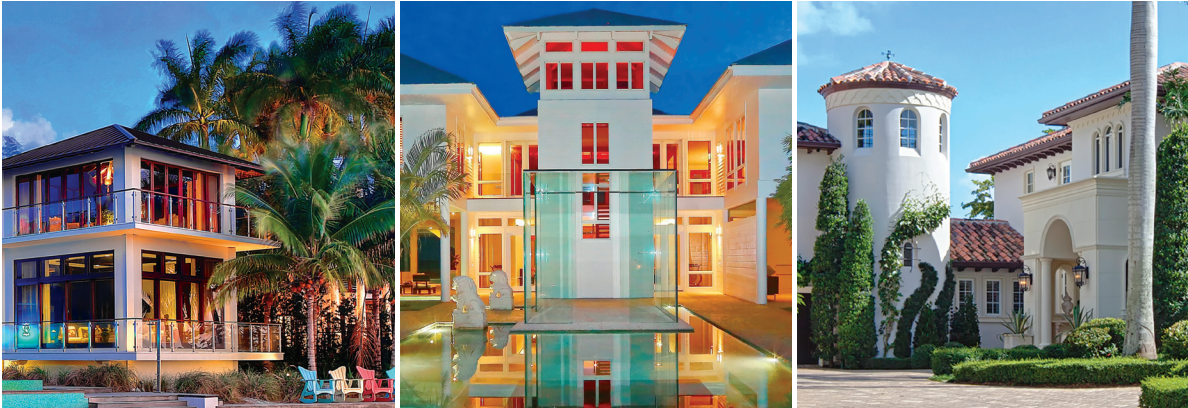


ARTFULLY
UNITING
EXTRAORDINARY
HOMES
WITH
EXTRAORDINARY
LIVES



Our brand is known throughout the world for representing homes that embody the rich tapestry of varied lifestyles, distinct settings and diverse locales. Where the utmost quality is considered intrinsic.

WHERE THE ESSENCE OF THE EXTRAORDINARY IS DEFINED.

Sotheby's
INTERNATIONAL REALTY

S O T H E B Y ' S

HERITAGE

Embracing the Tradition, Character and Equity of the Sotheby's Brand Name.



COLLABORATION

The collaboration between auction and realty utilizes a combination of unique and exclusive marketing efforts that provide targeted exposure to a coveted and influential audience.

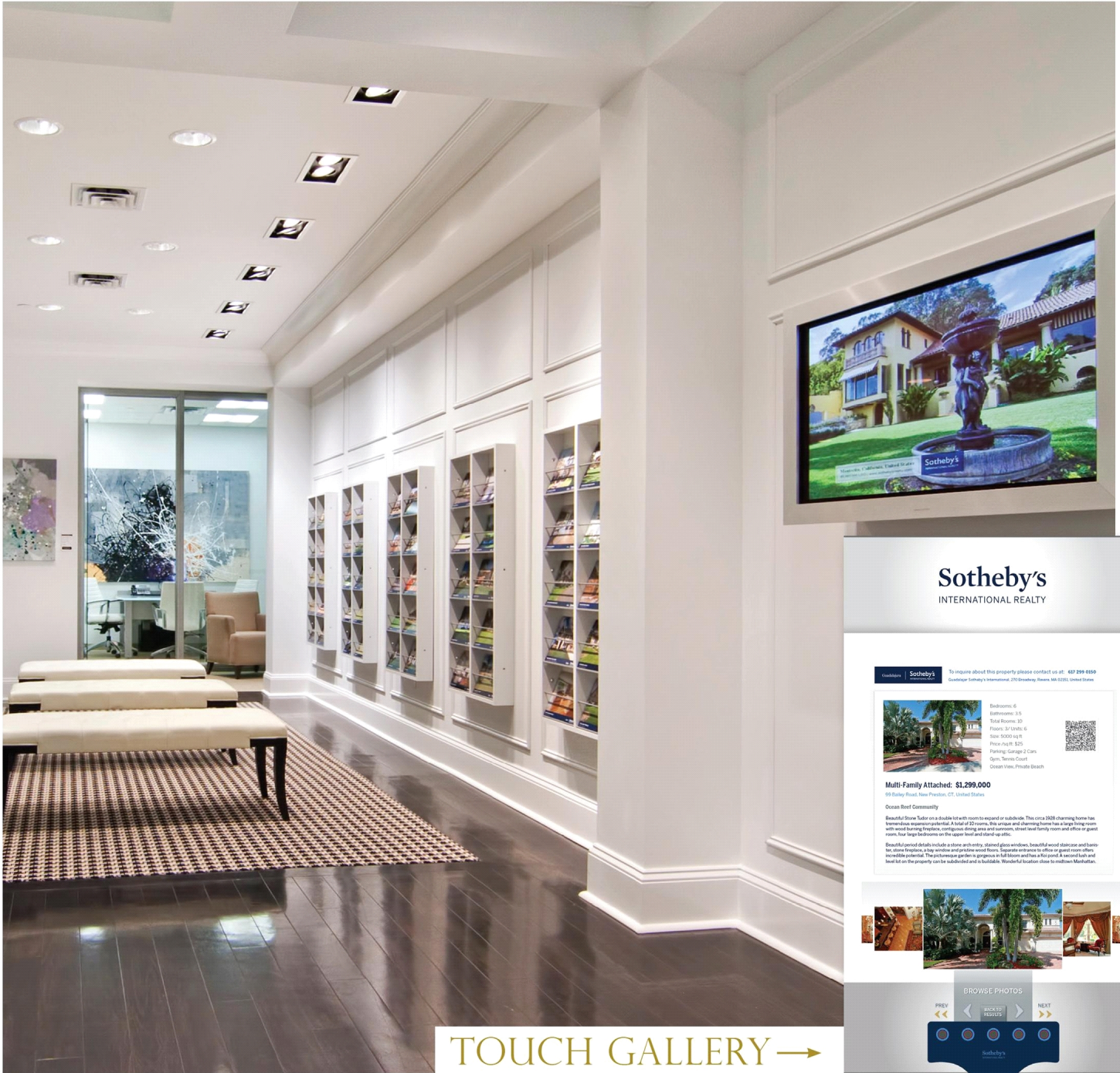
The collage features several key marketing assets:

- Website Header:** The top of the Sotheby's website, showing the logo and navigation menu with links for Auction, Gallery, Departments, News & Video, and About.
- Artwork:** A large framed painting of a Dutch interior scene, with a callout box that reads "REDISCOVERED DUTCH MASTERWORKS" and a "SEE MORE" link.
- Newspaper Clipping:** A page from the International New York Times featuring a stone building and a canal, with several smaller property photos and text.
- Real Estate Brochure:** A brochure titled "THE ART OF LIVING" with the subtitle "Explore our selection of extraordinary homes currently for sale around the world." It features a large image of a luxury estate with a swimming pool.
- Book Cover:** A red book cover for "Sotheby's BEIJING" with a decorative metal knob. The cover lists authors: ROCKWELL'S AMERICA, TREVOR TRAINA, ART WORTH THE JOURNEY, and PICASSO AND ZERVOS.

