



SOTHEBYSREALTY.COM

A DESTINATION FOR THOSE WHO SEEK UNIQUE PROPERTIES

Averaging 400,000 visitors and 4,000,000 page views per month, sothebysrealty.com features the most advanced and versatile search options available. Allowing consumers to define and refine how they want to search and returning results fast, sothebysrealty.com is accessed by visitors from all over the world - with over 33% coming from countries other than the United States. By providing advanced functionality that serves a global audience, sothebysrealty.com is a destination for those who seek unique properties from anywhere in the world **...a destination that your home is deserving of.**



SOTHEBYSHOMES.COM

AS THE WEB REACHES MORE BUYERS,
OUR WEBSITE REACHES MORE OF THE WEB.

In the past decade, online real estate searches have increased dramatically, rising to nearly 89% of all home buyers. A National Association of Realtors[®] survey of recent home buyers asked where they learned about the properties they ultimately purchased. The survey demonstrated that the internet is delivering over ten times the value of traditional advertising. Only real estate professionals themselves were as successful in bringing buyers and sellers together.¹ As an internationally recognized off-line brand, Sotheby's International Realty[®] enjoys a major advantage in the essential online marketplace. We leverage that advantage through marketing and distribution arrangements with several key websites. This allows us to target a broad and qualified audience of purchasers more effectively than ever before.

¹ 2010 National Association of Realtors[®] Profile of Home Buyers and Sellers

A COMPREHENSIVE WEB STRATEGY

In the crowded on-line marketplace, a comprehensive promotion strategy is critical to capture the interest of qualified clients.

Our print and on-line Website promotion opportunities help get your listings in front of the right buyers—whether a client in your local market or on another continent, or a client of Sotheby’s auction house.

The recognition and credibility of our brand is particularly meaningful in this arena, helping our sites to stand out from the on-line clutter. All of the properties we list are placed on three proprietary sites, each of which offers many avenues for capturing qualified traffic.

We offer the following three proprietary gateways to your listing:



The site focused exclusively on properties in your area, with localized functionality including community information and open house calendars.

Traffic Drivers:

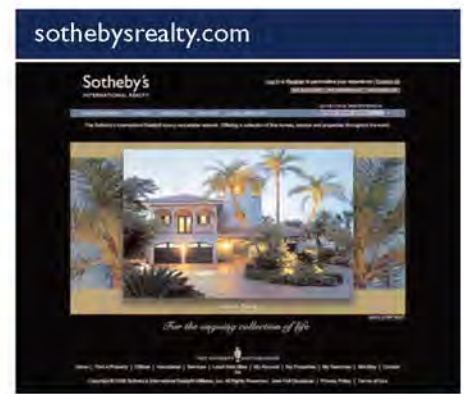
- **Local newspapers and magazines** – URL promotion in all office advertising
- **sothebysrealty.com** – One-click links from the home page and main navigation bar. Links from property search and listing detail pages
- **sothebyshomes.com** – One-click link from the home page and other areas throughout the site
- **Google, Yahoo** – Advertising and organic search promotion in area-specific real estate search terms
- **REALTOR.com** – All listings in MLS markets are enhanced as “Showcase” listings and link to the site
- **Major real estate websites** – Links from property listings shared with Trulia, Google and the on-line real estate sections of *The New York Times*, *International Herald Tribune*, *Wall Street Journal*, and more



The ideal site to search for listings in the most sought-after locations, allowing searches by office areas or categories such as waterfront or historic.

Traffic Drivers:

- **Company-wide advertising** – URL promotion in publications including *International Herald Tribune*, *The New York Times Magazine*, and *AD Russia*
- **International advertising campaign** – URL promotion in full page advertising campaigns including *The New York Times*, *Los Angeles Times*, *Prime Location (UK)*, and *Luxury Properties (Asia-Pacific)*
- **Major real estate websites** – Links from property listings shared with Trulia, Google and the on-line real estate sections of *The New York Times*, *International Herald Tribune*, *Wall Street Journal*, and more



The site promoting the entire Sotheby’s International Realty® network, including our brokerage offices as well as all independently owned affiliate companies.

Traffic Drivers:

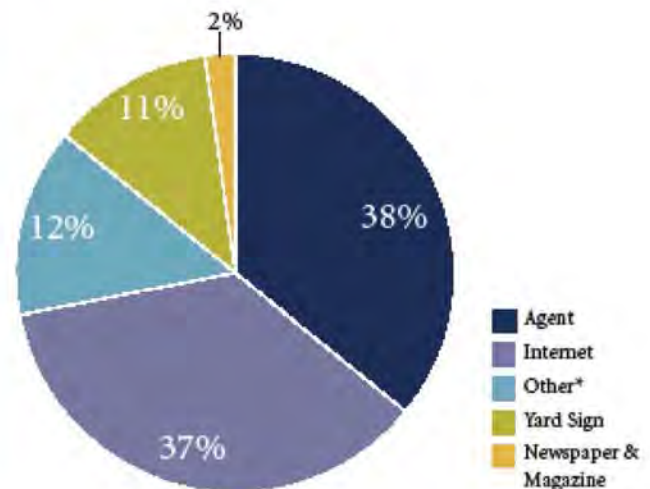
- **National brand advertising campaign** – URL promotion in full page advertising campaigns including *Departures*, *Architectural Digest*, *Elle Décor* and *Condé Nast Traveler*
- **sothebys.com** – Ad/link from the home page of the auction house website
- **Google, MSN, Yahoo** – Advertising campaign targeting luxury real estate clients and Google-based directory
- **Major real estate websites** – Links from property listings shared with Trulia, Google and the on-line real estate sections of *The New York Times*, *International Herald Tribune*, *Wall Street Journal*, and more

