



“10++! We were listed with another broker for 6 months and had no offer. Lisa and Kacy were so prepared and put together a marketing plan that sold our house in 6 days with multiple offers!”

– David and Lela Arnopole



A DISTINCTIVE MARKETING PROCESS

In the hands of our professionals, marketing is an art form. The advantages we offer our clients cannot be duplicated.

Sotheby's International Realty's local, national and global marketing strength, an essential factor in attracting qualified buyers, is unparalleled in our industry.

Our marketing efforts are led by experienced teams based in New York, Los Angeles and Jackson Hole. These teams are supplemented by community marketing specialists in each of our offices. Working together, they leverage the power of our proprietary programs along with key local opportunities.

Through the combined efforts of our marketing professionals and sales associates, a tailored marketing program is created to ensure that each listing receives the attention and exposure it deserves.

THE WALL STREET JOURNAL

The New York Times

INTERNATIONAL
Herald TribuneForbes
.com

Los Angeles Times

4
NBC

EDITORIAL EXPOSURE

THROUGH OUR RELATIONSHIPS WITH KEY MEDIA OUTLETS,
OUR LISTINGS GET THE ATTENTION THEY DESERVE.

Our listings are regularly featured in newspapers including *The Wall Street Journal*, *The New York Times* and *Los Angeles Times*, glossy magazines including *Architectural Digest*, television programs including WNBC's *OpenHouse NYC* and prominent online outlets such as *Forbes.com*.

Newspapers Including:

Boston Sunday Herald
Boston Globe
Financial Times
The International Herald Tribune
Los Angeles Times
The New York Times
San Francisco Chronicle
The Sunday Times (UK)

The Wall Street Journal

Magazines Including:

Architectural Digest
Avenue
Billboard
Connecticut Cottages & Gardens
Country Life (UK)
Departures
Florida Design
Forbes Life
Gotham Magazine
Greenwich Magazine
Hamptons Cottages & Gardens
Hamptons Magazine
Haute Living
The Hollywood Reporter
House & Garden (UK)
The London Magazine (UK)
Robb Report Collection

Local Publications Including:

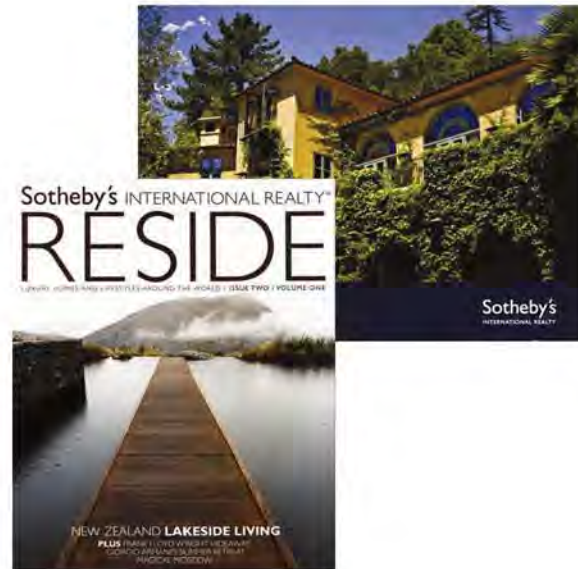
Albuquerque Journal
Bedford Record Review
Boston Business Journal
The Cape Cod Chronicle
Casa (Montecito, CA)
East Hampton Star
Greenwich Post
Jackson Hole News & Guide
Larchmont Ledger
Litchfield County Times
Los Feliz Ledger
Malibu Times
Montecito Journal
Monterey Herald
The New York Observer
Nob Hill Gazette
North Bay Business Journal
Northern Westchester Express
Palisadian Post (Pacific Palisades, CA)
Palm Beach Daily News
Pasadena Star-News
San Gabriel Valley Tribune
San Jose Mercury News
Santa Barbara News-Press
Santa Fe New Mexican
The Scarsdale Inquirer
Sonoma Index Tribune
Southampton Press
Westchester County Business Journal
Wyoming Business Report

Television:

CNBC
CNBC Europe
Fox News Europe
WNBC Open House NYC

Internet:

BusinessWeek.com
CNBC.com
CNNMoney.com
Forbes.com
lht.com
Primelocation.com
Rightmove.co.uk
RISmedia.com
TheStreet.com
Smartmoney.com



QUALITY PUBLICATIONS

WE POSITION PROPERTIES TO QUALIFIED AUDIENCES UNIQUELY AND WITH STYLE.

