

SOTHEBY'S INTERNATIONAL REALTY®  
**COLLECTIONS**

VOLUME 2 2016

NEWS & INFORMATION ON THE GLOBAL REAL ESTATE MARKET FROM SOTHEBY'S INTERNATIONAL REALTY® PROFESSIONALS WORLDWIDE

I would like to express my gratitude to the record 2,300 attendees at our recent Global Networking Event in Las Vegas. Our largest event to date, it was clear that we are truly ONE POWERFUL NETWORK as we occupied the Wynn Las Vegas for the three-day event. I hope you enjoyed the opportunity to collaborate, generate referrals and create lasting business connections with your colleagues around the world.

To both new and familiar faces, I am grateful for your professionalism and for being stewards of this incredible brand. As I reflect on the stories from the event, I am

continually impressed by your enthusiasm and commitment to our brand along with the lightning speed at which you're able to connect and transact business. Luxury, international reach and exceptional service are our core business, core strength and the core promise of the *Sotheby's International Realty* brand, and it is evident that our network embraces these values.

As we enter the second half of 2016 please remember that the success of our powerful network is only possible because of extraordinary people like you. I hope you enjoy this issue of *Collections*, and take

pride, as I do, in the many accomplishments of our network members that are showcased in these pages.



*Philip*

**Philip White**  
President & Chief Executive Officer  
Sotheby's International Realty Affiliates LLC



Kaiser Sotheby's International Realty | Orange Beach, Alabama | \$4.7 million usd | Prop ID: **B8N427**

The Sotheby's International Realty network currently boasts approximately **845 offices in 63 countries and territories worldwide.**

**The brand welcomed the following companies to its network recently:**

- **Atlantic Sotheby's International Realty** – Virginia Beach, VA and Yorktown, VA
- **Gates Estates Sotheby's International Realty** – Yountville, CA
- **Group One Sotheby's International Realty** – Boise, ID and Eagle, ID
- **Ireland Sotheby's International Realty** – Dublin, Ireland
- **Kaiser Sotheby's International Realty** – Gulf Shores, AL and Orange Beach, AL
- **Nicaragua Sotheby's International Realty** – Tola, Rivas, Nicaragua
- **Redres Sotheby's International Realty** – North Holland, The Netherlands

**The following branch offices have opened:**

- **Artisan Sotheby's International Realty** – Santa Rosa, CA
- **Barcelona & Costa Brava Sotheby's International Realty** – Empuriabrava, Spain
- **Decker Bullock Sotheby's International Realty** – Greenbrae, CA
- **Four Seasons Sotheby's International Realty** – Wolfeboro, NH
- **Munich Sotheby's International Realty** – Munich, Germany
- **Premier Sotheby's International Realty** – Blowing Rock, NC
- **Realogics Sotheby's International Realty** – Seattle, WA
- **Sotheby's International Realty Canada** – Lions Bay, British Columbia, Canada
- **Summit Sotheby's International Realty** – Saint George, UT

Celebrating an extraordinary network at the

## 2016 Sotheby's International Realty® Global Networking Event

The 2016 *Sotheby's International Realty* Global Networking Event brought together approximately **2,300** members of the *Sotheby's International Realty* network, with more than **165** of the brand's independently owned and operated companies represented from **40** countries and territories worldwide at the Wynn Las Vegas.



The theme of the 2016 Global Networking Event

Themed “Embrace the Moment,” the three-day event was held in May and offered attendees the opportunity to connect with the world’s most talented real estate professionals, learn more about the industry, both on a global level and as a whole, explore the advantages offered through the *Sotheby's International Realty* network and discover the brand’s vision for the future, all while creating lasting friendships and driving valuable global referral business.

A first for this year, **20** “Network Spheres” were incorporated into the program to allow like-minded members of the network to collaborate easily, providing more exposure for business opportunities with their peers who share similar interests and specializations. Over the course of the of the three days, more than **35** different educational breakout sessions were offered, featuring presentations from subject matter experts as well as more than **120** participants from the *Sotheby's International Realty* network who volunteered to share their knowledge and experiences.



Philip White, the brand's president and chief executive officer, greets the record-breaking 2,300 GNE attendees at the Wynn Las Vegas

Philip White, the brand’s president and chief executive officer, kicked off the event, empowering attendees from the main stage while underscoring the core principles of the *Sotheby's International Realty* brand—luxury, international reach and exceptional service. White challenged the network to commit to the brand’s unrivaled standard of quality and touted the strength of its global locations, legacy and distinction along with its record-breaking 2015 successes.

Following his presentation, White then hosted an executive panel with Alex Perriello, president and chief executive

officer of Realogy Franchise Group and Bruce Zipf, president and chief executive officer NRT LLC, sharing key insights and information on the business of luxury real estate.

Keynote speaker Daniel Lamarre, president and chief executive officer, Cirque du Soleil then joined the stage with great excitement from the audience. Lamarre brought forth a compelling and theatrical presentation, while inspiring the audience and reinforcing the importance of focusing on and maintaining the core strengths of powerful brands.



Keynote speaker Daniel Lamarre, president and chief executive officer of Cirque du Soleil, captivated the audience on the importance of strong brand principles



Francis X. Santangelo, senior vice president, global operations for the brand, unveils the new mission statement

Also taking the stage was Francis X. Santangelo, senior vice president, global operations, who revealed key findings about the *Sotheby's International Realty* brand from a recent consumer survey. The survey results supported the brand's strategy to provide luxury services to sellers of quality homes across different price points. More than nine in 10 said they would recommend *Sotheby's International Realty* because of the expected professionalism of the agents (96%) and/or expected high quality of services (94%).

*"Built on centuries of tradition and dedicated to innovation, the Sotheby's International Realty brand artfully unites connoisseurs of life with their aspirations through a deeply connected global network of exceptional people."*

Guests also enjoyed a presentation from Henry Howard-Sneyd, chairman of Sotheby's Asian Art, Europe and Americas. Howard-Sneyd shared exciting moments from Sotheby's history that shaped and defined the world of art and noted his gratitude towards *Sotheby's International Realty* for carrying the brand with care each and every day.



Wendy Purvey, the brand's chief marketing officer ignites the audience by presenting the incredible momentum of the brand and launching exciting new marketing initiatives

On the final day of the event, Wendy Purvey, chief marketing officer, took the stage to announce the *Sotheby's International Realty* brand's new advertising campaign, "Moments," by revealing the ad campaign's 24-hour homepage takeover of *The New York Times* website. Purvey also announced the official launch of Access, the brand's new communication and collaboration platform, and the upcoming Apple TV app.

The event culminated with an inspiring "SandStory" by world-renowned Sand Artist and Storyteller, Joe Castillo, and an announcement from Philip White that the brand will be back at the Wynn Las Vegas for the 2017 Global Networking Event.

For complete information and assets from the 2016 GNE visit Access by [clicking here](#). View Opening Performance [here](#).



