



CHRISTIE'S
INTERNATIONAL REAL ESTATE

Contents

- I. Our network
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- IV. Signature Marketing Program
- V. Top ten tips

I. Our network: Our geographic scope

- 138 affiliated brokerages
- 950 offices
- 45 countries
- 26,700 sales associates

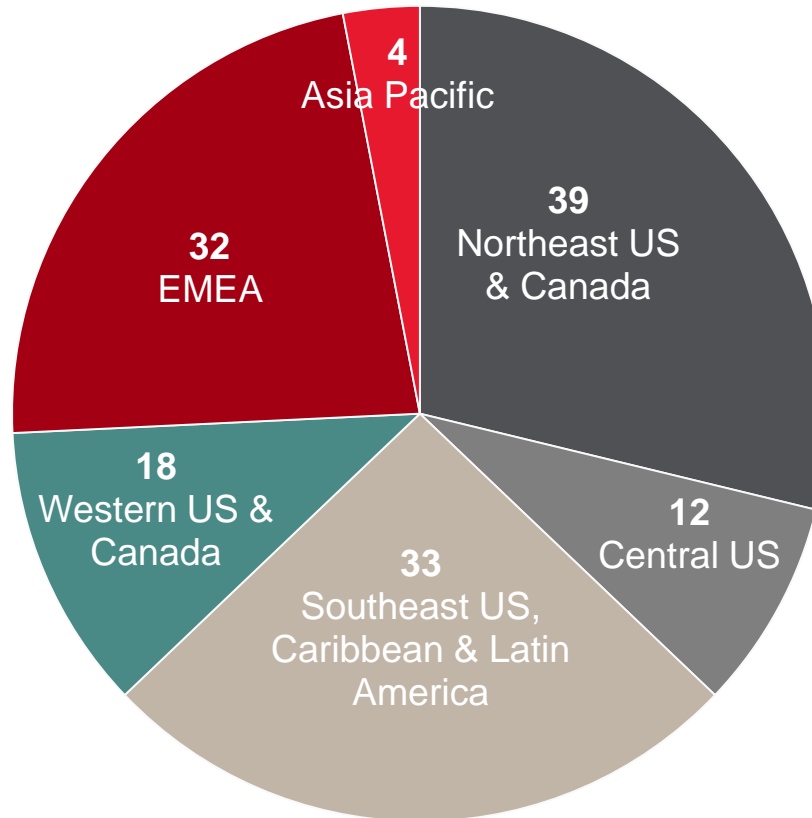
Christie's International Real Estate is the world's most exclusive luxury real estate company, supported by the esteemed auction house. Use of the brand is limited to the world's top brokers and shows that your properties and service meet Christie's high standards—and stand above others in your market.