AN ONLINE ADVANTAGE

WHEN IT COMES TO MATCHING BUYERS AND SELLERS. . . THE INTERNET FAR OUTPERFORMS PRINT MARKETING

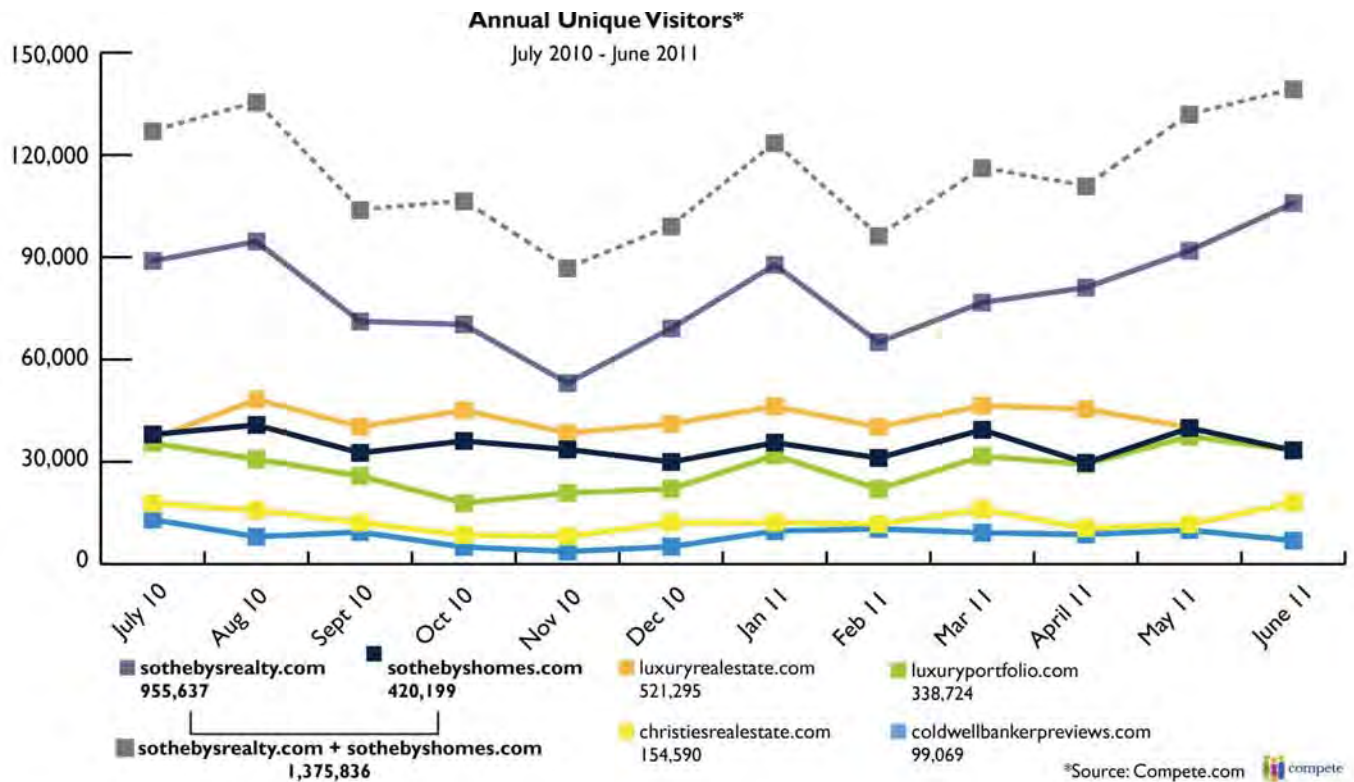
- **Sothebys.com** - Property searches can be launched from the home page of this fine art auction site, providing exposure to some of the most qualified buyers in the world.
- **Sothebshomes.com** - Our company-owned site, promoted through a substantial international advertising campaign, showcases some of the most distinctive properties in the world.
- **Sothebysrealty.com** - Our affiliate network website is promoted through a substantial international advertising campaign.
- **Primelocation.com** - This leading property search site in Europe provides international exposure to all of our listings. Primelocation.com is also the real estate source for ukreuters.com, where all listings also appear.
- **Realtor.com** - All MLS listings are posted to this popular home search site. Realtor.com is also the real estate source for MSN.com and Excite.com where these listings also appear.
- **NYTimes.com** - Through our exclusive partnership with NYTimes.com, we can position your property in its real estate section, which accounts for more than 1.3 million unique visitors monthly. With over 26 million page views, the real estate section is among the most popular areas of NYTimes.com. Listings over \$400,000 are posted daily. All listings over \$1 million are featured in the Great Homes section, reaching an affluent audience representing a mean household income of \$287,000.
- **IHT.com** - Selected listings over \$1 million are posted to the International Herald Tribune site, drawing 4.6 million unique visitors each month. Users will be redirected to NYTimes.com. In 2008, NYTimes.com and IHT.com merged to increase both sites' reach and appeal.
- **WSJ.com** - Listings over \$300,000 are posted to The Wall Street Journal's RealEstateJournal.com Guide to Property site, an award-winning website receiving over 2 million page views each month.
- **Trulia.com** - This is the fastest growing real estate website in the U.S. with nearly 4.5 million monthly visitors and growing. All listings are posted daily to this real estate search site.
- **Openhouse.com** - All listings entered with open houses on sothebshomes.com are posted on openhouse.com, the leading destination for open houses on the internet. Openhouse.com listings are powered by Frontdoor.com.
- **Yahoo.com** - All listings appear in the Yahoo! Real Estate home search section, the #1 destination for real estate consumers. Zillow.com powers sales listings on Yahoo Real Estate.
- **Google, Yahoo and MSN** - Over \$1 million is invested in advertising campaigns and organic search engine promotion efforts.
- **Homes.com** - All listings are featured in this website, where over 5.5 million users visit the site each month to search for real estate.
- **Frontdoor.com** - Listings \$250,000 and over are posted here, powered by HGTV whose shows include "House Hunters." FrontDoor real estate offers homes for sale across the country with tips for first time home buyers. Frontdoor.com is also the real estate source for openhouse.com

