



SEARCH ENGINE MARKETING

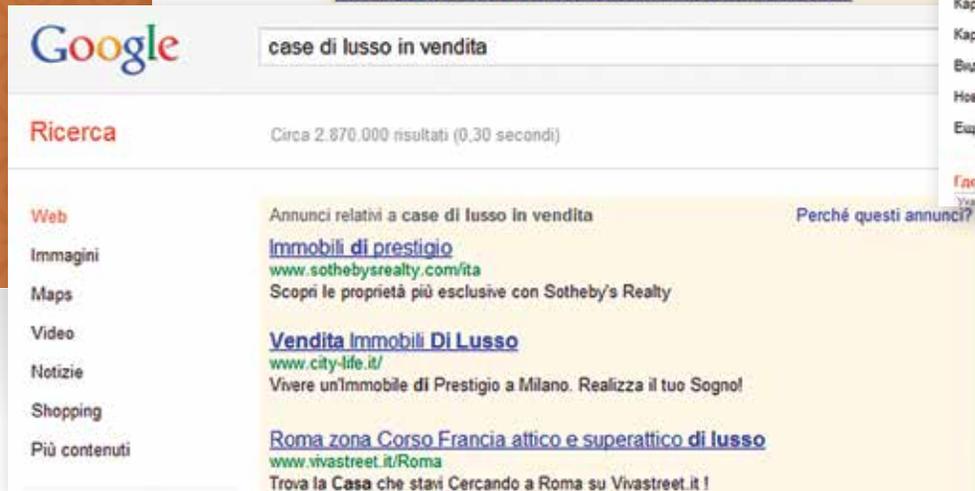
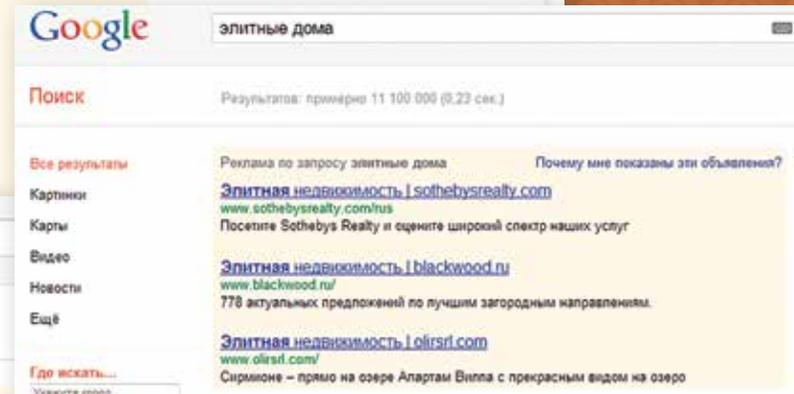
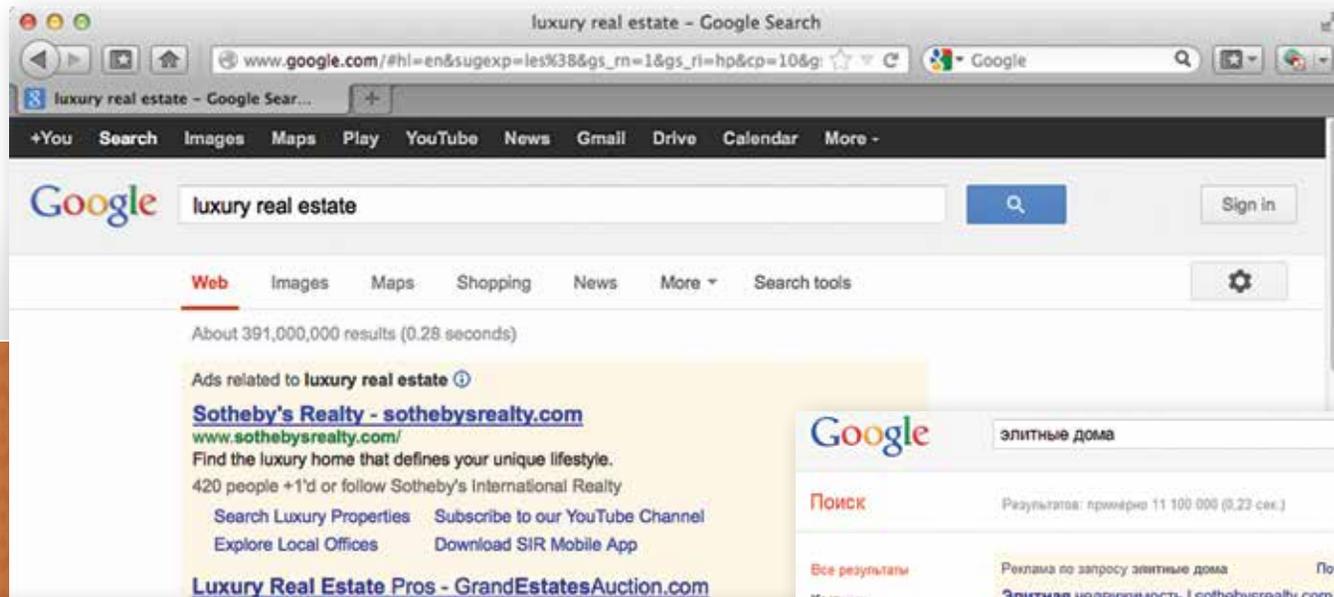
TARGETING REAL ESTATE INTENDERS GLOBALLY

