

# SELLER

# Marketing

# PLAN



Julia B  
Fee

**Sotheby's**  
INTERNATIONAL REALTY



# Your Partner



## POWERFUL HERITAGE

# Sotheby's is more than *just our name.*

Over the last two centuries, Sotheby's auction house has built an iconic brand with unparalleled prestige. Today, Sotheby's International Realty builds on its legacy with the auction house by offering the same elevated standards and exemplary service. We harness the global power of the Sotheby's name and its proprietary database of 700,000 clients to create opportunities and introduce your property to the most qualified buyers all around the world.

BACKED BY THE BEST

Our numbers  
*are your assurance.*

\$157 billion

Global sales volume, 2024 \*USD

84

Countries & territories

26,100

Sales associates

1,100

Offices worldwide

33 Million

Annual web visits  
to sothebysrealty.com

#1

Most profiled real estate  
company in the news\*

1.2 Million

Engaged social followers

\$4.6 Billion

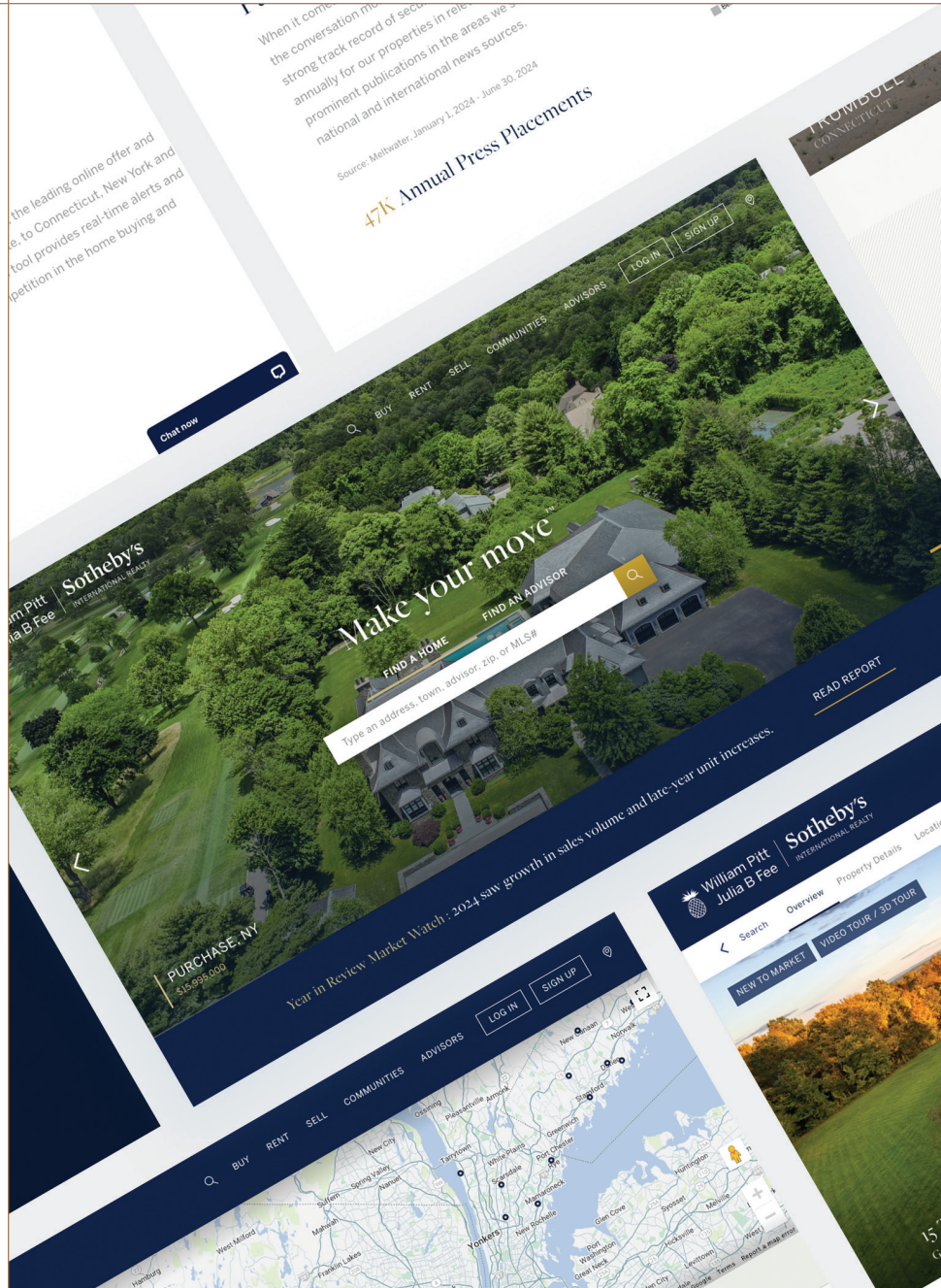
Annual global referrals

1744

The year our heritage began

\*Source: Meltwater, January 1, 2024 - December 31, 2024





## LOCAL RESULTS

Our numbers  
*work for you.*

**\$5.6 Billion**  
2024 Sales Volume

**29**  
Offices in 3 States

**1,100**  
Advisors

**#1**  
Most Profiled Local Real  
Estate Company in the News

**4.5 Million**  
Total Website Views on  
**juliabfee.com** in 2024

# Your Property



## PERSONALIZED STRATEGY

# The attention *your property deserves.*

At Julia B. Fee Sotheby's International Realty, we understand that each property and seller is unique, so we offer you an exclusive tailor-made strategy. We execute that strategy by combining our vast experience, innovative technology, and unmatched global reach to attract the attention of the most qualified buyers around the world.





## ICONIC PROPERTY MARKETING

# A brilliant *presentation*.

We take pride in showcasing our properties with rich photography, ultra-high-definition video and virtual reality tours to help inspire buyers and sellers more than ever. This portfolio is the centerpiece of our marketing efforts, both in print and online.



## SHOWCASE WEBSITE

# Be where the *world is looking.*

We make sure your home stands out from the crowd, that it is easy to find, and that it captures a buyer's attention by giving them the most comprehensive representation of your property. We accomplish this by building a showcase website that is dedicated entirely to the listing with its own unique web address.





Scan your phone to explore  
our digital brochure inventory.



## LISTING 360° SUITE

# A multi-angled *marketing approach.*

We will create an interactive experience of your home for potential home buyers with Listing 360°, our cutting-edge digital marketing suite. The centerpiece of the product is a digital brochure that leverages our exceptional photography and is designed to include additional enhancements including virtual tours, property videos, town guides, floor plans, survey maps, and more.

