
- Cayman Islands
- China
- Costa Rica
- Cyprus
- Czech Republic
- Dominican Republic
- Estonia
- Finland
- France
- Germany
- Gibraltar
- Greece
- Hong Kong
- Israel
- Italy
- Japan
- Latvia
- Lithuania
- Luxembourg
- Malta
- Mexico
- Monaco
- Morocco
- New Zealand
- Panama
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Russian Federation
- Saint Barthélemy
- Saint Lucia
- Saint Martin
- Saudi Arabia
- South Africa
- Spain
- Sweden
- Switzerland
- Taiwan, Providence of China
- Thailand
- Turks and Caicos Islands
- United Arab Emirates
- United Kingdom
- Uruguay
- Virgin Islands
- Vietnam

Network Strength – Global Presence

Sotheby's International Realty® Affiliates LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLGY), a global provider of real estate services. In February 2004, Realogy entered into a long-term strategic alliance with Sotheby's, the operator of the auction house.

Today, the Sotheby's International Realty luxury real estate network continues to expand worldwide, with offices in luxury markets, metropolitan areas and destination communities around the world.

Referrals

Helping you to navigate the world of real estate is what truly helps set us apart. Another differentiator is our ability to connect buyers and sellers globally. Our referral system boasts hundreds of "connections" per month coming from two channels – realty and auction. With a dedicated liaison stationed at the Sotheby's Auction House and the realty corporate headquarters, we are able to help unite thousands of buyers with the properties our network represents.

Local Expertise


We are **Canada's largest most prestigious real estate brokerage**, with multiple offices in Canada's major cities of Toronto, Montreal, Vancouver and Calgary. We also are located in other popular locations such as Victoria, Salt Spring Island, Whistler, Lion's Bay, North Vancouver, West Vancouver, Kelowna, Sun Peaks, Canmore, Oakville, Niagara-On-The- Lake, Ottawa, Muskoka, Creemore, Caledon, Mont-Tremblant, Knowlton, West Island Montreal, and Quebec City.

OUR PARTNERS ARE HAND-PICKED
TO DRIVE INCREMENTAL BRAND
AWARENESS AND INTELLIGENTLY
SHOWCASE OUR LISTINGS TO A
BROAD AUDIENCE OF CONSUMERS

The New York Times

THE WALL STREET JOURNAL.

FINANCIAL TIMES

 **Google**

ARCHITECTURAL DIGEST

Bloomberg 

ELLE DECOR **dwell**

South China Morning Post

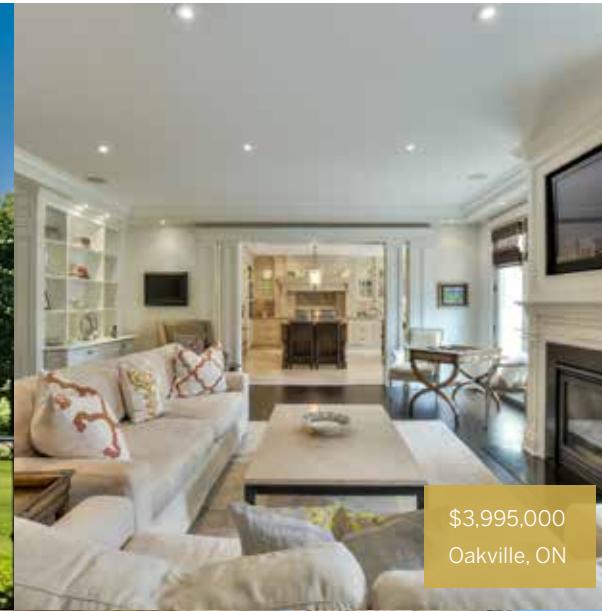
MANSION GLOBAL

World Class Partnerships: Global Media

The Sotheby's International Realty® brand's global media plan is strategically designed to deliver truly global impact while promoting properties represented by our worldwide network. Our plan to market your home includes significant, exclusive and first-to-market partnerships with an elevated focus on video integration, editorial alignment and omni-channel sponsorships in order to provide relevant content to potential clients in an always on, anywhere environment. Brand marketing combined with property advertising allows the Sotheby's International Realty brand to present the properties represented by our network to a broad audience of buyers who value and seek the unique.



\$25,500,000*
Laval, QC



\$3,995,000
Oakville, ON



\$19,500,000
Toronto, ON



\$7,530,000*
Victoria, BC



\$20,000,000
West Vancouver, BC



\$8,400,000*
Calgary, AB

Significant Sales

Truly special properties are different at every level, and they require real estate services that are as well. We take great pride in presenting to the world, unique places and their stories, using our innovative marketing tools, our global network and our relationships with discerning buyers to perfectly match time-honoured properties with those who will give them new life. Over the years, we have developed innovative marketing tools and contacts with some of the most qualified buyers in the world.

Notable 2016 Sales

175 Île Gagon, Laval, QC	\$25,500,000*
5363 Kew Cliff Rd., West Vancouver, BC	\$20,000,000
194 Roxborough Dr., Toronto, ON	\$19,500,000
3410 Marpole St., Vancouver, BC	\$15,500,000
11 High Point Rd., Toronto, ON	\$12,800,000
757 Av. Lexington, Westmount, QC	\$9,500,000
1110 - 135 26 Ave. Sw, Calgary, AB	\$8,400,000
12 Wilket Rd., Toronto, ON	\$7,950,000
2938 Mathers Ave., West Vancouver, BC	\$7,700,000
1069 Beach Dr., Victoria, BC	\$7,530,000*
485 Concession 5 Rd., Niagara-on-the-Lake, ON	\$7,400,000
2560 Queenswood Dr., Victoria, BC	\$7,350,000*
4600 Bellevue Dr., Vancouver, BC	\$7,246,000
2609 Folkestone Way, West Vancouver, BC	\$7,080,000
61 Aberdeen, Westmount, QC	\$6,995,000
2955 Rosebery Ave., West Vancouver, BC	\$6,780,000
2468 Ottawa Ave., West Vancouver, BC	\$6,300,000
2325 Ch. du Bord-du-Lac, L'île-Bizard, QC	\$5,950,000*
61 Aberdeen, Westmount, QC	\$5,780,000
54A Heathcote Ave., Toronto, ON	\$5,638,000
3555 Beach Dr., Victoria, BC	\$5,500,000
1191 West 29th Ave., Vancouver, BC	\$5,500,000
1110 - 135 26 Ave. SW, Calgary, AB	\$5,145,000
1256 Alderside, Port Moody, BC	\$5,100,000

