



A LEGACY OF SERVICE

SOTHEBY'S HAS A LONGSTANDING TRADITION
OF BRINGING TOGETHER BUYERS AND SELLERS OF FINE PROPERTY.

Since Sotheby's founding and inaugural sale of rare books in 1744, its name has earned renown as a marketer of the world's most unique and valuable possessions. This reputation is built as much upon exceptional service as it is on the notable art, antiques, jewelry and collectibles that pass through Sotheby's auction rooms around the world. In 1976, Sotheby's recognized an opportunity to serve its clients in a valuable new way by offering a complete package of real estate services, and Sotheby's International Realty was formed. Today, the Sotheby's International Realty® brand continues this tradition of exceptional service and maintains a strategic marketing relationship with Sotheby's auction house that all of our clients benefit from.

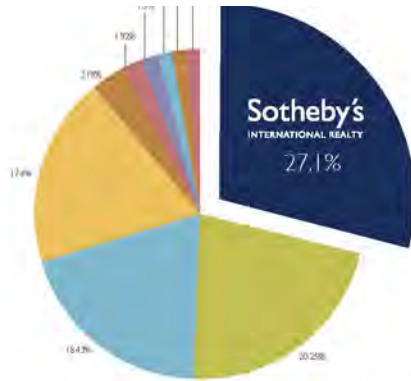


A RENOWNED INTERNATIONAL BRAND

THEY SAY YOU ARE KNOWN BY THE COMPANY YOU KEEP. SOME OF THE WORLD'S MOST DISCERNING BUYERS KEEP COMPANY WITH US.

Throughout its storied history Sotheby's auction house has earned a reputation for expertise in the valuation and sale of fine possessions. Sotheby's International Realty® maintains this distinguished reputation in real estate. Just as Sotheby's has sold some of the world's most precious objects at record prices, we have set price records with the sale of many spectacular homes. While these sales have contributed to the worldwide renown of the Sotheby's name, it is the expertise and service we provide for which we are best known.

LIKE
NO
OTHER



Santa Barbara Dollar Volume Market Share YTD

TO OUR NEIGHBORS...

SOTHEBY'S INTERNATIONAL REALTY would like to thank the community for its continued trust in our real estate service. As the real estate market recovers from the effects of the financial collapse of 2008, we fully appreciate your faith and support by allowing us to guide you through these challenging times.

Santa Barbara County is undoubtedly one of the finest areas to live worldwide; it is the ideal place to settle, engage in the pursuit of happiness and to fulfill the American dream. It is essential to go back to basics and value a house as a long-term investment enriched by the idyllic town that surrounds it.

Our outlook for the future remains bright. With the foremost internationally recognized name in real estate, Sotheby's International Realty is well qualified to endure uncertain economic times. Our firm continues to handle more dollar volume than any other brokerage in town, boasting 27.1% of the dollar market share year to date.

We are confident in our knowledgeable agents and our effective marketing programs which provide unmatched local, national and global exposure. We invite you to call, stop by our offices or visit our website, sothebyshomes.com/socal.