Sotheby's
INTERNATIONAL REALTY

GLOBAL
EXPOSURE
WHERE
CONSUMERS
SEARCH

Cover property located in: Arizona, United States

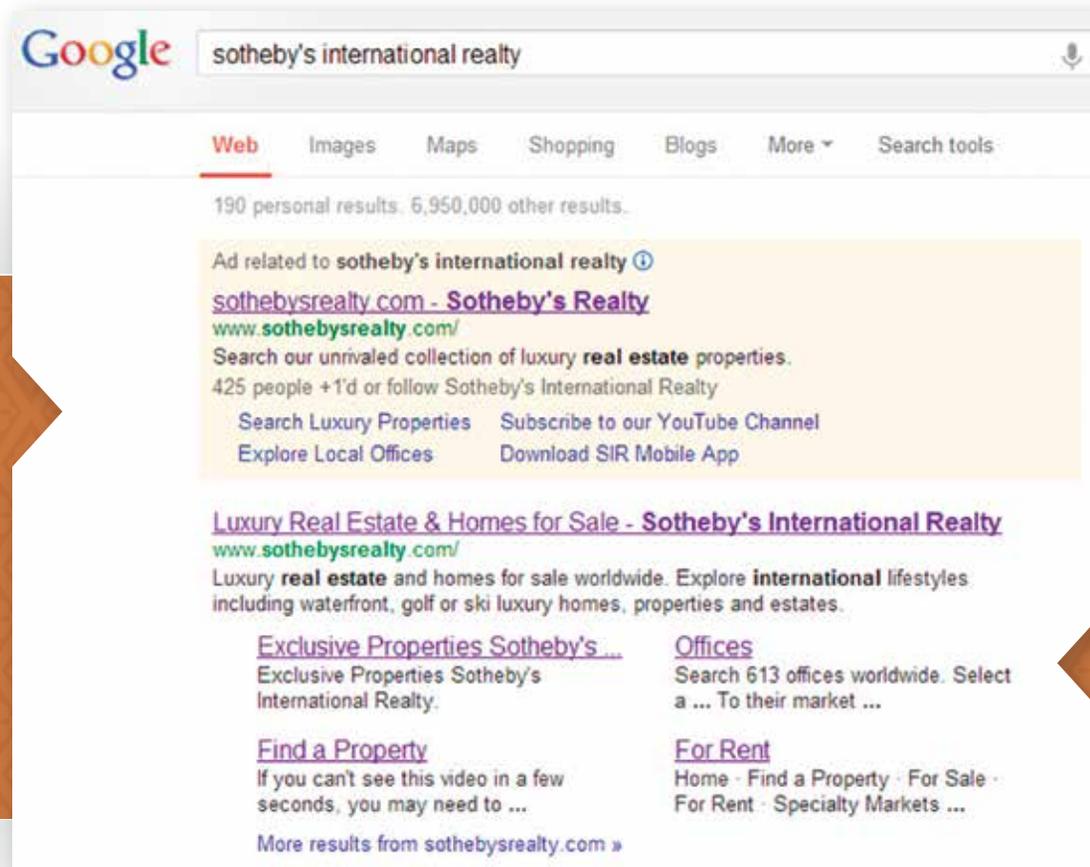
SEARCH ENGINE MARKETING 90% of home buyers begin their search for their home online, so it's essential that the Sotheby's International Realty[®] brand's presence on Search Engines is strong. This helps maximize the potential for your home to be found quickly on the web.



Through our re-evaluated and evolving strategies, we continue to drive the most relevant home buyers to sothebysrealty.com and your property



SPONSORED RESULTS



NATURAL RESULTS

When you perform a search on a search engine, the results are a combination of organic or “**natural results**” based on information the search engine sees on a website, as well as “**sponsored results**” or paid ads. Our strategy takes both sets of results into account.

SEARCH ENGINE OPTIMIZATION [SEO]
We ensure that sothebysrealty.com has relevant information, visible to the Search Engines, which helps our website appear highly in the “**natural results**” when searching for a luxury home.

PAID SEARCH MARKETING We also have developed advertising strategies based on direct consultation with the experts at **Google, Bing, Yahoo** and **Yandex**, bringing even more home buyer visitors to sothebysrealty.com.

As an international brand, we also target real estate consumers globally by translating our search engine content into a number of languages including...

English, Spanish, Italian and **Russian**.

PROVEN RESULTS THROUGH 2012...

- ▶ 4.06 Million visits from Search Engines
- ▶ Over 135.6 Million “paid search impressions”
- ▶ Thousands of relevant leads
 - 38.4k leads from “natural” searches
 - 12k leads from “paid” search engine placements