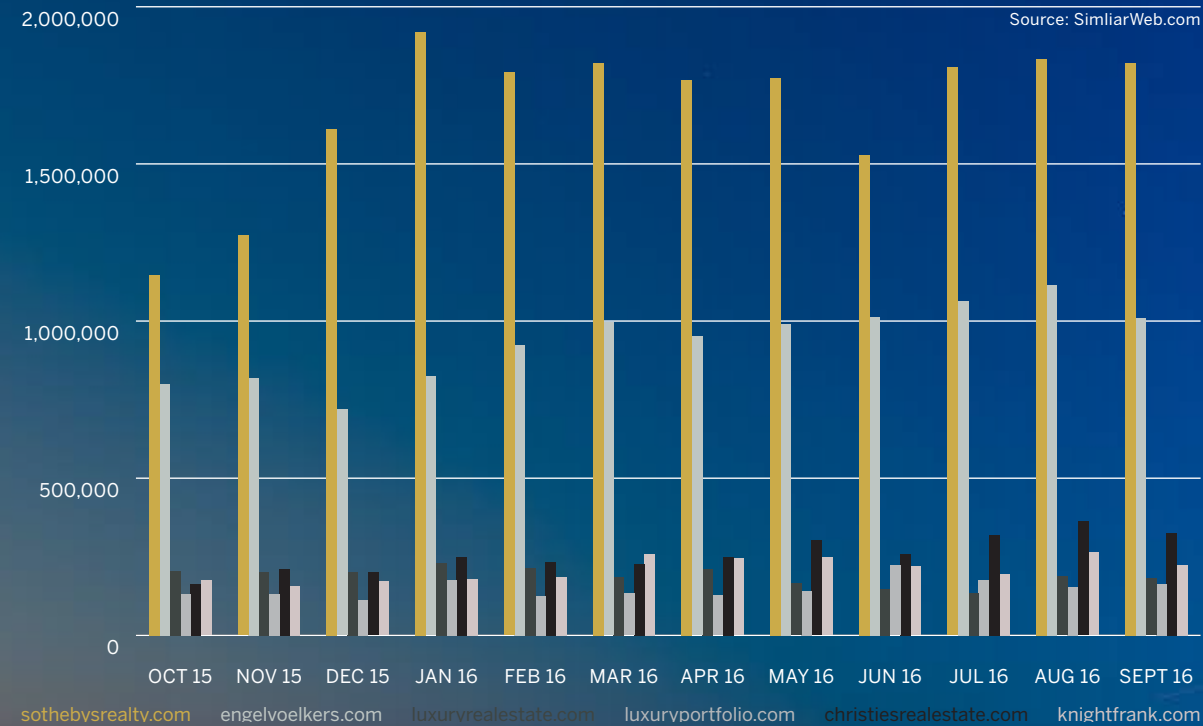
* Record Setting Sale



BEYOND THE EXTRAORDINARY

DIGITAL MARKETING

AVERAGE MONTHLY WEBSITE VISITS



14M+ VISITS ANNUALLY

75M+ PAGE VIEWS ANNUALLY

30M+ PROPERTY DETAIL PAGES ANNUALLY

45% VISITS FROM OUTSIDE THE U.S. ANNUALLY

SIR.com

At the center of the experience, sothebysrealty.com attracts more consumers to search, view and inquire than any other luxury real estate website. In addition to capturing over one million unique visitors per month, sothebysrealty.com leads the industry in web traffic among its closest competitors. As a trusted source for property and lifestyle searches, sothebysrealty.com features best-in-class videography and photography that showcase listings like no other brokerage in the world.