## WATCH IT LIVE!

Video footage from GNE now available on Access

### Videos include:

- Event Opening Performance
- New Brand Video
- Philip White's Video Presentation
- Francis X. Santangelo's Video Presentation
- Wendy Purvey's Video Presentation



## BY THE NUMBERS

**#SIRGNE** was used over **1,200** times on social media



**110** gallons of coffee and  
**28** gallons of tea consumed  
on Tuesday's breaks



**202** floral arrangements  
graced the tables



**900** internet users were  
surfing at the same time



**2,769** Downloads of the  
official GNE app—more than  
the number of attendees!



**4,438** of Wynn room  
nights filled by attendees



**2,795** bottles of Coke, Diet  
Coke and Sprite consumed



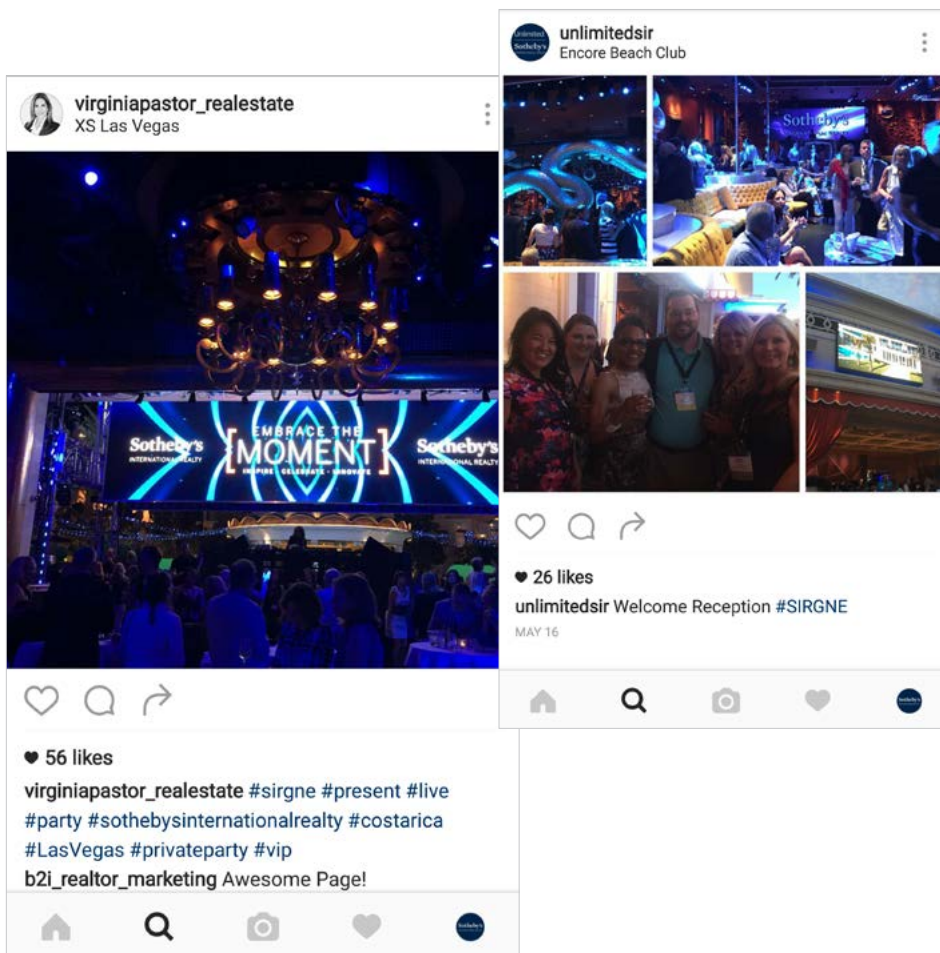
**163** Global Networking  
Event signs helped attendees  
find their way around



**2,340** party-goers  
counted going into the  
Welcome Reception at Encore  
Beach Club

## #SIRGNE Taking Social Media by Storm

Over the course of three days, Sotheby's International Realty network members took to social media to share their excitement, greeting friends both old and new, and their favorite takeaways from on-stage presentations and breakouts. It was evident that attendees not only "Embraced the Moment," but also embraced the dedicated GNE app, as the conversation continued in-app following the conclusion of the event!



**Brit Crezee** 21d  
Marketing Director  
Sierra Sotheby's International Realty

The cool aid has never tasted so good! Thanks to [Philip White](#) [Wendy Purvey](#) [Francis X. Santangelo](#) our cups are full!



**Jessica Chan 陳禧禧** 21d  
Realtor  
Julia B. Fee Sotheby's International Realty

GNE is an Eureka moment! Meeting and learning from the best of the best. Completely inspired and in awe.




**Debbie Hemingway** 22d  
San Francisco, CA - Luxury & Investmts  
Sotheby's International Realty

Take away from #SIRGNE. 120 new global connections while getting inspired and learning from the BEST!



**Mary Lin** 20d  
International Relations Manager  
Sydney Sotheby's International Realty

Best GNE! 5 of 19 members from Team Sydney in LA before the long haul home. We loved meeting all of you!



**Gigi Huang** 22d  
Realtor-Associate  
Martha Turner Sotheby's Internal Realty

Martha Turner Sotheby's International Realty-Houston, Texas.....see y'all next year!



**Brenda Giacumbo** 21d  
Broker Manager/VP  
Prominent Properties Sotheby's Internatio...

Such a fabulous 3 days w/such amazing people! I had a great time seeing "old" friends, and making new ones! #SIRGNE



**Jere Metcalf** 22d  
Realtor  
Atlanta Fine Homes Sotheby's Internation...

Haven't learned so much or laughed with friends more, all in 1 trip. 2300 amazing people in one place, WOW



**Elizabeth Cutler** 22d  
Real Estate Agent  
TTR Sotheby's International Realty

Thank you for a great GNE, from TTR Sotheby's International Realty and friends! See you in Washington DC, VA, and MD!



**Jessica Smith** 21d  
 Director of Sales - Southlake  
 Briggs Freeman Sothebys International Re...

Cheers from Robbie Briggs team at Briggs Freeman SIR!!! Let's not wait a year...come visit us in DFW!!! #Ohana



**Ilona Mančíková** 21d  
 Managing Director/ Partner  
 Czech Republic Sotheby's International Re...

Unique experience! Proud to be part of this extraordinary brand. Pleasure to meet all of you! Happy for new connections!



**J Kuper** 22d  
 Broker/Owner  
 Kuper Sotheby's International Realty

Another amazing GNE! Many thanks to all!



**Amber Anderson** 50d  
 Captain of Modern|Contemporary Sphere...  
 Pacific Sothebys International Realty-La J...

Modern | Contemporary meet up a success!!!!



**Nadine-Angela Arteché** 22d  
 Brand | Marketing Coordinator  
 Russ Lyon Sotheby's International Realty

From your Arizona Ohana, thank you for a great GNE and all the amazing new connections! Already excited for the next!



**Joseph Brazen** 21d  
 Owner/ Managing Broker  
 Brazen Sothebys International Realty

Brazen Sotheby's Still buzzing from all the love







French Polynesia Sotheby's International Realty | Bora Bora, Tahiti | \$50 million usd | Prop ID: [ZGQNST](#)



### MOTU TANE | BORA BORA, TAHITI

French Polynesia Sotheby's International Realty has listed a 9,575-acre private island in Bora Bora, Tahiti for **\$50,000,000 USD**. Currently owned by François Nars, founder of **NARS Cosmetics**, the property features coconut groves, white sand beaches, breathtaking views of the surrounding mountains and accommodations for up to 20 guests. Motu Tane was recently redesigned by acclaimed design architect Christian Liaigre. The property was also highlighted in the **Wall Street Journal**. [CLICK HERE](#) for more information.



Brussels Sotheby's International Realty | Brussels, Belgium | Price Upon Request | Prop ID: [FF3EHD](#)

### [CONTEMPORARY PRINCE D'ORANGE VILLA](#) | BRUSSELS, BELGIUM

**Brussels Sotheby's International Realty** has listed a contemporary villa in the Prince d'Orange neighborhood of Uccle. The price of the property is available upon request. Built in 2011, the residence spans 7,319 square-feet and comprises six bedrooms and five full-bathrooms. In addition, the home features a movie theater, gym, indoor pool, high-ceilings, large terraces, landscaped garden, garage and carpark. [CLICK HERE](#) for more information.



Jameson Sotheby's International Realty | Chicago, Illinois | \$10.5 million usd | Prop ID: [RX6YPN](#)

### [LAKE SHORE DRIVE DUPLEX](#) | CHICAGO, ILLINOIS

**Jameson Sotheby's International Realty** has listed a historic duplex apartment on Lake Shore Drive in Chicago for **\$10,500,000 usd**. Built in 1927, the property is the only Chicago project by famed New York architect Rosario Candela and was designed in conjunction with Chicago architects McNally & Quinn. The residence was once the home of the prominent Wrigley family, best known for owning the chewing gum company and the Chicago Cubs. Spanning 10,000 square-feet, the 19-room apartment boasts imported French limestone floors and staircase, 18<sup>th</sup> century French boiserie and balustrade, French-style custom millwork cabinetry, Parquet de Versailles wood flooring and 19 windows overlooking Lake Michigan. The property was recently featured in *[Crain's Chicago Business](#)*. [CLICK HERE](#) for more information.