Sotheby's At Auction

Published by Sotheby's auction house to showcase the most important objects and works of art offered at Sotheby's worldwide auction locations. Every issue features a gallery of select properties for sale.

Circulation 40,000+ • Mailed to key Sotheby's clients and subscribers globally

Sotheby's International Realty RESIDE®

The Sotheby's International Realty® Network's semi-annual magazine, featuring property listings and editorial along with lifestyle news and trends.

Circulation 140,000+ • Mailed to subscribers of *Architectural Digest*, *Conde Nast Traveler* and *Sotheby's At Auction*

Regional Catalogs

Targeted catalogs featuring properties for sale by region, published 1-3 times per year.

Circulation 25,000 - 50,000+ • Distribution to active and potential clients by mail, local distribution arrangements and email (available in electronic format)

Property Brochures

Beautifully designed with images and detailed information and distributed to local and distant buyers.



PRIME POSITIONING

CONNECTING WITH "CONNOISSEURS OF LIFE."

The Sotheby's International Realty® brand advertising campaign is aligned with several "best in class" media partners, each boasting some of the most qualified readerships available. The campaign's goal is to effectively attract and engage a target audience that has the means and inclination to purchase the homes we represent. The cumulative impact of the campaign is over 100 million media impressions per year, which strengthens awareness of our brand and drives leads to our offices, agents and listings on sothebysrealty.com, the Web site for the Sotheby's International Realty® global network.



THE NEW YORK TIMES

ACCESS TO HIGHLY LOYAL AND ENGAGED INFLUENCERS.

Circulation: 1,500,000 • Average Household Income: \$109,304

The New York Times targets the most influential and loyal readers in New York and the nation. Our brand and the homes we represent receive high-profile placement and national circulation through the pages of this prestigious newspaper's dedicated luxury real estate section, aptly entitled "Luxury Homes & Estates." This portion of the magazine showcases distinctive properties of all types – from the country's most exquisite homes to vacation getaways and contemporary masterpieces – making this a perfect vehicle to market your home.



INTERNATIONAL HERALD TRIBUNE

THE GLOBAL EDITION OF THE NEW YORK TIMES.

Circulation: 242,073 • Average Income: \$286,743 • Audience: Europe/Middle East/Africa 51%; Asia/Pacific 49%

The *International Herald Tribune* (IHT) is the international voice of *The New York Times*, and its authoritative journalism reaches 180 countries. The *IHT* is written for people who know that global events and trends affect their work and their lives. Our partnership with this key daily newspaper goes beyond just the pages we advertise in. Through four-page color wraps around editions of the newspaper with targeted bonus distribution we are able to showcase our listings at some of the most prestigious events in the world including Wimbledon and the Cannes Film Festival.

THE WALL STREET JOURNAL

CONNECTING WITH THE BUSINESS READER.

Circulation: 1,878,927 • Average Income: \$315,548 • Audience: US 91% / Asia 4% / Europe 5%

The *Wall Street Journal* reaches individuals with the means to buy or sell exceptional properties locally or internationally. The *Journal* connects our listings with the world's most affluent buying audience, and offers the additional benefits of exposure in geographically targeted print editions as well as on one of the world's most trusted financial sites, wsj.com.



ROBB REPORT VACATION HOMES

AN AUTHORITATIVE RESOURCE FOR AN EXCLUSIVE MARKET

Circulation: 100,000+ • Average Household Income: \$200,000+

Robb Report Vacation Homes celebrates the exclusive world of resort home ownership by addressing the unique interests and needs of wealthy multiple home owners, buyers and sellers. Each issue profiles new real estate communities and future developments along with the latest trends on amenities and features that appeal to this elite audience.