LOCAL SANTA BARBARA & SANTA YNEZ VALLEY EXPERTS

- | | | |
|--|--|--|
| MONTECITO COAST VILLAGE ROAD BROKERAGE
Stella Anderson
Jennifer Berger
Melissa Birch
Janet Caminite
Michelle Cook
Pippa Davis
Barbara Green
Kathy James
Dan Johnson
Harry Kolb
Bob Lamborn
Vivienne Leebosh
Lisa Loticcono
Maureen McDermut
Darcie McKnight
Phyllis Noble
Suzanne Perkins
Diane Randall
Phil Ranger
Marilyn Rickard
Kathleen St. James
Caroline Santandrea
Kathleen Soukages
Nick Svenson
Sam Wallop | Carolyn Larivee
Marie Larkin
Reg Latham
Sandy Upwoki
Kate Marshall
Dick Mires
Justin Nigro
Peggy O'Casey
Christine Oliver
Fal Oliver
Andrew Petlow
Roy Prinz
Wilson Quarre
Terry Ryken
Craig Schuermann
Dareld Shaver
Sandy Stahl
Karen Stridland
Stefani Taliaferro
Pamela Taylor
Andrew Templeton
Jane Trabucco
Dannel Wade
Peggy Wiley | Dena Chachakes
Justin Corrado
Liza DiMarco
Tiffany Dore
Huong Eibert
Don Bloorin
Don Ford
Lacy Fusel
Paula Goodwin
Nancy Hamilton
Victoria Hargreaves
Caroline Harrah
Robert Heddes
Rhea Hayes
Frank Hotchkiss
Kris Johnston
Ed Kaleugher
Betsy Kracke
Jay Krautmann
Jill Lambert
Cherie LaRose
Wanda Livermore
Lara Logue
Bob Looney
John Luca
Judy MacNeil
Adam McFag
Julian Michalowski
Carol Mineau
Dave Mires
Sande Mullin
Fatima Nuray
Mike Nicasio
Cathy O'Neil
Christopher Page
Jeanne Palumbo
Gail Pearl
Mike Pearl
Rob Phillips
Hank Postma
Ted Quakenbush
Bill Reed
Rose Marie Reed
Un Rolens
Jane Runyon
Alex Saucedo
Kevin Schmidtmann
Phil Shinnan
Lori Smyth
Steven Stenerson
Sharon Talkington
Michael Trebbow
Clint Unander
Richard Van Seenus
Diane Waterhouse
Stan Weiner
David Wiegner
Stephanie Wilson |
| MONTECITO UPPER VILLAGE BROKERAGE
Frank Abatemarco
Ricky Allen
Heng Amiri
Fred Bradley
Jeanne Bradley
Chris Brainard
Sally Bromfield
Jennifer Burrows
Steve Carlson
Cristal Clarke
Deanna Cohen
Laura Collector
Bonnie Jo Danelly
Ron Dickman
Kim Dorsey
Colette Eyears
Brian Felix
Katrika Goertz
Julie Greener
Bob Hannabari
Leslie Hollis Lopez
Daniela Johnson
Jennifer Johnson
Dave Kent
Alex King | SANTA YNEZ VALLEY BROKERAGE
Dennis Aleck
Doris Barchik
Laura Dramermer
Harriet Dabstrom
Mary Ann Foss
Scott Foss
Carolyn Garth
Petie Kern
Evan Lash
Lynn Moore
Patty Murphy
Megan Tambini
Linda Williams | SANTA YNEZ VALLEY BROKERAGE
Alfsoon Abtahi
Jim Aizina
Mark Badno
Zeke Bass
Joy Bean
Susan Beckmann
Gali Beust
Lynda Bohnett
Sharon Bolton
Lenora Bradley
Marilyn Bruce
John Burr
Michael Calcagno
Mille Campbell
Evelyn Casins |

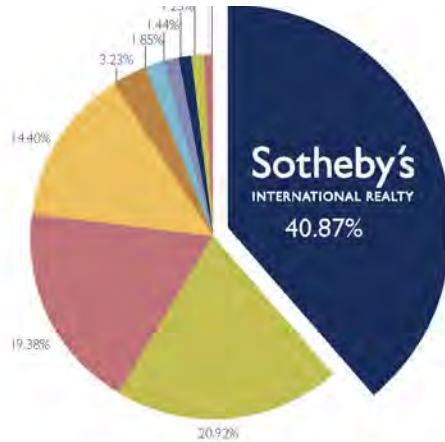
MONTECITO COAST VILLAGE ROAD BROKERAGE
1106 Coast Village Road | 805.969.9993

MONTECITO UPPER VILLAGE BROKERAGE
1482 East Valley Road | 805.969.5005

SANTA BARBARA BROKERAGE
1436 State Street | 805.963.1391

SANTA YNEZ VALLEY BROKERAGE
3500 Nojiqui Way | 805.688.4200

WE
KNOW
MONTECITO



Montecito Sales Volume Market Share for 2010

TO OUR MONTECITO NEIGHBORS...
SOTHEBY'S INTERNATIONAL REALTY would like to thank the community for its continued trust in our real estate service. We fully appreciate your faith and support by allowing us to guide you through these challenging times.