Puerto Rico Sotheby's International Realty | San Juan, Puerto Rico | \$2,999 million usd | Prop ID: [GZPC5X](#)

### MONTEHIEDRA ESTATES MANSION | SAN JUAN, PUERTO RICO

**Puerto Rico Sotheby's International Realty** has listed a home within Montehiedra Estates, a gated community with only 11 private residences. On the market for **\$2,999,000 USD**, the house has six bedrooms, six full-bathrooms and four half-bathrooms. In addition, the home features double-height ceilings, floor-to-ceiling windows and a designer kitchen with eggshell quartz countertops and Sub Zero appliances. Outside there is a covered terrace, kitchen gazebo and drop infinity pool. [CLICK HERE](#) for more information.



Sierra Sotheby's International Realty | Olympic Valley, California | \$15 million usd | Prop ID: [YWN75B](#)

### SQUAW VALLEY RANCH | OLYMPIC VALLEY, CALIFORNIA

Owned by the founding family of Squaw Valley, the Poulsens, since the early 1940s, this 29.6-acre estate is now on the market for **\$15,000,000 USD**, listed by **Sierra Sotheby's International Realty**. The locality is one of the largest ski areas in the United States and has been home to world-renowned skiing events including the 1960 Olympics and the 1969 World Cup. Considered the most significant landholding in Squaw Valley, the property includes a European chalet-inspired main house that spans 5,435 square-foot and comprises six bedrooms and five-and-a-half bathrooms. In addition, the estate features inspiring mountain views, lush open meadows and fresh water ponds. [CLICK HERE](#) for more information.



Signature Sotheby's International Realty | Saugatuck, Michigan | \$40 million usd | Prop ID: [XRBK92](#)

### [WATERFRONT RETREAT](#) | SAUGATUCK, MICHIGAN

**Signature Sotheby's International Realty** has listed the most expensive residential property ever for sale in the state of Michigan for **\$40,000,000 usd**. Nestled on 314 acres of land, the property boasts approximately 1,800 feet of waterfrontage on Lake Michigan, approximately 4,100 feet of waterfrontage on the Kalamazoo River, a 5,589-square-foot main house and a 1,304-square-foot guest cottage. The property was recently featured in [Architectural Digest](#) and [Curbed Detroit](#). [CLICK HERE](#) for more information.



Telluride Sotheby's International Realty | Telluride, Colorado | \$22 million USD | Prop ID: [ZR6J74](#)

### MOUNTAIN VILLAGE ESTATE | TELLURIDE, COLORADO

**Telluride Sotheby's International Realty** currently has the most expensive listing in Mountain Village, Colorado. Listed for **\$22,000,000 USD**, the property totals five lots and is spread across nearly five acres of land. There are two full dwellings along the property – a 10,926-square-foot main house and a 3,322-square-foot second residence. The main house features six bedrooms, seven full-bathrooms, two half-bathrooms, bowling alley, sauna, wine room and bar. [CLICK HERE](#) for more information.



Hong Kong Sotheby's International Realty | Clear Water Bay, Hong Kong | \$32 million HKD | Prop ID: [B6VREX](#)

### SIU HANG HAU | CLEAR WATER BAY, HONG KONG

Prominent Hong Kong film producer and talent manager Willie Chan Chi Keung has listed his ocean-view estate with **Hong Kong Sotheby's International Realty**. On the market for **\$32,000,000 HKD**, the home spans 2,100 square-feet and comprises five bedrooms and two full bathrooms. The home additionally includes newly renovated bathrooms, private rooftop terrace, a garden and floor-to-ceiling windows throughout. [CLICK HERE](#) for more information.



William Pitt Sotheby's International Realty | New Canaan, Connecticut | \$7.995 million USD | Prop ID: [XXQC6F](#)

### HARVARD FIVE-DESIGNED BROWN HOUSE | NEW CANAAN, CONNECTICUT

On the market for **\$7,995,000 USD**, **William Pitt Sotheby's International Realty** has listed an Eliot Noyes-designed mid-century modern home known as "Brown House." One of the "Harvard Five," a group of architects known for building modern homes in New Canaan, Connecticut starting in the 1940s, Eliot Noyes designed homes that evoke simplicity, openness and integration with nature. The estate has since been renovated by builder Dave Prutting and architect Jobb Moore, keeping the sophisticated approach to making spaces functional intact. The property is constructed of natural materials including wood, stone and glass and additionally features a guest house, pool house and extensive landscaping. [CLICK HERE](#) for more information.



Italy Sotheby's International Realty | Sardinia, Italy | [Is Molas Resort By Fuksas](#)

## FEATURED NEW DEVELOPMENT: IS MOLAS RESORT

**Italy Sotheby's International Realty** has been named the exclusive sales and marketing team for the first residential community within Is Molas Resort by Fuksas, a 150-villa new development by world-renowned architect Massimiliano Fuksas. The community comprises 15 signature villas that are reminiscent of inhabited sculptures and range in price from **2.154.000€ EUR – 4.600.000€ EUR**. The villas are available in four unique layouts and designs, each including an array of structures,

terraces and outdoor space and private swimming pool. Situated within the Is Molas Golf Resort, the 600-hectare development overlooks the Mediterranean Sea and offers residents amenities including a spa, sports area with tennis courts, football field, basketball court, beach volleyball, and a children's miniclub. [CLICK HERE](#) for more information.



Sotheby's International Realty Canada recently sold two significant properties

Sotheby's International Realty Canada recently completed two significant sales.

Donald St. Germain sold a waterfront estate in Victoria, British Columbia for **\$7,530,000 CAD**. Situated on almost three acres of land, the 9,000-square-foot mansion featured 277 feet of ocean frontage and overlooks the Victoria Golf Course, the oldest golf course in British Columbia. This was the highest known sale in the greater Victoria area since 2006.



In addition, Joseph Montanaro represented both sides in the record-breaking sale of internationally renowned singer Celine Dion's Quebec estate. This was the highest residential home sale in Quebec, according to the MLS. The residence, located on a private island, was custom built in 2001 for Ms. Dion and was sold turnkey. Designed after a French Normand Chateau, the 24,000-square-foot stone mansion features a custom kitchen, formal dining room with seating for 18, paneled library, and vaulted stone wine cellar, swimming pool and tranquil water views throughout. The property was listed at **\$25,000,000 CAD**.





MacArthur Sotheby's International Realty completed the highest-priced sale on the Big Island of Hawaii

Adam Atwood of **MacArthur Sotheby's International Realty** recently completed the most expensive residential sale to take place this year on the Big Island of Hawaii. A 2.5-acre eco-friendly, self-sufficient, legacy estate known locally as Luahinewai, the property was listed at **\$16,000,000 USD**. The 3,500-square-foot main house was designed by renowned architect Vladimir Ossipoff. Due to conservation zoning, the area will never see further development, allowing its residents to enjoy the black sand beach, a private ancient pond and breathtaking ocean views for years to come.



Cote d'Azur Sotheby's International Realty recently sold the former French residence of culinary icon Julia Child

"La Pitchoune," the former French residence of culinary icon Julia Child, has sold for its asking price of **800.000€ EUR**. Listed by Peter Illovsky of **Cote d'Azur Sotheby's International Realty**, the three-bedroom home features the original kitchen, custom designed for Ms. Child herself. The buyers of the property intend to continue the tradition of running a cooking school out of the home. Put on the market in November 2015, the property received a tremendous amount of press, including ***The New York Times***, ***Los Angeles Times*** and ***Conde Nast Traveler***, and sold in less than five months.



Mott & Chace Sotheby's International Realty recently closed on two significant sales in the state of Rhode Island

**Mott & Chace Sotheby's International Realty** in Rhode Island recently completed two separate sales that were each the highest-priced sale in their respective areas. First was a penthouse within Providence's Waterplace Complex which sold for **\$1,210,000 USD**. The property was on the market for a total of 35 days and was the

highest sale in Providence since September 2015. Second was the sale of a country estate in Warwick for **\$2,000,000 USD**, which was the highest sale in the town since September 2014.



