

LISTING *PRESENTATION*

Jameson | Sotheby's
INTERNATIONAL REALTY

REAL ESTATE'S

MOST TRUSTED BRAND



Jameson | Sotheby's
INTERNATIONAL REALTY



Chicago residence sold by Jameson Sotheby's International Realty for US\$8.5 million

TOP REASONS TO WORK WITH US

1 SOTHEBY'S INTERNATIONAL REALTY® BRAND

As real estate's most trusted brand, our name alone opens the most prestigious of doors, creating opportunities and connecting affluent sellers and buyers worldwide.

2 ELITE AGENTS

We maintain the absolute highest standards for affiliating with agents, and based on average sales price, we have 75 of the top 200 agents in the nation.

3 SOTHEBY'S INTERNATIONAL REALTY® NETWORK

We are a member of a truly global, interconnected network. With over 800 Sotheby's International Realty offices and 90 Sotheby's Auction offices in major markets around the world, our network has closed over 14,000 referrals.

4 MEDIA STRATEGY & PARTNERSHIPS

The most read and respected media in the world choose to partner with us: NYT, WSJ, Apple, Architectural Digest, Bloomberg, and more. Leveraging these partnerships and showcasing our exquisite properties, our media plan reaches 1 billion potential buyers with the same clear message: visit sothebysrealty.com.

5 SOTHEBYSREALTY.COM

We have the #1 luxury real estate site in the world, which hosts only our properties and generates 14 million visits annually. Visitors spend an average of 12 minutes viewing our properties. Your property's web page is also displayed on 135 Sotheby's International Realty affiliate sites around the world.

6 WE "OWN" PRINT MARKETING

IMAGINE, our monthly local publication, is mailed to 29,000 targeted real estate intenders and 1,500,000 copies are distributed in publications throughout Chicago, North Shore, and the Barrington Area. To reach buyers from out of town, we run full page ads in the *NYT*, *WSJ*, *Bloomberg Markets*, and more, placing ads in 34,000,000 copies of publications distributed throughout the U.S., Europe, and Asia.

7 LISTING SYNDICATION

Other companies rely on the MLS for listing syndication, which limits the number of photos and their size. Our listing syndication is powered by a proprietary system, which allows up to 50 high-resolution photos and feeds to 18 of the top real estate sites in the world, 4 of which no other real estate company could deliver. We also provide reports that show how much exposure your property receives on each site.

8 UNIQUE MARKETING INITIATIVES

Demographix: Targeting the most likely buyer for your home using purchasing behavior, household demographics, and consumer interest information
Sky Tour: Complimentary helicopter tours for our \$1.5 million+ buyers

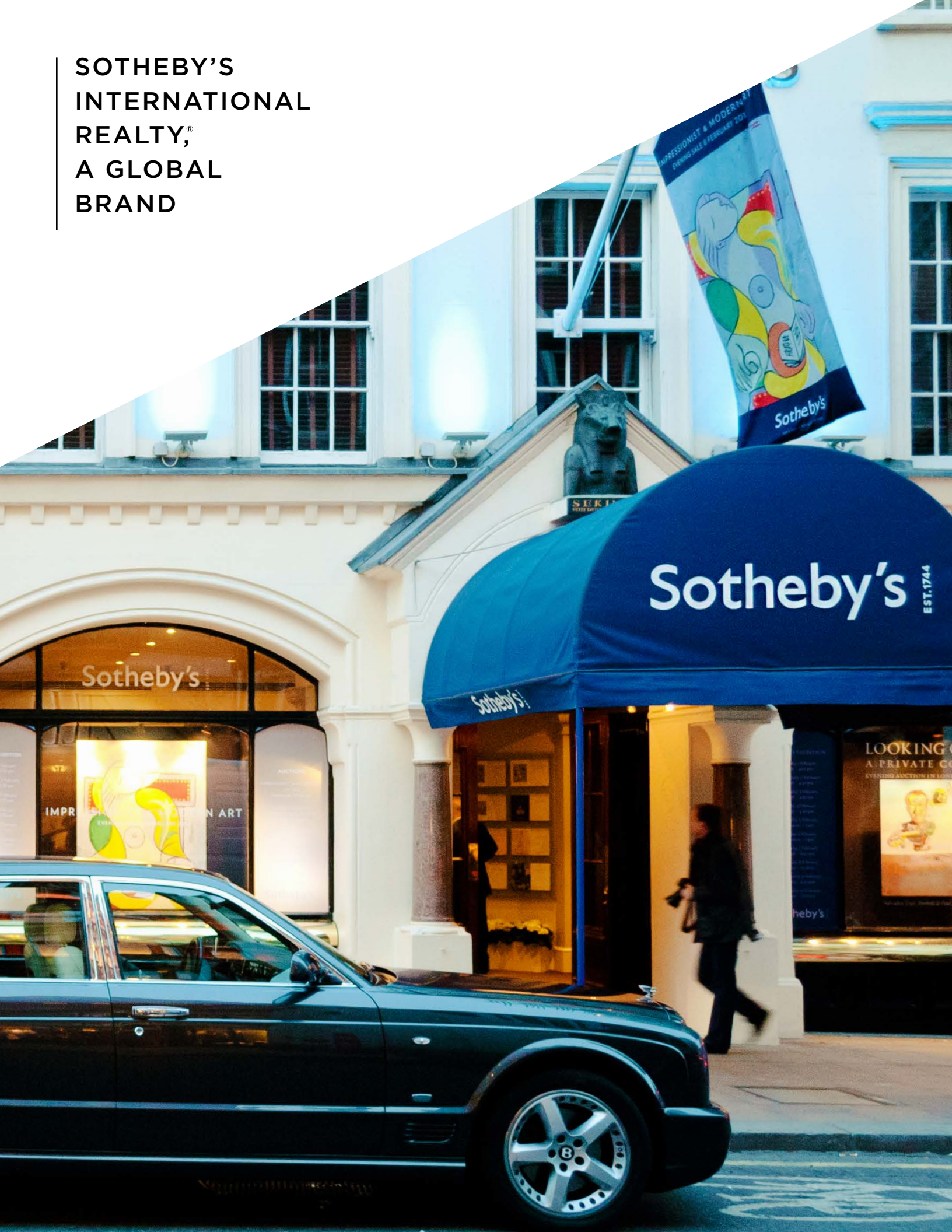
9 WORLD CLASS PARTNERSHIPS

Lynn Sage Cancer Research Foundation, Brain Research Foundation, America's Cup

10 JAMESON COMMERCIAL

Take advantage of off-market investment opportunities and our comprehensive commercial real estate services: multi-family, retail, office, land, and industrial.

SOTHEBY'S
INTERNATIONAL
REALTY,[®]
A GLOBAL
BRAND



A REMARKABLE BRAND

Established in 1744 in London, Sotheby's Auction House was a pioneering business that continues to offer the world's most discerning clientele the opportunity to sell or acquire the rarest, most exceptional treasures. In 1976, an exceptional real estate company was created from the same passion that guides the Auction House. With over 90 Sotheby's Auction offices and 800 *Sotheby's International Realty* offices, the brand is one of the most interconnected, truly global networks in the world, providing unmatched, white-glove service.



SOTHEBY'S AUCTION HOUSE



SOTHEBY'S INTERNATIONAL REALTY®



SOTHEBY'S DIAMONDS



SOTHEBY'S INSTITUTE OF ART



SOTHEBY'S WINE



**RM SOTHEBY'S
(CLASSIC CAR AUCTIONS)**



RM Sotheby's sold a 1957 Ferrari 250 Testarossa in 2009 for \$12,169,784.