In the past decade, the role of the Internet in real estate sales has increased steadily and dramatically. In 2010, research conducted by the National Association of Realtors® found that 89% of all home buyers utilized the Internet in their search. This research also demonstrated that the Internet is the most effective marketing medium. While just 2% of buyers found the home they ultimately purchased through print advertising, 37% found it online.



While just 2% of buyers found the home they ultimately purchased through print advertising, 37% found it online.

The Internet is also the only buyer source that is accessible from virtually anywhere in the world. Having a brand name that is recognized and respected around the globe provides our company with a powerful advantage in this international marketplace. We leverage that advantage through a comprehensive on-line marketing effort that includes a presence on three branded websites (sothebshomes.com, sothebysrealty.com and sothebys.com), extensive listing distribution programs and on-line advertising partnerships.



A LEADING WEB PRESENCE

DIRECTING MORE TRAFFIC TO YOUR HOME.

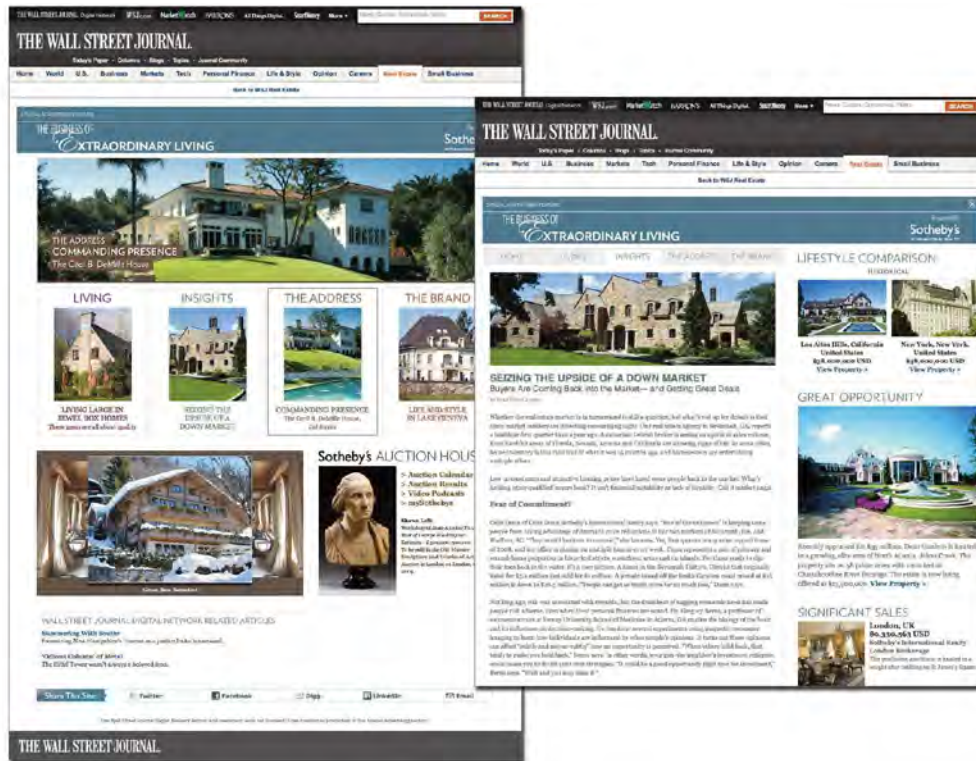
According to the independent web analytics provider Compete, Sotheby's International Realty's proprietary Websites are visited far more often than those of the other residential real estate networks targeting high-end buyers. Sothebysrealty.com and sothebyshomes.com together receive over two times more visitors than the closest competitor.