Brussels Sotheby's International Realty recently sold a villa in Belgium

**Brussels Sotheby's International Realty** has completed the sale of a five-hectare property in Belgium for **\$9,627,100 USD**. The 850-square-meter villa was originally built in 1961 by the architect Keuter and was completely refurbished in 2011. The property includes two bedrooms, two master suites, a top-of-the-line kitchen, elevator, terrace and south-facing garden.



Scenic Sotheby's International Realty recently had a record-breaking sale in Rosemary Beach, Florida

**Scenic Sotheby's International Realty** recently represented both sides of a record-breaking **\$10,250,000 USD** sale in Rosemary Beach, Florida. This was the most expensive sale price in the region; the previous sale record was \$9,150,000 USD, also set by the firm. Situated on 85 feet of elevated beach front, the property comprises a five-bedroom main house, one-bedroom carriage house and a stone paved courtyard with pool, fountain and lush landscaping. Chris Abbott, broker and owner of Scenic Sotheby's International Realty, was the listing agent, while the buyer was represented by agents Mary Alice Johnson and LuAnn Brown.



Russ Lyon Sotheby's International Realty recently completed a record sale in Flagstaff, Arizona

Monica Monson of **Russ Lyon Sotheby's International Realty** recently broke the record for highest ever sale of a single family residence in Flagstaff, Arizona. Located within the award-winning Pine Canyon golf community, the home closed for **\$4,100,000 USD**. The 12,000-square-foot property features a main residence, entertainment pavilion with home theater, and high-end finishes throughout including reclaimed wood flooring imported from Lynchburg, Tennessee, hand textured wall treatments, hand-hewn chinked logs and rustic timber and impeccable stonework. Monson also held the previous sale record in Flagstaff at \$3,275,000 USD. The sale was featured locally in the ***Phoenix Business Journal***.



Ward Wight Sotheby's International Realty recently completed the sales of rarely available oceanfront properties in Spring Lake, New Jersey

**Ward Wight Sotheby's International Realty** recently completed two separate sales of rarely available oceanfront properties in Spring Lake, New Jersey; the firm represented both sides of each sale. 2105 Ocean Avenue, which sold for **\$5,995,000 USD**, is an elegantly designed new construction with unobstructed, panoramic ocean views. The four-story property features multiple porches and

balconies, chef's kitchen, seven bedrooms and 10 bathrooms, including the master suite, wine cellar, media room, elevator, gym and outdoor pool. In addition, sold for **\$3,925,000 USD**, 107 Ocean Avenue is a modern renovated five-bedroom colonial house featuring an open floorplan, multi-level Trex® deck with electric awning, front porch and second story terrace.



Turks & Caicos Sotheby's International Realty sold private beachfront residence Oliver's Cove with the help of the powerful brand network

**Turks & Caicos Sotheby's International Realty** was able to list, and subsequently sell, a unique oceanfront estate due to the immense power of the *Sotheby's International Realty* brand.

**Sotheby's International Realty Affiliates LLC's** president and chief executive officer, Philip White, fielded a direct inquiry from a potential client looking to sell his home, Oliver's Cove, on Parrot Cay. White and Global Vice President of International Servicing Michael Valdes spoke to the client, briefed him on the international reach and power of the *Sotheby's International Realty* network and made an introduction to the local affiliate. During the listing presentation, Turks & Caicos Sotheby's International Realty came in with a property appraisal that was significantly under those of the firms they were up against. Staying true to their initial valuation, they instead highlighted the robust marketing opportunities available through the brand and won the listing.

In October 2014, the property was prominently featured in the *Wall Street Journal*. The property also appeared in *Architectural Digest* and was used in the brand's

banner ads, as social media Extraordinary Property of the Day, social media Cover Photo, featured on the Sothebys.com auction house website and on the Extraordinary Living blog.

The publicity generated by the *Sotheby's International Realty* marketing team led to Turks & Caicos Sotheby's International Realty securing the listing of another luxury estate on Parrot Cay and eventually being named the exclusive sales and marketing team for the entire development.

Oliver's Cove, the original property in question, recently sold for **\$22,500,000 USD** with agents Joe Zahm and Nina Siegenthaler representing both sides of the deal. The seller is now looking to buy a property in California and has since been referred to **Sotheby's International Realty – Malibu Brokerage**.



Michael Valdes and Paul R. Boldy visit Beijing Sotheby's International Realty

**Sotheby's International Realty Affiliates LLC's** Paul R. Boldy, managing director, and Michael Valdes, global vice president of international servicing, recently visited the **Beijing Sotheby's International Realty** office. The visit culminated with a presentation of the *Sotheby's International Realty* brand's website, Imagine advertising campaign, media partners by misters Boldy and Valdes. The meeting was attended by George Liu, owner of the Beijing Sotheby's International Realty, and his team of over 60 agents.



From left to right: Gulf Sotheby's International Realty's Floyd Pinto, Jarmila Fryntova and Ian Liborwich with with Ankit Tyagi of North India Sotheby's International Realty and head of the Gulf Sotheby's International Realty India Desk

Following the success of the India Desk at the **United Kingdom Sotheby's International Realty** London office, **North India Sotheby's International Realty** has set up a second India Desk in the United Arab Emirates, located at the office of **Gulf Sotheby's International Realty**. The India Desk was designed as a way to build synergy between the two offices and manage business referrals and has been instrumental in catering to the needs of high net-worth individuals. North India Sotheby's International Realty's Ankit Tyagi will be at the helm of the India Desk in the United Arab Emirates.



**Portugal Sotheby's International Realty** recently hosted "Above and Beyond (Live the Extraordinary)," a learning, networking and team-building event that was attended by approximately 150 people from the firm's seven offices throughout the country. A two-day conference held at the Montargil & Villas Hotel, the event featured presentations from Fernando Sapinho, chief executive officer of Portugal Sotheby's International Realty, and Gustavo Soares, chief operating officer of the firm; guest speakers Michael Valdes, global vice president of international servicing, **Sotheby's International Realty Affiliates LLC**, Alex Rovira, economist and writer, and Tomaz Morais, technical director of the Portuguese Rugby Federation; a video speech from Philip White, president and chief executive officer of Sotheby's International Realty Affiliates LLC; an awards ceremony; and a sunset cocktail and gala dinner. The Master of Ceremonies was Mario Augusto, a recognized Portuguese television presenter and film critic.

The Portugal Sotheby's International Realty team at the Above and Beyond (Live the Extraordinary) event



ONE Sotheby's International Realty's Annual Associates Meeting

**ONE Sotheby's International Realty** hosted its Annual Associates Meeting at the Four Seasons Brickell to review the success of 2015 and plan for the year ahead. With approximately 500 agents in attendance, the event featured presentations from Daniel de la Vega, president of the firm; Karina Lopez, director of marketing; Alessandra Hopfinger, creative director; Fernando de Nuñez, executive vice president, development division; Mayi de la Vega, founder and chief executive officer; A. Bradley Nelson, senior vice president of marketing, **Sotheby's International Realty Inc.**; and special guest Philip White, president and chief executive officer of **Sotheby's International Realty Affiliates LLC**. In addition, there was an affiliate panel with insight from influential members of the network Nikki Field, **Sotheby's International Realty – East Side Manhattan Brokerage**; Mark Lowham, **TTR Sotheby's International Realty**; Bill Fandel, **Telluride Sotheby's International Realty**; and Deirdre O'Connell, **Daniel Gale Sotheby's International Realty**. Highlights of the event included the recognition of the firm as number one by average sales volume per agent in Dade and Broward counties, discussion of new marketing initiatives and the unveiling of the first mobile app for pre-construction developments. Known as the ONE SIR Development Division Mobile App, the app, designed specifically for brokers, contains the most up-to-date information and all marketing assets for each of the developments represented by the firm and is available for both for Apple and Android.