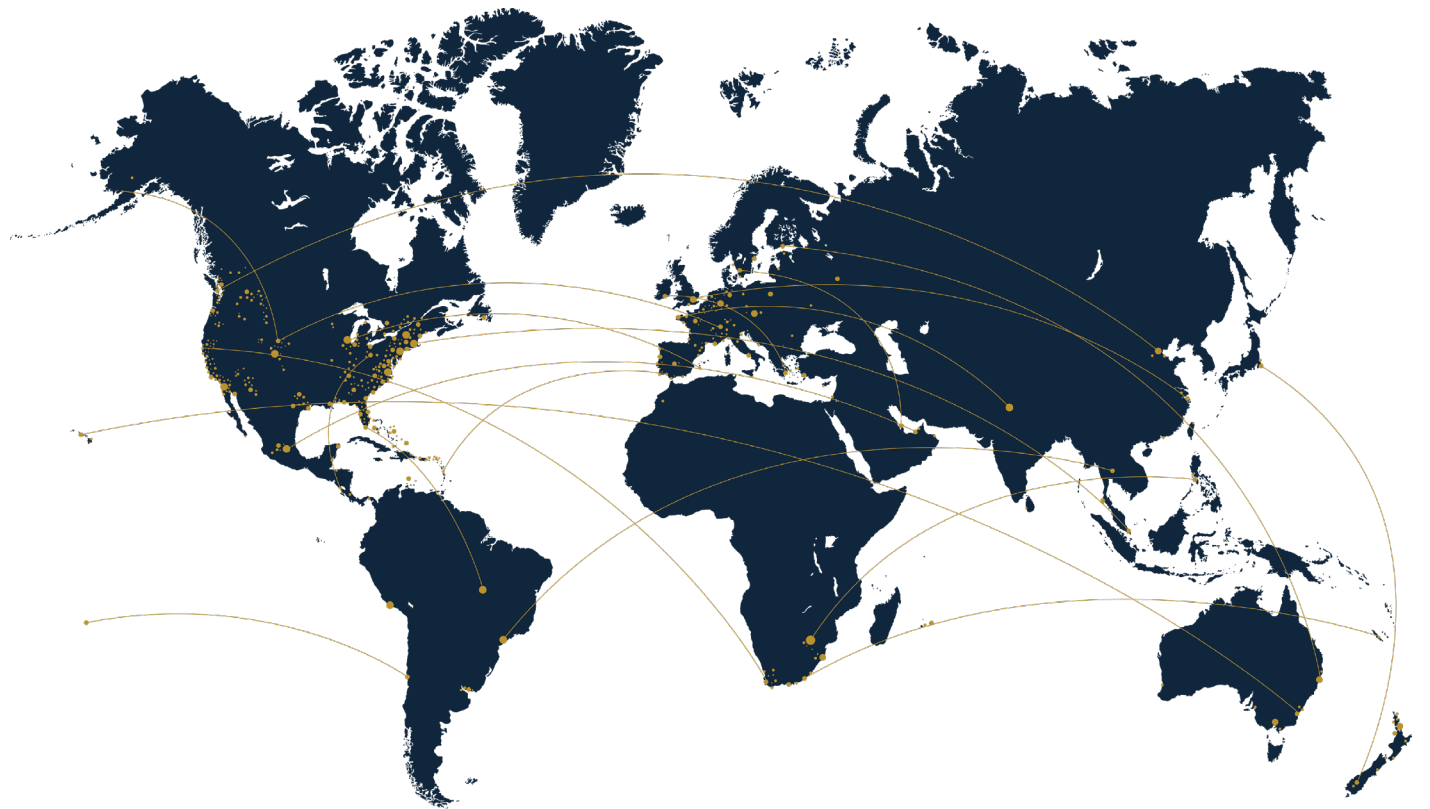
# Your Advantage



## GLOBAL CONNECTIONS

# Our world *is yours.*

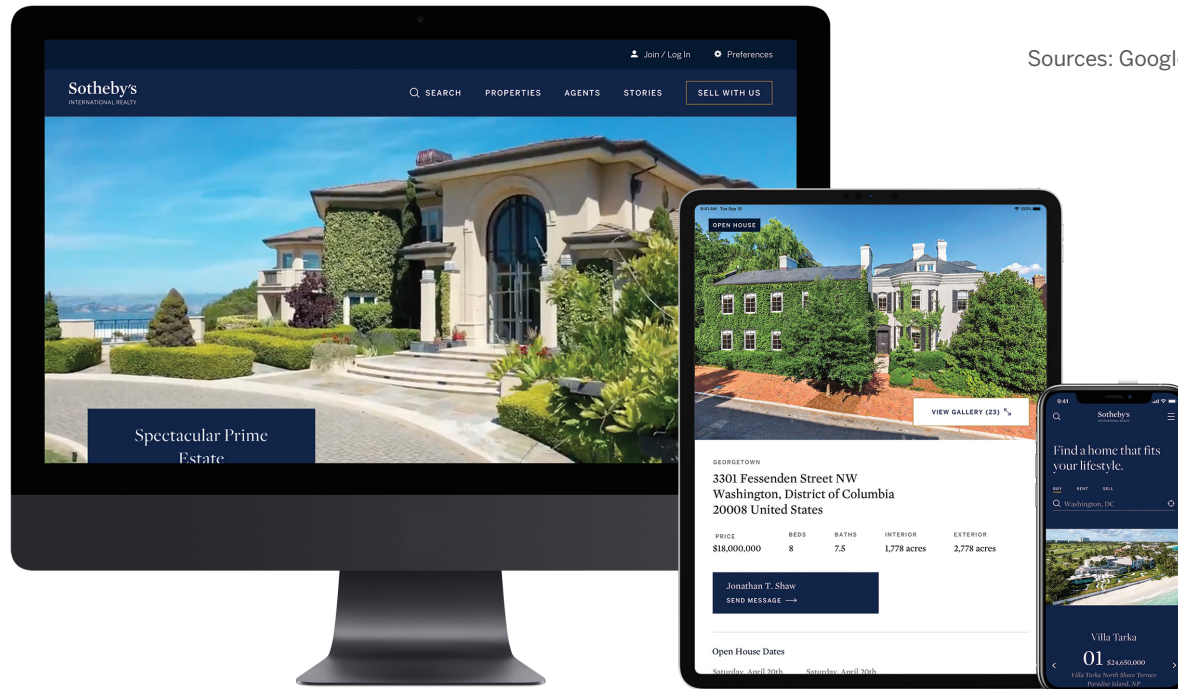
Sotheby's International Realty is the only truly global luxury real estate company with 26,100 advisors working in more than 1,100 offices across 84 countries and territories. Our unparalleled network works together to meet your needs and expectations.



## ONLINE EXPOSURE

# We bring the world *to your home.*

We make your listing easy to find online with our Webby Award-winning website and finely tuned SEO. Sothebysrealty.com enables millions of visitors to immerse themselves in engaging videography, impactful photography, and inviting virtual tours.

**33 Million**

sothebysrealty.com visits in 2024

**14**

Languages

**59%**

Visitors from outside the U.S.