YOUR HOME

AROUND THE WORLD

Exclusive global marketing and world-class innovation, our eGallery and Global Distribution Programs, as well as our new Touch Gallery create a unique, global reach for your home.

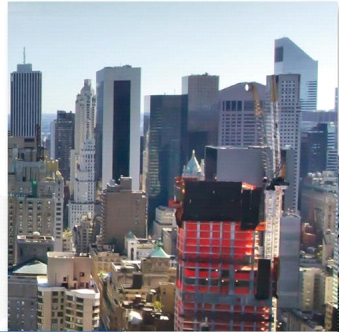


TOUCH GALLERY →

EXPERIENCE WORLDWIDE

GLOBAL REACH

With more than **16,000** independent sales associates
in approximately **760** offices and **60** countries and territories.



SAN DIEGO COUNTY

LOCATIONS



Carmel Valley
3860 Valley Centre Dr. #409
San Diego, CA 92130
858.764.1495



Carlsbad
6106 Innovation Way
Carlsbad, CA 92009
858.777.9817



Coronado
4000 Coronado Bay Road
Coronado, CA 92118
619.628.5478



Coronado
1200 Orange Avenue
Coronado, CA 92118
619.805.4162



Coronado
1339 Orange Ave. #8
Coronado, CA 92118
619.437.1614



Del Mar
3702 Via de la Valle
Del Mar, CA 92014
858.259.8300



Downtown
560 1st Avenue
San Diego, CA 92101
619.481.6300



Encinitas
851 S. Coast Highway Ste. 300
Encinitas, CA 92024
760.942.7479



Fairbanks Ranch
16236 San Dieguito #4-12
Rancho Santa Fe, CA 92067
858.756.4800



Inland Corridor
16710 Bernardo Center Drive
San Diego, CA 92128
858.705.6041



La Jolla
864 Prospect Street Ste. C
La Jolla, CA 92037
858.500.4490



La Jolla Information Ctr
1162 Prospect Street
La Jolla, CA 92037
858.926.3060

LOCATIONS



La Jolla
7855 Ivanhoe Avenue
La Jolla, CA 92037
858.926.3060



La Mesa
8310 La Mesa Boulevard
La Mesa, CA 91942
619.337.1700



Little Italy
868 West Ash Street
San Diego, CA, 92101
619.255.2020



Mission Hills
810 West Washington St.
San Diego, CA 92103
619.269.2277



Point Loma
1075 Rosecrans Street
San Diego, CA 92106
619.516.8895



Point Loma (Liberty Station)
2850 Womble Rd. #102
San Diego, CA 92106
619.269.2266



Rancho Santa Fe
6024-D Paseo Delicias
Rancho Santa Fe, CA 92067
858.756.4932



Rancho Santa Fe
16909 Avenida de Acacias
Rancho Santa Fe, CA 92067
858.756.1150



Rancho Santa Fe
16915 Avenida de Acacias
Rancho Santa Fe, CA 92067
858.756.2800

VOTED

SAN DIEGO'S BEST 2015

We are proud to have been voted the top residential real estate brokerage in the San Diego's Best Union Tribune Readers Poll.



MARKET

SHARE

TOP BROKERS BY TOTAL SALES VOLUME
San Diego County
January 1 - December 31, 2014

RANK	BROKER	TOTAL SALES VOLUME	TOTAL SALES VOLUME MKT %	TOTAL SALES UNITS	TOTAL UNITS MKT %
1	Berkshire Hathaway HomeServices	\$3,436,854,000	8.90%	4,473	6.40%
2	Coldwell Banker	\$2,151,679,000	5.60%	3,375	4.80%
3	Pacific Sotheby's International Realty	\$2,054,270,000	5.30%	2,331	3.30%
4	Century 21 Award	\$1,121,040,000	2.90%	2,706	3.90%
5	Willis Allen	\$994,933,000	2.60%	859	1.20%

All reports presented are based on data supplied by Sandicor MLS. Neither the Associations nor the MLS guarantee or are in any way responsible for its accuracy. Data maintained by the Associations or their MLSs may not reflect all real estate activities in the market. Information deemed reliable but not guaranteed. Copyright© Trendgraphix.

The Thousand

Named on the 2015 list of the top real estate professionals in the nation (out of 1,100,000 licensed REALTORS®) as reported by Real Trends and published by The Wall Street Journal
Joy Bender
#49 Nationwide-Average Sales Price



Cummann & Bender
EXCEPTIONAL REPRESENTATION

International Exposure LuxurySoCalRealty.com

Find Your New Home

[LA JOLLA](#)

[DEL MAR](#)

[RANCHO SANTA FE](#)

City

Price Min

Price Max

Bedrooms

Bathrooms

Select a City

SEARCH

Pacific Sotheby's International Realty

Cummann & Bender
EXCEPTIONAL REPRESENTATION

Testimonials

“We found Joy to be very pleasant, energetic, easy to work with. She was quick to understand what we were looking for. She was prompt with any inquiries, questions or concerns that we had. Very straightforward and not pushy. I really appreciate from the depth of my heart for everything she has done so far for us. Looking forward to work with her for all our real estate needs in the San Diego area.”
Anjum Iqbal Orthopedic Surgeon New York, New York

La Jolla Community Film

Testimonials

Cummann & Bender
EXCEPTIONAL REPRESENTATION

Testimonials

“We want to let you know how invaluable your advice and guidance has been with both the purchase of 5614 Dolphin Place and the sale of our home at 423 Westbourne Street in La Jolla. Your negotiating skills are spectacular, particularly with the unusual way in which we structured the purchase contract. With regard to the sale of Westbourne, your marketing skills were literally the most impressive I have ever seen.” *Tom Duffy Wealth Management*

La Jolla Property Film

Testimonials

Cummann & Bender
EXCEPTIONAL REPRESENTATION

Testimonials

“Joy & Rob did an exceptional Problem solving. Negotiating skills were swift and second to none. With a quick closing and several moving factors, they worked with our agent seamlessly. They are clearly as respected by their long term clients as they are by us. We recommend Joy & Rob if you want to be in the best of hands.” *Tamlyn Schusterman Radio City Rockette & Joe Orlando Retired Wallstreet Executive*

La Jolla Property Film

Testimonials

Cummann & Bender
EXCEPTIONAL REPRESENTATION

Testimonials

“Joy Bender is a hardworking and dedicated realtor and we strongly recommend her. We highly value her responsiveness and appreciated the number of hours she spent with us in person, and by phone and email, keeping us informed and updated throughout the process. She showed extraordinary professionalism and we could not have had better support..” *President of Nielsen Perishables*

Del Mar Community Film

Testimonials

Cummann & Bender
EXCEPTIONAL REPRESENTATION

Testimonials

“Joy is a very professional and sharp agent. She listens to the needs of her client and acts on them quickly. She is a wonderful communicator and will always try to steer her client in the right direction. She has an amazing attention to detail and she will work diligently until the job is done.”