I. Our network: Affiliate mix

Current network breakdown

N=138

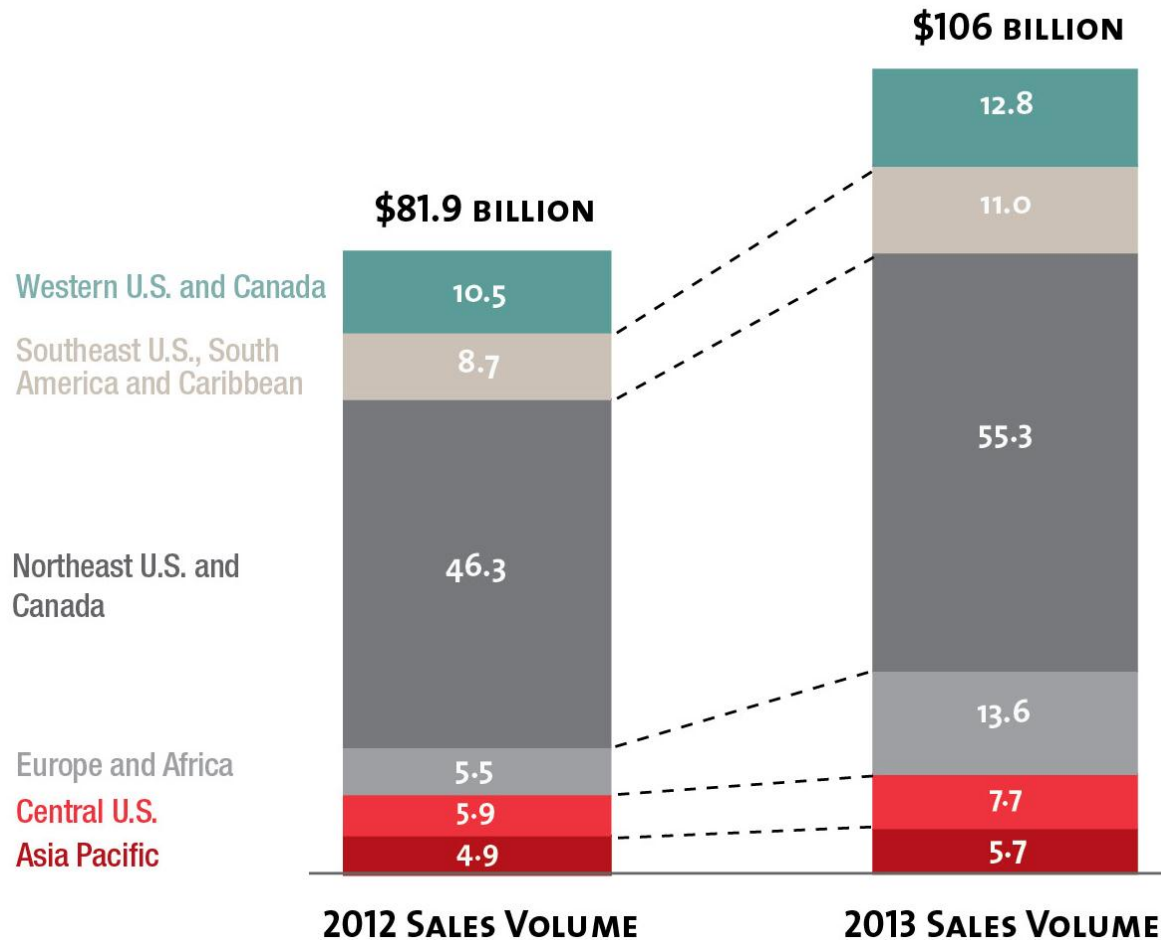


Number of countries: **45**

I. Our network: Sales growth

Global Affiliate annual sales volume by region

2012 vs. 2013



I. Our network: How we differ from Sotheby's

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Sotheby's
INTERNATIONAL REALTY

Structure

- Affiliate, charged a flat fee; affiliates independently owned with separate brand identity
- Franchise, charged a percent of revenues

Types of properties

- Operates solely in the US\$1M+ luxury residential market
- Does not operate solely in the luxury real estate sector

Ownership

- Private company owned by Christie's, which provides access to client data base
- Public company owned by Realogy which also owns Century 21 and Coldwell Banker; no auction house relationship

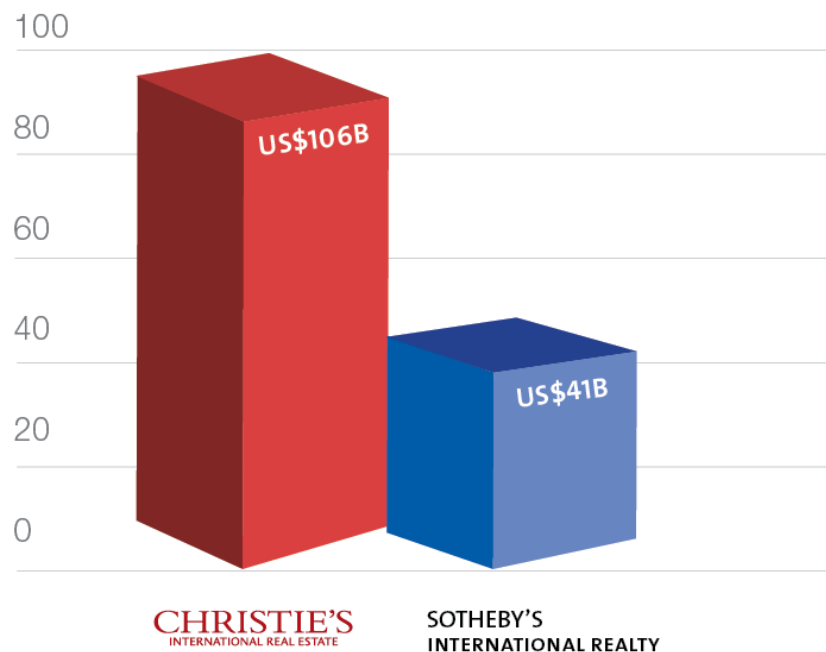
Name

- Has name of parent and heritage that goes with it
 - Name licensed from Sotheby's
-

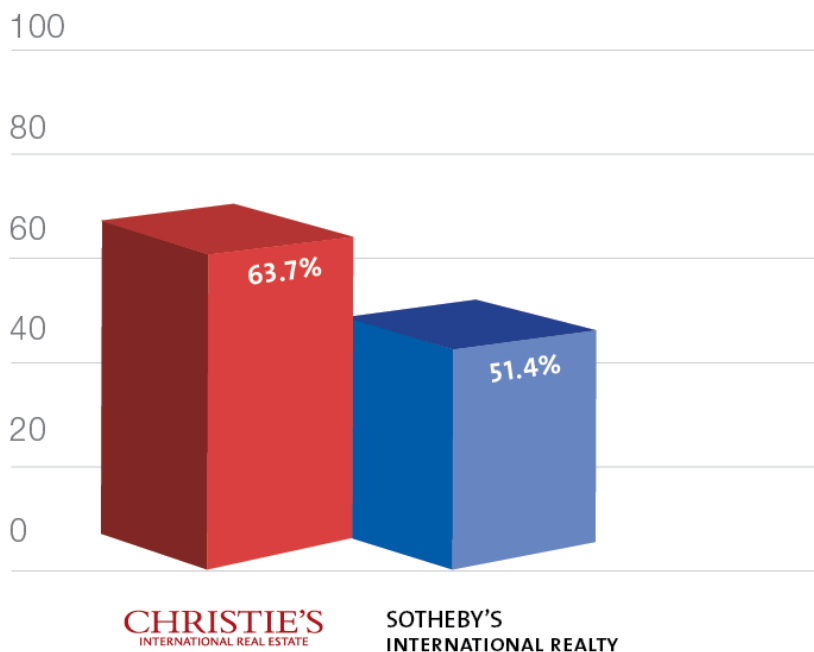
I. Our network: How we differ from Sotheby's