**42%**

Organic search traffic

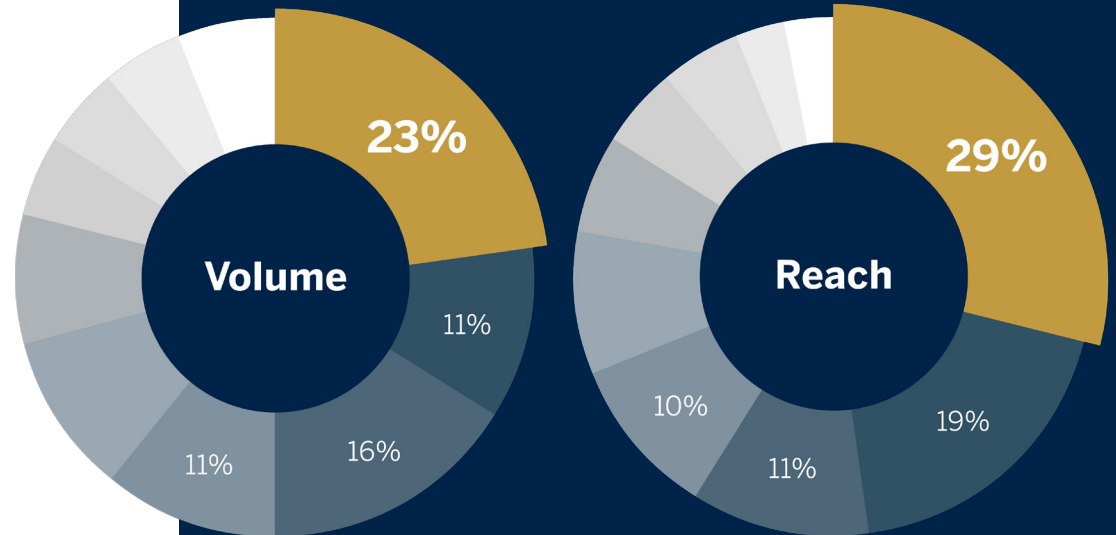
Sources: Google Analytics and Listrac - Full Year 2024

## PRESS EXPOSURE

# Our reputation *is your advantage.*

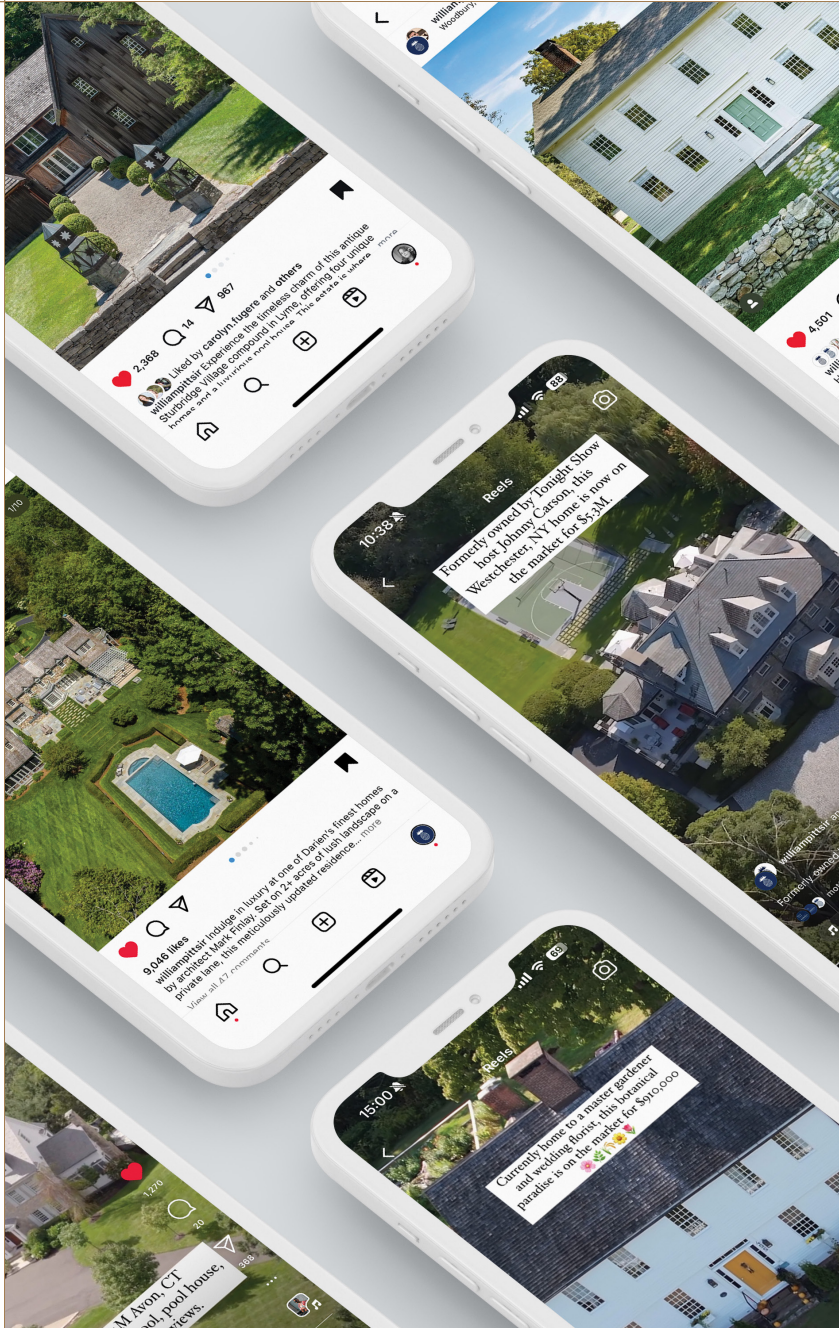
Our press team possesses strong relationships with leading national and international media outlets who drive buyers to our website and your property. We are the most profiled luxury real estate brand in the news.