Tal Zemer Principal ALOR International LTD

Rancho Santa Fe Property Film

Cummann & Bender
EXCEPTIONAL REPRESENTATION

Testimonials

“Joy has been a great agent to work with she is very aggressive never sleeps always on the go looking to help us find the right house. Even though she shows you 20 and you say no she wont stop until you find what you are looking for! It was a pleasure and will choose her again for the next house.”

CEO Founder K1Speed

Rancho Santa Fe Community Film

Testimonials

Aumann & Bender
EXCEPTIONAL REPRESENTATION

The Sotheby's International Realty® brand's global media plan is designed to deliver more than **1 billion media impressions**, solidifying our brand as the voice of luxury real estate. Our plan includes impactful, exclusive and first-to-market partnerships with an increased strategic focus on mobile and editorial content with some of the most preeminent media reaching all corners of the globe. Our goal is to present the properties represented by our worldwide network to a broad audience of potential buyers who value and seek the unique.

1 billion media impressions

IMAGINE

POWERFUL

Media partnerships whose innovation, experience and international impact help drive awareness for the extraordinary properties our network represents while driving over **1 billion media impressions** for the *Sotheby's International Realty* brand.

The New York Times

THE WALL STREET JOURNAL.

ARCHITECTURAL DIGEST

FINANCIAL TIMES

dwell

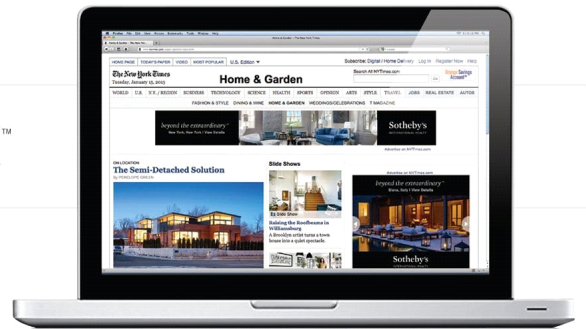
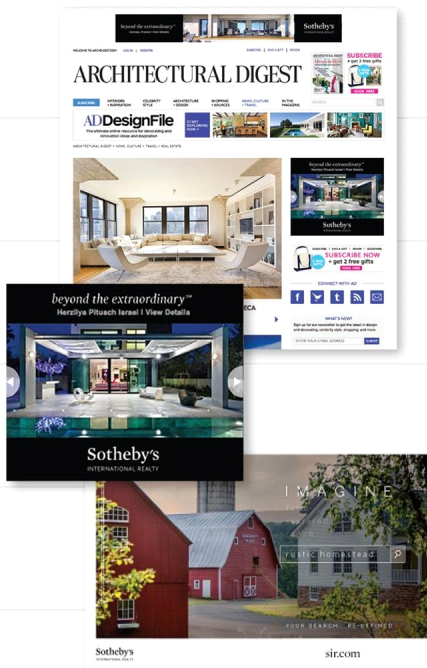
HONG KONG
TATLER

Google™

YouTube™

PropGOLuxury

JamesEdition



PROPERTY DISTRIBUTION

UNITED STATES

Includes the most significant media companies and real estate focused websites in the world.




* Powered by **PropGoLuxury**:
Hong Kong Tatler, Shangliu Tatler

Strategic placement and unique positioning of your home's best features are critical in securing the right audience to not only preview your home online, but to take the next step in their home search.

To increase exposure for your home and ultimately uncover the right buyer, the *Sotheby's International Realty*® brand has partnered with and distributes properties to the most significant media companies and real estate-focused websites in the world.

To measure results, the brand provides a property report including view and inquiry statistics for each partner site to effectively illustrate the activity a property receives online. The properties are viewed an astounding 140,000,000 times across all of our partner sites annually.


Sotheby's
Online Marketing Summary
INTERNATIONAL REALTY



August 30, 2011 - January 02, 2014
 Thira Santorini, Southern Aegean 84700, GR
 MLS # null | \$116,220,000
 Property Id: 4000204475

Panagiotis Farnakis
 Greece Sotheby's International Realty
 235 Karamanlis Avenue
 Voula, Attika 16673, GR
 Agent Phone: 302109681070
 Office Phone: 302109681070
 panagiotis.farnakis@sothebyrealty.com
<http://www.sothebysrealty.gr>

Number of Views - Last 4 Weeks



City	Property Views
Athens, Attika, GR	1,067
New York, NY	427
London, London, GB	379
Toronto, Ontario, CA	344
Paris, Ile-de-France, FR	269
Montreal, Quebec, CA	203
Los Angeles, CA	166
Stockholm, Stockholm Län, SE	178
Sydney, New South Wales, AU	173
Melbourne, Victoria, AU	150


Website Traffic Comparison

Website	Property Views
Sotheby's International Realty Network	24,803
JamesEdition	1,582
Wall Street Journal	189
PropOOLuxury	138
Real-Buzz	1
Chase My New Home	0
HomeFinder.com	0
Homes.com	0
LuxuryEstate.com	0
NY Times	0
Trulia	0
Zillow	0
Total	26,713

Your Listing is Also Displayed On*

Daily Telegraph	
Comstar Agent	
The Artium	
USA	

Terms Used
Property Views - Occurs when a consumer views the full property detail page for your listing on a marketing website.
Top Cities - The cities from which the greatest number of consumers live that are viewing your listing.
*Although your property listing is being displayed on these websites, we are currently unable to track the property views and inquiries for these websites.

POWERED BY  Sotheby's International Realty and the Sotheby's International Realty logo are registered or unregistered service marks used with permission. Each Office is independently owned and operated. The information set forth on this report is based upon information which we consider reliable, but because it has been supplied by third parties, we cannot represent that it is accurate or complete, and it should not be used upon as such. The drawings are subject to errors, omissions, changes, and are subject to printing delays and updates of reporting metrics and related data.