Comparative statistics: EOY 2013

ANNUAL TRANSACTION VOLUME *



PERCENTAGE OF INTERNATIONAL WEBSITE VISITORS **



* Source: "The Evolution of the Extraordinary," Sotheby's International Realty marketing video published December 4, 2013, http://youtu.be/E9V-wz_6wSE; Christie's International Real Estate network, January 2014

** Source: Alexa.com comparison of christiesrealestate.com and sothebysrealty.com as of January 26, 2014

I. Our network: 2014 Sales Highlights

1. David Ogilvy & Associates
\$120 million USD
Greenwich, Connecticut

2. Ploumis Sotiropoulos Real Estate
\$55 million USD
Peloponnese, Greece

3. Brown Harris Stevens- New York
\$42 million USD
New York, New York

4. Brown Harris Stevens of The Hamptons & The
North Fork
\$36 million USD
North Haven, New York

5. Brown Harris Stevens - New York
\$33 million USD
New York, New York



\$120 million
Copper Beech
Greenwich, Connecticut

II. Christie's: Our Parent

Founded by James Christie in 1766, Christie's is the most famous and successful auction house in history serving important collectors with their acquisitions for centuries.

The Christie's family:

Brioni


YVES SAINT LAURENT


BOUCHERON
PARIS

ALEXANDER
MCQUEEN

CHRISTIE'S

GP
GIRARD-PERREGAUX

GUCCI



BOTTEGA VENETA

STELLA MCCARTNEY



II. Christie's: Growth

- 53 offices
- 12 salerooms
- 32 countries
- 80 categories
- 450 sales annually

May 12-13, 2014

Post-War Contemporary evening sales achieved a combined total of US\$879.5 million, the highest total for any single auction in art market history.

Bidders from 35 countries generated 26 new world auction records, 30% first time buyers.



II. Christie's: 2013-2014 Sales Highlights

\$142,405,000

Francis Bacon

Three Studies of Lucian Freud

WORLD AUCTION RECORD FOR ANY WORK OF ART

Post War & Contemporary Evening Sale - November 12, 2013



\$58,405,000 million USD

Balloon Dog by Jeff Koons

WORLD AUCTION RECORD FOR A LIVING ARTIST

Post War & Contemporary Evening Sale- November 12, 2013



\$27 million USD

Water Lilies by Claude Monet

Impressionist and Modern Art auction- May 6, 2014



II. Christie's: Our distinctiveness

The intuitive synergy between art and real estate

- **Exclusivity.** We are the art world's only real estate company.
- **Expertise.** We are the real estate luxury authority.
- **International Reach.** We connect our Affiliates to Christie's clients around the world.
- **Core values.**
 - Exemplary service to clientele
 - Passionate expertise
 - Ultimate discretion and trust-based relationships