**Sierra Sotheby's International Realty** hosted its first annual Lake Tahoe Winter Social and Celebrity ProAM ski race at Squaw Valley, California. Nicknamed the "SkiNE," the event was attended by more than 200 agents from 15 affiliate companies including **Dreyfus Sotheby's International Realty**, **Bay Sotheby's International Realty**, **Tomlinson Sotheby's International Realty**, **Pacific Sotheby's International Realty**, **Big Sky Sotheby's International Realty**, **Artisan Sotheby's International Realty**, **Decker Bullock Sotheby's International Realty**, **Gateway Sotheby's International Realty**, **Today Sotheby's International Realty**, **Steamboat Sotheby's International Realty**, **Summit Sotheby's International Realty**, **LIV Sotheby's International Realty**, **Realogics Sotheby's International Realty**, **Sun Valley Sotheby's International Realty** and **Sotheby's International Realty Affiliates LLC's** Francis X. Santangelo, senior vice president, global operations. The three-day event featured a special presentation from the Sotheby's International Realty Affiliates LLC chief marketing officer Wendy Purvey, panel discussions, a day on the slopes and private tours of the host firm's exclusive real estate offerings. In addition, special guests included Olympians and professional skiers Billy Kidd, Tamara McKinney, Jeff Hamilton and April Mancuso Reynolds.

Olympic legend Billy Kidd with Sierra Sotheby's International Realty's AI Colhoun





The Andorra Sotheby's International Realty team toasts with their partners at an evening of wine tasting from Vega Sicilia winery

**From left to right:** Joan Rafael Socias, CFO of Andorra Sotheby's International Realty; Executive Chairman and Co-Founder Ralph Lünenschloss; Model Mark Vanderloo; and Narcís Socias, CEO of Andorra Sotheby's International Realty



In its first year as an affiliate of the *Sotheby's International Realty* network, **Andorra Sotheby's International Realty** has been especially active in its local market.

Recently, the firm had an official presentation by famous international model, Mark Vanderloo, who has been named brand ambassador for Andorra Sotheby's International Realty. Known for his work with renowned fashion houses such as Armani, Versace, Valentino, Calvin Klein and Hugo Boss, Mr. Vanderloo has been a resident of the Principality of Andorra for the past four years and spoke of the many attractive qualities Andorra offers to its residents. The intimate event was held at the Sport Hotel Village 4\* in Soldeu and was attended by approximately 60 guests including Frances Camp, minister of tourism of the Government of Andorra; Enrique Torres, director of tourism; and Joan Crespo, director of the data protection agency.

In addition, Andorra Sotheby's International Realty recently partnered with the Andorra Park Hotel 5\* and BOMAR group to present an evening of wine tasting from the Vega Sicilia winery. The three companies are leaders in their respective specialties in the Principality of Andorra and actively collaborate to cross-network and unite clientele.

**Daniel Gale Sotheby's International Realty** joined for the Ribbon Cutting Ceremony and Grand Opening of the Ritz-Carlton Residences, Long Island, North Hills. The event marked the completion of Phase One of the development. Residents of the property will enjoy the privacy of a gated-community with park-like grounds, a 25,000-square-foot Clubhouse, individual luxury condominiums and services delivered by The Ritz-Carlton Hotel. Daniel Gale Sotheby's International Realty is the exclusive sales and marketing team for the development.



Daniel Gale Sotheby's International Realty cut the ribbon at the Grand Opening of the Ritz-Carlton Residences, Long Island, North Hills





The LIV Sotheby's International Realty team celebrates at the Cartus Masters Cup

*"...one of the five finalists for the  
Cartus Brokers Network Masters cup..."*

**LIV Sotheby's International Realty** was one of the five finalists for the Cartus Broker Network Masters Cup, the most prestigious award bestowed upon members of the Cartus Broker Network. The award was presented at the 2016 Cartus Broker Network International Conference in Fort Lauderdale, Florida. Cartus is the industry leader in relocation services and the Cartus Broker Network is comprised of 785 firms, with nearly 3,000 offices and 111,000 agents. The Masters Cup recognizes brokers who demonstrate exceptional quality standards, surpass quantity levels, deliver outstanding service and exceed metrics in effective marketing, management, service satisfaction, sales conversion and quality performance.

*"...six American Advertising Awards... from the  
American Advertising Federation"*



The Premier Sotheby's International Realty team attends the ADDY Awards

**Premier Sotheby's International Realty** took home a total of six American Advertising Awards, or "ADDYs," from the American Advertising Federation of Southwest Florida, the local chapter of the American Advertising Federation. The ADDY Awards recognize excellence in advertising and cultivate the highest creative standards in the industry. Premier Sotheby's International Realty was awarded two gold ADDYs – one for *Sales & Marketing, Collateral Material, Brochure* for its Imagine Extraordinary Marketing listing presentation and the other for *Online/Interactive, Email* for its Luxury Impressions email campaign – and four silver ADDYs – *Film, Video & Sound, Branded Content & Entertainment – Non-Broadcast* for its International Contest video; *Print Advertising, Magazine, Multiple Pages* for its Luxury is a Lifestyle, Not a Price Point campaign; *Sales & Marketing, Collateral Material, Magazine Design for Collection*; and *Print Advertising, Newspaper Full Page* for its Florida Weekly full –page, A Polished Palette.



**REALTRENDS**  
THE TRUSTED SOURCE

REAL Trends has released its annual rankings for 2016 –  
the REAL Trends 500 and REAL Trends/The Wall Street Journal Top Thousand.



**REALTRENDS**  
THE TRUSTED SOURCE

## THE THOUSAND

AS ADVERTISED IN **THE WALL STREET JOURNAL.**

**The REAL Trends/The Wall Street Journal Top Thousand** ranks America's top 1,000 residential real estate agents and teams based on 2015 annual sales volume and transaction sides, and the top 50 agents and top 50 teams on average sales price—making it a ranking of the top 1,100 nationwide. The *Sotheby's International Realty* brand was the **No. 1** real estate company represented in two of the six categories that comprise the rankings. [CLICK HERE](#) to view the full list.

The *Sotheby's International Realty* brand claimed **45** of the top 250 sales associates in the *REAL Trends Individual Sales Volume* category, more than any other real estate company. The brand also had the highest combined individual sales volume from sales associates in the same category. In addition, the *Sotheby's International Realty* brand had the most individuals represented in the *Individual Average Sales Price* category, holding **17** of the top 50 spots (34%).

Philip White, president and chief executive officer of **Sotheby's International Realty Affiliates LLC**, noted the *Sotheby's International Realty* brand's accomplishment in the rankings prove the strength of the brand as a leader in luxury real estate sales. [CLICK HERE](#) for the full press release.



**The REAL Trends 500** ranks the performance of the top residential real estate brokerage firms. Of the 500 companies named in the *REAL Trends 500 by Transaction Sides*, **17** were *Sotheby's International Realty*. In addition, there was **28** *Sotheby's International Realty* affiliate companies included in the *REAL Trends 500 by Volume*. [CLICK HERE](#) to view the full list.



Representatives from the Sotheby's International Realty brand's Hawaiian affiliates present a \$10,000 check to Kupu Hawaii.

Earlier this year, representatives of **Oceanfront Sotheby's International Realty** (formerly **Sleeping Giant Sotheby's International Realty**), **Island Sotheby's International Realty**, **LIST Sotheby's International Realty** and **MacArthur Sotheby's International Realty** presented a **\$10,000** check to **Kupu Hawaii** – an organization founded to help Hawaiian communities train future generations in resource management, renewable energy and energy conservation. The gift was done with the help of the **Hawaii Community Foundation**.



Sun Valley Sotheby's International Realty was a proud sponsor of the 2016 USSA Junior Freestyle/Freeskiing National Championships

In early March **Sun Valley Sotheby's International Realty**, along with the **Sun Valley Ski Education Foundation** sponsored the **USSA Junior Freestyle/Freeskiing National Championships**. Featuring men's and women's events in moguls, slopestyle, halfpipe, aerials, dual mogul and big air, the competition spanned four days across the Roundhouse Slope and Dollar Terrain Park locations. Over 400 athletes from all over the world participated in the annual event.



