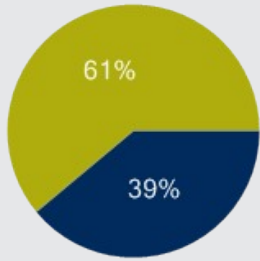


TOTAL VISITS

706,647

UNIQUE VISITORS

471,311



■ New Visitors ■ Returning Visitors

AVERAGE VISIT LENGTH

04 min 08 sec

PROPERTY DETAIL VIEWS

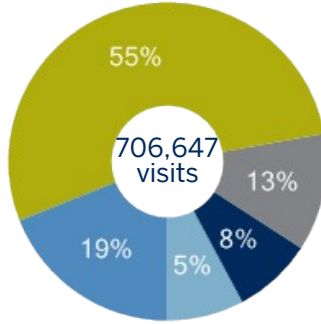
1,271,367

AGENT PROFILE VIEWS

177,850

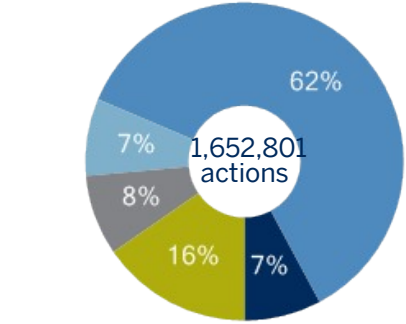
Sothebyshomes.com reaches a broad yet targeted audience, drawn by our high profile media placements and visibility in search engines like Google. While consistently attracting new visitors, the website maintains a high percentage of returning visitors and engages them with our distinctive content. The time they spend and the actions they take show that visitors have a meaningful online experience with both our listings and agents.

HOW VISITORS FIND US



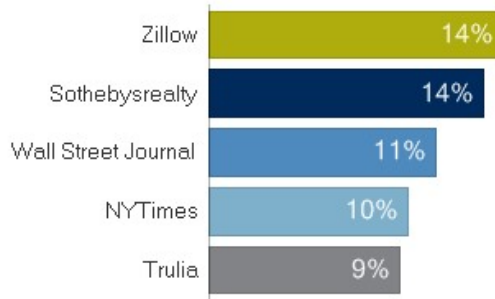
■ Search Engine ■ Online Ads
■ Partner Sites ■ PR / Social Media / Promotion
■ Typing in our URL

ACTIONS VISITORS TAKE

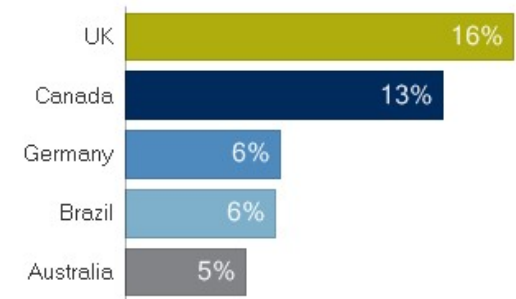


■ Request Showing/Info ■ Print Brochure
■ Email Us ■ Print Floorplan
■ Forward to a Friend

TOP REFERRING SITES



TOP INTERNATIONAL AUDIENCE



MOBILE ACTIVITY

Tablet users can explore our full site, while users on the go can access our smartphone-optimized site with GPS technology. As the shift toward mobile devices continues, we constantly evaluate and adapt our strategy to maximize exposure across all platforms.