II. Christie's: Why brand matters

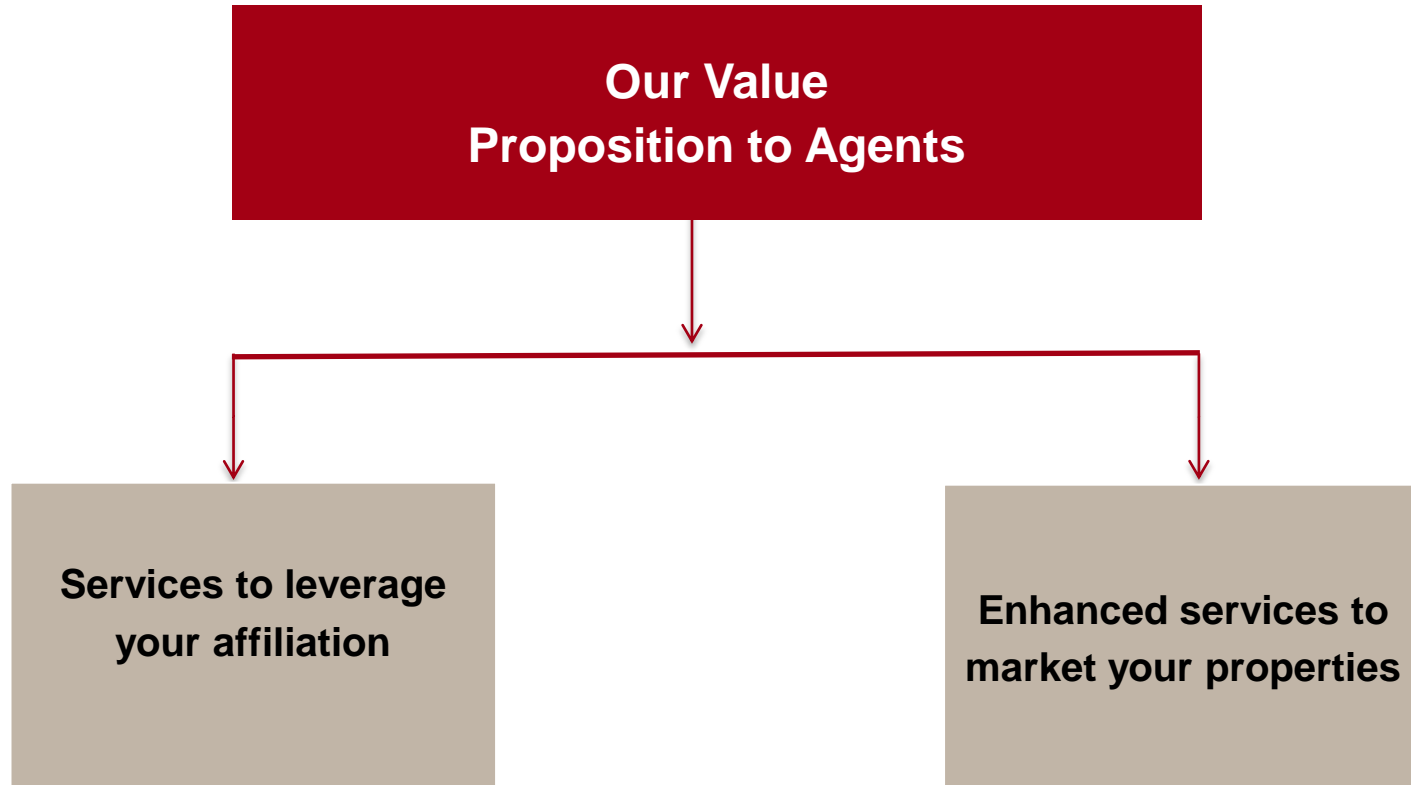
As an exclusive Affiliate, you benefit from:

- Global recognition through the trusted Christie's brand
- The competitive advantage in your market
- Access to our marketing tools and services
- Exclusive access to Christie's clients

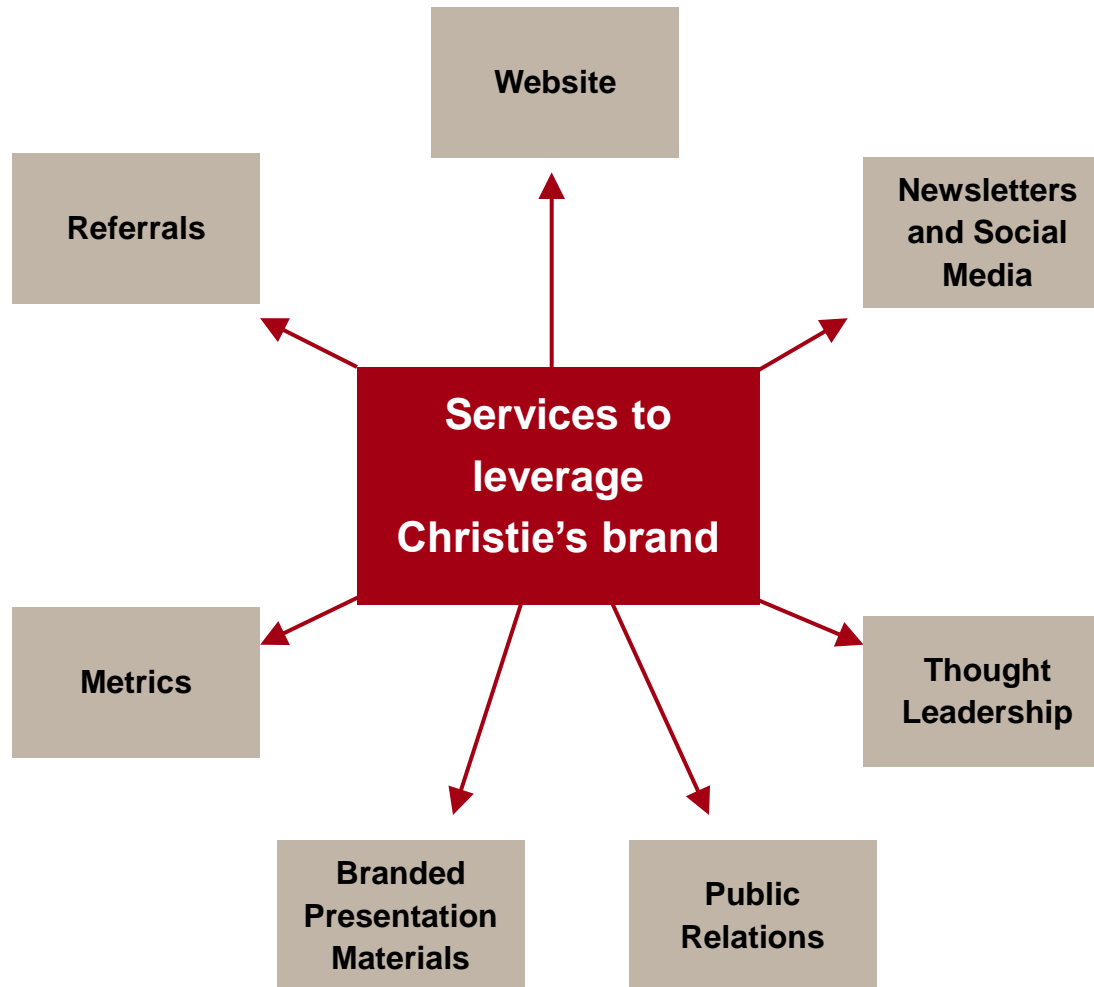
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III. Service Offerings: To Agents



