

# COMPARE YOUR CUSTOM REAL ESTATE MARKETING OPTIONS

	Other Real Estate Companies	Sotheby's INTERNATIONAL REALTY   Canada
<b>TRADITIONAL PROPERTY MARKETING</b>		
<i>Property Brochures</i>	✓	✓
<i>Professional Photography</i>	✓	✓
<i>Property Video</i>	✓	✓
<i>Matterport 3D/VR Home Tour</i>	?	✓
<i>Floor Plan</i>	✓	✓
<i>Postcards &amp; eCards</i>	✓	✓
<i>Signage</i>	✓	✓
<b>ONLINE PROPERTY MARKETING</b>		
<i>MLS.ca</i>	✓	✓
<i>sothebysrealty.com (or International Company Website)</i>	?	✓
<i>sothebysrealty.ca (or National Company Website)</i>	?	✓
<i>Your REALTOR®'s Website</i>	?	✓
<i>The New York Times – nytimes.com</i>		✓
<i>The Wall Street Journal Digital Network – wsj.com</i>		✓
<i>The Financial Times – ft.com</i>		✓
<i>Juwai Digital Platform – juwai.com</i>		✓
<i>Nikkei Digital Platform – nikkei.com</i>		✓
<i>Mansion Global – mansionglobal.com</i>		✓
<i>Country Life magazine – countrylife.co.uk</i>		✓
<i>LuxuryEstate.com</i>		✓
<i>JamesEdition.com</i>		✓
<i>PropGOLuxury.com</i>		✓
<i>real-buzz.com</i>		✓

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<i>homeadverts.com</i>		✓
<i>House24 (IISole240re)</i>		✓
<i>Z-Property – zaoboa.com</i>		✓
NEWSPAPER AND MAGAZINE ADVERTISING		
<i>Local Newspapers</i>	?	✓
<i>INSIGHT - The Art of Living</i>		✓
<i>Sotheby's Magazine</i>		✓
<i>Sotheby's Preferred</i>		✓
<i>Globe &amp; Mail (National)</i>		✓
<i>Wall Street Journal</i>		✓
<i>New York Times Main News and Special Sections</i>		✓
<i>New York Times International Edition</i>		✓
<i>Financial Times</i>		✓
<i>Sunday Times of London &amp; Ireland</i>		✓
<i>Robb Report</i>		✓
<i>Bloomberg Markets</i>		✓
<i>Ocean Home</i>		✓
<i>Boston Magazine</i>		✓
<i>Condé Nast Magazines</i>		✓
DIGITAL & ONLINE ADVERTISING		
<i>Impressions/Guaranteed Click-Throughs</i>		✓
<i>NYTimes.com Banner Program</i>		✓
<i>Juwai.com</i>		✓
<i>PropGoLuxury.com</i>		✓

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	Other Real Estate Companies	Sotheby's INTERNATIONAL REALTY   Canada
<i>RobbReport.com</i>		✓
<i>WSJ.com Featured Property</i>		✓
<i>Sothebys.com</i>		✓
<i>Sotheby's E-Newsletters</i>		✓
<b>SEARCH ENGINE MARKETING</b>		
<i>Google</i>	?	✓
<i>Bing</i>	?	✓
<i>Yahoo</i>	?	✓
<i>Yandex</i>	?	✓
<i>Targeted Search Engine Advertising</i>	?	✓
<b>DIGITAL &amp; SOCIAL MEDIA MARKETING</b>		
<i>SIR Mobile App (Or Real Estate Company App)</i>	?	✓
<i>Apple TV App</i>		✓
<i>Facebook</i>		✓
<i>Instagram</i>		✓
<i>YouTube</i>		✓
<i>Twitter</i>		✓
<i>Pinterest</i>		✓
<i>WeChat</i>		✓
<i>Email Marketing</i>		✓
<b>INTERNATIONAL NETWORK</b>		
<i>Sotheby's International Realty Network</i>		✓
<i>Sotheby's International Realty eGallery &amp; Touch Gallery</i>		✓
<i>Cascading Platform (100 locally focused websites)</i>		✓
<i>Sotheby's International Realty Global Distribution Program</i>		✓
<i>Global Multi-Platform Brand Marketing &amp; Targeted Advertising</i>		✓