Sotheby's

USD (\$)
EUR (€)
UK (£)
SWI (F)
JPN (¥) 7,
HKD (HK\$)



THE INDISPUTABLE
AUTHORITY
ON ALL EXCLUSIVE
POSSESSIONS

4TH LARGEST LEAD GENERATOR TO OUR SITE

Sotheby's maintains Auction Houses throughout North America, Europe, Asia, and Australia. With annual sales in excess of \$6 billion, it's the largest art business in the world. In turn, *Sotheby's International Realty* has many exclusive and unsurpassed opportunities to market the extraordinary residences represented by our network to Auction House clients through print and interactive advertising. Our exclusive event sponsorship opportunities also lead to superb listing exposure.

15+ PRODUCING OVER **\$6B**
AUCTION HOUSES IN ANNUAL SALES

Sotheby's
INTERNATIONAL REALTY

IS THE OLDEST
COMPANY ON THE
NEW YORK STOCK
EXCHANGE (NYSE)

TICKER SYMBOL

BID

FEATURED RECORD-BREAKER

November 11, 2015

World Auction Record:
Blue Moon Diamond
\$48.5 Million at Sotheby's, Geneva

12.03 carats
Fancy Vivid Blue
Internally Flawless



Actual Size

NOTEWORTHY CLIENTELE

71

of Forbes 100 World's Wealthiest People

253

of Forbes 400 Wealthiest Americans

12

of Forbes 400 50 Under 40 List

86

of Forbes Top 500 CEOs

78

of Forbes 100 Wealthiest Americans

60

of Worth Magazine's Benefactor 100 List



Alberto Giacometti's Chariot (1951), sold for US\$101 million at auction

SOTHEBY'S
INTERNATIONAL
REALTY®
AFFILIATES

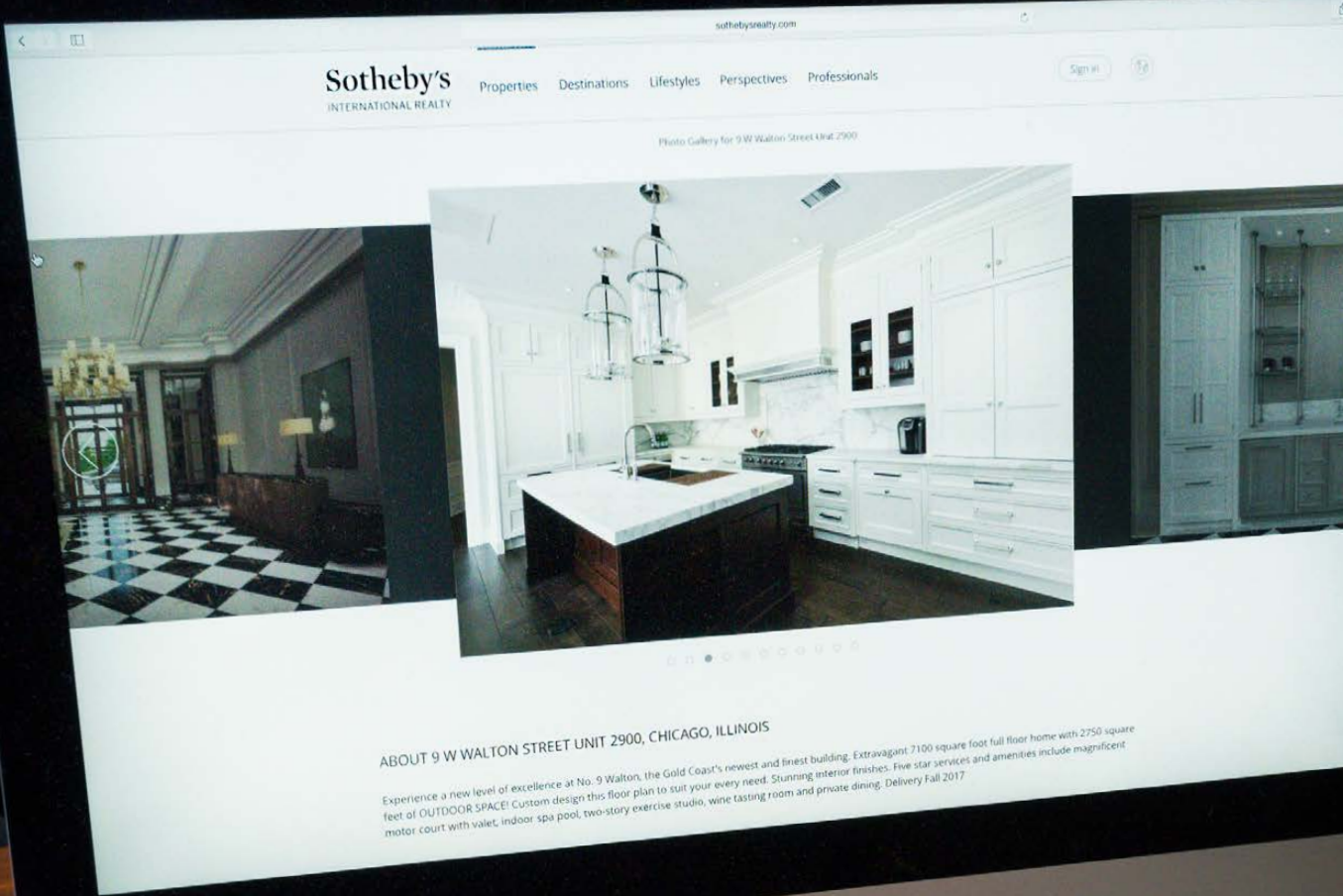


A TRULY GLOBAL NETWORK

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the *Sotheby's International Realty* network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. Our brand's referral program helps enhance revenue potential for both real estate and auction transactions by connecting our network members all around the world.



14,000 REFERRALS
19,000 ASSOCIATES
845 OFFICES
63 COUNTRIES & TERRITORIES



MEDIA STRATEGY

REACHING 1 BILLION POTENTIAL BUYERS LOCALLY & FROM EVERY MAJOR MARKET AROUND THE WORLD WITH ONE CALL TO ACTION:
GO TO SOTHEBYSREALTY.COM

IMAGINE MAGAZINE INSERT

PRINT 40 PAGE INSERT • 1,500,000 COPIES • 50 MILE RADIUS OF CHICAGO *DIGITAL* ONLINE MAGAZINE • 140,000 VIEWS

THE NEW YORK TIMES

PRINT FULL PAGE AD • 7,260,000 COPIES *DIGITAL* SLIDE SHOW BANNER • 52,000,000 IMPRESSIONS*

THE WALL STREET JOURNAL

PRINT FULL PAGE AD • 15,000,000 COPIES • USA, ASIA, EUROPE *DIGITAL* REAL ESTATE TITLE AD • 462,000 IMPRESSIONS*

BLOOMBERG

PRINT 2-PAGE INSERT • 450,000 COPIES • GLOBAL *DIGITAL* BANNER AD • 3,400,000 IMPRESSIONS*

FINANCIAL TIMES

PRINT SATURDAY INSERT • 2,000,000 COPIES • GLOBAL

LUXURY PROPERTIES

PRINT LISTING PORTFOLIO • 700,000 COPIES • ASIA

THE SUNDAY TIMES OF LONDON

PRINT FULL PAGE AD • 6,900,000 COPIES • UNITED KINGDOM

COUNTRY LIFE

PRINT FULL PAGE AD • 312,000 COPIES • UNITED KINGDOM

ROBB REPORT

PRINT FULL PAGE AD • 600,000 COPIES • SENT TO \$2,500,000+ NET WORTH HOUSEHOLDS

SOTHEBY'S PREFERRED MAGAZINE

PRINT 8-10 PAGES OF LISTINGS • 96,000 COPIES • SENT TO PREMIER SOTHEBY'S CLIENTS

ART & HOME

PRINT 8-24 PAGES OF LISTINGS • 400,000 COPIES • SENT TO SOTHEBY'S AUCTION CLIENTS/EVENTS GLOBALLY & AFFILIATE OFFICES

APPLE NEWS (iPhone™ + iPads™)