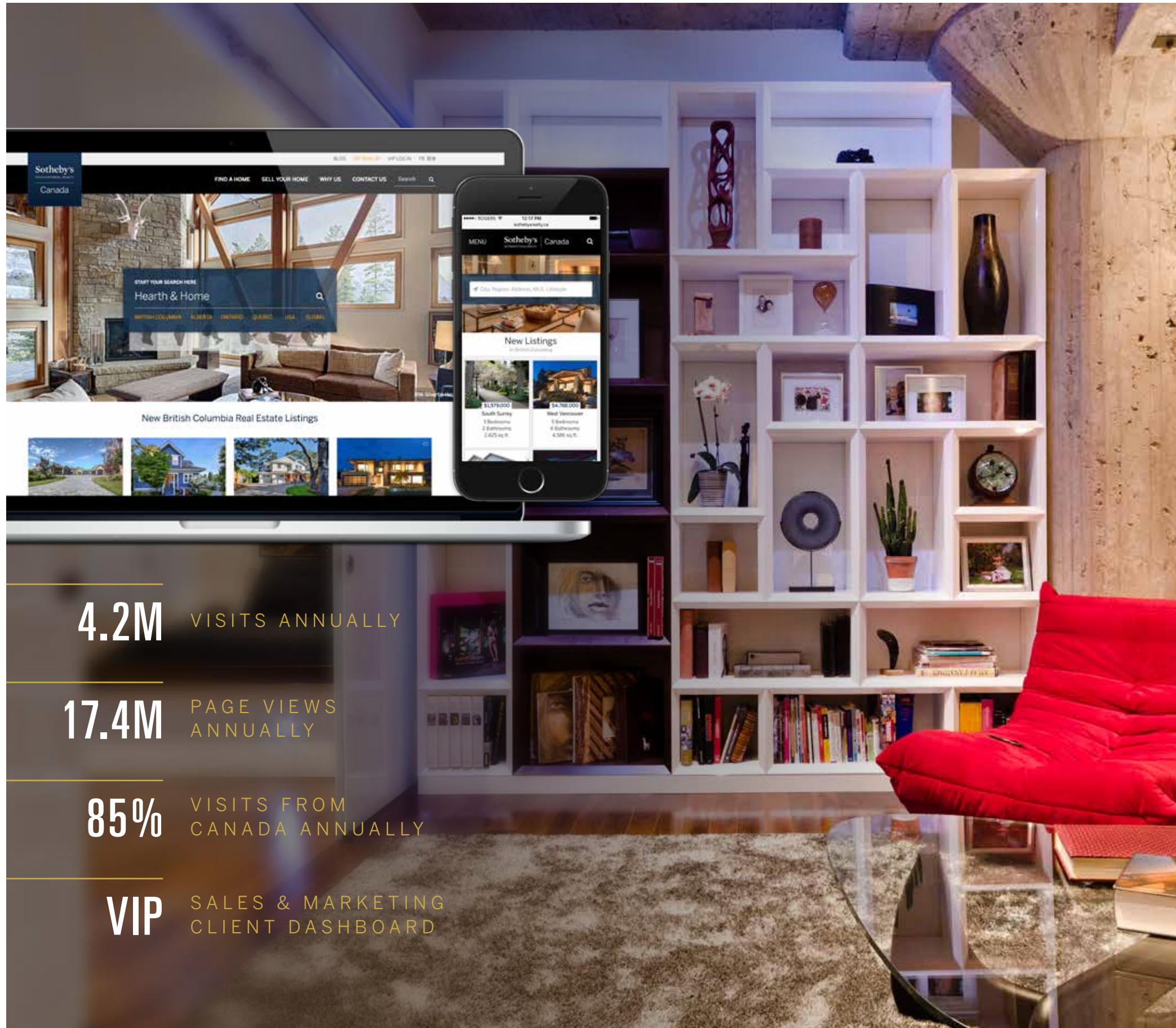
Lifestyle Focused

At the foundation of the Sotheby's International Realty brand is our focus on lifestyle. With a more visual search experience, consumers are able to explore varied lifestyles and associated properties from Farm & Ranch, to Waterfront, Ski, Historic, Golf and many more.

OUR UNIQUE, GLOBAL FEATURES AND FUNCTIONS ARE LIKE NO OTHER REAL ESTATE WEBSITE IN THE WORLD.

Globally Accessible

In today's global marketplace, we are creating an online environment for the international homebuyer that is more accessible and more engaging so they are more inclined to take action and inquire. Our globally recognized website has the unique advantage of being translated in more than 16 different languages. In addition, property list prices can be displayed in over 50 currencies that are updated three times per day.



sothebysrealty.ca

At Sotheby's International Realty Canada, our claim of exposure is supported by substance. We market Canadian homes in every neighbourhood and price range to over 4.1 million visits on sothebysrealty.ca annually. Featuring a state-of-the-art location based and predictive search system, homes in every price range and category have never been easier to find by neighbourhood, city, region or lifestyle.

Your property listing will be distributed from sothebysrealty.ca to a number of select highly trafficked real estate, business and lifestyle branded websites with online views in excess of 15 million each month. With most buyers starting their real estate search online, the plan to market homes must include proper internet exposure.

Sotheby's International Realty Canada also offers an entire range of online services that go behind the scenes to help launch a successful marketing campaign and to complement all other online and offline exposure with sales activities.

sothebysrealty.ca Mobile

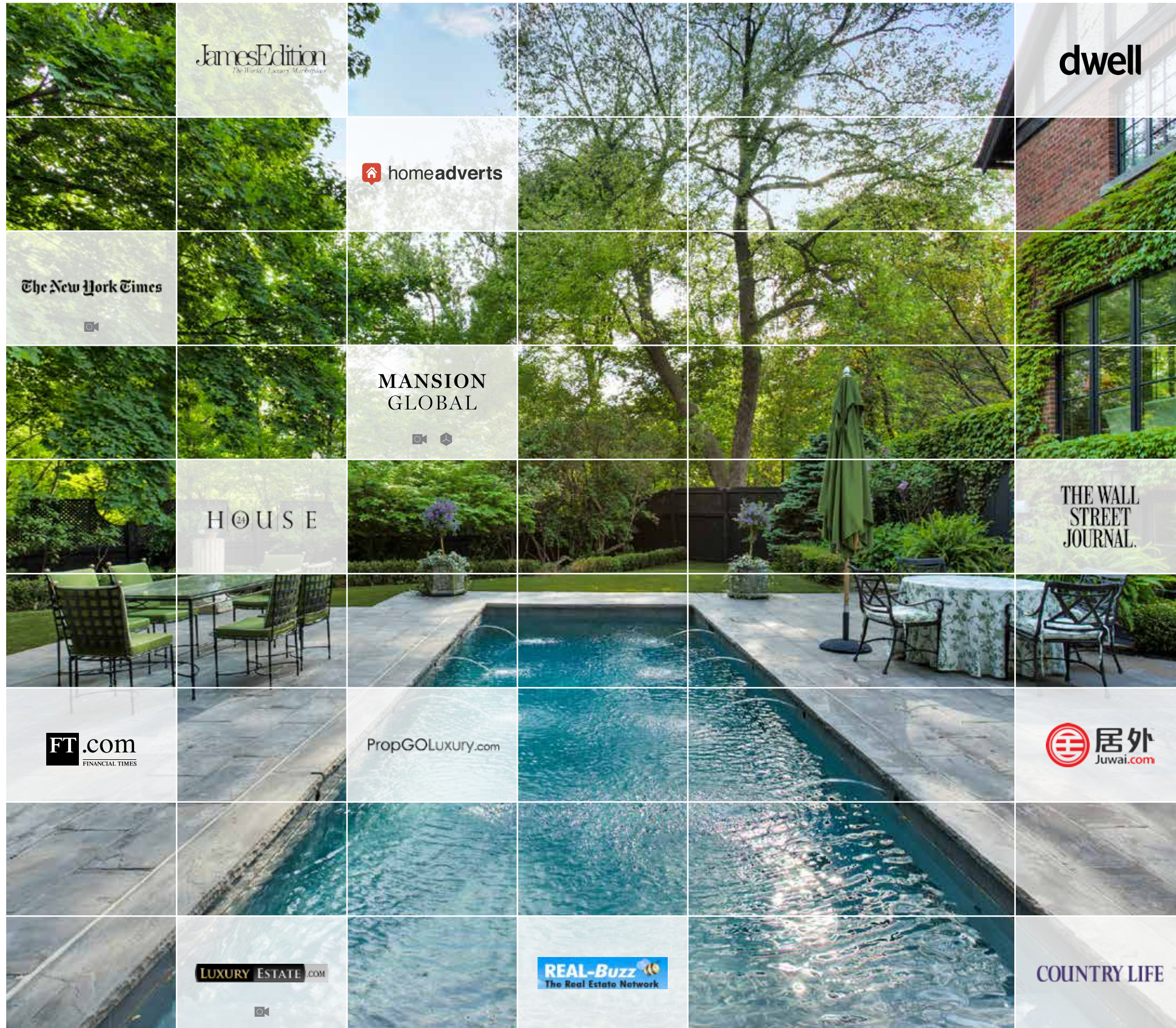
Sotheby's International Realty Canada also features a robust mobile platform which allows visitors to seamlessly browse listings while on the go. Features include a geotargeted home page that directs viewers to listings in their area, app-like property search and a responsive design which adjusts to the size of your mobile phone or tablet to ensure that listings display properly.