SOCIAL MEDIA

COMMUNICATION THROUGH SOCIAL MEDIA TO EXPOSE YOUR HOME

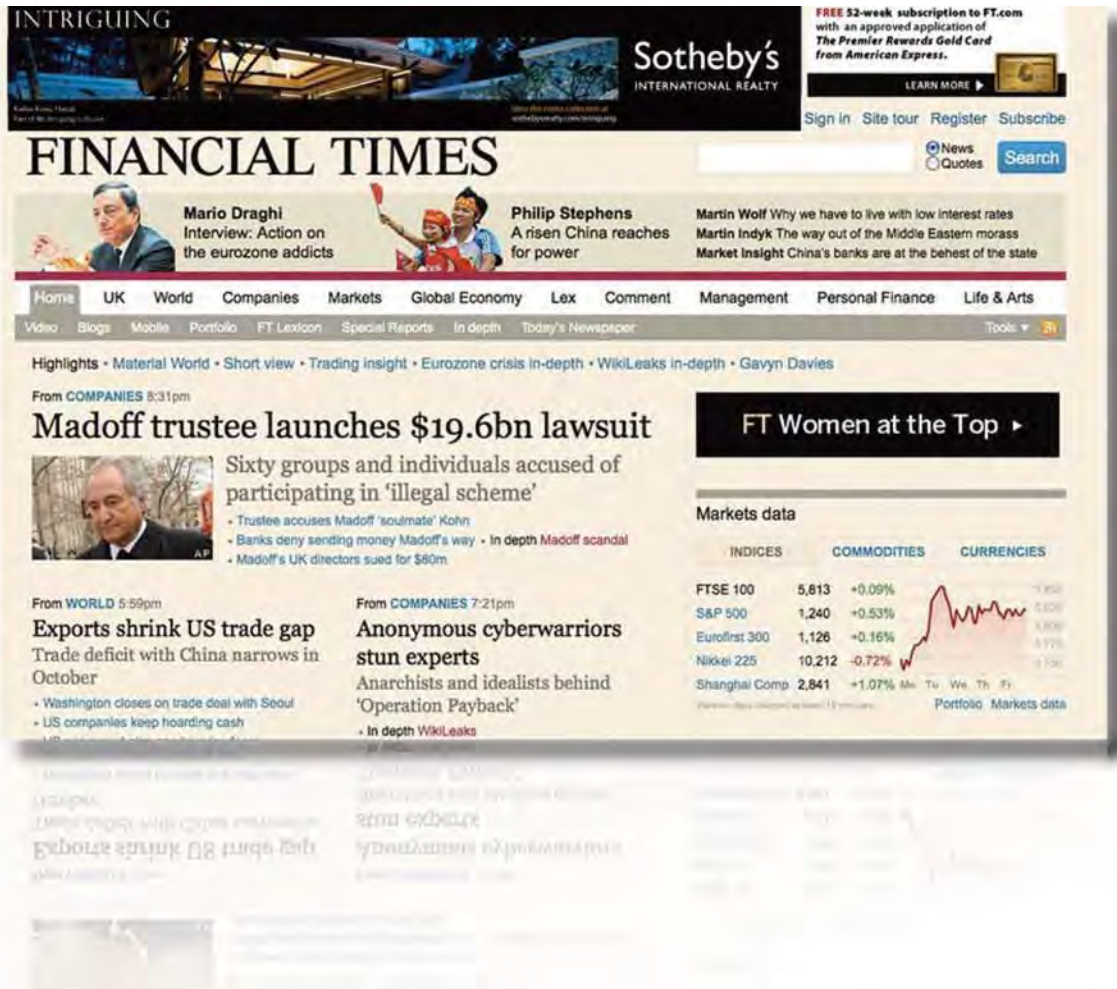
Nearly 60% of consumers feel better served by and more strongly connected to brands when they interact via social media.¹ Social media is the fastest-growing category on the web, making it crucial for us to utilize it where appropriate to help drive awareness. Facebook.com has more than 500 million users, of which 70% reside outside the United States.² Our page, Facebook.com/sothebysrealty, is an extension of our brand's less-is-more philosophy, communicating style with extraordinary properties and an outstanding network. Our LinkedIn strategy helps agents connect sellers and buyers, network with new and former clients, and provide information that inspires confidence in our experience and service. Our Twitter account, sothebysrealty, gives followers updates on the latest news and successes within the Sotheby's International Realty® network. These unique, personal and professional tools are strong factors in marketing your home in a way that is easily received by today's consumers.



AN EXCLUSIVE PARTNERSHIP

“THE BUSINESS OF EXTRAORDINARY LIVING”

The Sotheby's International Realty® brand has created a unique, exclusive partnership with *The Wall Street Journal*. Widely promoted and accessible from wsj.com and its sister sites, our partnership consists of a microsite that prominently positions our lifestyle expertise and listing inventory in front of more than 40 million visitors to *The Wall Street Journal's* digital network each month. With a recent 89% increase in international traffic,* wsj.com is clearly a highly respected and influential resource, and a wonderful place to showcase our brand and our listings.