III. Service Offerings: Leveraging your Affiliation with Christie's



III. Service Offerings: www.christiesrealestate.com

CHRISTIE'S
INTERNATIONAL REAL ESTATE


Luxury Real Estate Specialists Worldwide

Log in - Sign Up | English


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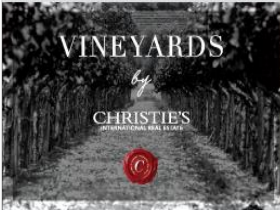
QUICK SEARCH Advanced




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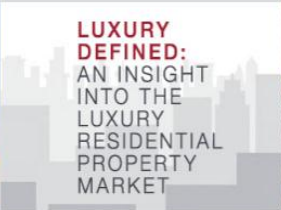
Montecito, California | \$35,000,000 - USD




VINEYARDS
by
CHRISTIE'S
INTERNATIONAL REAL ESTATE




NEW CANAAN, CONNECTICUT
SIGNATURE
PROPERTIES




LUXURY
DEFINED:
AN INSIGHT
INTO THE
LUXURY
RESIDENTIAL
PROPERTY
MARKET



EXPLORE
BESPOKE HOMES



CHRISTIE'S
INTERNATIONAL
REAL ESTATE MAGAZINE







CHRISTIE'S
MAGNIFICENT JEWELS

NEWS HEADLINES: | Sherry FitzGerald Achieves Record Sale from a US Billionaire Buyer

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STORAGE SERVICES
CHRISTIE'S
EDUCATION

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III. Service Offerings: Branded presentation materials

Corporate brochure



Digital presentation

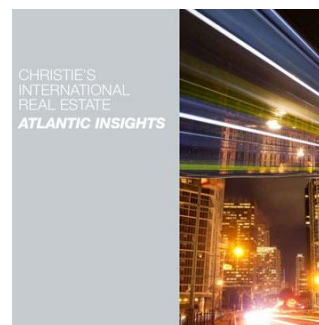
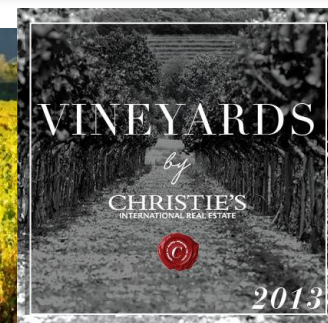


