



# FOLIO MARKETING DASHBOARD

ACCESS TO YOUR HOME'S 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.

## **Folio**

Folio (VIP) is a bespoke digital platform exclusive to Sotheby's International Realty Canada, offering you a clear and immediate view of the sales and marketing activity completed for your home.

- Stay fully aware of how your home is being showcased to local and global buyers with links to all websites that showcase your property.
- Login to your personalized online dashboard anytime, anywhere to view marketing and advertising samples.
- Track the number of people who have visited your property on [sothebysrealty.ca](https://sothebysrealty.ca)
- Receive updates to your email whenever critical activities are complete

## **ListTrac**

To measure results, Sotheby's International Realty® provides a property view report including view and inquiry statistics for partner sites a property is distributed to. This ListTrac report with a variety of analytics allows us to plan and adjust our marketing efforts for your property.