DIGITAL US BANNER AD = 60,000,000 IMPRESSIONS* • UK BANNER AD = 33,200,000 IMPRESSIONS*

ARCHITECTURAL DIGEST

DIGITAL COMBINED AD UNITS • 18,000,000 IMPRESSIONS*

MANSION GLOBAL

DIGITAL BANNER AD • 1,440,000 IMPRESSIONS*

DWELL

DIGITAL PINTEREST BOARD • 1,320,000 IMPRESSIONS*

SHANGLIU TATLER

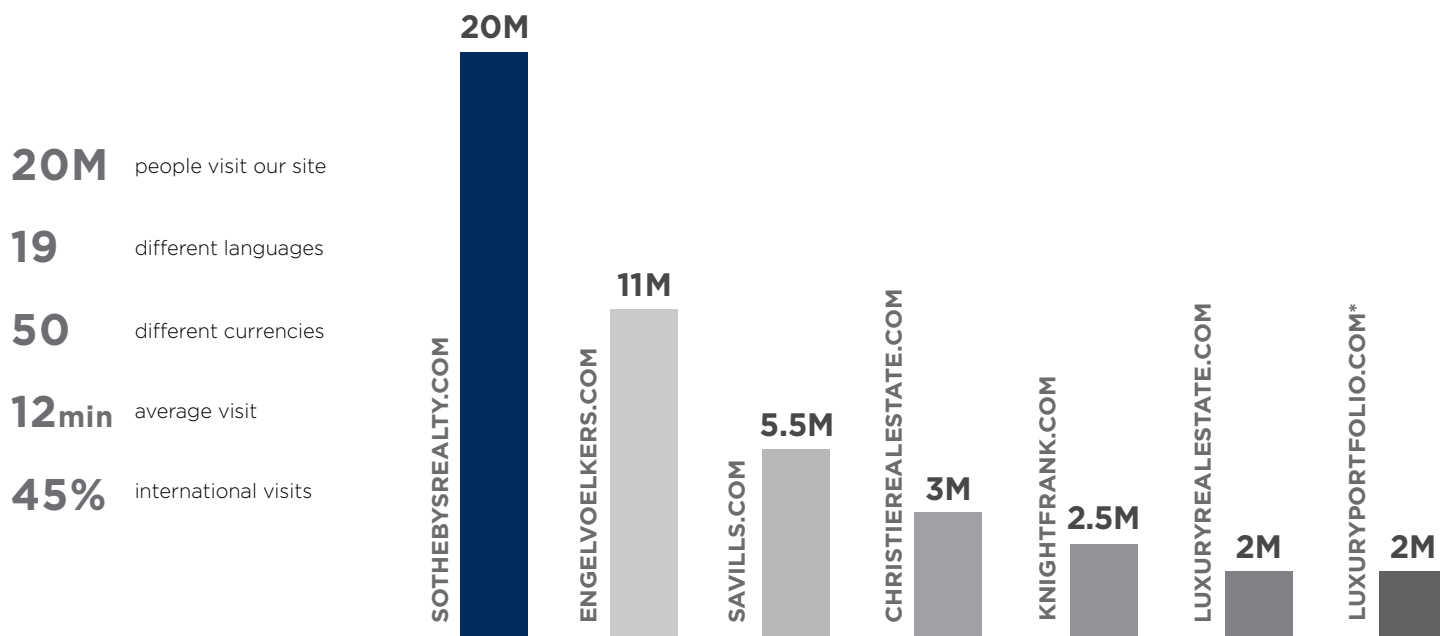
DIGITAL BANNER AD • 7,000,000 IMPRESSIONS* • ASIA

GOOGLE

DIGITAL BANNER AD • OVER 80,000,000 IMPRESSIONS*

*Impressions = Number of times an ad is displayed. Our media plan generated over 1 billion impressions last year. The list above highlights some of our top lead-generating advertising, but is not comprehensive of our entire media plan.