Montecito is undoubtedly one of the finest areas to live worldwide; it is the ideal place to settle, engage in the pursuit of happiness and to fulfill the American dream. It is essential to go back to basics and value a house as a long-term investment enriched by the idyllic town that surrounds it.

Our outlook for the future remains bright. With the foremost internationally recognized name in real estate, Sotheby's International Realty is well qualified to endure uncertain economic times. Our firm continues to handle more dollar volume than any other brokerage in town, boasting 40.87% of the sales volume market share for 2010 in Montecito.

We are confident in our knowledgeable agents and our effective marketing programs which provide unmatched local, national and global exposure. We invite you to call, stop by our offices or visit our website, sothebyshomes.com/socal.

LOCAL SANTA BARBARA & SANTA YNEZ VALLEY EXPERTS

- | | | |
|---|--|--|
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Tobias Hildebrand
Janet Holland
John Holland
Dan Johnson
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Bob Lamborn
Vivienne Leebosh
Lisa Loiacono
Maureen McDermut
Darcie McKnight
Phyllis Noble
Suzanne Perkins
Phil Ranger
Marilyn Rickard
Eric Sadler
Caroline Santandrea
Kathleen St James
Kathleen Souliages
Nick Svensson
Sam Wallop
Cyndi Wilson | Alex King
Marie Larkin
Sandy Lipowski
Kate Marshall
John McGowan
Dick Mires
Justin Nigro
Peggy Olcese
Christine Oliver
Fal Oliver
Donna Payne
Andrew Patlow
Roy Prinz
Wilson Quarre
Diane Randall
Terry Ryan
Danel Shaver
Sandy Stahl
Karen Strickland
Stefani Talaferro
Pamela Taylor
Andrew Templeton
Jane Trabucco
Darrell Wade
Peggy Wiley | Evelyn Cavins
Dena Chachakos
Justin Corrado
Tiffany Dore
Huong Eibert
Don Elconin
Don Ford
Lacy Fussell
Paula Goodwin
Barbara Green
Nancy Hamilton
Victoria Hargreaves
Caroline Harrah
Robert Heckes
Rhea Hayes
Frank Hotchkiss
Kris Johnston
Ed Kaleugher
Becky Kracke
Jay Krautmarin
J Lambert
Cherie LaRose
Wanda Livernois
Lara Logue
Bob Looney
John Luca
Larry Martin
Adam McKaig
Julian Michalowski
Carol Mineau
Dave Mines
Mike Nicassio
Cathy O'Neil
Christopher Page
Jeanne Palumbo
Michael Palumbo
Gail Pearl
Mike Pearl
Rob Phillips
Hank Postma
Ted Quakenbush
Bill Reed
Rose Marie Reed
Lin Rolens
Jane Runyen
Alex Saucedo
Kevin Schmitzchen
Phil Shirinian
Steve Shugart
Lori Smyth
Steven Stenersen
Sharon Talkington
Richard Van Seenus
Diane Waterhouse
Stan Weiner
David Wieger
Stephanie Wilson |
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Katrinka Goertz
Julie Greener
Bob Hanrahan
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Jennifer Johnson
Natalya Konishcheva
Dave Kent | SANTA YNEZ VALLEY BROKERAGE
Denise Allec
Doris Banchik
Laura Dramer
Harriet Dahlstrom
Mary Ann Foss
Scott Foss
Carolyn Garth
Petie Kern
Evan Lash
Lynn Moore
Patty Murphy
Meagan Tambirini
Linda Williams | STATE STREET BROKERAGE
Afsoon Abtahi
Jim Alzina
Mark Bacino
Zeke Bass
Joy Bean
Susan Beckmann
Gail Beust
Lynda Bohnett
Sharon Bolton
Lenora Bradley
Marilyn Bruce
Michael Calcagno
Millie Campbell |