Source: Meltwater, January 1, 2024 - December 31, 2024



## 2024 PRESS SHARE OF VOICE





## SOCIAL MEDIA

# Our connections *become your connections.*

We craft exclusive social media content for people passionate about fine living. Our regional social channels, @williampittsir and @juliabfeesir, boast a following of over 215K. We hand-select the most unique listings for inclusion on these channels.

## SOTHEBY'S INTERNATIONAL REALTY CHANNELS

Sotheby's International Realty has a growing number of over 1.3M followers viewing their content on Instagram, YouTube, Facebook, Pinterest, LinkedIn, Twitter, TikTok and WeChat. Their award-winning YouTube channel has more video views and subscribers than any other real estate brand. Our team pitches extraordinary listings to the brand for potential exposure on these channels.

Placement is not guaranteed on social channels.



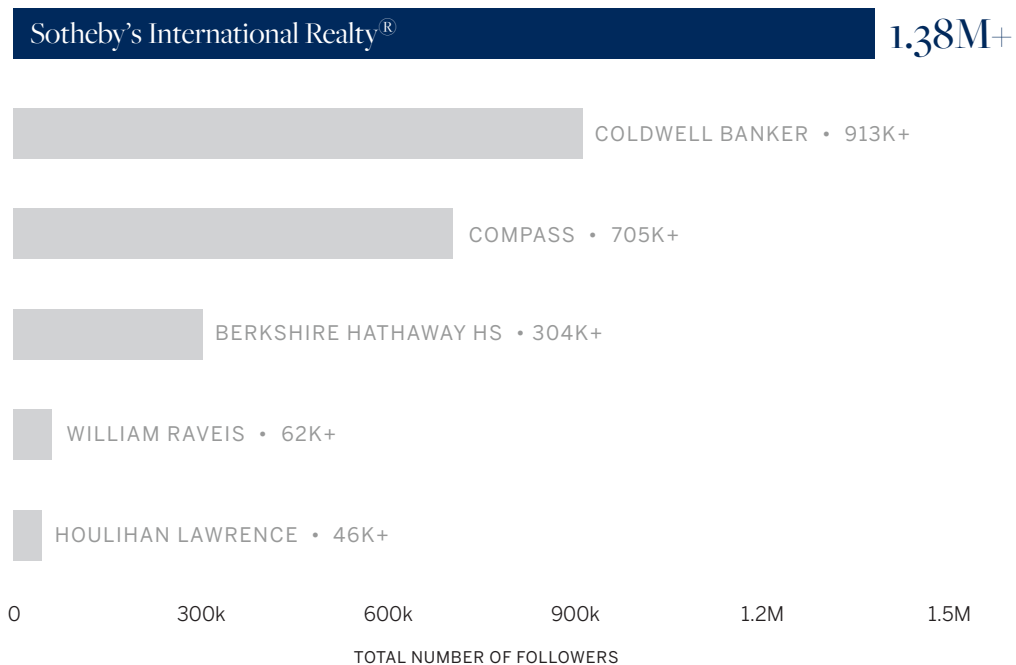
## WESTCHESTER COUNTY

# We cast the *widest* net

As masters of real estate marketing, our brand presence across social media is unmatched and a leading driver of traffic to our listings on [juliabfee.com](https://juliabfee.com) and [sothebysrealty.com](https://sothebysrealty.com).

## NUMBER OF FOLLOWERS ON ALL SOCIAL MEDIA PLATFORMS

By Brand<sup>1</sup>



<sup>1</sup> Local brand corporate social media follower counts on Facebook, Instagram, TikTok, YouTube and LinkedIn have been combined with their associated national brand name corporate accounts on the same social media channels. In instances where the local firm does not have a national brand name, local corporate follower counts are used. Follower counts as of 1/28/25. <sup>2</sup> WilliamPitt.com Google Analytics for 2024. Referring sites data excludes search engines and paid advertising. Placement on William Pitt Sotheby's International Realty or Julia B. Fee Sotheby's International Realty social media channels is not guaranteed.

## TOP TRAFFIC SOURCES

3 of *the Top 5* websites<sup>2</sup> driving buyers to [juliabfee.com](https://juliabfee.com) are social media platforms.



Julia B  
Fee

Sotheby's  
INTERNATIONAL REALTY


## AN EMPHASIS ON VIDEO

# Where your home *comes to life*.

We know first impressions are so important, which is why we invest heavily into creating exceptional video content for the properties we bring to market.

- **73% of homeowners** are more likely to list with a realtor who uses video marketing.
- **70% of buyers** watch videos to get a better look inside a home.
- Listings with video receive **403% more inquiries** than those without.
- Videos are **shared 1,200% more** than text and links combined.