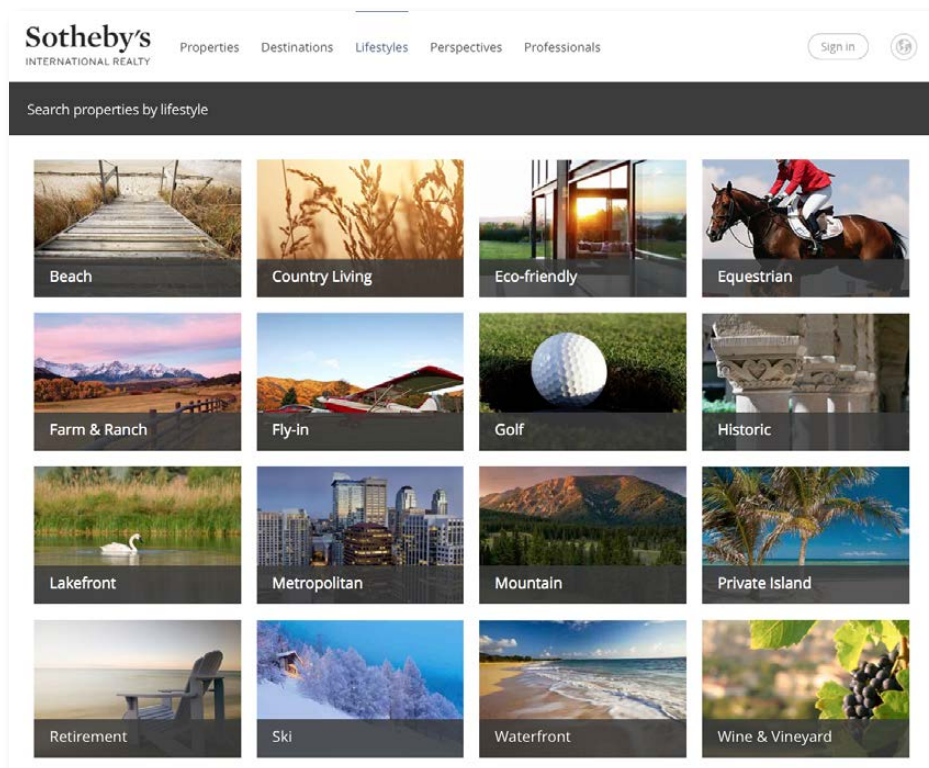
SOTHEBYSREALTY.COM IS THE
#1 LUXURY REAL ESTATE WEBSITE IN THE WORLD



Source: Similarweb.com October 2015 - September 2016

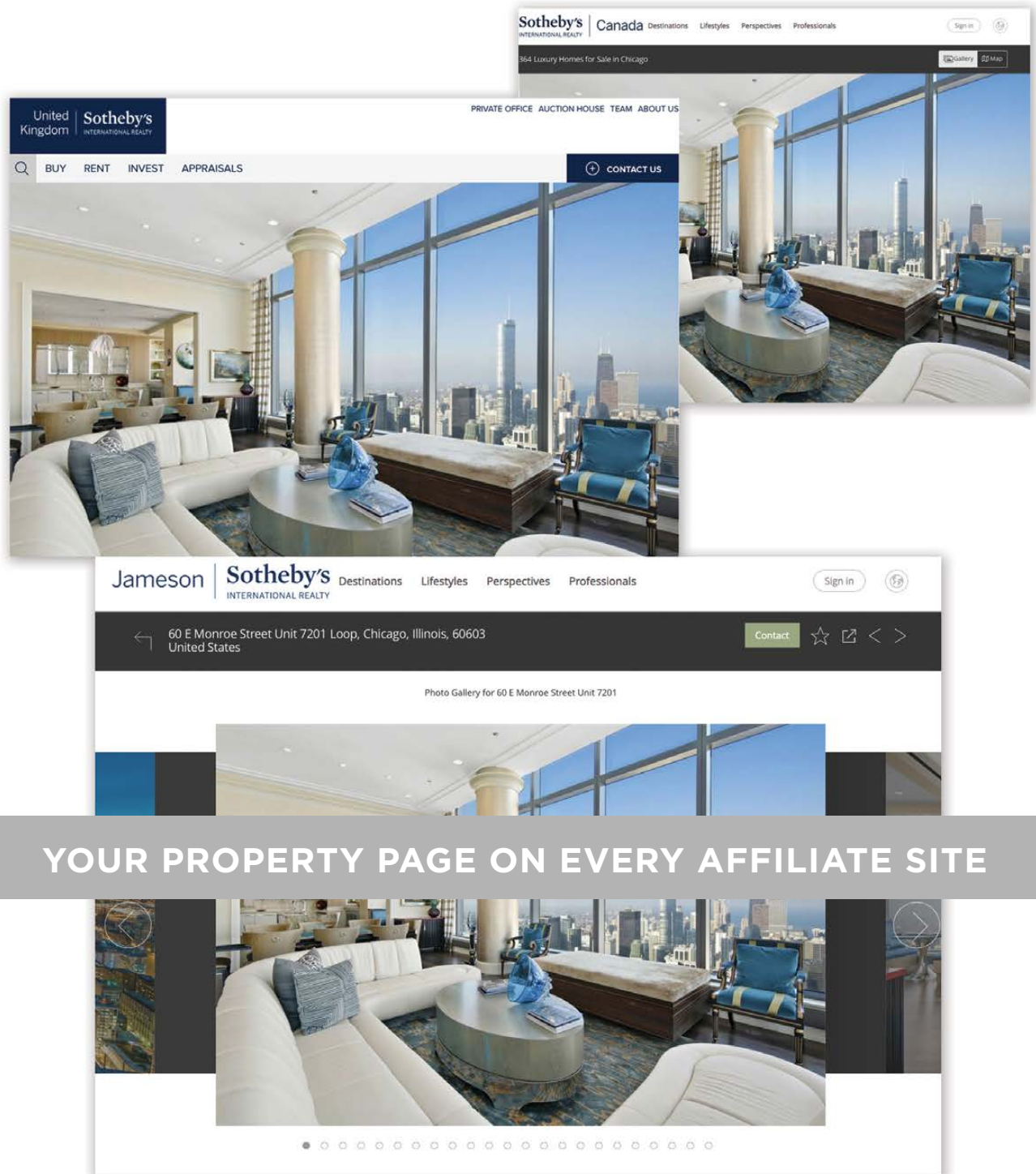
*Used by Baird & Warner and @Properties

OUR EXCLUSIVE LIFESTYLES SEARCH



135 AFFILIATES DISPLAY YOUR PROPERTY

NEW YORK • LONDON • HONG KONG
• PALM SPRINGS • ASPEN • NAPLES •
LOS ANGELES • PARIS • SYDNEY • MAUI
• SHANGHAI • MARTHA'S VINEYARD