Luxury real estate

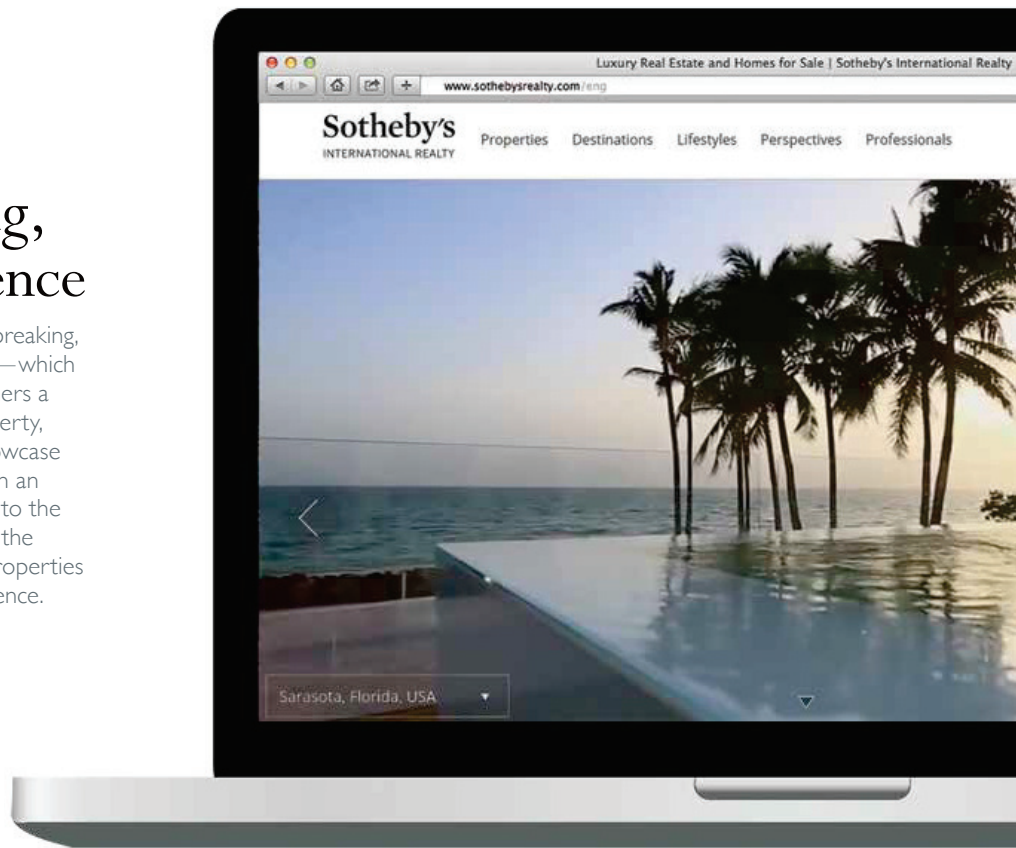


Targeting Real Estate Intenders Globally

90% of home buyers begin their search for their homes online, so it's essential that the *Sotheby's International Realty* brand's presence on search engines is strong.

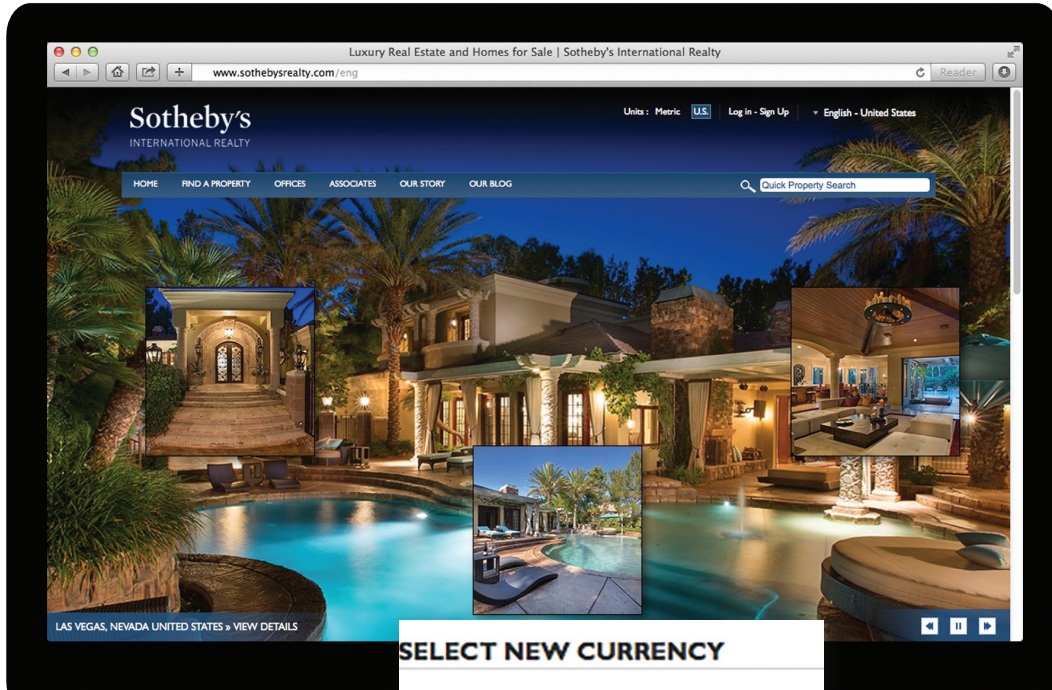
A Ground-Breaking, Immersive Experience

sir.com NEXT is designed to be ground-breaking, speaking to consumers in a highly visual way—which research tells us they want. Providing consumers a content-rich destination that focuses on property, lifestyle and location, allows our brand to showcase the properties represented by our network in an immersive and compelling way that is unique to the industry. Full screen, high-definition video on the homepage directly connects consumers to properties around the world in a fully immersive experience.



SOTHEBYSREALTY.COM

In an ever-increasing global marketplace, SothebysRealty.com attracts more consumers to search, view and inquire than any other luxury real estate website.

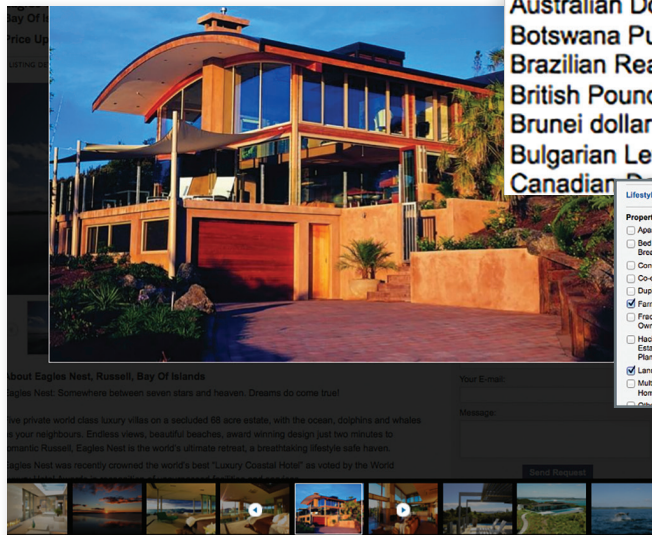


SELECT NEW CURRENCY

Select New Currency:

American Dollar (USD)

- American Dollar (USD)
- Argentine Peso (ARS)
- Australian Dollar (AUD)
- Botswana Pula (BWP)
- Brazilian Real (BRL)
- British Pound (GBP)
- Brunei dollar (BND)
- Bulgarian Lev (BGN)
- Canadian Dollar (CAD)