LOCAL ADVERTISING

INDIVIDUAL, LOCAL AND CUSTOM-TAILORED

An individual plan will be custom-tailored to market your home and will include a combination of key elements. Our reach is local, national and international and it is a proven approach that our cumulative marketing and advertising efforts will generate results for you regardless of a specific advertisement. To that point, we will employ the following regional publications: Santa Barbara News-Press, Santa Barbara Magazine and Haute Living.



HARRY W. KOLB, INC.

Representing our most distinctive homes for over 30 years.



Italian Country Home in Cima del Mundo ~ Offered at \$14,950,000



'Villa La Quinta' ~ One of Montecito's 7 Crown Jewels ~ Newly Offered at \$19,500,000



French Country Home with Golf Course Views
Offered at \$6,950,000



'Vista del Mundo' in Hope Ranch
Offered at \$6,800,000



Spanish Colonial Ocean View Home
Offered at \$4,995,000



G.W. Smith Ocean View French Normandy
Offered at \$3,850,000

805.452.2500

Visit www.HarryKolb.com for photo tours & further details.

Sotheby's
INTERNATIONAL REALTY

ARCHITECTURAL DIGEST

THE INTERNATIONAL DESIGN AUTHORITY

JULY 2011

An Exclusive Tour of the Star's Bel Air Estate



The Private World of Eliza

SOTHEBY'S INTERNATIONAL REALTY
EXCLUSIVE REPRESENTATIVES OF ARCHITECTURE, CALIFORNIA'S FINEST ESTATES

"A ROBERT WEBB PROJECT"
Marine City, CA
Offered at \$15,000,000
Luxurious Poolside
400,000 sq ft
Marine City and Ocean View Property
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Marine City, CA
Offered at \$12,000,000
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Pristine Lagoon, Pool, Boat Docking
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MEDITERRANEAN-STYLE ESTATE
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Offered at \$10,000,000
Luxurious Poolside
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Marine City and Ocean View Property
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STUNNING ESTATE
Marine City, CA
Offered at \$8,000,000
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Pristine Lagoon, Pool, Boat Docking
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SOTHEBYSIOMES.COM/SOCAL

SOTHEBY'S INTERNATIONAL REALTY

EXCLUSIVELY REPRESENTING SOUTHERN CALIFORNIA'S FINEST PROPERTIES



MONTECITO: Montecito Crown Jewel.
One of 7 Crown Jewels, 1924 Carlton Winslow, approx. 7.39 acres, ocean views, guesthouse, pool, Japanese garden, tennis court. \$24,000,000 WEB: 0113171
Harry Kolb 805.452.2500
Montecito Coast Village Road Brokerage



MONTECITO: Italian Country-Style.
Newly constructed in 2011, approx. 5 acres, panoramic ocean and mountain views, 5 bedrooms, approx. 3,900 sq.ft. of entertainment terrace. \$14,950,000 WEB: 0113464
Harry Kolb 805.452.2500
Montecito Coast Village Road Brokerage



MONTECITO: Las Ventanas.
Tuscan-style hillside estate on approx. 9 acres. Unbounded coastline vistas from nearly every room. \$9,450,000 WEB: 0113457
Harry Kolb 805.452.2500, Liza DiMarco 805.450.3795
Montecito Coast Village Road Brokerage



SANTA BARBARA: French Country-Style Home.
Enchanting setting on approx. 2 acres overlooking Valley Club Golf Course, 6 bedrooms, office, pub room, 2-bedroom guest house, pool and spa. \$6,950,000 WEB: 0113375 Harry Kolb 805.452.2500
Montecito Coast Village Road Brokerage



MONTECITO: Riven Rock Retreat.
Approx. 1.4 acres in Riven Rock with mountain views, features 4 bedrooms, 4.5 baths, pool, tennis court and gorgeous gardens. \$4,900,000 WEB: 0631843
Jennifer Johnson 805.455.4300
Montecito Upper Village Brokerage