YOUR PROPERTY PAGE ON EVERY AFFILIATE SITE



WE “OWN”
PRINT
MARKETING

LOCAL PRINT EXPOSURE

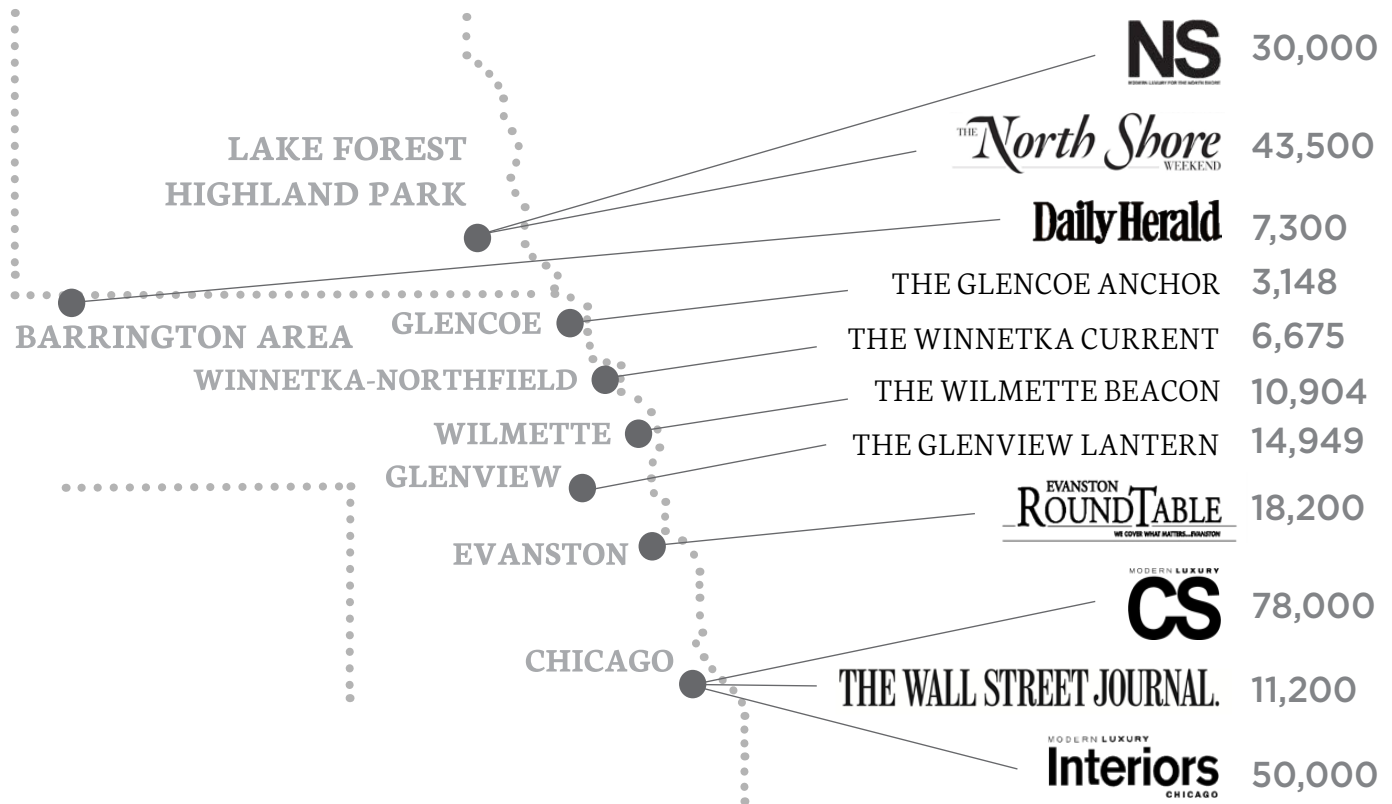
IMAGINE

Print **1,500,000**
copies distributed locally

Direct Mail **50,000**
targeted list of real estate intenders

Facebook Ads **140,000**
views on social media

HIGH QUALITY IMAGES
ON PREMIUM PAPER



ADDITIONAL PRINT EXPOSURE

Print **34,000,000 copies**

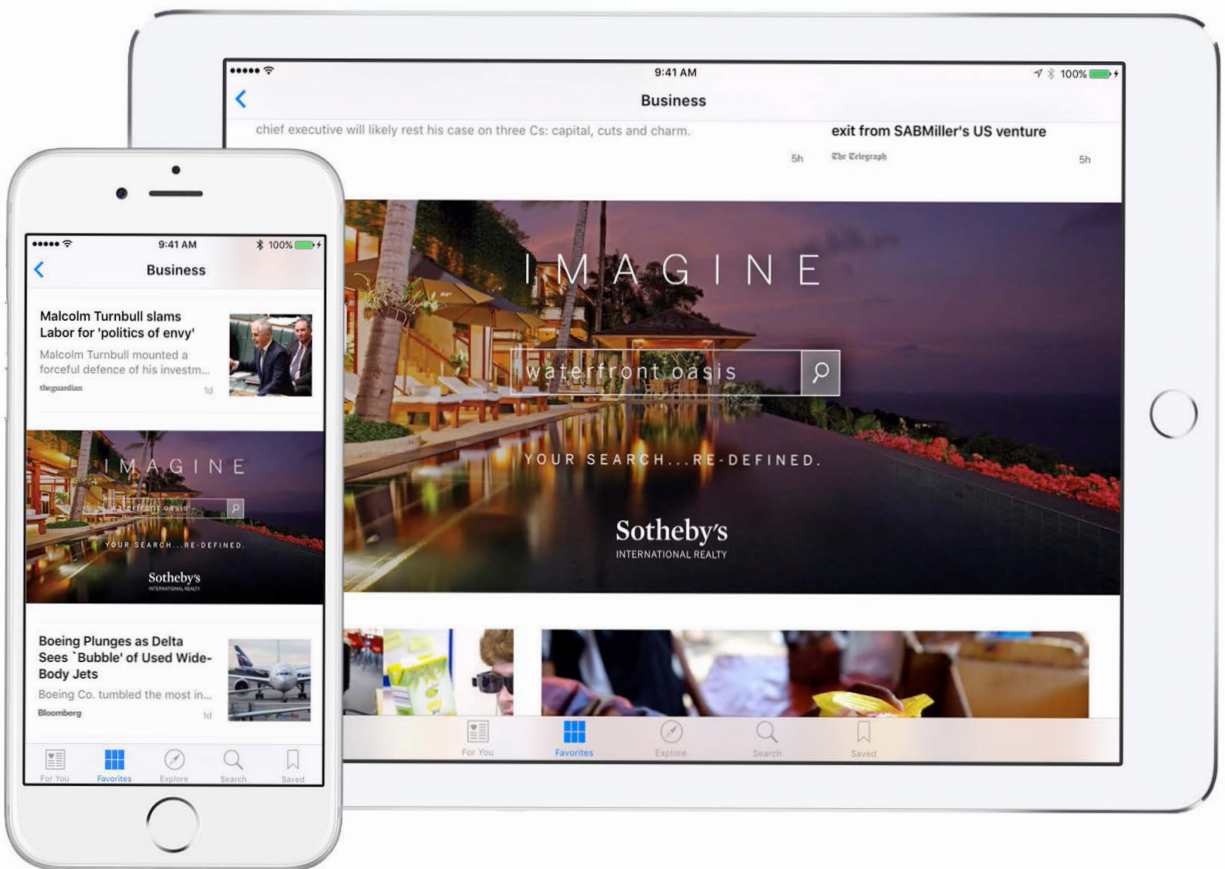
To reach buyers from out of town, we run full page ads in the *The New York Times*, *The Wall Street Journal*, *Bloomberg Markets*, and more, placing ads in 34,000,000 copies of publications distributed throughout the U.S., Europe, and Asia.

APPLE ADS



WE ARE THE EXCLUSIVE REAL ESTATE PARTNER FOR APPLE NEWS™

iAd Display Network: Apple News™ delivers news and magazine stories to millions of users. The platform allows us to captivate readers with dramatic, full-page ads and high-definition video.



Devices have reached over 1 billion unique individuals worldwide

Google™

GOOGLE DISPLAY NETWORK™

Our banner ads are prominently displayed on key websites that our buyers are most likely to visit.



Extensive and prominent ad placement on world's top websites

MEDIA GIANT PARTNERSHIPS



The New York Times

“The New York Times and Sotheby's International Realty share a lot of similarities. We have a lot of similar brand values, and I think both brands are known for their integrity, their high quality, they are both at the forefront of their respective areas, and it really is just a perfect match.”

— Denise Warren, Former Chief Advertising Officer, NYT

UNIQUE TO US

- Only our property videos play on the “Find A Home” landing page
- Premium positioning on domestic and international search results
- Exclusive sponsorship of the real estate section slide show which drives leads for featured properties





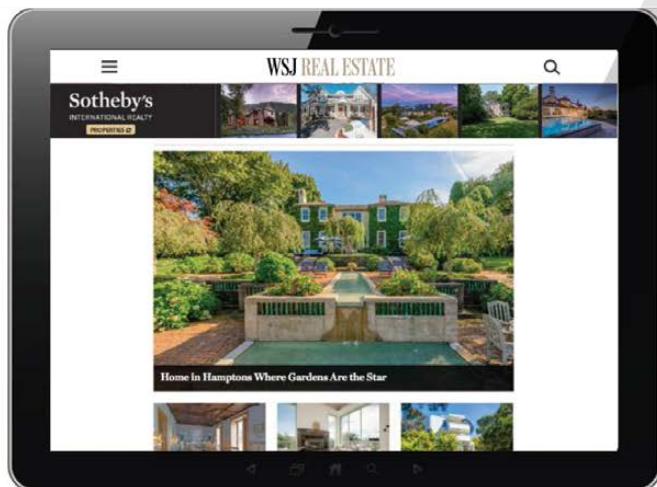
THE WALL STREET JOURNAL.

“From the beginning we saw the value of *Sotheby's International Realty's* brand uniqueness and what they bring to the table. Their insights continue to help us pave the way. ...We can help them move product and at the end of the day I believe that is what is most important to them.”