Sources: Google, NAR, ARG



Sotheby's International Realty reached a global audience with over

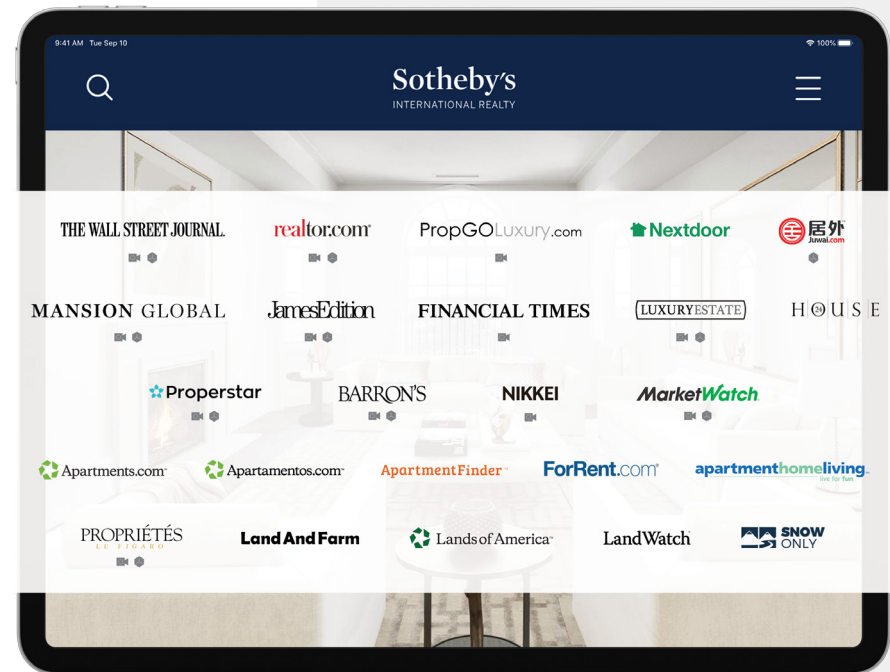
65M

VIDEO VIEWS IN 2024

## PROPERTY SYNDICATION

# Top media partners *drive* *traffic to your listing.*

As soon as your property is on sothebysrealty.com, it is also distributed across a variety of leading websites across the world, maximizing reach and exposure.



VIDEO VIRTUAL REALITY

\*Properstar will expand our syndication portfolio by 34 additional websites.



