

Compare Your Custom Real Estate Marketing Options		OTHER REAL ESTATE COMPANIES	Sotheby's <small>INTERNATIONAL REALTY</small> Canada
Traditional Property Marketing			
Property Brochures	✓	✓	
Professional Photography	✓	✓	
Home Video Tour	✓	✓	
Floor Plan	✓	✓	
Postcards & eCards	✓	✓	
Signage	✓	✓	
Online Marketing			
MLS.ca	✓	✓	
Sothebys.com (or International Company Website)	?	✓	
SothebysRealty.ca (or National Company Website)	?	✓	
Sotheby's International Realty Mobile App (or Real Estate Company Mobile App)	?	✓	
Agent Website	?	✓	
99acres.com		✓	
Countrylife.co.uk		✓	
FinancialTimes.com		✓	
Homeadverts.com		✓	
Homes.com		✓	
HOUSE24		✓	
Immobiliare.it		✓	
Instagram.com		✓	
JamesEdition.com		✓	
Juwai.com		✓	
LuxuryEstate.com		✓	
MarketWatch.com		✓	
Propertylistings.Nikkei.jp		✓	
Properties.lefigaro.com		✓	
Properstar.com		✓	
MansionGlobal.com		✓	
INYT.com (International New York Times)		✓	
Real-Buzz.com		✓	
Seloger.com		✓	
PropGoLuxury.com		✓	
Willhaben.at		✓	
WSJ.com (Wall Street Journal)		✓	
YouTube.com		✓	
Zaobao.com		✓	
Search Engine Marketing			
Google	?	✓	
Yahoo	?	✓	
Bing	?	✓	
Yandex	?	✓	
YouTube.com/sothebysrealty (or International Real Estate Company Channel)		✓	
Newspaper and Magazine Advertising			
Local Newspapers	?	✓	
MarketWatch		✓	
Sunday Times of London		✓	
Barron's		✓	
Barron's Penta		✓	
Bloomberg Markets		✓	
Boston Magazine		✓	
Country Life		✓	
Financial Times		✓	
International New York Times		✓	
International Architecture and Design		✓	
INYT Wrap		✓	
Luxury Properties Magazine		✓	
New York Times		✓	
Ocean Home		✓	
Reside Magazine		✓	
Sotheby's Preferred		✓	
Sotheby's Art & Home		✓	
Wall Street Journal		✓	
International Sales Network			
Sotheby's International Realty Sales Network		✓	
Sotheby's International Realty eGallery		✓	
Sotheby's International Realty Global Distribution Program		✓	