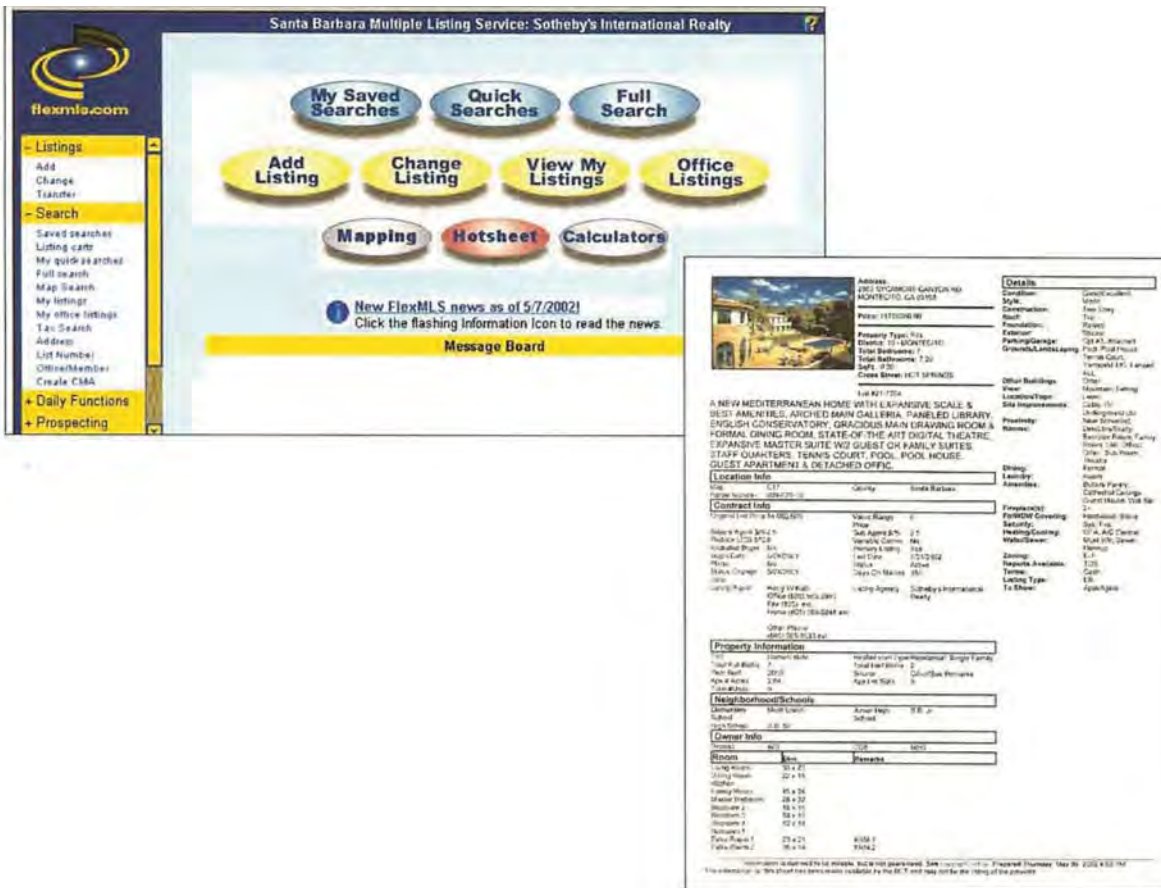


FINANCIAL TIMES & FT.COM

ONE OF THE WORLD'S LEADING BUSINESS NEWS ORGANIZATIONS

Financial Times is one of the world's most respected business newspapers, recognized internationally for its authority, integrity and accuracy. FT provides extensive news, commentary and analysis, to their global readership. Our robust media plan with the Financial Times provides maximum global exposure for our network listings with strategically placed media rich banners on their flagship website, FT.com. Providing entrance to over 2.7 million unique monthly visitors, FT.com drives unsurpassed impressions to our brand and thus, your listing.

SANTA BARBARA MULTIPLE LISTING SERVICE



MLS is the exclusive property of real estate data for Santa Barbara real estate agents. Over 11,000 agents access the system on a regular basis and contribute listing and sold information to MLS ever expanding database. MLS's database is the source of active listing information that is fed to local and national consumer websites, including www.realtor.com, www.WallStreetJournal.com, www.LosAngelesTimes.com and Microsoft's www.homeadvisor.com.

SANTA BARBARA MULTIPLE LISTING SERVICE

MLS #: 09-3785 Address: 936 HOT SPRINGS RD , SANTA BARBARA , California 93108 ; Cross Street: East Mountain Drive



Status	Active	TYP	Home/Estate
Price	\$ 19,500,000	Bedrooms	7
Full Baths	10	Half Baths	1
SqFt.		Source	Public Records
Apx # Acres	7.03	Apx Lot Size FxD	
Apx Lot SqFt		Total #Units	1
Year Built	1922	To Show	Appt/Agent
District	10 - MONTECITO	Neighborhood	Other
Elem. School	Mont Union	Jr. High	S.B. Jr.
High School	S.B. Sr.	City Limits	No
Map Grid	S10	Parcel Number	11030049

Condition: Excellent
Style: Medit
Construction: Two Story
Roof: Tile
Foundation: Raised
Exterior: Stucco
Parking/Garage: Gar #3+; Unc #3+
Grounds/Landscaping: Pool; Pool House; Deck; Patio Open; Patio Covered; SPA-Outside; Sauna; Tennis Court; Dog Run; Lawn; Fruit Trees; Yardsprkl:T/O; Fenced: ALL
Other Buildings: Barn; Shed
View: Harbor; Mountain; Ocean; Panoramic; Setting
Pvt Listing Details: None

Rooms: Basement; Den/Lbry/Study; Family Room
Dining: Formal
Laundry: Room
Amenities: Butlers Pantry; Guest House; Guest Quarters; Remodeled Bath
Appliances Included: Dishwasher; Gas Stove; Refrig
Fireplace(s): 2+; DR; FR; LR; Other
Flr/Wdw Coverings: Carpet; Tile; Hardwood

Location/Topo: Combo
Site Improvements: Public
Proximity: Near Ocean; Near Park(s); Near School(s); Near Shopping
Security: Gate:Elec
Water/Sewer: Mont Wtr; Pvt Well In
Zoning: Other
Terms: Cash
Pvt Listing Details: None
Listing Type: ER