AD

Instagram

EXPANSION

FINANCIAL TIMES

inman



MANSION GLOBAL

The New York Times

PROPRIÉTÉS  
LE FIGARO

theTradeDesk

AD  
MEXICO

dwell

facebook

Google

JamesEdition

LUXURYESTATE

NIKKEI

PropGOLuxury

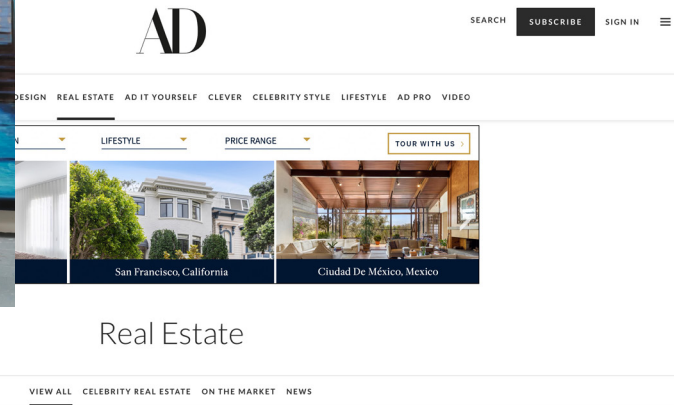
South China Morning Post

THE WALL STREET JOURNAL

BRAND ADVERTISING

No one can draw  
*more eyes to your listing.*

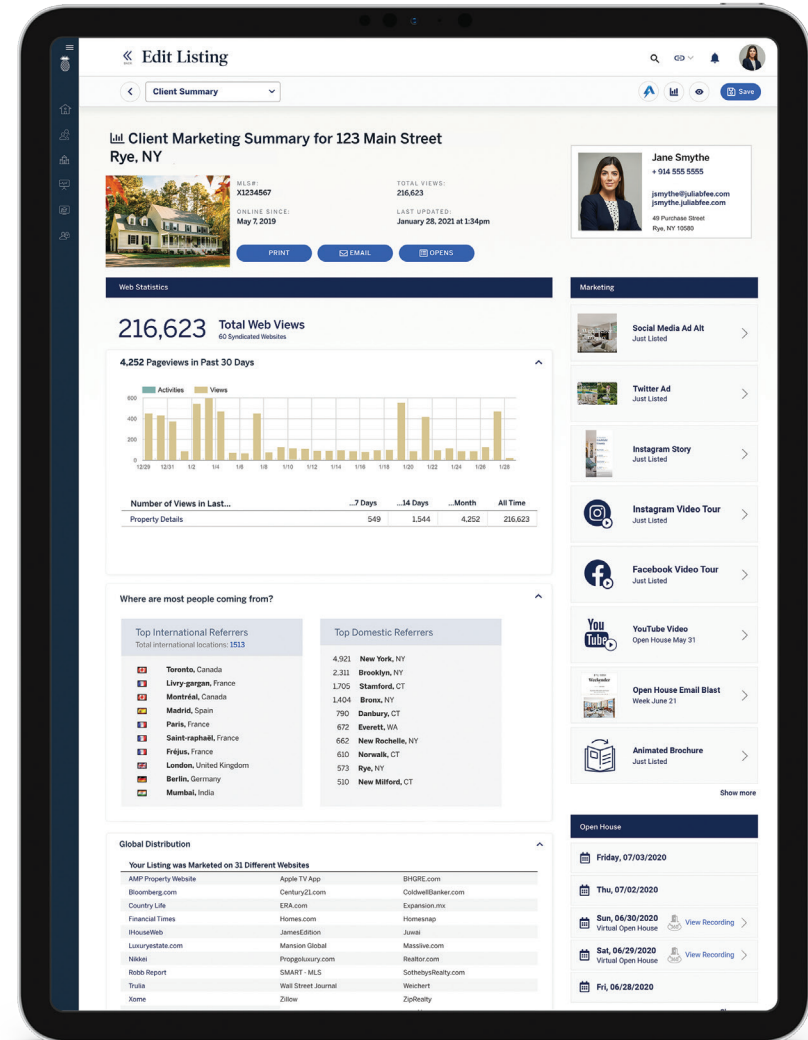
We work with the best online and print  
publishers to drive better performance and  
more return for our clients.



## PROPERTY PERFORMANCE

You'll see the results  
*as they unfold.*

We provide data on the web traffic for your listing and the number of showings. This helps steer the sales strategy along the way and guide informed decisions.



# Your Advisor



YOUR REAL ESTATE ADVISOR

# Zebee Amy Voss

SINGULAR CLIENTS | SINGULAR PROPERTIES | SINGULAR SERVICE

Whether you are buying or selling your investment or your sanctuary, it is one of the most consequential undertakings of your life. I have earned the trust and respect of my diverse client base by attuning to and meeting their very specific needs and expectations.

An unwavering commitment to my clients' success, a comprehensive knowledge of the industry and keen understanding of the market has created a track record of delighted clients.

Unmatched sales and market expertise ensures that results are as singular as the properties and clients I represent. It's my privilege to steward such an important part of your singular story.

Julia B.Fee Sotheby's International Realty

ZAV@ZAVoss.com

917.583.1087

Licensed Real Estate Salesperson



# YOUR SINGULAR SUCCESS

THE REVIEWS SPEAK FOR THEMSELVES.

“

An **exceptional woman** and real estate agent.

Her market knowledge, skillful strategies, efficiency, professionalism, and pleasant manner are unmatched.

I cannot recommend her enough to anyone entering the real estate market. Speak to her once, and you will know the value she can bring to the table.

”

Zebee will be the **trusted advisor** you need for such a major decision.

“

She worked tirelessly. I would highly recommend her to anyone.

“

She adds so much to our experience: she is a teacher, making us aware of many things we would never have thought about, she **mentors us and guides us through the process.**

She is always extremely patient and **full of excellent perspectives** and ideas.

We have had a handful of Real Estate Salespeople, and Zebee is just head and shoulders above the rest!

“

She is **extremely knowledgeable** in her field.

“

Zebee jumped through hoops and hurdles with her **great negotiation skills, attention to detail, and passion;** truly made the whole process super easy and seamless.

”

An **excellent choice for a realtor.** High quality and character all the way.





## PRICING STRATEGY

# The right price *gets the best result.*

Experience shows that pricing a property correctly from the start results in the greatest buyer interest at the most favorable price. We will carefully analyze the market using our local expertise to determine the optimal price for your property.

## PRICING STRATEGY

We combine  
knowhow  
*with can-do.*

Let's focus on what matters most to you:  
The value of your property  
Its positioning in the local market