— Michael Rooney, Former SVP Chief Revenue Officer, WSJ

UNIQUE TO US

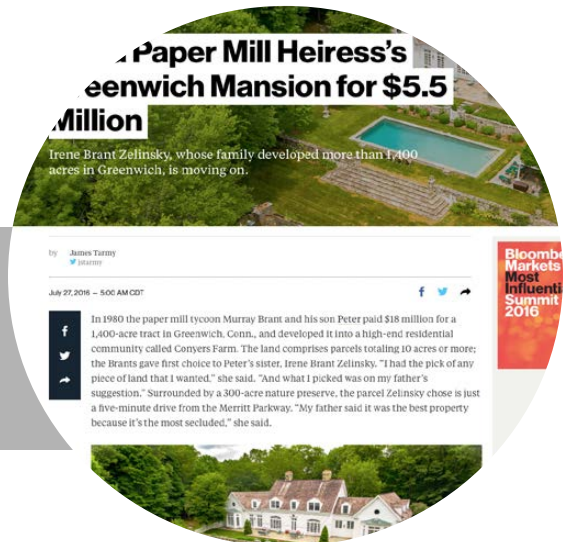
- Our brand owns Fridays with exclusive banner ads on the WSJ site and iPad app
- Top banner ad on WSJ real estate search page



Bloomberg

UNIQUE TO US

- 2-page insert reaching finance professionals
- Dedicated top banner ad on Lifestyle page



FINANCIAL TIMES

UNIQUE TO US

- Saturday insert in the Lifestyle section
- Banner ads on real estate search page & mobile app



MANSION GLOBAL

UNIQUE TO US

- The Lifestyle Search was created exclusively for us
- Our brand owns Fridays with exclusive banner ads



FOREIGN MARKET

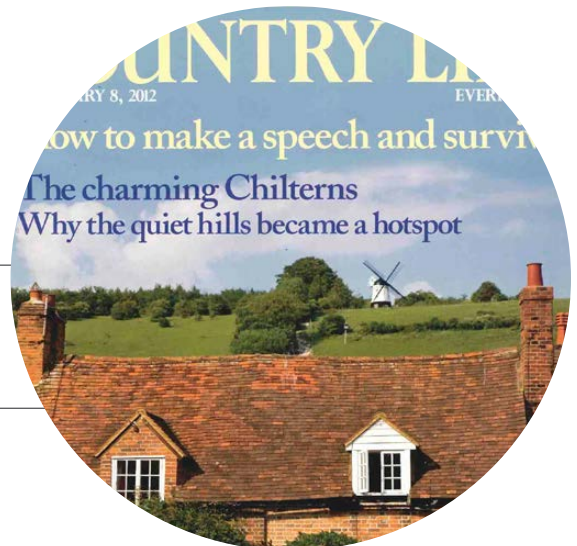
LP
LUXURY PROPERTIES 地标

Asia's premier publication for international luxury real estate



COUNTRY LIFE

United Kingdom's market leader for property advertising



South China Morning Post
南華早報

Hong Kong's most influential paper for the business elite



ELLE DECOR

UNIQUE TO US

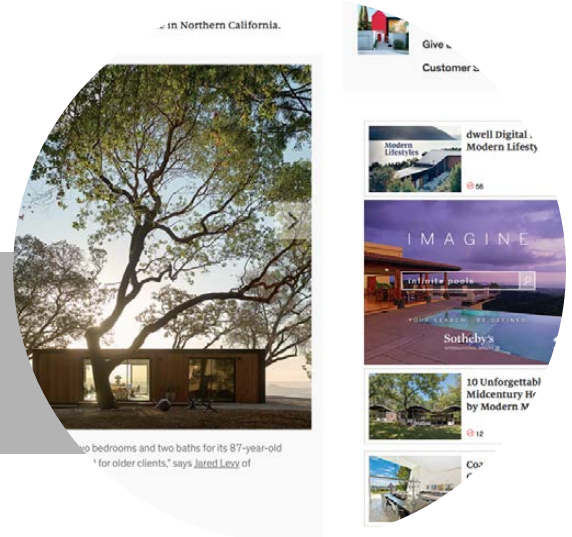
- Ads featuring our properties on the site's "Hot Spot"
- A channel created for us promoting our celebrity homes



dwell

UNIQUE TO US

- Exclusive banner ads on the Home Channel
- Integrates our properties on their Pinterest board



ARCHITECTURAL DIGEST

UNIQUE TO US

- Our brand dominates the homepage 36 times a year
- Exclusive ad on Celebrity Homes Video

“Architectural Digest has always been a brand that focuses on lifestyle and Sotheby's International Realty takes that approach in terms of promoting their business. Both Sotheby's International Realty and Architectural Digest strive to bring fine living to life.”

-Giulio Capua, Publisher, Chief Revenue Officer of Architectural Digest



Sotheby's^{PREFERRED}

Sent to 12,000 of the highest spending, premier clients of Sotheby's Auction internationally



ART&HOME

Our own magazine distributed to 50,000 Sotheby's Auction clients, all 70 Sotheby's Auction offices around the world, and at high-profile auction events in NYC, London, Paris, LA, and Hong Kong



RAVINIA

The Ravinia Festival attracts about 650,000 listeners to some 120 to 150 events that span all genres from classical music to jazz to musical theater every June through September