Room Name	Room Level	Dimensions	Room Remarks	Room Name	Room Level	Dimensions	Room Remarks
Living Room	1	14 x 11	FP,BMD Ceiling, FD to Loggia	Master Bedroom	2	18 x 12	FP,Sitting Rm, FD to Terrace
Dining Room	1	29 x 18	FP,BMD Ceiling	Bedroom 2	2	15 x 14	Full Bath
Kitchen	1	32 x 25	Corner FP, Butler's Pantry	Bedroom 3	2	16 x 13	HW Flr, FP,ocean view,pvt bath
Family Room	1	37 x 18	FP,BMD Ceiling,FDRS to Garden	Bedroom 4	2	17 x 12	Hwd Flr, FD to Balcony
Extra Room 1	1	13 x 13	Library, FP,FD to Loggia	Bedroom 5	1	x	2 bedrooms, staff wing
Extra Room 2	1	30 x 25	Pool House/Guest house				

Remarks: Available for the first time in over 30 years, one of Montecito's Seven Crown Jewels – This 1924 Carlton Winslow designed Italian Villa graces a spectacular 7.39± ac site capturing panoramic Pacific Coast and valley views. Old World European ambience is emphasized throughout the home. Complete with pool, tennis ct, guest house, private well and 3 gated entrances. A once in a lifetime opportunity.

Private Remarks: 48 hours notice to show required.

Begin Date	11/11/2009	Original Price	\$ 29,000,000	Stat. Chg. Dt.	11/11/2009	Probate UCB	0
Buyers Agent \$/%	2.50	Var. Comm.	No	Excl. Buyer	No	Primary Listing	Yes
DOM	682	Owner	CLA	Phone	452.2500		

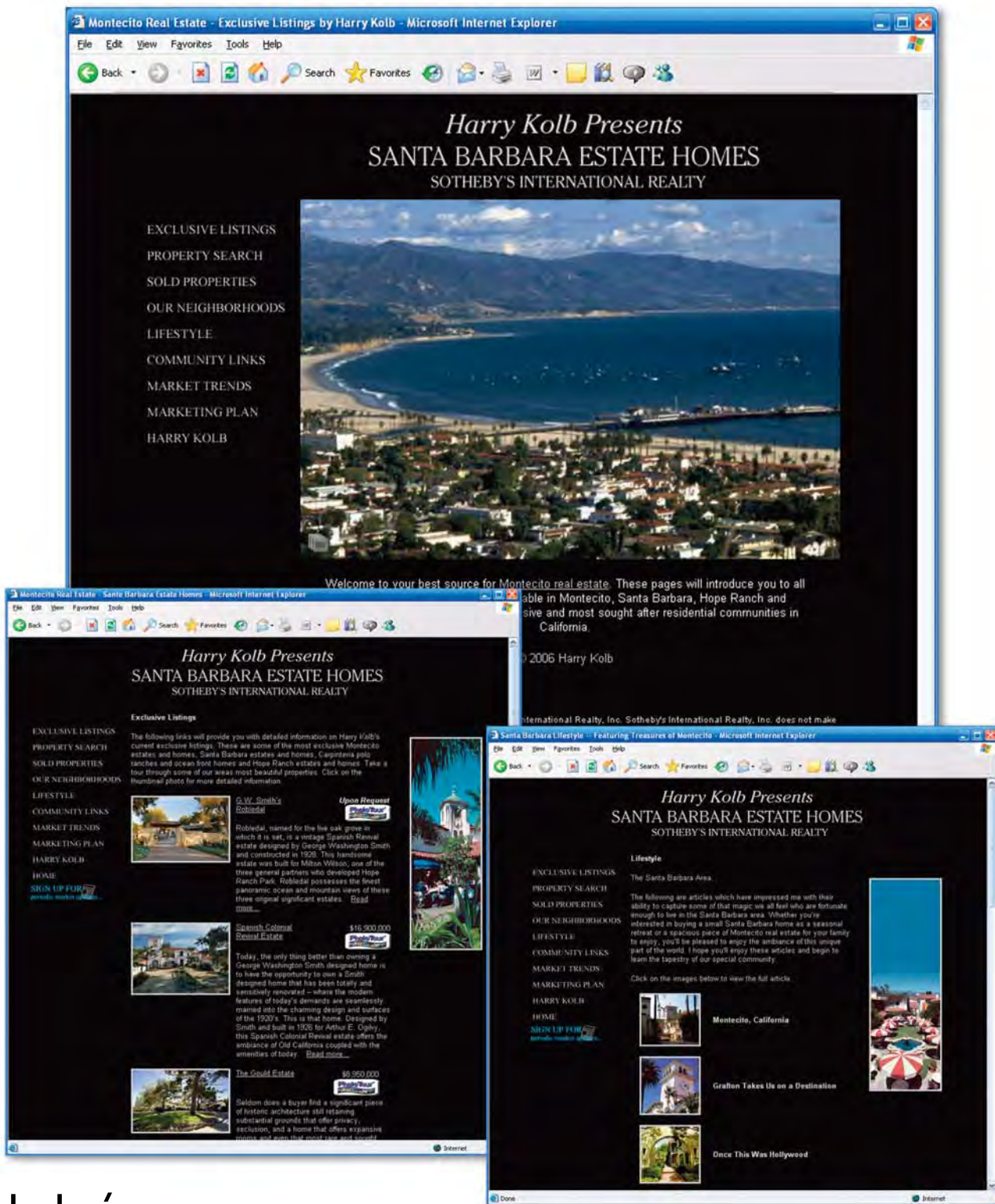
Listing Member	Harry Kolb (805) 565-8633 harry@harrykolb.com	Listing Office	Sotheby's International Realty (805) 969-9993 chelsea.skidmore@sothebyshomes.com
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Information is deemed to be reliable, but not guaranteed.
 Information may be autofilled from county tax records and other sources, or input by listing agents and should be independently verified by users of such information. © 2011 MLS and FBS.
 Prepared by Harry Kolb on Friday, September 23, 2011 3:23 PM
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SANTA BARBARA & MONTECITO ESTATE HOMES

WWW.HARRYKOLB.COM

Browse Harry Kolb's website to view pictures and detailed information on the exclusive homes he represents, in addition to other selected Santa Barbara estate properties. Sample the lifestyle and unique features of our community and select from some of the finer hotels, restaurants and travel accommodations in the area.