Daniel Gale Sotheby's Marketing Director Abby Sheeline (left) and Regional Manager Deborah Hauser play lead roles in Save the Children's "A Night at the Speakeasy" Spring Benefit

*"...support for Save the Children demonstrated by our agents...  
...has been nothing short of amazing..."*

On the night of May 14<sup>th</sup> Daniel Gale Sotheby's International Realty helped support "A Night at the Speakeasy," **Save the Children Long Island's** spring benefit. "The outpouring of support for Save the Children demonstrated by our agents, our administrative managers and staff, and particularly by the efforts of Abby and Deb has been nothing short of amazing," said President and CEO Patricia J. Petersen. "It's a winning combination of hard work and dedication, hands-on volunteerism and generous donations of money and raffle prizes." The event included performances from local Long Island bands and invited attendees to dress in 1920's attire.

Earlier this year **Bluegrass Sotheby's International Realty** sponsored Damon Farmer, a local sand sculptor, as he turned nearly 20 tons of Cincinnati glacial sand into a full Bluegrass band including a turtle with a banjo, a rabbit playing guitar and a Kentucky Wildcat on the fiddle. The sculpture took about four days to complete and was on display in Lexington's Triangle Park for two weeks.

Renowned sand sculptor Damon Farmer with his work in progress earlier this year



The Portugal Sotheby's International Realty office in Porto designed by Eduardo Souto de Moura

The *Sotheby's International Realty* brand is no stranger to representing some of the world's most architecturally significant homes in the world; **Portugal Sotheby's International Realty** recently held an event where they showcased that their offices too are significant in that regard. In fact, all seven of their offices were designed by renowned architects, including the location in Porto designed by 2011's Pritzker Prize recipient **Eduardo Souto de Moura**.



Renowned artist Sarah Webb [left] with Larry Lipman and Jess Harrington at The Lipman Group Sotheby's International Realty hosted art event

Nashville's art establishment has long struggled for its spot in the limelight. In response **The Lipman Group Sotheby's International Realty** launched an initiative to showcase local talent with The Visiting Artist Series. Now in its 9<sup>th</sup> season they are introducing an impressive selection of photographic prints by internationally acclaimed artist **Sarah Webb**. A leading figure in the Contemporary Realism movement, Webb is best known for her works in oils, but unknown to most collectors she is also an accomplished photographer. This exhibition serves as a record of times, places, people and events. It includes photographic scenes from London, Paris, Venice and Amsterdam that have never been exhibited in public before.



Members of the Monument Sotheby's International Realty team at the 120<sup>th</sup> running of the Maryland Hunt Cup

This April brought with it the 120<sup>th</sup> running of the ***Maryland Hunt Cup***. A longstanding tradition in the state, **Monument Sotheby's International Realty** was in attendance for the tremendous occasion. Trained in Maryland by Joe Davies and ridden by Eric Poretz, Senior Senator took the cup.

In May, Monument Sotheby's International Realty helped support the 28<sup>th</sup> annual ***Greater Baltimore Medical Center Golf Classic*** at the Turf Valley resort in Ellicott City, Maryland. Drawing well over 200 medical professionals and business leaders from the Baltimore area, proceeds from the event will provide education programs to GBMC HealthCare's clinical staff.

# SEEN & HEARD AROUND THE NETWORK

**Ginevra Sotheby's International Realty** in Argentina has expanded to provide luxury residential real estate services throughout the country. The firm will focus on key markets such as Puerto Madero, San Isidro, Mendoza, Salta and La Patagonia. The expansion was featured locally in ***El Cronista***.



Sotheby's International Realty Affiliates LLC's Cal Lyford, Lisa Piccardo, Francis X. Santangelo and Anthony Urcinoli join the Group One Sotheby's International Realty team at the firm's launch in Idaho

The *Sotheby's International Realty* brand expanded its presence in Idaho, welcoming **Group One Sotheby's International Realty** to its network. Owned and operated by Brad Barker and Kalinn Dishion, the firm has two offices and services the luxury residential real estate markets in Boise, Eagle, Meridian, Nampa and Star. The firm's launch was attended by **Sotheby's International Realty Affiliates LLC**'s Wendy Purvey, chief marketing officer; Francis Santangelo, senior vice president, global operations and business development; Cal Lyford, regional vice president, membership development; Lisa Piccardo, vice president, affiliate services; and Anthony Urcinoli, manager, global operations. The event included a brand overview presentation from Santangelo, a marketing and media partnership presentation from Purvey and an agent panel moderated by Piccardo featuring Monica Ferrell of **Russ Lyon Sotheby's International Realty**, Jeff Jaeger of **Marketplace Sotheby's International Realty** and Ned Burns of **Sun Valley Sotheby's International Realty**. The Group One Sotheby's International Realty launch was followed by a cocktail reception; approximately 110 agents were in attendance.



The leadership team of Kaiser Sotheby's International Realty celebrates the launch of the firm

The *Sotheby's International Realty* brand has expanded into the Gulf Coast of Alabama, recently welcoming **Kaiser Sotheby's International Realty** to its network. The firm has two offices, one in Orange Beach and the other in Gulf Shores, and services Baldwin County and the greater Coastal Alabama area. **Sotheby's International Realty Affiliates LLC**'s Tony Dolceamore, global vice president, affiliate services, North America; Glenn Niere, vice president, affiliate services; Finley Hair, regional vice president, membership development; Joe Bernardo, senior vice president, member sales; and Elizabeth Eckes, manager, global operations, were in attendance at the firm's launch. Leonard Kaiser, owner and operator of Kaiser Sotheby's International Realty, spoke at the event, which was followed by a cocktail reception open to the firm's agents as well as members of the local community.

**Gulf Sotheby's International Realty** acquired ERE HOMES in the United Arab Emirates, expanding the firm's operations and growing the sales team to more than 90 global property consultants. The new brokerage division is led by Chris Whitehead, former managing partner of ERE Homes, who is now managing director of sales and leasing. With Chairman George Azar at the helm of the operation, the remainder of the Gulf Sotheby's International Realty leadership team remains intact, including Floyd Pinto, director of operations; Jarmila Fryntova, director of marketing; Karen Cresswell, director

## WELCOME *to the* NETWORK

of human resources, recruitment and culture; Heather Amiki, director of investments; Ella Cordero, director of human resources, employee relations; Noha Allam, director of external sales; and Abdullah Waseem, director of finance.



The Gulf Sotheby's International Realty leadership team celebrates the firm's expansion in the United Arab Emirates

The *Sotheby's International Realty* brand has expanded its global presence in Central America with the formation of **Nicaragua Sotheby's International Realty**. The firm launched with a Grand Opening Celebration attended by over 85 local real estate and business professionals as well as **Sotheby's International Realty Affiliates LLC**'s Michael Valdes, global vice president, international servicing, and Daniela Frewa, director, international marketing & servicing, CALA region. The event took place at the firm's office in Emerald Coast and included a cocktail reception and entertainment.



The office of Nicaragua Sotheby's International Realty

Through the power of public relations, editorial media opportunities provide great value in promoting properties. Features in national and international publications reach a wider audience, generate greater awareness of your company and add credibility to your business, as you have now been endorsed by a trusted, well-known third party.

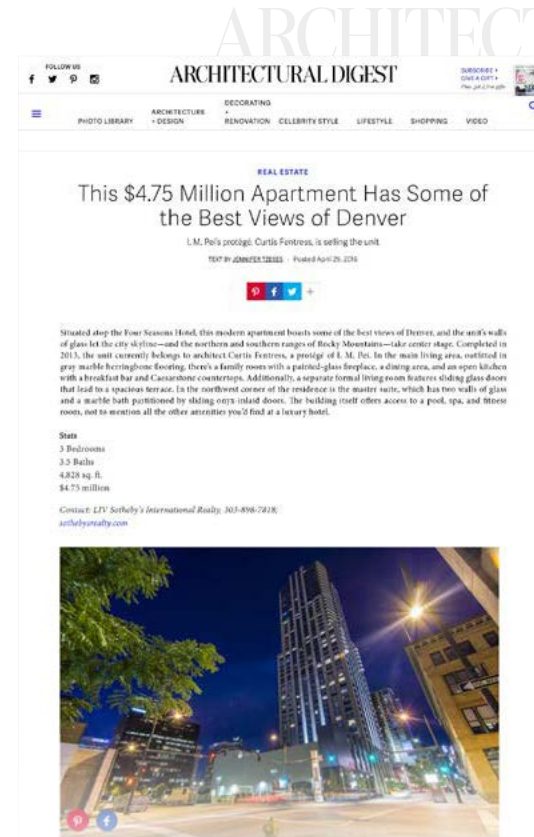
Properties can be considered newsworthy for a number of reasons, the top being: significant price point, interesting history, ties to a celebrity or well-known business person, designed by a prominent architect, and extremely unique amenities.