Bespoke marketing program brochure



III. Service Offerings: Thought leadership

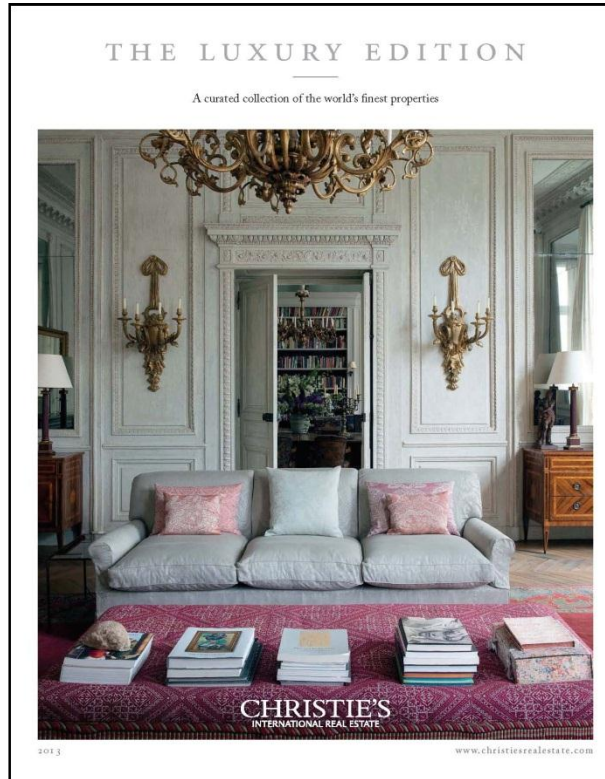
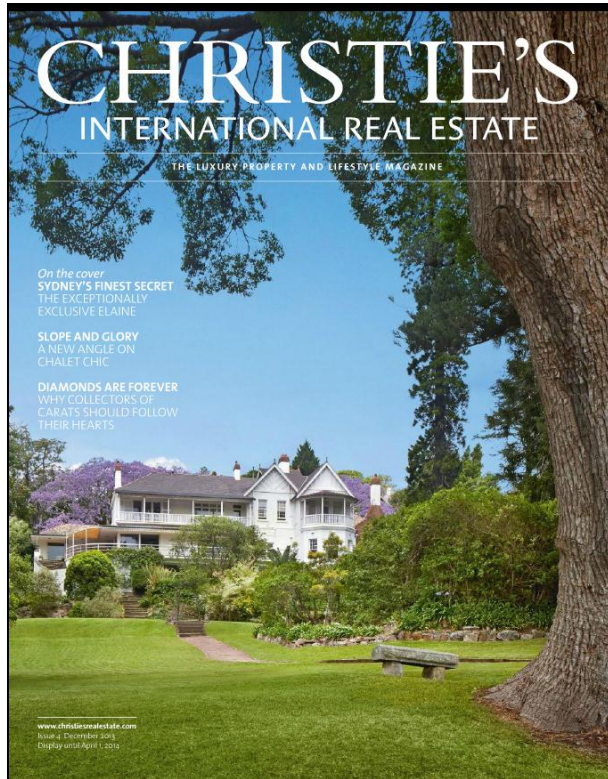
- **Vineyards by Christie's International Real Estate**
- **Luxury Defined: An Insight into the Luxury Residential Property Market**
 - New edition released in April 2014
 - Compares 10 of the world's key markets for luxury real estate: Cote d'Azur, Hong Kong, London, Los Angeles, Miami, New York, Paris, San Francisco, Sydney, and Toronto
 - Notable features:
 - "What does \$5 million buy around the world?"
 - Jewel box markets
- **Atlantic Insights**
Regional insight reports produced quarterly



III. Service Offerings: Marketing your properties



III. Service Offerings: Magazine



IV. Signature Marketing Program: Overview



Signature Program Participant
723054 Maniniowali, Kona, Hawaii

- Innovative templated digital marketing
- Co-branded
- Designed for properties priced between US\$2-5M
- Alternative within the enhanced marketing program

IV. Signature Marketing Program: Offerings



Signature program participant
Casa Bella, Treasure Cay, Bahamas

1. Recommendation letter
2. Custom listing presentation
3. Agent endorsement package
4. Homepage feature
5. Digital and print postcard
6. Digital and print brochure
7. Custom quarterly newsletter
8. Digital advertising

IV. Signature Marketing Program: Winning the listing



1. Recommendation letter

- Crafted on agent's behalf and sent from regional Senior Vice President
- Endorses your agents

2. Custom listing presentation

- Tailored to the property; Includes agent bio and photo
- Comprehensively outlines program and services

IV. Signature Marketing Program: Winning the listing



IV. Signature Marketing Program: Winning the listing



*The Signature Program
at Christie's International Real Estate*

Wailea Beach Villas G101 • Wailea, Hawaii



Why Christie's International Real Estate

Established by James Christie nearly 250 years ago, Christie's conducted the greatest auctions of the 18th, 19th, and 20th centuries. Today, it is the world's premier auction house and sets the standard for international art sales.

Combining the auction house's global leadership in art with the local experience of our Christie's International Real Estate Regional management teams, we offer an incomparable level of service. Our global reach extends to a network of approximately 138 Affiliates and more than 25,000 agents across more than 44 countries.

Our relationship with Christie's also grants us a unique depth and breadth of international exposure. Our ability to make personal introductions between clients of Christie's and Christie's International Real Estate creates a synergy between the worlds of art and real estate, and is the foundation of our world-class platform for the highly targeted marketing of noteworthy properties.

IV. Signature Marketing Program: Winning the listing



Exclusive Affiliate Network

The search to buy or sell luxury properties begins with the right broker. Christie's International Real Estate has made that selection process easier for you. Only the most accomplished real estate brokers at the top of their markets are invited to join the Affiliate network. We undertake an exhaustive vetting procedure, examining all aspects of their business, their history, their character, and their potential. Once we determine that a broker is a leader in their field, exceeds our stringent service standards, and demonstrates a proven record of success, they are awarded the Christie's International Real Estate Affiliate status and we enter into a formal contractual relationship.

As the leading network of real estate brokers dedicated to the marketing and sale of luxury homes, we can provide you with a global platform with localized connections to buy or sell your fine property. In markets from Stockholm to Rio de Janeiro, you will have assistance from a local professional who speaks the language, knows the neighborhoods, and is in tune with the culture of the community to give you immediate access to the knowledge you need.



Bob Hansen
Realtor, Broker

Bob graduated with a Bachelor of Science degree in Business Administration in California. He then started his career in banking and worked his way up to president of a billion dollar bank in San Francisco.