4.2M VISITS ANNUALLY

17.4M PAGE VIEWS ANNUALLY

85% VISITS FROM CANADA ANNUALLY

VIP SALES & MARKETING CLIENT DASHBOARD



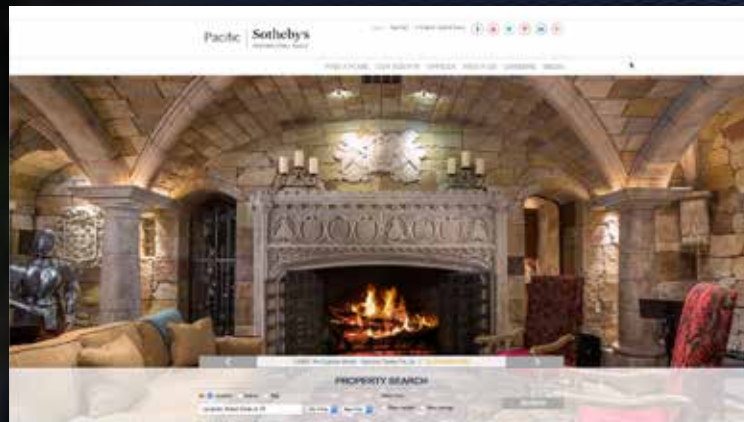
Online Listing Distribution

With nearly 100% of all property buyers starting their search online, it is imperative that your property shows up in search engine results, and is presented in the most informative, compelling manner possible. To that end, your property will receive exceptional exposure to select highly trafficked websites such as: nytimes.com, wsj.com, juwai.com and many more.

SOTHEBY'S INTERNATIONAL REALTY PROPERTIES ARE VIEWED AN ASTOUNDING 190 MILLION TIMES ACROSS ALL OF OUR PARTNER SITES ANNUALLY.

In order to increase exposure for your home and ultimately uncover the right buyer, we partner with and distribute properties to the most significant media companies and real estate-focused websites in the world. To measure the results, we provide a property view report including view and inquiry statistics for partner sites our properties are distributed to.

 Video
  Virtual Reality



One Network, Limitless Exposure

Cascading Website Platform

Your property will also be found on our network of interconnected, locally focused and globally aware Sotheby's International Realty network members' websites internationally. Each site tells the Sotheby's International Realty story through the eyes of the local real estate professional, combining local expertise with global reach.

LEVERAGING THE POWER OF
OUR NETWORK MEMBERS TO
ATTRACT CONSUMERS ON OVER
135 LOCALLY FOCUSED WEBSITES
RECEIVING OVER 8 MILLION
VISITORS PER YEAR.

Sothebys.com

Properties represented by our network may also be featured on the Auction House's website, sothebys.com. Our popular Extraordinary Properties blog features some of the most highly read content available throughout the site. Banner ads are also used to promote properties and are included on high-profile sales pages and emails directed toward the Auction House's prestigious clientele. All properties advertised in Sotheby's Preferred magazine are reprised within the Sotheby's International Realty Property Showcase on sothebys.com, extending the reach of the magazine into the digital space.



Immersive Experiences

Our websites attract more consumers to search, view and query than any other luxury real estate website. Millions of viewers immerse themselves in our collection of vibrant quality-controlled property photographs, video and 3D Walk Throughs.