SANTA BARBARA: Restored 1904 Estate.
The heart of Santa Barbara. 8-Bedroom, 7.5 bath residence near the Mission. Step into a bygone era of elegance with modern amenities. \$3,700,000 WEB: 0592298
William and Rose Marie Reed 805.896.3002
Santa Barbara Brokerage



HOLLYWOOD HILLS WEST: Entertainer's Paradise.
Exclusive Upper Outpost Estates. Masterfully detailed architectural pool home; idyllic Hollywood Hills retreat. 3 Bedrooms, 2.5 baths. \$2,749,000 WEB: 0284270
Juan Longfellow 310.920.3019, Louise Leach 213.344.8090
Los Feliz Brokerage



SOLVANG: Rare Designer Farmhouse.
Designer farmhouse with sweeping vineyard panorama. Elegant approx. 4,100 sq.ft. Mark Hemming home with 3-room poolhouse and stunning views. A crown jewel property. \$1,995,000 WEB: 0621480 Doris Banchik 805.588.3616 Santa Ynez Valley Brokerage



LOS ANGELES: Stunning Custom Cheviot Hills Home.
Warm spacious custom 3-bedroom, 3.5-bath plus office serenely set back from the street with a large motor court. Exceptional details throughout. \$1,895,000 WEB: 0306915
Arleen Fidler 310.259.3320
Sunset Strip Brokerage

SOTHEBYSHOMES.COM

Sotheby's
INTERNATIONAL REALTY

BRENTWOOD | BEVERLY HILLS | LOS FELIZ | MALIBU | MONTECITO | PACIFIC PALISADES | PASADENA
SANTA BARBARA | SANTA MONICA | SANTA YNEZ VALLEY | SUNSET STRIP | WESTLAKE VILLAGE

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THE LOS ANGELES TIMES

Los Angeles Times Homes, Westside section is delivered with the Saturday and Sunday Los Angeles Times newspaper. Sotheby's International Realty has a two-page spread every week which features 6 property photographs. Line ad sections are included to promote Open Houses, Exclusive Residences, Condominiums, Leases, and Land listings. Every Sotheby's International Realty listing is advertised every week (except holidays).



'LA QUINTA' ITALIAN VILLA
Montecito, California

Sotheby's
INTERNATIONAL REALTY



architect Carlton Winslow, graces one of Montecito's most spectacular 7-acre sites with Old World European ambience. Approached through massive iron gates, and from a long private drive leading to a motor court, the residence sits at a vantage point capturing spectacular views of the entire Montecito valley and the Pacific Coast to the Channel Islands beyond. This is truly one of the most romantic homes in Montecito.

La Quinta provides a sense of peace and privacy with its enclosed terraces and sunny patios all facing the ocean. There are numerous amenities all in keeping with the flavor of a true Italian-Mediterranean estate with its terra-cotta tile roofs, broad sunny terraces, arched portals, inviting patios, massive wood beamed ceilings, imported tile, and decorative European and wrought-iron finishes.

The property includes a wonderful 75' pool and spa, an inviting one-bedroom guest house, a full manager's or guest apartment, N/S Championship tennis court, an

elaborate Japanese water gardens, a vegetable garden and expansive lawns.

The house was originally commissioned in 1922 by Grace Hayes, a northern California resident, from Carlton Winslow, who usually devoted his time to grander buildings like the nearby eighty room mansion, Casa Dorinda. The details found at La Quinta suggest that Winslow traveled to Italy to study specific and aesthetic aspects of correct proportions, detailing, finishing, and siting for the beautiful residence.

PROPERTY BROCHURE

UNRIVALED ACCESS TO QUALIFIED PEOPLE

We understand the unique value of your home and will develop a marketing plan that will provide the attention and exposure it deserves. One of our first initiatives will be to create a compelling professional marketing brochure printed on heavy cardstock paper. By combining professional photography and attention getting narrative details, your home's brochure will act as an essential tool in attracting qualified buyers locally, nationally and globally. Our distinctive marketing process provides advantages for our clients that cannot be duplicated.