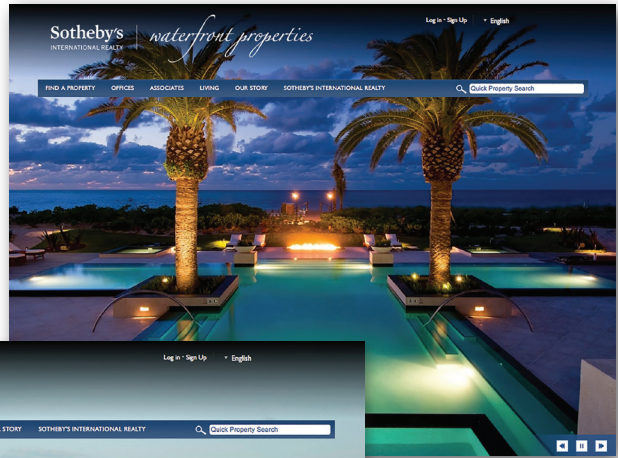
Lifestyle >

Property Type	<input type="checkbox"/> 55+ Retirement Community	<input type="checkbox"/> Equestrian / Polo	<input type="checkbox"/> Island	<input type="checkbox"/> Riverfront
<input type="checkbox"/> Apartment	<input type="checkbox"/> Aquatic Activities	<input type="checkbox"/> Fishing	<input type="checkbox"/> Lakefront	<input type="checkbox"/> Skiing
<input type="checkbox"/> Bed and Breakfast	<input type="checkbox"/> Bay / Beach Club	<input type="checkbox"/> Fly-In Community	<input type="checkbox"/> Metropolitan	<input type="checkbox"/> Suburban
<input type="checkbox"/> Beach Resort Community	<input type="checkbox"/> Game Farm / Safari	<input type="checkbox"/> Golf	<input type="checkbox"/> Mountain	<input type="checkbox"/> Tennis
<input type="checkbox"/> Condominium	<input checked="" type="checkbox"/> Boating	<input type="checkbox"/> Green Living	<input type="checkbox"/> Ocean / Beach	<input type="checkbox"/> Univ / College Community
<input type="checkbox"/> Co-op	<input type="checkbox"/> Casino / Gambling	<input type="checkbox"/> Historic / Antique	<input type="checkbox"/> Outdoor Activities	<input type="checkbox"/> Waterfront
<input type="checkbox"/> Duplex	<input type="checkbox"/> Country Club	<input type="checkbox"/> Hiking	<input type="checkbox"/> Privacy	<input type="checkbox"/> Water View
<input checked="" type="checkbox"/> Farm / Ranch	<input type="checkbox"/> Country Living	<input type="checkbox"/> Hunting	<input type="checkbox"/> Ranch / Farm / Plantation	<input type="checkbox"/> Wine Country
<input type="checkbox"/> Fractional Ownership	<input type="checkbox"/> Cycling		<input type="checkbox"/> Resort	<input type="checkbox"/> Yacht Club
<input type="checkbox"/> Hacienda / Estancia / Plantation				
<input checked="" type="checkbox"/> Land				
<input type="checkbox"/> Multi-Family Home				
<input type="checkbox"/> Other Residential				

Filter Or Cancel

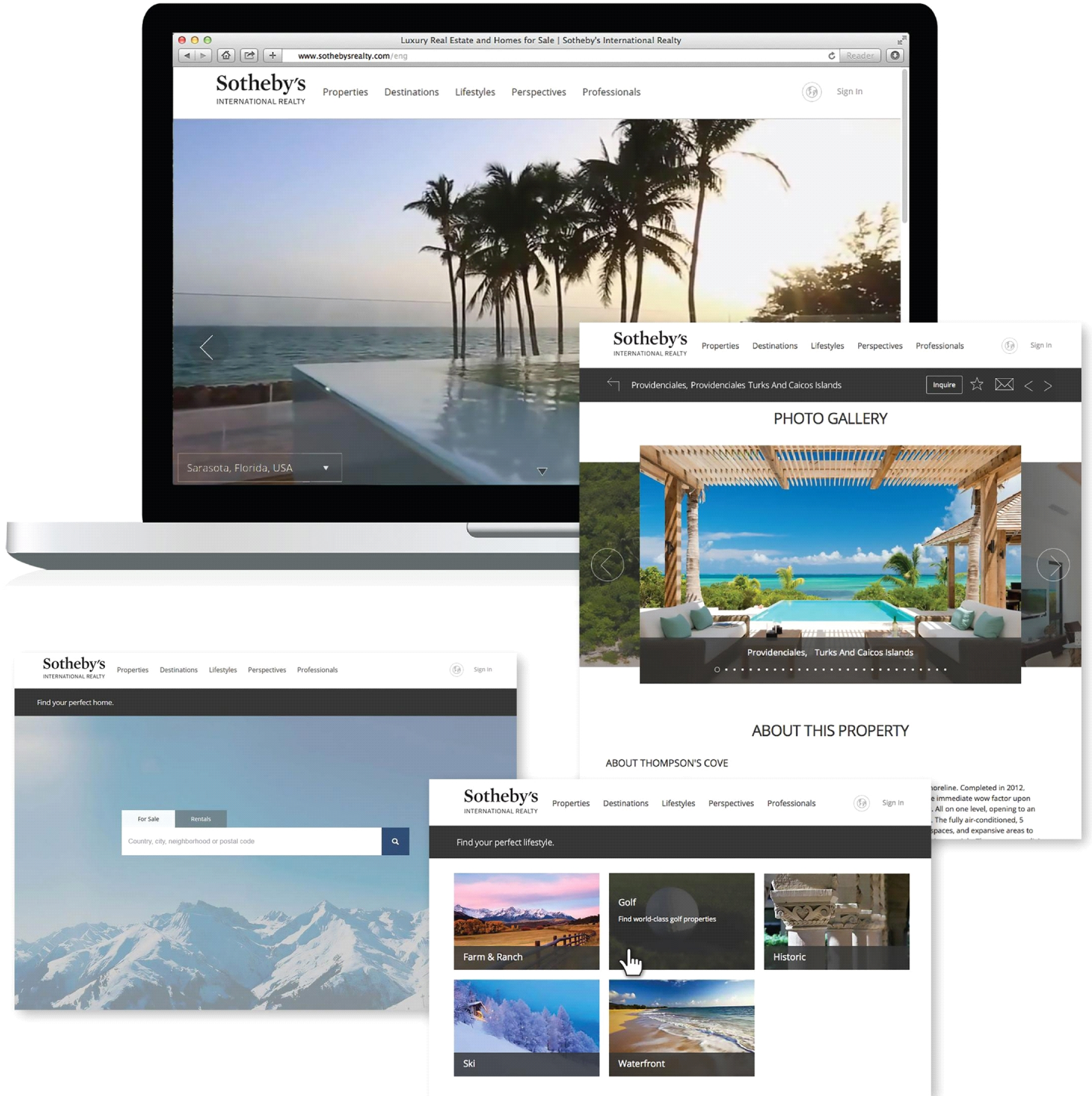
LIFESTYLE WEBSITES

Connecting discerning buyers and sellers of iconic rural & recreational retreats around the globe.