Professional Photography

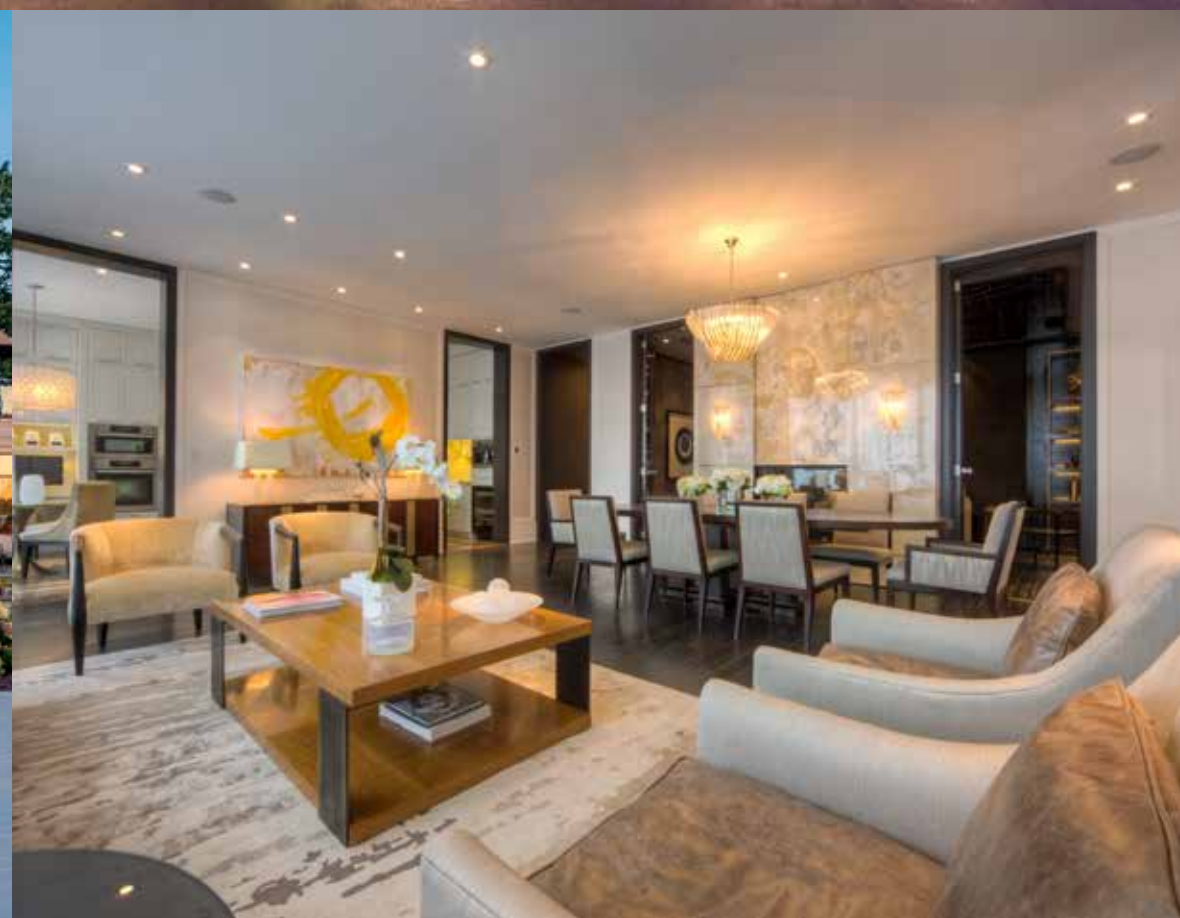
When you list your home with Sotheby's International Realty Canada, you will receive the most discerning marketing, exceptional client service and excellent photography. With nearly 100% of buyers pre-scouting your property online, it is imperative that the images we use are of the utmost quality, both on our network of websites and in our property brochures.