SANTA BARBARA & MONTECITO ESTATE HOMES

YOUR PRIVATE MARKETING & SHOWINGS WEBPAGE

Harry Kolb's
ADVERTISING
936 Hot Springs
www.HarryKolb.com

Your Showings Web Advertising Web Statistics Your Web Flyer

Print Media Advertising
Advertising Summary

Please click the dates to see the ad proof that ran for that issue.

July/August 11 April 2010 Issue January 2011 Issue July Restaurant Issue September 2010 LA Area Subscribers July 2011 issue LA Area Subscribers October 2011 LA Area Subscribers

ART in living The Decade in Music Billboard California Style Traveler 1000 VILLA VACATIONS

Country Life Magazine November Issue duPont REGISTRY FINANCIAL TIMES Winter 2009 Jan/Feb 2010 July/Aug 2010 - Full page dedicated to 936 HG

HOMES HOMESLAND Independent Herald-Examiner The California Condor Herald-Examiner

November 2010 January February March 2011 January February March April May June

Jetset Airing It Out Los Angeles Times The Montecito JOURNAL

In our continuing mission to keep you informed of our considerable marketing program to promote your property, we have initiated a new feature which will allow you the convenience of reviewing media advertising that features your home along with a summary of showing activity. This information is available online completely at your convenience. **You can log in any time and check your personal monthly Marketing & Showings Website** by using a private link that can only be accessed by you.

PROPERTY MARKETING
Prepared For The Exclusive Use Of
Mr. & Mrs. Smith

Date	Advertisement Published or Marketing Performed
15-Jun-11	Harry & Michelle in...
10/28/2010	Property photos and desc...
11/3/2010	Property photos and desc...
11/10/2010	Property photos and desc...
11/11/2010	Moments Inland. For...
11/12/2010	Photo tour e-mailed to...
11/14/2010	Santa Barbara Home T...
11/14/2010	Los Angeles Times 'U...
11/17/2010	Property photos and d...
11/17/2010	Home Magazine C...
11/17/2010	Property photos and d...
11/17/2010	www.southcoast.com
11/21/2010	Los Angeles Eas...
11/21/2010	Santa Barbara N...
11/25/2010	Montecito Jour...
11/28/2010	Santa Barba...

PROPERTY ACTIVITY
Prepared For The Exclusive Use Of
Mr. & Mrs. Smith

Date	Notes
11/10/2010	First Broker's Open - Very successful broker's open with many agents who had not seen it before and several that we used to refresh their memory.
11/11/2010	Showing to Mr. & Mrs. Long Beach. They loved the house, the view and the grounds, but they felt the floor plan wasn't work for 4 young children.
11/23/2010	Showing to Mr. & Mrs. It wasn't the lowest bid then and she didn't like the modern living room, but she liked many other aspects of the house.
12/3/2010	Showing to Mr. & Mrs. The clients appreciate it like the house and love the location, but at end of the day, it's not quite right floor plan for them.
12/29/2010	Showing to Mr. & Mrs. New York & Hong Kong. They have one child. He's the managing partner of New York & Hong Kong. They love the house and they're currently living in Hong Kong. They liked you know very much, especially the view, and they will be back in three weeks or so so we are open. We'll let you know how their schedule develops.
1/7/2011	Showing to Mr. & Mrs. The couple Friday loved the house, but felt it was too large for them.
2/8/2011	Showing to Mr. & Mrs. Philadelphia - Family from Philadelphia with one son and a mother-in-law. This was the first time for the Establishment. Has lots of potential and great spaces, but they are really looking for a better view.
2/24/2011	Showing to Mr. & Mrs. Chicago - Heather moved without her husband - Heather knows her husband would like the closeness to Valley Club, but she was not taken with the house.
2/27/2011	Showing to Mr. & Mrs. San LA. They thought the house was beautiful and they loved the grounds, but it wasn't their favorite house that day. They thought the floor plan would work for them and their kids, but they are hold out and she said the open air rooms seemed to small and cramped and the ceilings too low, especially the two private rooms on the 3rd level.