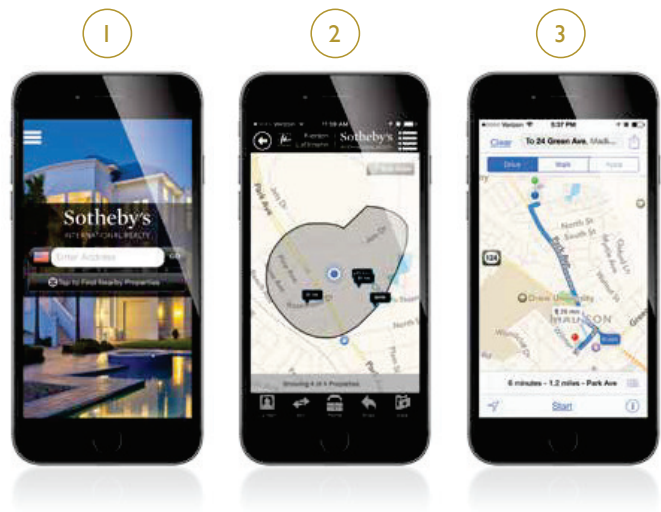


SIR.COM

In an ever-increasing global marketplace, sir.com attracts more consumers to search, view and inquire than any other luxury real estate website.



SIR Mobile is a luxury real estate mobile app that works anywhere and searches globally in 56 countries. Those who seek the unique when on the road can search using SIR Mobile on **Android, Apple** or **Blackberry** and connect with our global real estate experts around the world. Locate your next home and learn about the local lifestyle amenities with our points-of-interest toolbar, showcasing local restaurants, golf courses, resorts and more.



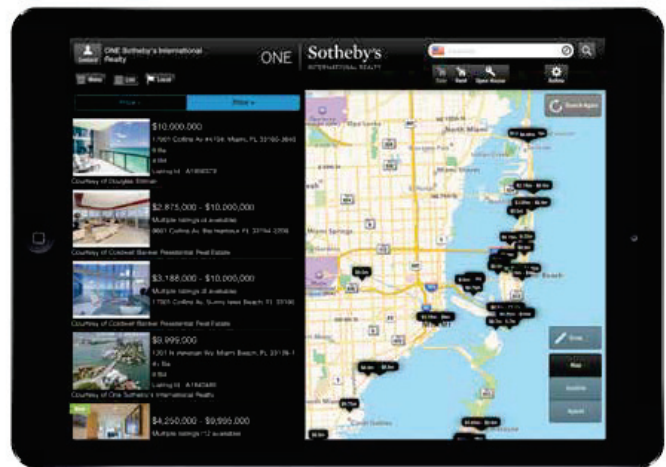
Features of SIR Mobile

1. GPS Search: Find the closest homes to wherever you are with the ability to search globally in 56 countries.
2. Map Draw Tool: Draw your own custom search.
3. Driving directions to the homes that interest you.



To get SIR Mobile

- Text "SIR" to 87778
- Search for "SIR" in the app stores

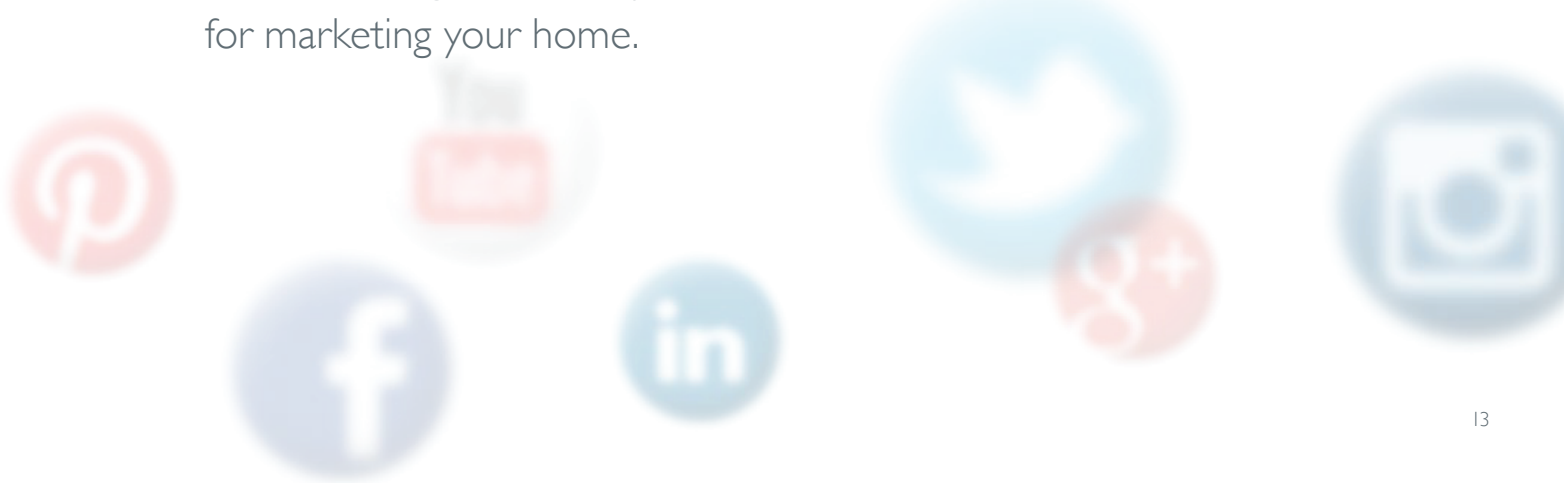


I M A G I N E

CONNECTING A

Global Real Estate Community

At the Sotheby's International Realty® brand, we use social media to connect your home to our vast community of real estate intenders and influencers from across the globe. Social Media, like real estate, is about connecting people and cultivating relationships, which makes it the ideal tool for marketing your home.





OUR STATS:

- **51.1 Million** social impressions worldwide.
- **400,000 visits** to sothebysrealty.com via social referrers.
- **Thousands** of properties showcased.
- **Extraordinary Property of the Day** features one property from sothebysrealty.com on Facebook, Twitter, Google+ and Pinterest and generates thousands of additional property views per day.

ARCHITECTURAL DIVISION



Of all the arts, architecture is one of the most sophisticated. It visually defines the character of our neighborhoods. In acknowledging the uniqueness and importance of architect-designed houses, Pacific Sotheby's International Realty has created an entire division to address the needs of architectural homeowners.

Our Architectural Division enables us to raise the bar on the marketing of architectural houses and utilize the connections we have cultivated in the architecture community. We have developed targeted strategies to give our clients a significant advantage.

The Architectural Division provides a central hub where agents, buyers, and sellers of architect-designed houses can access an incredible array of information on San Diego's eclectic blend of architectural houses. In addition, our clients have access to Jan Eric Horn, Founder and Executive Director of Pacific Sotheby's International Realty Architectural Division.

Pacific Sotheby's International Realty has a select group of associates who have earned the designation of Architectural Specialist. Each of these agents has completed a series of sales performance standards, passed a written examination, and attended a prerequisite number of educational seminars on architect-designed houses and the architects who design them.