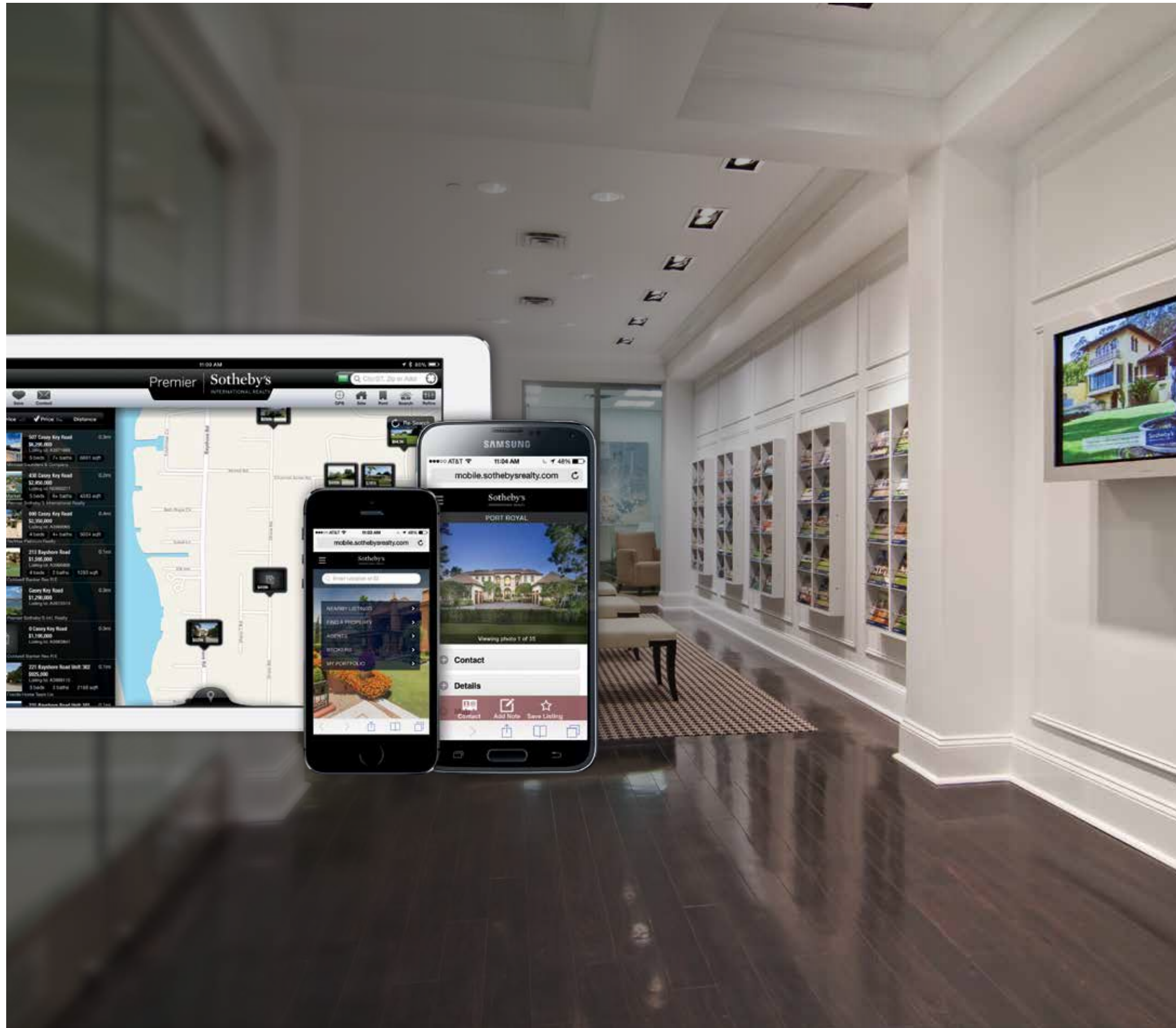
Video

Nearly 6 million videos have been played within our ad units from more than 121 different countries. Our content has a concentrated focus on lifestyles and distinctive amenities.

Virtual Reality / 3D Walk Through

Distance can present a challenge when looking to buy a home and virtual reality has provided a provocative solution. This technology is allowing buyers to purchase homes without having to physically travel to view them, which is especially relevant to the global clientele we serve. Matterport is supported by both sothebysrealty.ca and sothebysrealty.com, and is a terrific addition or complementary piece to photos and video. We'll work with you to find a recommended service provider in your area.





Technology

At Sotheby's International Realty Canada, our goal is to provide your home with relevant points of exposure designed to connect you with potential buyers.

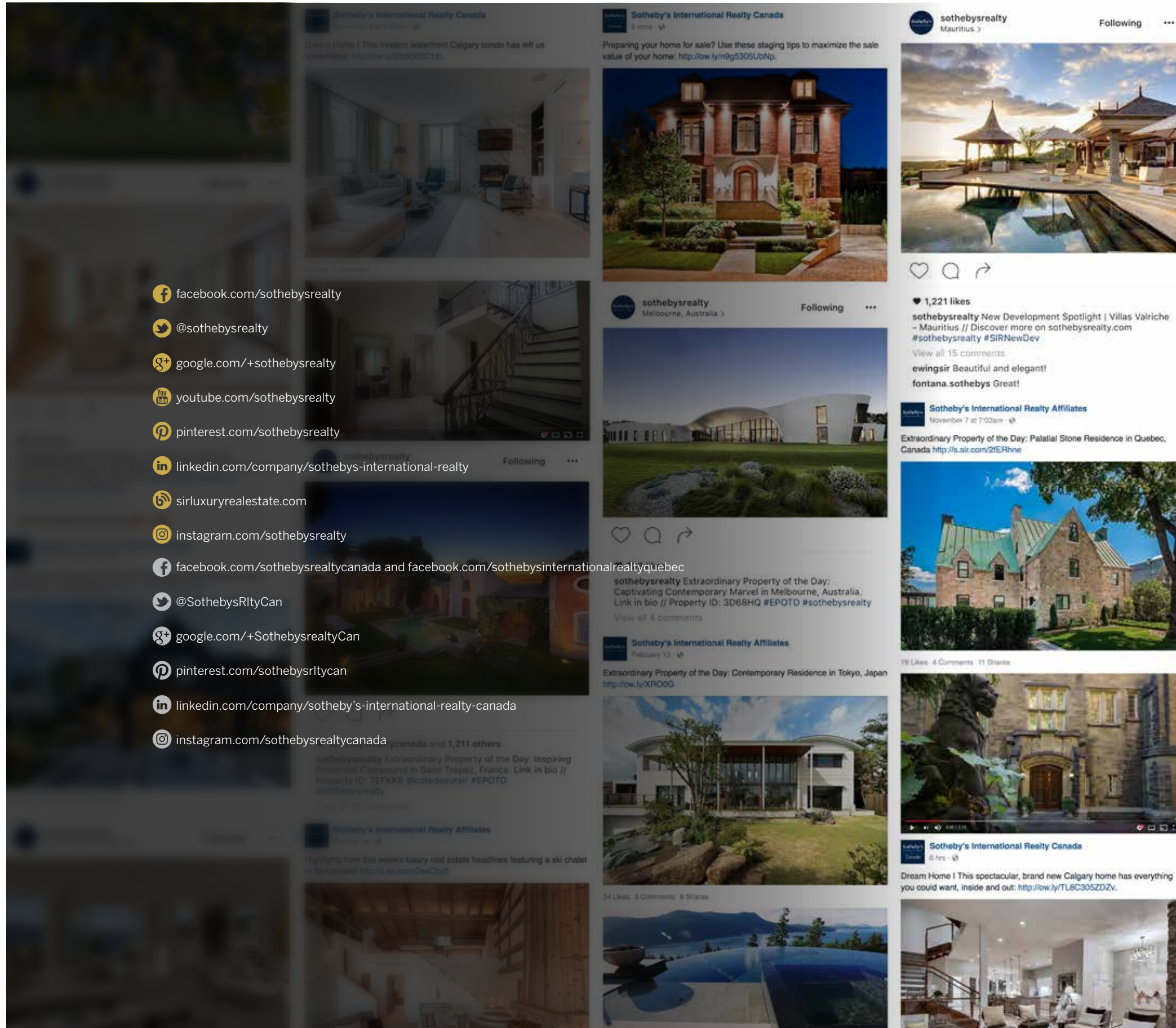
SIR Mobile















Our mobile app is the only luxury real estate mobile app that works anywhere and searches globally in more than 63 countries. Those who seek the unique when on the road can search using SIR Mobile on iPhone or Android and connect with our global real estate experts around the world. Consumers can locate your home and learn about the local lifestyle amenities with our points-of-interest toolbar, showcasing nearby restaurants, golf courses, resorts and more.