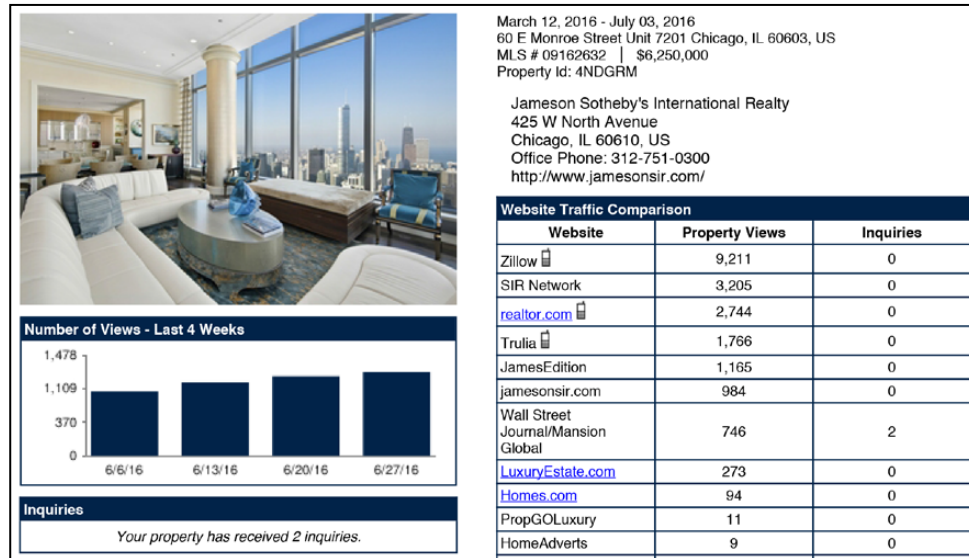
WE SYNDICATE
DIFFERENTLY...
AND REPORT
RESULTS



LISTING SYNDICATION

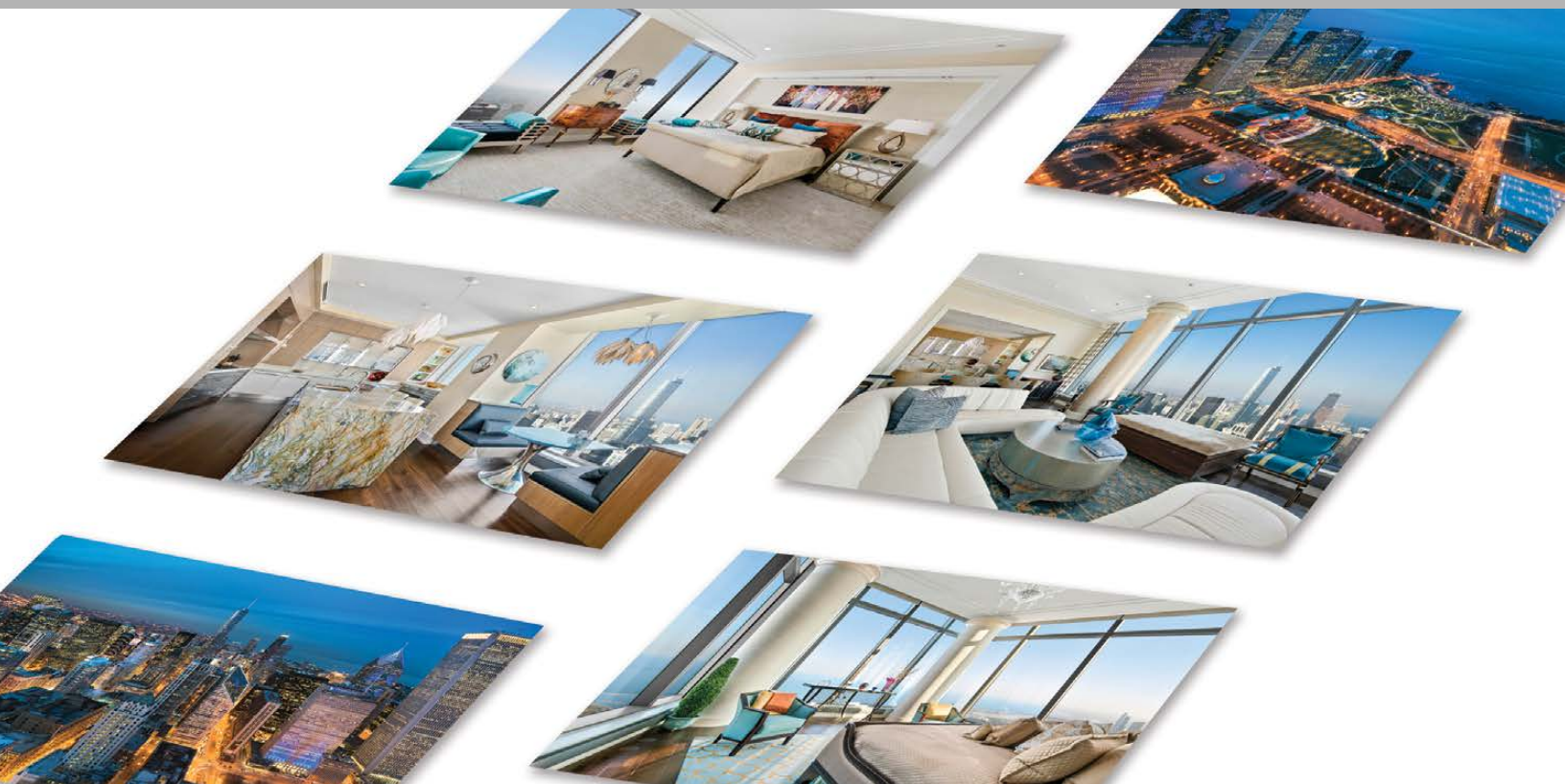
4 OF OUR TOP 10 LEAD GENERATING SITES DISPLAY SOTHEBY'S INTERNATIONAL REALTY PROPERTIES ONLY:

SothebysRealty.com • Real-Buzz.com • HomeAdverts.com • LuxuryEstate.com



*We have our own
version of MLS and
syndicate directly to
third-party sites, ensuring:*

- THE HIGHEST QUALITY PHOTOS
- THE HIGHEST LEVEL OF ACCURACY
- ANALYTICS REPORTING RESULTS





WE KNOW WHO
YOUR BUYER IS
BEFORE YOU EVEN
LIST WITH US

DEMOGRAPHIX

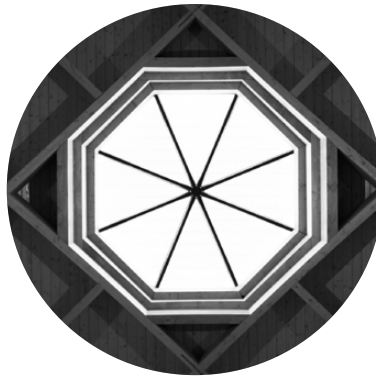
We use purchasing behavior, brand affinity, household demographics, and other consumer interest information to identify our most likely buyers.

DEMOGRAPHIX GIVES YOU INSIGHT INTO WHO YOUR BUYER IS:



ESTABLISHED ELITE

- **Home Owner:** Age 46+
- Married/Single, No Kids
- **Net Worth:** \$2MM+
- **Where They Shop:** Nordstrom, Chico's
- **What They Read:** Architectural Digest, Huffington Post



SUMMIT ESTATES

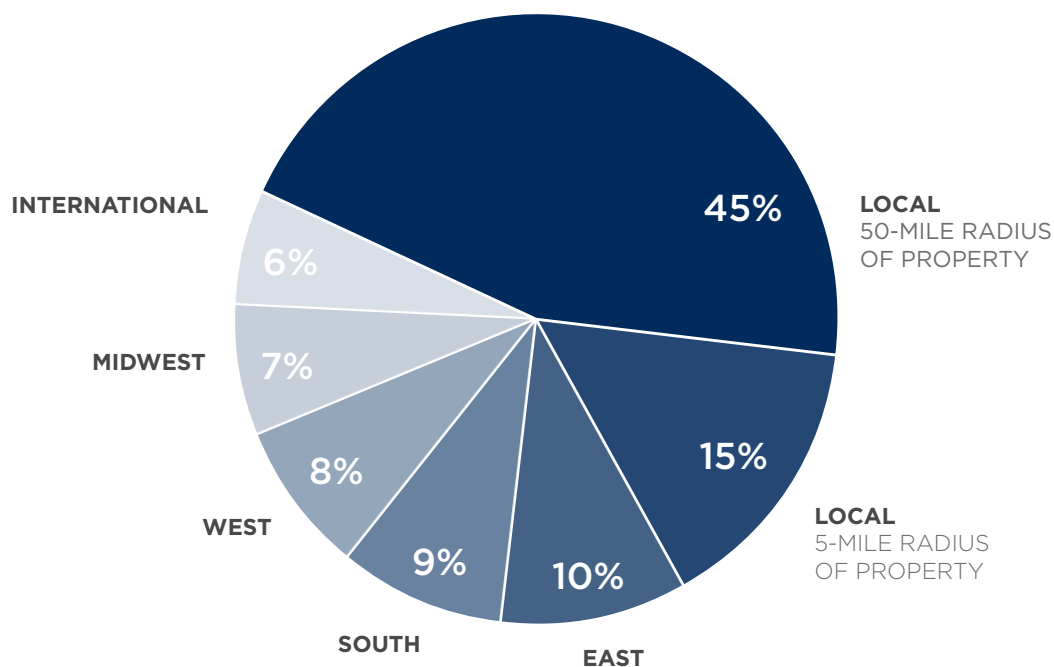
- **Home Owner:** Age 36-65
- Married with Kids
- **Net Worth:** \$2MM+
- **Where They Shop:** Apple Store, William Sonoma
- **What They Read:** Vanity Fair, WSJ.com