After 17 years as a banker he started a new career obtaining his Series 7 Securities license and Real Estate Brokers license in California. Bob then retired and moved with his family to Maui where he obtained his Hawaii Brokers license to later become the Top Realtor on Maui the past three consecutive years and Top 100 Realtors in the state of Hawaii.

In addition to his deep love for his family and extended Ohana, Bob dedicates time on the Na Hale O Maui affordable housing Board. His favorite sport is outrigger canoe paddling.

IV. Signature Marketing Program: Winning the listing



The Signature Program

The platform of marketing services designed especially for your property includes:

A Digital Postcard

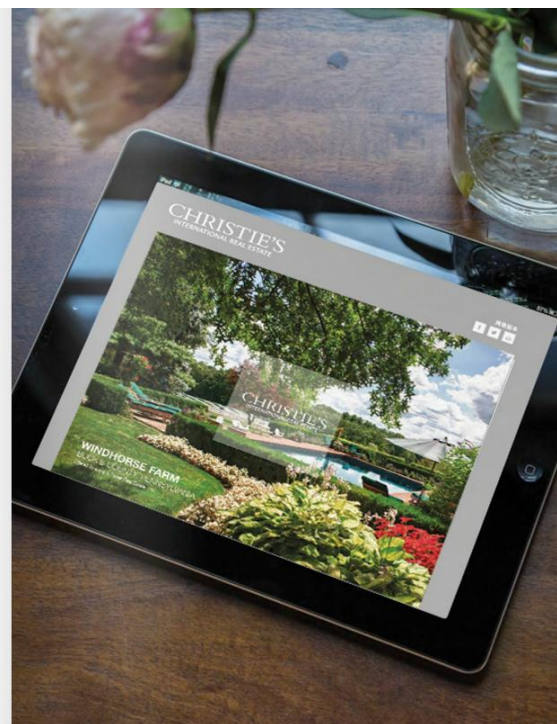
Created as a teaser to introduce the e-brochure, the digital postcard is available to email to highly targeted clients. By simply clicking on the postcard, interested parties are able to download the full brochure for additional property information, thus capturing vital contact information and viable leads.

A Digital Brochure

A customized and elegant full-color two-page brochure will be produced with comprehensive property information and captivating high resolution images. Available in print and electronically, this piece will be disseminated locally and also available to agents in the vast Christie's International Real Estate Affiliate network.

Web Prominence

The www.christiesrealestate.com website attracts more than one million visitors worldwide every year and, as the preferred portal for buyers and sellers across the globe, consistently ranks among the top results on major search engines. Properties enrolled in the Signature Marketing Program will be highlighted and prominently displayed in a special "Signature" properties section on www.christiesrealestate.com.



The Signature Program, continued...

Digital Advertising

As part of Christie's International Real Estate's digital advertising campaign, once your property is enrolled in the Signature Program, it will receive a one-week rotation in our premium digital banner ad placements. Publications include The New York Times, The Wall Street Journal, Country Life, DuPont Registry, JamesList.com, PropGoLuxury.com, and Robb Report.

Quarterly Newsletter

Featuring your property along with news from Christie's International Real Estate, the auction house, and the Affiliate network, this personalized email newsletter is an instrumental tool to market your property to prospective clients.

IV. Signature Marketing Program: Winning the listing



Conclusion

We trust this proposal expresses our deep commitment to the sale of your property. Our entire team would like to assure you we will apply our superlative standards toward achieving the highest results on your behalf and making this sale process as seamless as possible.

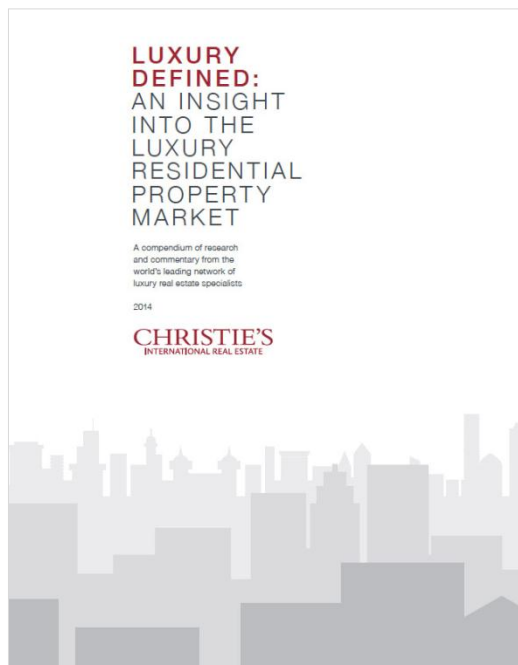
We are extremely enthusiastic about the prospect of working with you on the sale of this exceptional property, and are confident that the expertise and passion of our global team of brokers and specialists, together with our unparalleled track record, will provide you with the highest possible financial return.

Any successful real estate sale involves an ongoing and open dialogue, and we look forward to further discussing our ideas with you.