MONTECITO COAST VILLAGE ROAD BROKERAGE
1106 Coast Village Road | 805.969.9199

MONTECITO UPPER VILLAGE BROKERAGE
1482 East Valley Road | 805.369.5005

SANTA BARBARA BROKERAGE
1436 State Street | 805.363.1371

SANTA YNEZ VALLEY BROKERAGE
2300 Napaqui Ave | 805.828.4200



Clockwise from top left: Tom Bollay, AIA \$14,750,000 • Fredrick Peabody, AIA \$8,300,000 • Reginald Johnson, AIA \$7,950,000 • G.W. Smith, AIA \$6,295,000

SIGNIFICANT SALES

TRULY SPECIAL HOMES AND THEIR STORIES

The character of a home is personified by the people who reside there. Over the years, our firm has developed innovative marketing tools and contacts with some of the most qualified clients in the world. We have also developed an appreciation for the true value of beautiful things and we take great pride in presenting to the world unique places and their stories. Above are just a few of those special homes that Harry Kolb recently represented.

UNPARALLELED ACCESS TO THE WORLD'S WEALTHIEST PEOPLE



Sotheby's Clients Include:

- 71 of the *Forbes'* 100 World's Richest People
- 253 of the *Forbes'* 400 Richest Americans
- 78 of the *Forbes'* 100 Richest Americans
- 86 of the *Forbes'* Top 500 CEOs
- All 12 of the *Forbes'* Top 12 Billionaire Art Collectors
- 60 of the *Worth Magazine's* Benefactor 100
- 12 of the *Fortune's* "40 Under 40"
- 199 of the *Art News's* Top 200 Collectors



LOCAL ADVANTAGE

UNPARALLELED REPRESENTATION ENCOMPASSING ALL OF SANTA BARBARA COUNTY.

Sotheby's International Realty's Santa Barbara Region is consistently an industry leader in the area. We proudly represent Santa Barbara, Montecito, the Santa Ynez Valley and everything in-between. We boast an intimate knowledge of the local community, its history, culture, local concerns and distinctive properties. Our offices can be found in four convenient locations consisting of the Montecito Upper Village Brokerage, Montecito Coast Village Road Brokerage, Santa Barbara Brokerage and Santa Ynez Valley Brokerage. The environment of our offices fosters dedication that leads to extraordinary results.



A LOCAL FOCUS AND GLOBAL PERSPECTIVE

OUR OFFICES MAINTAIN A "SMALL TOWN" PERSONALITY WHILE OFFERING THE MARKETING RESOURCES AND CAPABILITIES OF A WORLDWIDE ORGANIZATION.

Our brokerage offices operate with a strong commitment to local expertise, extraordinary service and community involvement. We are also part of an international network of Sotheby's International Realty® offices, and owned by the nation's largest residential real estate company, NRT LLC. This combination of global network membership, insightful national ownership and effective local management allows our offices to provide big company capabilities along with the boutique level of service for which we are known.



BROCHURE DISPLAY AT CORPORATE HEADQUARTERS

Beautiful property brochures featuring color photographs and descriptive information of our listings are showcased in the lobby area of our headquarters in New York City, on East 61st Street between Park and Madison Avenues.

The selection of brochures, including listings from each Sotheby's International Realty brokerage office, is updated every month and set in a glass display rack. In addition, our lobby offers illuminated vitrines that exhibit 5 by 2.5 ft. displays of individual prestigious properties, changed on a quarterly basis. Both the brochure case and the vitrines can be viewed by visitors to the lobby and foot traffic on the sidewalk, which include guests of surrounding five-star hotels such as the Regency Hotel and the Pierre Hotel, patrons of fine dining restaurants on the Upper East Side, as well as jewelers and shoppers on Madison and Fifth Avenues.





DISPLAY OPPORTUNITIES AT SOTHEBY'S AUCTION, NY

Sotheby's International Realty has a permanent station located on the second floor of the auction house.

Sotheby's International Realty brochures, property guides and Preview Magazine are regularly displayed, updated and viewed. Beth Laffey, client services manager, handles the realty desk and is available to provide information and to refer prospective clients to the appropriate office.

Subject to space availability, a property poster can be displayed in the main elevators that lead to the 10th floor exhibition space.