We are motivated and energized by the momentum our Architectural Division has created. Our focus going forward is to provide our clients with a significant advantage in the representation of their unique architectural homes. Pacific Sotheby's International Realty honors Architecture as Art and our Architectural Division is its platform for the future.

— Jan Eric Horn, Founder & Executive Director, Architectural Division

EXPOSURE

CAIMEIJU 采美居

Pacific Sotheby's Realty has partnered with Caimeiju (www.caimeiju.com), an international real estate marketing platform that reaches affluent Chinese consumers searching for luxury property. This highly targeted exposure enables us to continue our global marketing strategy focused on reaching international buyers who want to invest in our local market. Consumers searching for San Diego property on the site will only see Pacific Sotheby's Realty listings (\$1 million+).

All listings are translated into Simplified Chinese by trained linguists familiar with the real estate industry, and since the site is hosted in China, it is behind the country's firewall, making it fully accessible to Chinese consumers. Properties are also promoted through Caimeiju on Chinese social media sites such as SouFun, YouKu (the Chinese version of YouTube), Weibo.com (China's version of Twitter), Chinese real estate and video sharing websites, and can be found on top Chinese search engines like Baidu, Google China, Bing.CN and Yahoo Taiwan with top Chinese keywords.

首页 Home 采美居豪华地产网络 Luxury Real Estate 美国房产新闻 News Channels

中国内地: +86 (021) 6888 7007 USA: 1.888.267.2889

CAIMEIJU 采美居

返回 | Print | 保存 | 抵押贷款计算器 | 我的最爱 | 搜索

5979 Rancho Diegueno - Rancho Santa Fe, California \$9,900,000



房间数	4
卫生间	5.50
占地大小	2.23 sq meters

[概观](#) | [详细信息](#) | [要求参观](#) | [发送给朋友](#) | [Gallery](#)

业主可接受范围在\$7,400,000 and \$9,900,000内的出价。方圆2.23英亩的海景天堂。整片产业由建筑师、室内设计师和园林设计师联手打造。他们创新的概念营造出多样化主题、文化和时期的和谐，带来宁静与无限美感。待客凉亭、70英尺长的泳池、带休息区、娱乐区和水力浴室的健身房。宁静的浪漫气息由建筑师Richard Dalrymle打造，采用了当代风格和亚洲元素。室内设计由以室内设计著称的Athur S. Porras担任，精心挑选的建材和独特的装饰材料来自世界各地。这些结合在一起，营造出温暖、现代、简洁的视觉效果。隐形玻璃墙贯穿整个前厅和正客厅，宁静的泳池波光闪闪。主卧有男女主人的衣橱和豪华的双人浴室，且通向私密的爱封按摩水疗池和可俯瞰山谷与大海的露台。两间办公室，其中一间面向内庭，采用来自非洲的真

5979 Rancho Diegueno
Rancho Santa Fe,
California 92087
United States

销售类型: FOR SALE
参考号: 150000768
Last Updated: 2015年3月05日 星期四 09:27

分类: 加州房产 California

加州房产新闻

圣巴巴拉的一天



圣巴巴拉的市区到处弥漫了浓郁的西班牙风味，漫步至圣巴巴拉法院(Santa Barbara County Courthouse)，这个法院以独特的建筑风格著称，使用突尼斯和西班牙制作的瓷砖，手工天花版面，以及华丽细致的装饰吊灯都是它的吸引力源头。

于 [圣巴巴拉房产新闻](#) 第一个发表评论！ | [阅读更多...](#)

西海岸邂逅——圣迭戈

圣迭戈 (San Diego) 位于美国本土的极端西南角，与墨西哥边境小城蒂华纳 (Tijuana) 相邻，自然而然收到西班牙文化的熏陶，是一处充满异域风情的地方。说到加州，人们对她的第一印象就是终年不断的灿烂阳光，圣迭戈也不例外。除了美妙的空气和大海，圣迭戈的建筑风格也非常有特点，这里拥有加州最大最古老而且保留至今的美式建筑群，一群红顶白墙全木结构意大利式的建筑就在海边上，就是着

EXPOSURE

CAIMEIJU 采美居

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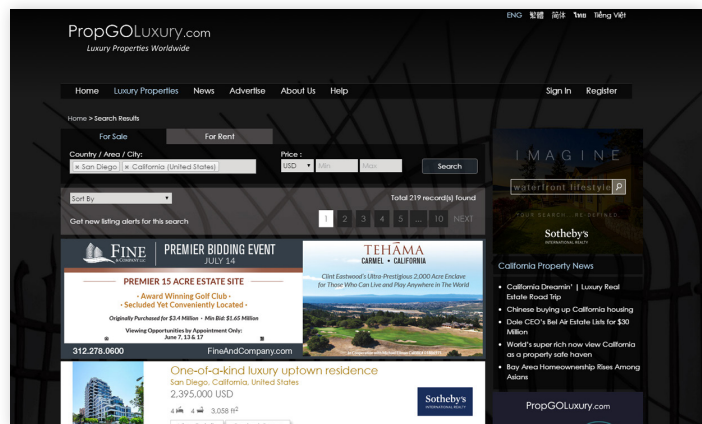
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Property must be \$1,000,000 USD or greater.



PropGOLuxury.com was created to fulfill the high demand of our affluent Chinese consumer base requesting exclusive properties from around the world. China represents the world's largest and fastest growing population, with more new millionaires being created than at any time in history. PropGOLuxury.com is the largest and fastest growing property portal in the China and Asia Pacific region.

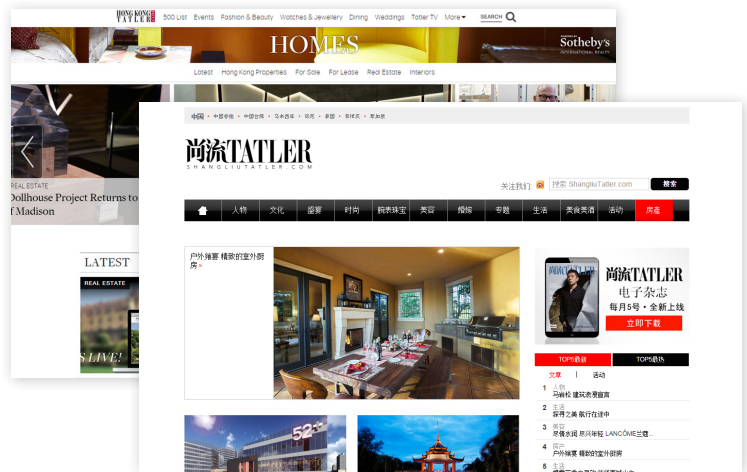


Property must be \$1,000,000 USD or greater.