Here are a few examples from the *Sotheby's International Realty* network that captured the attention of the media:



**Sierra Sotheby's International Realty** secured the listing a 30-acre waterfront property on Lake Tahoe at a significant price point, **\$59,000,000 USD**. In addition, the sellers were notable, having raised Kentucky Derby thoroughbreds on the property, and the property unique, as it was custom-designed and also featured a 15-stall stable. The sellers were willing to be named and interviewed and granted permission for the listing to be held until an exclusive media opportunity could be secured. With all the pieces in place, the property was able to launch in the *Wall Street Journal*. The story was additionally picked up by *Mansion Global* and also appeared on *Architectural Digest*. [CLICK HERE](#) for more information on the property.

**Atlanta Fine Homes Sotheby's International Realty** held the **\$1,050,000 USD** listing of a home in Decatur, Georgia belonging to Grammy Award-winning singer Emily Saliers of the Indigo Girls. Ms. Saliers lived in the home for approximately 15 years and worked nearly every day in the home's music studio writing her music. Because Ms. Saliers was willing to lend her celebrity to the property, an exclusive interview was granted to the *Wall Street Journal* for its "House of the Day" feature. Coverage of the property was also secured on *Architectural Digest*. The home has since sold.



**LIV Sotheby's International Realty** listed the Denver apartment of acclaimed architect Curtis Fentress. Asking **\$4,750,000 USD**, the apartment is located atop the Four Seasons hotel and was designed by Mr. Fentress himself from core to shell. Mr. Fentress is perhaps best known for designing the Denver International Airport, the Colorado Convention Center and Sports Authority Field at Mile High, home of the Denver Broncos. Given the strong architectural angle, the property was featured in *Architectural Digest*. The home also appeared on *Mansion Global* and made for a strong, local media story in the *Denver Post*. [CLICK HERE](#) for more information on the property.

**THE WALL STREET JOURNAL.** WSJ+  
Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life Real Estate Search

**REAL ESTATE | PRIVATE PROPERTIES**

## Baseball's Chipper Jones Puts Sprawling Double Dime Ranch on the Market

About 20 miles from the Mexico border, the roughly 9,100-acre ranch of the former Atlanta Braves third baseman includes two homes, a hunting lodge and an air strip

**Sotheby's**  
INTERNATIONAL REALTY

AT THIS MOMENT  
**SERENITY WAS FOUND**  
Since 21:45 years

The Texas ranch of retired Atlanta Braves third baseman Larry "Chipper" Jones includes two main houses and a hunting lodge. PHOTO: KUPER/SOtheby's INTERNATIONAL REALTY

By CANDACE TRYLOR  
March 31, 2016 12:32 a.m. ET

“When people ask me where I live, I say ‘Northern Mexico,’ quips retired Atlanta Brave Larry “Chipper” Jones, whose Texas ranch is about 20 miles from the Mexico border. Now that the former third baseman has been hired as a special assistant for the Braves, he is putting the roughly 9,100-acre ranch on the market for \$33.5 million.

Known as Double Dime Ranch, the property has two main houses, a 5,000-square-foot

**THE WALL STREET JOURNAL.** Friday, April 8, 2016 | M3

## MANSION

### HOUSTON WE HAVE A LISTING: TEXAS RETREAT OF APOLLO 13 COMMANDER SEEKS \$3.5 MILLION

Captain James Lovell, a former NASA astronaut best known as the commander of the nearly disastrous Apollo 13 mission, is putting his Texas lake house on the market for \$3.5 million.

The Horseshoe Bay home has about 130 feet of waterfront on Lake Lyndon B. Johnson, a popular vacation spot about 55 miles from Austin, according to listing agent Tammy Bennett of Kuper Sotheby's International Realty. Located on a narrow peninsula jutting into the lake, the nearly half-acre property has a boat-house and an outdoor hot tub. The Mediterranean-style house, which measures about 4,900-square feet, has views of the lake from nearly every room, according to Ms. Bennett. The house is being sold fully furnished.

Capt. Lovell and his wife, Marilyn, bought the property in 1988, then designed and built the four-bedroom house on the site. In the double-height living room, five round stained-glass windows depict insignias from Apollo 13 and Captain Lovell's other space missions. Capt. Lovell, who wrote a book about Apollo 13 and was portrayed by Tom Hanks in the 1995 movie of the same name, said he hosted the actor for a long weekend at the house while Mr. Hanks was preparing for the role.

Capt. Lovell previously had a Cassia 421 Golden Eagle, which the couple used to travel back and forth between Horseshoe Bay and their primary home in Lake Forest, Ill. A few years ago, however, he got rid of the plane at his wife's insistence, and without it, travel between the two homes became more difficult. “We don't get back there very much,” Capt. Lovell, 88, said, especially since the couple's children are now grown and dispersed throughout the country.

Waterfront homes in Horseshoe Bay typically range in price from \$1 million to \$7 million, Ms. Bennett said, although lower priced homes can be found on other parts of the lake.

Familiar with the PR process, **Kuper Sotheby's International Realty** was recently able to launch two different properties with the *Wall Street Journal*.

Having secured the listing of the Double Dime Ranch, owned by former Atlanta Braves baseball star Chipper Jones, the firm was granted permission by Mr. Jones to hold off on going live until an exclusive media opportunity was secured. Mr. Jones was also willing to be named in the media and made himself available for any interview opportunities that may arise. The article appeared in the Friday Mansion section of the *Wall Street Journal*.

Kuper Sotheby's International Realty also secured the listing of a home on Lake Lyndon B. Johnson owned by Captain James Lovell, commander of the infamous Apollo 13 mission. Mr. Lovell agreed to participate in any media opportunities and hold off on his property publically going on the market until an exclusive press opportunity was secured. In addition to the property being owned by an iconic and storied American hero, the **\$3,500,000 USD** home boasts unique design elements including custom stained glass windows highlighting Mr. Lovell's career. With a solid story behind the property, the listing launched with a feature in the *Wall Street Journal*. The home also appeared in the *Los Angeles Times*, *Today.com*, *Forbes.com*, *Curbed* and *The Daily Mail* in the United Kingdom. **CLICK HERE** for more information on the property.

# THE WALL STREET JOURNAL



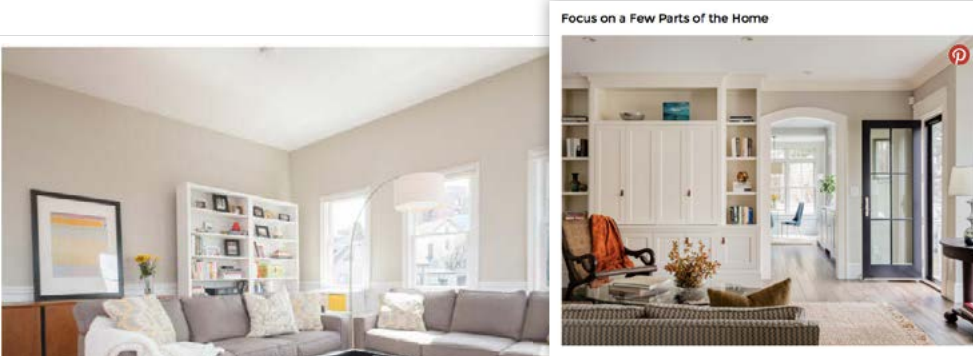
Luxury lifestyle publication *Robb Report* launched a U.K. edition earlier this spring. The publication will focus on business, cars, culture, food, jewelry, real estate, style, technology and watches and be aimed at a British audience. In trying to build up its following on social media, the new *Robb Report U.K.* borrowed breathtaking and aesthetically pleasing imagery from the *Sotheby's International Realty* brand for its **Instagram** page.