CORPORATE CONNECTED

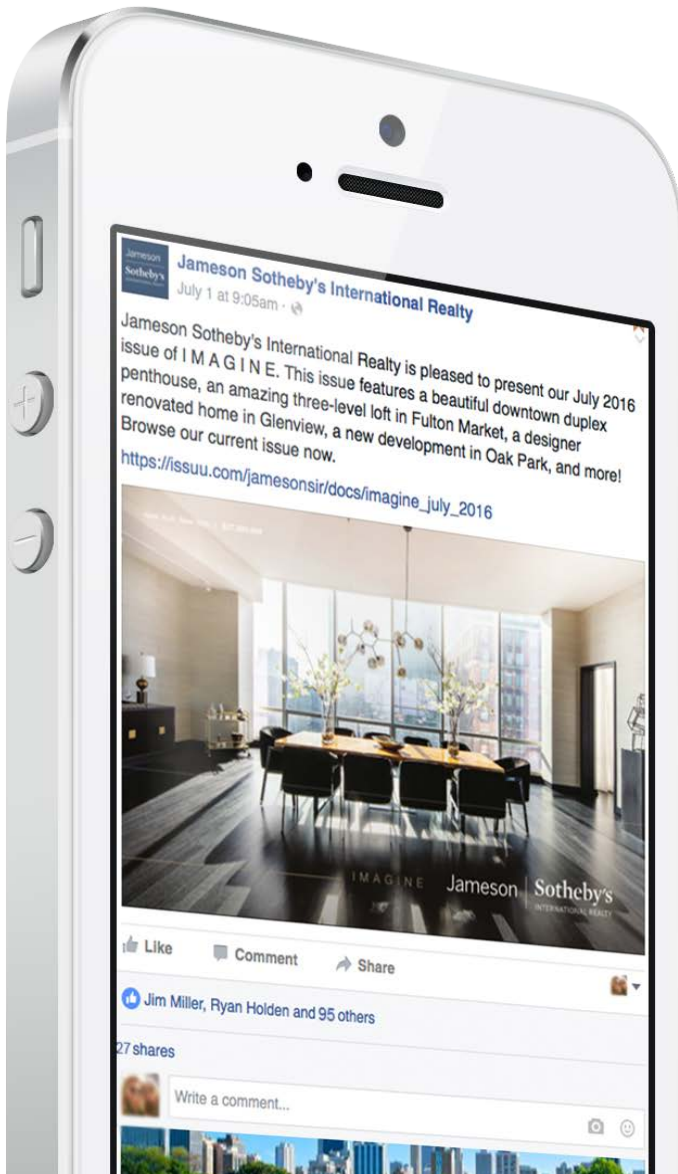
- **Home Owner:** Age 36-75
- **Net Worth:** \$1-2MM
- **Where They Shop:** DSW, Whole Foods
- **What They Read:** Consumer Reports, CNET.com

WHERE OUR BUYERS COME FROM



Source: Analysis of internal sales records





SOCIAL MEDIA MARKETING






FACEBOOK ADVERTISING

Our Facebook ads are aimed at the buyers who are most interested in your property by targeting their location, household income, interests, age, and more.

SOTHEYB'S INTERNATIONAL REALTY SOCIAL MEDIA FOLLOWERS

	FACEBOOK	48,000
	YOUTUBE	50,000
	GOOGLE+	260,000
	INSTAGRAM	30,000

	LINKEDIN	30,000
	TWITTER	17,000
	PINTEREST	5,000

**As of July 2016*

UNIQUE MARKETING INITIATIVES

SKY TOUR

Introducing Chicagoland's first helicopter home-buying tour for properties starting at \$1,500,000.

Elevate your experience and find your next home with us from the sky.



OUR LISTINGS
ARE DISPLAYED
IN OVER 500
OFFICES
WORLDWIDE



CONSISTENT & EFFECTIVE PROPERTY MARKETING

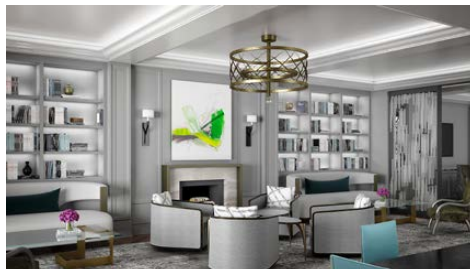
By maintaining consistency in our property marketing across our network, *Sotheby's International Realty* creates effective brand recognition. Whether a listing is in Tokyo, New York, Paris, or Chicago, the basic marketing plan for that property will include the same recognizable blue sign, top quality marketing materials using only professional photography, and valuable exposure to the entire network.





OUR EXCLUSIVE DEVELOPMENTS

In over 30 years we have sold 345 projects, with more than 11,500 units. The potential purchasers for these projects are leveraged to create more showings for your home.



345

**DEVELOPMENTS BROUGHT
SUCCESSFULLY TO MARKET**

11,529

TOTAL UNITS CLOSED



JAMESON.

A Leader in Commercial Real Estate Since 1982

MULTI-FAMILY RETAIL OFFICE LAND INDUSTRIAL BUSINESS

With billions of dollars in transactions, Jameson Commercial is a proven member of the Chicagoland Real Estate community since 1982.

The expertise you will find at Jameson's Commercial Division applies to all types of transactions, from purchases to sales to leases. We have specialists in multi-family, retail, office, land, and industrial real estate - the right fit for your commercial real estate needs.



OFFICE LOCATIONS



LINCOLN PARK | CHICAGO, IL



EVANSTON, IL



BARRINGTON, IL



WINNETKA, IL



GOLD COAST | CHICAGO, IL

Sotheby's

INTERNATIONAL REALTY

蘇富比國際房地產



GLOBAL NETWORKING

Sotheby's International Realty's 19,000 associates represent one of the few, truly interconnected global networks in the real estate industry. Associates are constantly forging professional connections and interacting with peers through events hosted by our corporate network and the Sotheby's Auction House.

GLOBAL NETWORKING EVENT (GNE)

Every 18 months, over 3,000 of the brand's real estate agents and owners gather for an immersive, three-day conference. The GNE is one of SIR associates' top options for extraordinary networking, listing exposure, and collective business building.



MIDWEST NETWORKING EVENT

Jameson Sotheby's International Realty hosted the premiere Midwest Networking Event at the W Chicago - City Center. Affiliates from the Midwest and beyond gathered to learn from the best, as corporate executives, global partners, and top-producing agents shared their wealth of knowledge and made valuable connections.



BRAND INTRODUCTION

All Sotheby's International Realty office owners and key leaders are invited to attend a brand introduction at the headquarters in New Jersey, followed by a trip to the New York Sotheby's Auction House. The introduction helps reinforce brand consistency throughout the network and equips every office leader to maximize the brand's offerings.



AUCTION EVENTS

Our relationship with the Sotheby's Auction House gives us unique advantages and opportunities. The Auction House hosts many events where Sotheby's International Realty associates are able to meet colleagues and forge connections with Auction House clientele.





17

ORACLE TEAM USA



OR

RAMBLA

WORLD CLASS PARTNERSHIPS

Our brand has partnered with several leading organizations that share our corporate values and resonate with our real estate associates. Most importantly, we partner with brands pioneering in their respective industries through their pursuit of innovation and their relentless dedication to their vision and objectives.



THE LYNN SAGE CANCER RESEARCH FOUNDATION

The Lynn Sage Cancer Research Foundation (LSCRF) is one of the nation's leading breast cancer research and education charities. Its mission is to support the understanding, research and treatment of breast cancer in partnership with Chicago's Northwestern Memorial Hospital and the Robert H. Lurie Comprehensive Cancer Center of Northwestern University.



BRAIN RESEARCH FOUNDATION

Since its founding in Chicago in 1953, the Brain Research Foundation has spent the past six decades funding groundbreaking research dedicated to finding the preventions and cures for diseases of the brain and nervous system. We are very proud to partner with a local foundation that invests in the nation's most innovative neuroscience.



AMERICA'S CUP

Jameson Sotheby's International Realty is proud to have hosted the opening celebration of the 2016 Louis Vuitton America's Cup World Series. This landmark event in June marked the first time the competition was hosted on fresh water in its 164-year history.



WE ARE Jameson | Sotheby's
INTERNATIONAL REALTY