Apple TV

The Sotheby's International Realty Apple TV app allows the process of finding a home to become a collective, interactive experience. The only real estate app on Apple TV with expertly curated high-resolution photography and high-definition videography, the app ensures an impeccable visual experience while exploring the world's most extraordinary properties.

eGallery The Sotheby's International Realty® eGallery is a real time, dynamic property slide show designed to provide worldwide reach to a property. It is displayed on flat screens in most of the Sotheby's International Realty® and Sotheby's auction house locations around the world.



-  facebook.com/sothebysrealty
-  [@sothebysrealty](https://twitter.com/sothebysrealty)
-  google.com/+sothebysrealty
-  youtube.com/sothebysrealty
-  pinterest.com/sothebysrealty
-  linkedin.com/company/sothebys-international-realty
-  sirluxuryrealestate.com
-  instagram.com/sothebysrealty
-  facebook.com/sothebysrealtycanada and facebook.com/sothebysinternationalrealtyquebec
-  [@SothebysRltyCan](https://twitter.com/SothebysRltyCan)
-  google.com/+SothebysrealtyCan
-  pinterest.com/sothebysrltycan
-  linkedin.com/company/sotheby's-international-realty-canada
-  instagram.com/sothebysrealtycanada

Social Media

Social Media

Social media is designed to be an addition to the brand's overall online marketing strategy to drive more consumers to the SIR.com website and provide more opportunities for you, our customer. These Social Media sites also serve as a resource to you.

WE USE SOCIAL MEDIA TO CONNECT YOUR HOME TO OUR VAST COMMUNITY OF REAL ESTATE INTENDERS AND INFLUENCERS FROM ACROSS THE GLOBE

YouTube

With over 50,000 viewers, our Sotheby's International Realty® YouTube channel is about offering the consumer something different that transcends the clutter and guides them in their search for the extraordinary. The Sotheby's International Realty® YouTube channel strives to be the industry-leading video experience and highlights the highest quality videos from locations worldwide. Our YouTube channel features an alluring custom widescreen presentation, four video categories and multiple points of interest and has already proven itself to be an indelible resource.



DISTINCTIVE MARKETING

CUSTOM-TAILORED FOR EACH UNIQUE HOME

Announcing Your Home

Typically, the greatest interest in a property happens within the first weeks that it's on the market. We begin with:

Signs

First impressions are critical and less is always more with our brand's signage. Upon listing, your property will have the distinctive Sotheby's International Realty Canada signage installed.

Property Brochures

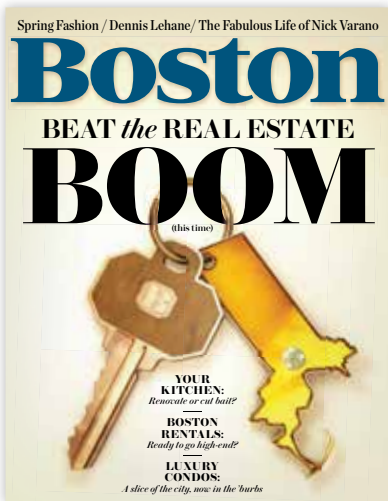
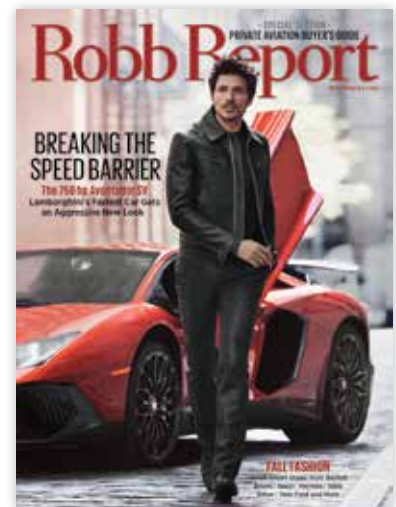
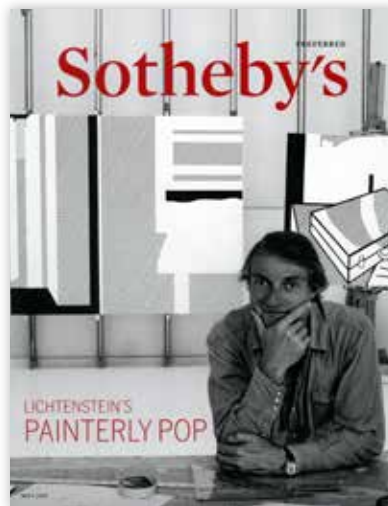
We understand the unique value of your home and will develop a marketing plan that will provide the attention and exposure it deserves. One of our first initiatives will be to create a compelling professional marketing brochure printed on premium paper. By combining professional photography and attention getting narrative details, your home's brochure will act as an essential tool in attracting qualified buyers.

Your home's marketing brochure may also be submitted to our exclusive Global Distribution Program, where copies are distributed to hundreds of offices within our real estate network as well as Sotheby's Auction House locations globally. No other real estate company has the ability to provide this level of exposure.

Direct Print and Email Marketing

To effectively capitalize on this attention, we will create a customized direct mail campaign to bolster interest in targeted key areas within your local neighborhood and surrounding area. By employing a consistent, unique and customized direct mail campaign, we will be able to skillfully market your home to make the impact it deserves.





Property Advertising

Our brand advertising campaign is aligned with 'best of class' media partners that boast the most qualified subscriber bases. Our effort is to effectively attract and engage a target audience that has the greatest propensity to buy your home.

You benefit from exclusive corporate rates and prime placement in local, national, and international publications. In addition to our co-op advertising, we will seek additional advertising opportunities in appropriate media to showcase your property to qualified buyers everywhere.

Canadian Advertising Options

The Sotheby's International Realty Canada/Québec cooperative advertising program provides an array of options— both print and digital—for listing advertising needs. We have specially negotiated rates in our local markets with presence in prominent newspapers (Globe & Mail, Montréal Gazette, Calgary Herald, Vancouver Sun), tabloid publications and community press.