Facebook Live is a relatively new feature on the global social media site but has already been widely embraced by the traditional media. One news outlet that has been actively utilizing the feature is *The New York Times*. With three of the presidential candidates being from New York, *Times* reporter Erica Berenstein toured the childhood homes of the candidates on Primary Day using Facebook Live and brought along with her agents from **Terrace Sotheby's International Realty**. Robert Hof, Susanna Hof and Claudette Dukas provided neighborhood insights as well as history on the properties toured. Participating in Facebook Live with a prominent media outlet offers immediate exposure for a company and is a new, cutting edge alternative to traditional media interviews. Facebook Live videos remain on the page after the broadcast is complete and this particular video has been viewed over 22,000 times. You can watch the segment with Terrace Sotheby's International Realty [here](#).

# GREAT IDEA TO IMPLEMENT

# THE POWER OF *Photography*



Focus on a Few Parts of the Home

Associates from Gibson Sotheby's International Realty provide insight on creating great photography

"The key to taking great listing photos is preparation. I can't stress that enough. For instance, I met with the seller of the home featured in the photo three times. The first time I reviewed a very detailed list of 'to do's' to appropriately stage and prep the home for the photographer. The second time was a quick meeting to check on progress and the last and final time was the day of photos for final preparation and staging. I'm always present when photos are taken as well. By being present, I can manage the finer details while the photographer is there and check his or her shots in the lens to make sure the pictures are all gorgeous." *Kyle Kaagan, Gibson Sotheby's International Realty. 617-519-9481*



The class takes agents outside for some practice

**Baltic Sotheby's International Realty** hosted a training event for their agents this spring on photography. The focus was both on how to highlight a home's interior and architectural features and included real-world practice. Pictures from the sessions were shared on Instagram.

First impressions are lasting and when it comes to a home, often times that impression is made through a photograph. Poor lighting, unflattering staging and pixilated or out-of-focus pictures can offset the impression you're trying to create with consumers and potential buyers. Having a great set of photography to represent your home and help tell its story is invaluable. Additionally, 365 days of the year, the *Sotheby's International Realty* brand has the opportunity to showcase extraordinary homes from our network across our blog, social media platforms and media partners; this would simply not be possible without tremendous photography. Read on to see a few examples of how members of our worldwide network have taken steps to ensure they are taking better photography.

In early May, Lauren S. Holleran and Kyle Kaagan of **Gibson Sotheby's International Realty** were quoted in *Boston Common's* piece, [5 Local Real Estate Experts on How to Take Amazing Listing Photos](#). The piece contains brief, but poignant, ways to maximize your photography and showcase the beauty of your property.



Baltic Sotheby's International Realty holds a photography training session

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



Pieces on display at the Contemporary Art Impressionist & Modern Art traveling exhibit in the new Sotheby's galleries in California



Catharine Becket of  
Sotheby's Jewelry

Catharine Becket of Jewelry and Katharine Thomas of Watches from Sotheby's visited **Daniel Ravenel Sotheby's International Realty** in South Carolina for appointments with clients and a cocktail reception.



One of the 12 rooms, "Pantry Bar" by Christi Rogers at the Sotheby's Designer Showhouse

In early April, with the help of **Sotheby's International Realty Inc.**, Sotheby's New York presented ***At Home: The 3rd Annual Designer Showhouse*** at their Manhattan headquarters. The event featured 12 rooms designed and furnished by 12 different designers using works of art from Sotheby's collections including furniture, ceramics, silver, photographs, prints, and fine art departments. The rooms were open to the public for over a week and the featured items in the rooms were available for auction following the exhibition.

On the other side of the country, Sotheby's International Realty Inc. also sponsored the traveling Contemporary Art Impressionist & Modern Art exhibit and dinner at the new Sotheby's gallery space in California. Tad Smith, president and chief executive officer, Sotheby's Worldwide; Andrea Fiuczynski, chairman, Sotheby's Americas; and Kathryn A. Korte, president and chief executive officer, Sotheby's International Realty Inc. were among those in attendance.

## AUCTION TERM OF THE MONTH

In each issue of *Collections*, we will highlight a new auction term.

### BIDnow

Sotheby's online bidding service, called BIDnow, is available for all auctions. Through BIDnow, auctions are broadcast on sothebys.com, and clients who have registered for a paddle may place bids as if they were in the room.

# LEVERAGING THE AUCTION HOUSE

# Sotheby's

EST. 1744

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



William Pitt Sotheby's International Realty | Darien, Connecticut | \$3,795,000 USD | Prop ID: **9LB9CD**



Sales Directory for Sotheby's Wine, Eli Rodriguez, addresses the attendees at the wine tasting event in Connecticut.

Sotheby's "On the Road" – On May 10th **William Pitt Sotheby's International Realty** partnered with Sotheby's for the pilot event of the "On the Road" program. More than 50 William Pitt Sotheby's International Realty associates and clients attended a wine tasting led by Eli Rodriguez, sales director for Sotheby's Wine, held in one of their Connecticut properties for sale. **Sotheby's International Realty Affiliates LLC's** Francis X. Santangelo, senior vice president, global operations, and Elisa Handbury, manager of auction relations, were also in attendance.

Earlier this Spring, the *Sotheby's International Realty* brand desk at the Sotheby's New York headquarters was moved from the second floor to the lobby next to the Sotheby's Wine retail store. This new positioning is a welcome change, garnering much higher visibility for the brand among auction clientele and visitors as they enter the building.

The new *Sotheby's International Realty* desk at the Sotheby's New York HQ



Brown [Left.] Breuer & Bartow in front of the 100+ attendees at Dreyfus Sotheby's International Realty's event (Photo by Allie Foraker)

Earlier this year **Dreyfus Sotheby's International Realty** hosted an event at their Menlo Park, California office. The event included a panel discussion featuring Mary Bartow, head of Sotheby's New York's Prints Department; Karin Breuer, curator, Fine Arts Museums of San Francisco; and Kathan Brown, founder, Crown Point Press. Over 100 guests were in attendance.

# AUCTION CALENDAR HIGHLIGHTS

Sotheby's EST. 1744



Roy Lichtenstein,  
*Shipboard Girl*,  
1965: Estimate  
\$15,000 -  
\$20,000 USD |  
Contemporary  
Living – Sotheby's  
New York

## English Literature, History, Children's Books and Illustrations

July 12 | London

## Victorian, Pre-Raphaelite & British Impressionist Art

July 14 | London

## Contemporary Living

July 28 | New York

## RM Sotheby's: Motor City

July 20 | Michigan

## RM Sotheby's: Monterey

August 19 | Monterey

## RM Sotheby's: London

September 7 | London

## A Unique Crystal Magnum Decanter of Special Louis XIII Cognac Engraved with a Map of the Americas

September 10 | New York

## Irish Art

September 13 | London

## Important Chinese Art

September 13 | New York

## Finest and Rarest Wines

September 14 | London

## NEWS & VIEWS FROM THE GLOBAL REAL ESTATE INDUSTRY

"Building consents for new dwellings are at a higher level in New Zealand than last year, up 12% in April compared with the same month in 2015.

In seasonally adjusted terms the number increased by 6.6% but growth has eased in recent months, according to the data from Statistics New Zealand."

### New Zealand Seeing Increasing Number of New Homes Being Built

*PropertyWire*, June 16

"NAR's study found that the best purchase markets for millennials buyers currently are (listed alphabetically):

- Austin, Texas
- Charleston, South Carolina
- Denver
- Minneapolis, Minnesota
- Ogden, Utah
- Portland, Oregon
- Raleigh, North Carolina
- Salt Lake City
- Seattle
- Washington, D.C.

### Top Purchase Markets for Millennial Homebuyers, According to NAR

*National Association of Realtors*, June 2

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