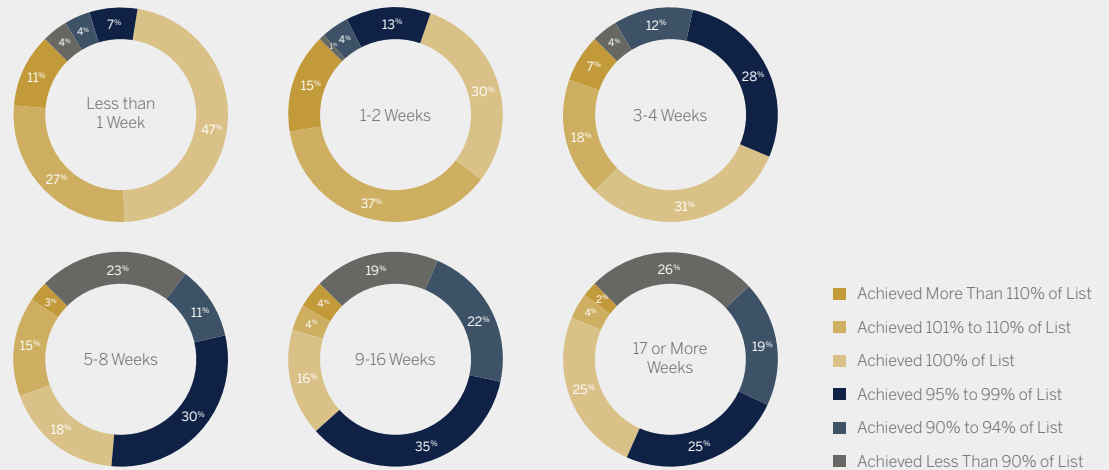
Our goal is to understand your expectation  
and help you meet that in the most  
expedient and effective way possible. When  
going to market, correct pricing has proven  
to achieve the best results.

When determining the price, we will present  
a thorough comparative market analysis  
(CMA) to help us arrive at a competitive  
and market driven solution to achieve the  
optimal price for your property.

\*Source: 2022 NAR Profile of Home Buyers and Sellers

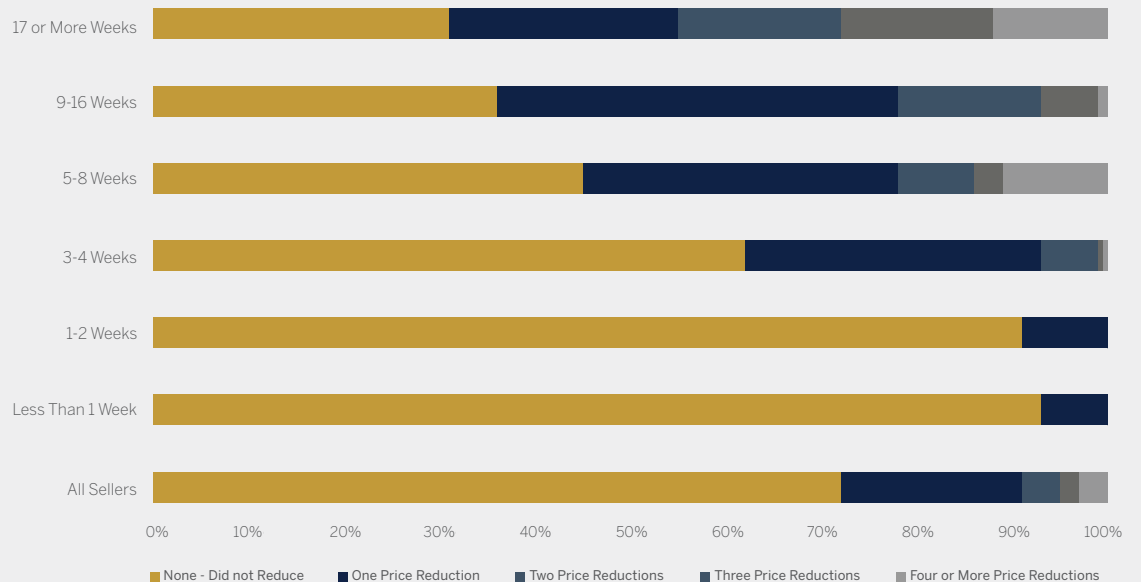
## NUMBER OF WEEKS ON MARKET VS. SALE PRICE AS A PERCENTAGE OF LIST PRICE

Properties achieve higher sales prices during a peak initial interest period



## NUMBER OF WEEKS ON MARKET VS. NUMBER OF PRICE REDUCTIONS

Properties that are overpriced may ultimately see more price reductions.





## THE SELLING PROCESS

You'll like  
*the way we work.*

Together we'll follow a proven path to success.

1

## PREPARE YOUR PROPERTY

We'll work together and leverage our award-winning sothebysrealty.com website to showcase your property in the very best light.

2

FINALIZE YOUR  
MARKETING PLAN

We'll provide you with an in-depth plan for unrivaled worldwide exposure.

3

LAUNCHING  
YOUR SALE

This is the big day when we announce your listing to the world.

4

REPORTING YOUR  
PROGRESS

We'll keep you in the loop all along the way with access to our live data dashboard as well as showing details and feedback.

5

## CLOSING THE TRANSACTION

We're with you every step of the way, from due diligence to signature of the deed.

THANK YOU

# Trust builds a lasting relationship.

Thank you again for this opportunity to share our qualifications.

We would love to work with you and show you why we've earned the trust of so many clients. Trust, of course, is all about comfort. It's about feeling at home.

Julia B  
Fee



**Sotheby's**  
INTERNATIONAL REALTY

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