The Signature Program, 2014

IV. Signature Marketing Program: Listing secured

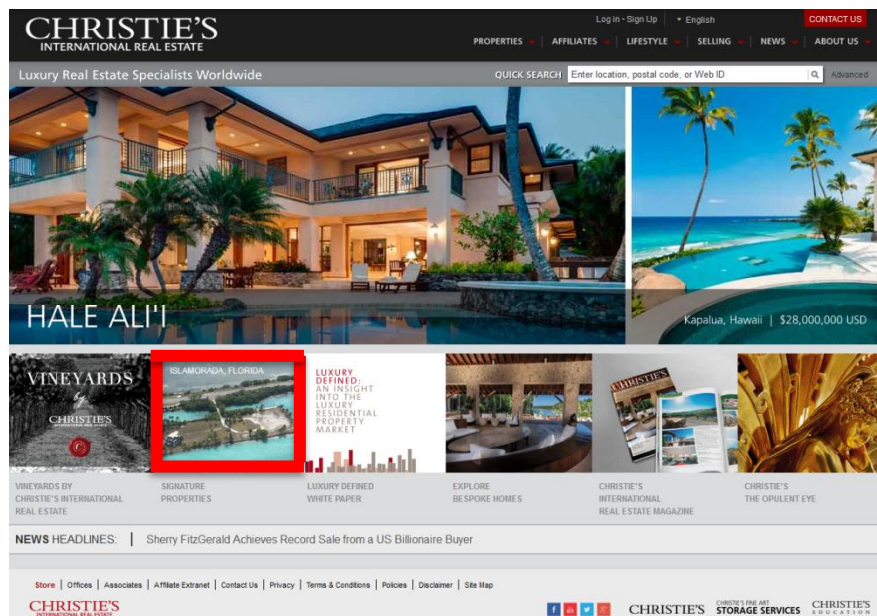


3. Agent endorsement package

- Features flash drive, digital presentation, corporate brochure, and White Paper
- Promotional pen and branded tote bag



IV. Signature Marketing Program: Property marketing



4. Homepage feature

- Highlighted in a special Signature properties section on www.christiesrealestate.com
- Analytics measured and provided

IV. Signature Marketing Program: Property marketing



5. Digital and print postcard

- Full color
- Print ready files provided
- Email to clients

6. Digital and print brochure

- Full color two-page brochure
- Print ready files provided
- Email to clients

IV. Signature Marketing Program: Property marketing



NEW TO THE MARKET

230 W CALLIOPE DR
JACKSON, WYOMING
Price: \$4,990,000

Tiered landscaping and stone pavers welcome you to this majestic stone, log and cedar home. Upon entry your senses are overwhelmed with the incredible craftsmanship of the home and the sense of being eye to eye with the Teton Mountain Range. As the custom doorway opens onto flagstone floors you are greeted by suspended mountain views 800 feet above the valley floor through a glass atrium. Following the hallway to the great room, the stone fireplace with custom iron hearth provides a warm and inviting balance to the grandeur of the mountains showcased with the floor to ceiling windows.



Matt Faupel
Owner, Associate Broker
Cell Phone: (307) 690-0204
Office Phone: (307) 732-7452



7. Custom quarterly newsletter

- Featuring your property along with news from Christie's
- Instrumental tool in reinforcing your affiliation

8. Digital advertising

- New York Times
- Wall Street Journal
- Country Life
- DuPont Registry
- JamesList.com
- PropGoLuxury.com
- Robb Report

IV. Signature Marketing Program: Structure and details

Signature Marketing Program fee per property

- US\$750 annually
- 10% of the list commission upon sale

More information

- You may join the program at any time during the year by contacting Natalie Hamrick: +1 312 980 3502; nhamrick@christies.com



Sanctuary on Lake Murray, Lexington, SC



3304 Monte Sereno, Santa Fe, NM

V. Top 10 tips: Enjoy the journey

1. Set your goals

- Set personal and financial goals
- Write a business plan
- A business plan is your roadmap

2. Find your niche market

- Niche markets offer specialized opportunities
- How are you unique?
- The Christie's brand marks you as the expert in the luxury market place

3. Prospect for new business

- Cultivate a pipeline of business
- Follow-up persistently

4. Be a good listener

- Take responsibility for understanding what the client says
- Summarizing demonstrates understanding
- Listening strengthens the relationship

5. Define your value

- Determine what is important to you
- Decide what you want people to gain from knowing you and working with you
- Your values will become your guiding principles, increasing your productivity and bringing you satisfaction

6. Take responsibility

- Hold yourself accountable
- Be able to deal with problems
- Solving the problem often builds good client relationships
- Responsibility equals success

7. Create enthusiasm

- What motivates you: money, winning, beating the competition?
- Even if you don't feel enthusiastic, "pretend"
- Make sure you finish with excitement, confidence, and positive energy

8. Establish clients for life

- Create a friendship
- Ongoing communication builds relationships
- Let customers know the value you're providing

9. Network

- Join networking groups
- Collaborate with others
- Stay connected
- Build partnerships

10. Commit annually to your education

- Attend a Christie's International Real Estate conference
- The more you know, the more confident you are!