

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	?		✓
Dwell.com			✓
FinancialTimes.com			✓
Homeadverts.com			✓
HOUSE24			✓
Instagram.com			✓
JamesEdition.com			✓
LuxuryEstate.com			✓
MansionGlobal.com			✓
NewYorkTimes.com			✓
INYT.com (International New York Times)			✓
Real-Buzz.com			✓
PropGoLuxury.com			✓
WSJ.com (Wall Street Journal)			✓
YouTube.com			✓
Search Engine Marketing			
Google	?		✓
Yahoo	?		✓
Bing	?		✓
Yandex	?		✓
YouTube.com/sothebysrealty (or International Real Estate Company Channel)			✓
Newspaper and Magazine Advertising			
Local Newspapers	?		✓
Sunday Times of London			✓
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			✓
Robb Report Collection			✓
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			✓