TOTAL VISITS ON MOBILE DEVICES

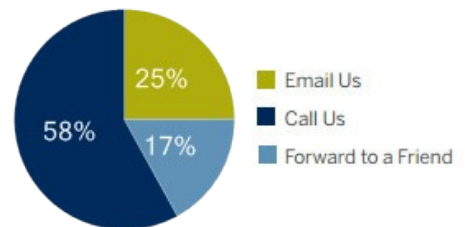
Tablet

105,263

Smartphone

139,138

ACTIONS SMARTPHONE VISITORS TAKE



■ Email Us
■ Call Us
■ Forward to a Friend

MONTHLY AVERAGES



TOTAL VISITS

2,783,834



PAGE VIEWS

13,796,657



PROPERTY PAGE VIEWS

7,051,372

In addition to our company website, our listings are showcased on sothebysrealty.com, the proprietary site dedicated exclusively to featuring properties throughout our global network. Promoted through international print and online ad campaigns, the site reaches a worldwide audience and attracts more visitors than any other luxury real estate site.¹

Sothebysrealty.com offers currency conversion, property videos with multilingual voiceovers, and translation into 16 languages by native speakers, catering to the more than 72% of all web users who search in a language other than English.²

➤ TOP PARTNER SITE REFERRALS

- 1 Realtor.com
- 2 Trulia.com
- 3 Zillow.com
- 4 Homes.com



INTERNATIONAL AUDIENCE

- 1 United Kingdom
- 2 Canada
- 3 Germany
- 4 Australia

COMPETITIVE LANDSCAPE

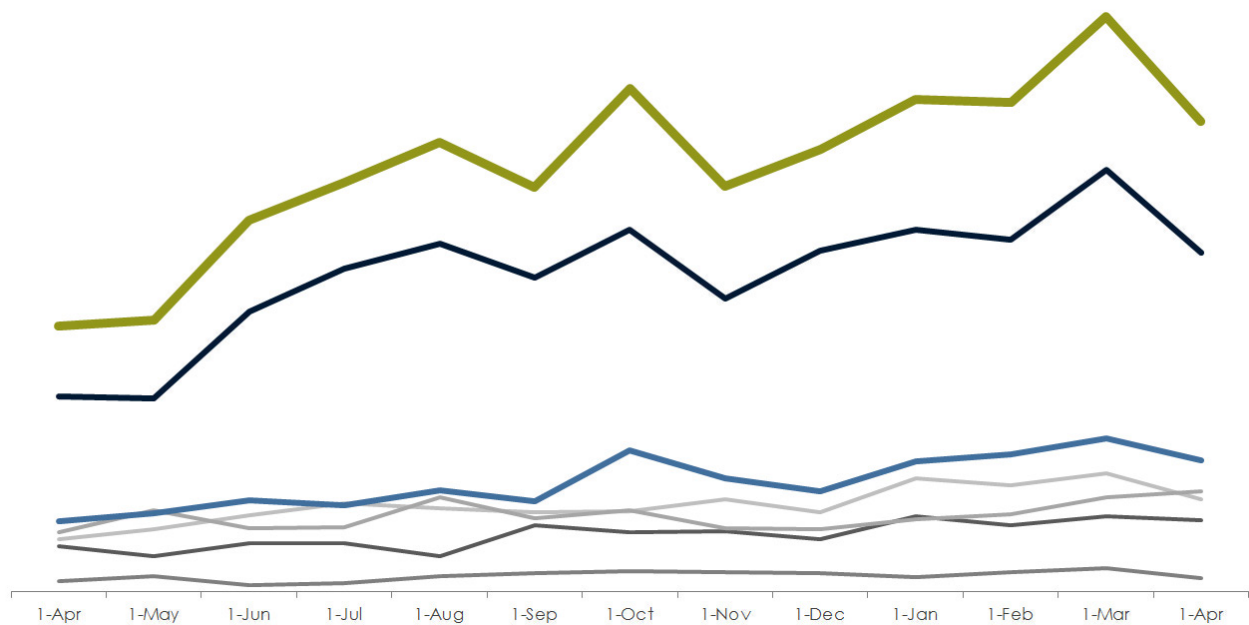
The global reach of sothebysrealty.com, combined with the local focus of sothebyshomes.com, provides unmatched exposure for our listings. Based on data from 2014, our sites together reach more than twice the unique monthly traffic of any competitor.

VISITOR TRENDS

Source: Compete.com



sothebysrealty.com + sothebyshomes.com



¹Based on compete.com rankings ²Morgan Stanley