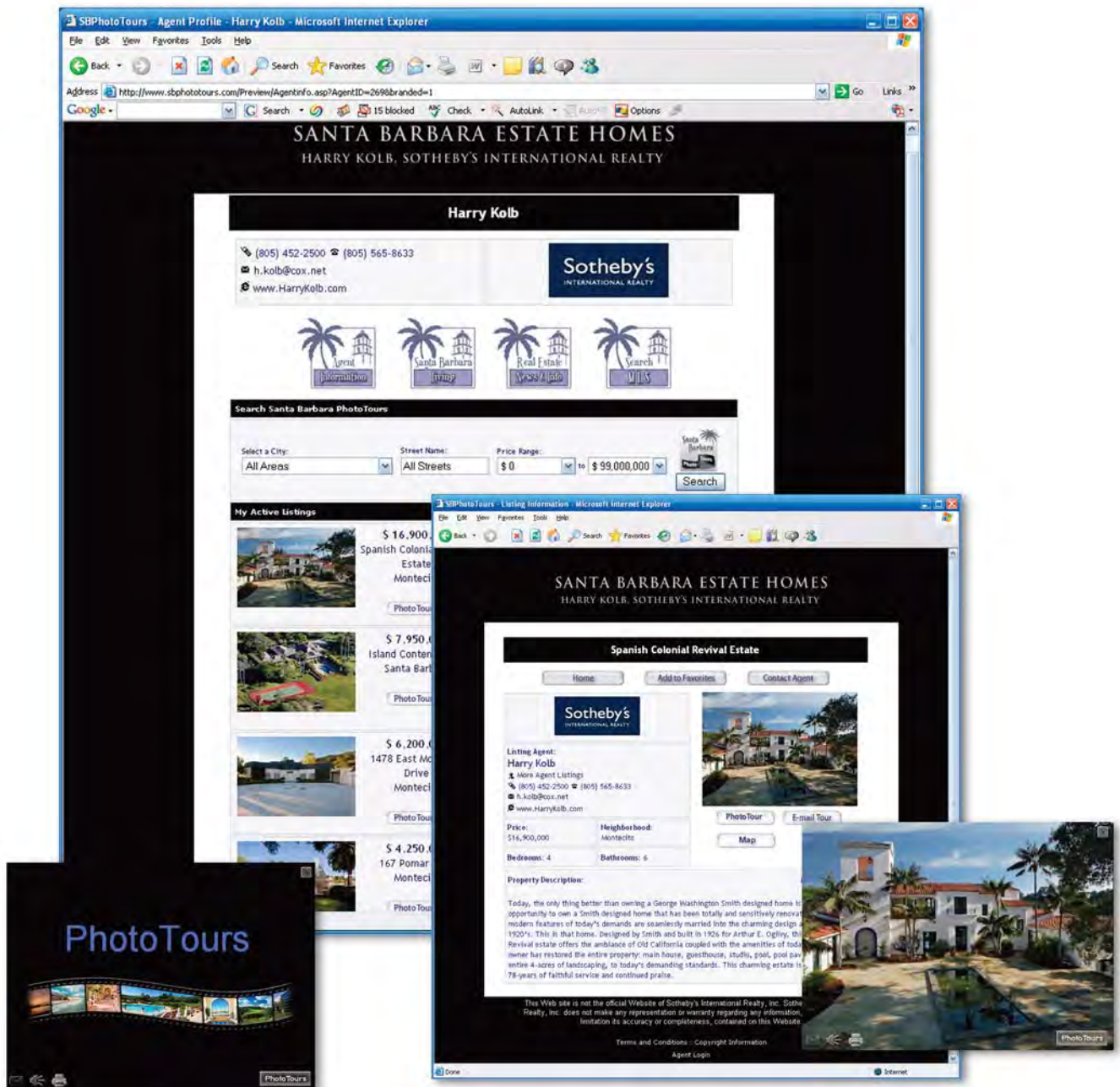
SANTA BARBARA PHOTO TOURS

WWW.SBPHOTOTOURS.COM

Not Just A Virtual Tour. A Complete Marketing Solution!

Features & Functionality:

- High-resolution and panoramic imagery
- Flash PhotoTours™ can be e-mailed to clients and other agents
- Branded PhotoTours™ can be e-mailed by other agents to their clients
- Website links for Realtor.com, FlexMLS, personal & company Websites
- MapQuest with aerial images and driving directions
- View and download Adobe Acrobat files (e.g., brochures, floor plans)



REALTOR.COM

WWW.REALTOR.COM

Personal Promotion to the Largest Audience of Home Sellers and Buyers Online

Put the world's most powerful online marketing system for the real estate industry to work for you. REALTOR.com empowers REALTORS® by helping them secure more listings, sell homes for more and promote themselves to the largest online audience of homebuyers and sellers, including those on AOL and MSN. Find out how this powerful, easy-to-implement system can help you stand out and be seen first in your chosen market.

The Importance of Online Marketing

Home buyers use the Internet to search for a home more than any other media. Home buyers say the two most important features are photos and detailed descriptions. **More and more homebuyers are finding the home they buy online.**



1037 ALSTON RD
SANTA BARBARA, CA 93108
MLS ID#: 06-602

\$8,950,000
5 Bed, 5 Bath
5.07 Acres

Estimated payment:
\$45,256 Per Month*
[Change Assumptions](#)
[Check Local Rates](#)

Presented by

Harry Korb
28 Year Specialist in Estate Properties
Office: (805) 969-9993
Fax: (805) 969-9376

Property Features

- Single Family Property
- Area: Montecito
- County: Santa Barbara
- Year Built: 1918
- 5 total bedroom(s)
- 5 total bath(s)
- 3 total full bath(s)
- 2 total half bath(s)
- Style: Spanish
- Living room
- Dining room
- Family room
- Kitchen
- Den
- Office
- Master bedroom is 20', 11x16', 10'
- Living room is 33'
- Kitchen is 27', 2x21', 11'
- Office is 17', 11x8', 11'
- Heating features: Gas
- Interior features: Breakfast area, Formal dining rm, Wood flrs
- Exterior features: Hill/mountain view, Level lot, Scenic view

Featured Tour

Sotheby's
INTERNATIONAL REALTY