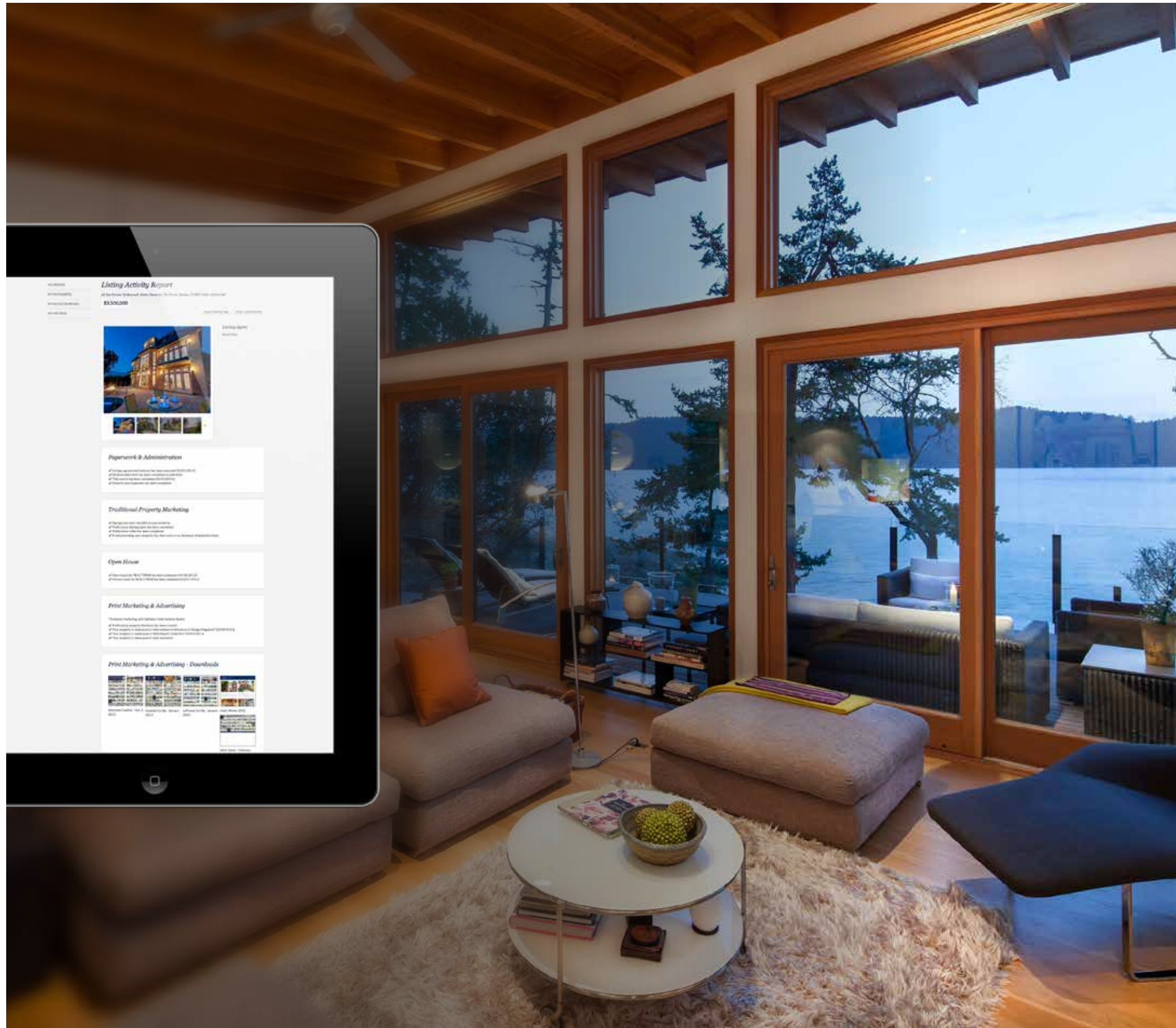
Global Advertising Options

Our international cooperative advertising program offers pre-negotiated, exclusive advertising rates for select placements by leveraging the strength of the Sotheby's International Realty® network. The program leverages high-profile, global media partners and offers targeted reach and vast worldwide exposure.



VIP MARKETING DASHBOARD

ANYTIME, ANYWHERE ONLINE ACCESS TO YOUR
HOME MARKETING



Marketing Reports & Accountability

We commit to regular and transparent communication with every single one of our clients. From the moment you list your home with Sotheby's International Realty Canada, you will receive regular updates on the results of your marketing — from the number of potential buyers who visit your open house, to the number of people who view your listing online.

VIP Account

The VIP listing account feature on sothebysrealty.ca, is a simple and easy way to keep you securely updated with marketing activity information regarding your property:

- View marketing and advertising activities, with your comments.
- Track the number of people who have visited your property on sothebysrealty.ca
- View links to other websites that showcase your property
- View marketing and advertising samples for your property

Listhub

To measure results, Sotheby's International Realty® provides a property view report including view and inquiry statistics for each partner site a property is distributed to. Sotheby's International Realty® properties are viewed an astounding 190,000,000 times across all our partner sites annually.



COMPARABLES

EXCEPTIONAL EXISTS AT EVERY PRICE POINT



Strategic Pricing

Your property value is closely tied to the history of prices in your same region. Your property will need to be uniquely positioned to create maximum interest and help produce the highest possible financial return. Ultimately the selling price will be determined by not only comparable properties, but by current buyers. Buyers will establish the “worth” that your property holds for them. Although the listing price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not. Examples include:

Factors not within your control

- Your property’s location
- Recent property market values
- Current economic indicators

Factors within your control

- Your property’s distinctive and compelling attributes
- The physical condition of your property (home and grounds)
- The flexibility of your closing date
- The ready access to your property for showing
- The selection of the real estate sales professional you choose to represent yourself