EXPOSURE



A premiere luxury lifestyle resource since 1977, the Asia Tatler Franchise consists of 14 focused print editions and a growing online and mobile presence that continues to define the role of luxury amongst the social elite. Our brand is the EXCLUSIVE online real estate channel partner for hongkongtatler.com and shangliutatler.com, driving more than 24M media impressions. This unique collaboration provides an ideal platform to showcase our premier properties, participate in regional product launches and offer their audience our specialty market expertise.



Property must be \$1,000,000 USD or greater.



With primary circulation in Asia, LP Magazine, lp-luxuryproperties.com, features upscale articles written in both English and simplified Chinese. LP Magazine targets elite, high-net worth individuals looking for outstanding properties located in Asia, Europe, Australia and the Middle East. LP Magazine delivers rich lifestyle editorial focusing on the latest luxury product trends, as well as real estate market analysis and investment tips. Each issue features a “Property Finder,” pointing readers to some of the world’s most impressive real estate on the market today.



Property must be \$1,000,000 USD or greater.

ADVERTISING

Our property advertising opportunities leverage many of the world's most well-known media publications to enhance local marketing initiatives and drive awareness in the global markets we serve.

The collage features several prominent publications and digital assets:

- Sotheby's International Realty RESIDE**: A magazine with a sunset over water on the cover, advertising luxury homes and lifestyles.
- COLLECTION**: A magazine featuring a red Maserati sports car on the cover, celebrating 100 years of the brand.
- Home & Style**: A magazine with a modern interior design on the cover, including a high dining table.
- COUNTRY LIFE**: A magazine with a large, ornate house on the cover, advertising 52 pages of property.
- International New York Times**: A newspaper with a large, white, classical-style building on the cover.
- Bloomberg Markets**: A financial magazine with a red circle and the text "WHERE TO INVEST" and "ADVICE FROM BILLIONAIRES".
- Boston**: A magazine with a colorful, abstract pattern on the cover.
- FINANCIAL TIMES**: A newspaper with a headline about Wall Street's revolving door.
- THE GLOBE AND MAIL WEEKEND**: A newspaper with a headline about Ebola and Canada's readiness.
- Apple**: A newspaper with a headline about Apple's victory in a legal case.
- Can anyone help?**: A newspaper with a headline about Obama's debt fight.
- GREATERTHE WALL STREET JOURNAL**: A newspaper with a headline about Obama's debt fight.
- Obama Escalates Debt Fight**: A newspaper with a headline about Obama's debt fight.
- The New York Times**: A newspaper with a headline about a tougher path seen by Obama on the issue of assault weapons.
- International New York Times**: A newspaper with a headline about a girl in the shadows.
- 3 Kurds Slain in Paris, in Locked-Door Mystery**: A newspaper with a headline about the deaths of three Kurds in Paris.
- New York Sees Errors on DNA**: A newspaper with a headline about errors on DNA testing.
- OCEAN HOME**: A magazine with a headline about the luxury coastal lifestyle.
- Laptop**: A laptop displaying the Sotheby's Home & Garden website, featuring various real estate listings and advertisements.

LOCAL *exposure*

Pacific | Sotheby's
INTERNATIONAL REALTY

THE DAILY TRANSCRIPT

The number one source for daily business news, data and information since 1886.

www.sddt.com stats:

- 282,000 visits per month
- 9,200 visits per day
- 12 minutes per visit
- 16.7 page views per visit



LA MESA COURIER

- 24,000 monthly circulation
- Over 55,000 readership
- 12,900 papers mailed to 91941
- 4,900 newspapers home delivered
- 6,200 newspapers at bulk drops to over 160 area retail and business locations



UT COASTAL HOMES

SD Union-Tribune insert reaching San Diego's most affluent coastal residents.

Delivered to over **43,000** homes along the coast each month.

Areas of distribution:

Cardiff by the Sea	Del Mar	La Jolla	Point Loma
Carlsbad	Downtown	Mission Hills	Poway
Carmel Valley	Encinitas	Oceanside	Rancho Santa Fe
Coronado	Hillcrest	Pacific Beach	Solana Beach



UT REAL ESTATE

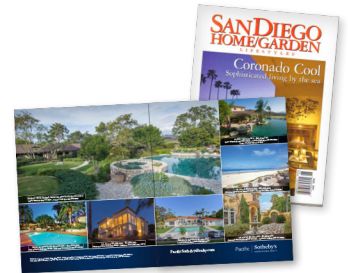
Weekend real estate guide.

- 302,000 circulation
- 724,800 readership
- 60% of UT readers own a home



SAN DIEGO HOME/GARDEN LIFESTYLES MAGAZINE

For more than 30 years, this magazine has offered award-winning editorial features on fine architecture, interior design and gracious living in and around San Diego.



DREAM HOMES

Dream Homes is the pre-eminent source for distinctive properties in San Diego.

14,000-16,000 print distribution monthly.



SAN DIEGO BUSINESS JOURNAL

- 45,000+ readers per week in print and 42,000+ daily eNews subscribers
- 12,000 circulation
- 86% of readers own a home, with an average home value of \$913,500
- 84% of readers earn more than \$250,000 per year



MULTI-PAPER INSERT

Our monthly multi-paper insert gives your property exposure in a variety of niche markets.

CIRCULATION

Beach & Bay Press	– 17,000
<i>Pacific Beach, Mission Beach</i>	
Carmel Valley News	– 17,243
Coronado Eagle & Journal	– 12,500
Daily Transcript	– 5,000
Del Mar Times	– 6,993
Encinitas Advocate	– 25,216
San Diego Downtown News	– 20,000
La Jolla Light	– 18,080
Peninsula Beacon	– 13,500
<i>Ocean Beach, Point Loma</i>	
Rancho Santa Fe Review	– 7,101
Solana Beach Sun	– 4,335
Total	– 146,968



LOCAL

exposure

DREAM HOMES

DREAM HOMES IS THE PRE-EMINENT SOURCE FOR
DISTINCTIVE PROPERTIES IN SAN DIEGO

14,000-16,000 print distribution monthly.

Targeted distribution reaches the million-dollar home buyer market in upscale neighborhoods, newsstands, hotels, and retail stores, such as boutiques, salons, shopping centers, car washes, real estate offices, and car dealerships.

Copies are **direct mailed** to the wealthiest home-owners in Rancho Santa Fe and door-to-door delivered to the most expensive homes in La Jolla and Coronado. Every San Diego issue also is distributed in Beverly Hills.



Pacific

Sotheby's
INTERNATIONAL REALTY

LOCAL

exposure

PREMIER

FROM BUYING TO SELLING, UPGRADING TO REMODELING, PREMIER COVERS IT ALL

20,000 print distribution monthly.

Premier keeps readers updated on what is happening in the market, reports the latest news in the mortgage industry, and offers the latest trends in home design and décor.

It is distributed to luxury hotels, private golf and country clubs, executive airports, high-end retailers, professional offices, salons, boutiques, yacht clubs, car dealers, interior designers and furniture stores around San Diego County, as well as top-producing real estate offices.



Pacific

Sotheby's
INTERNATIONAL REALTY

LOCAL

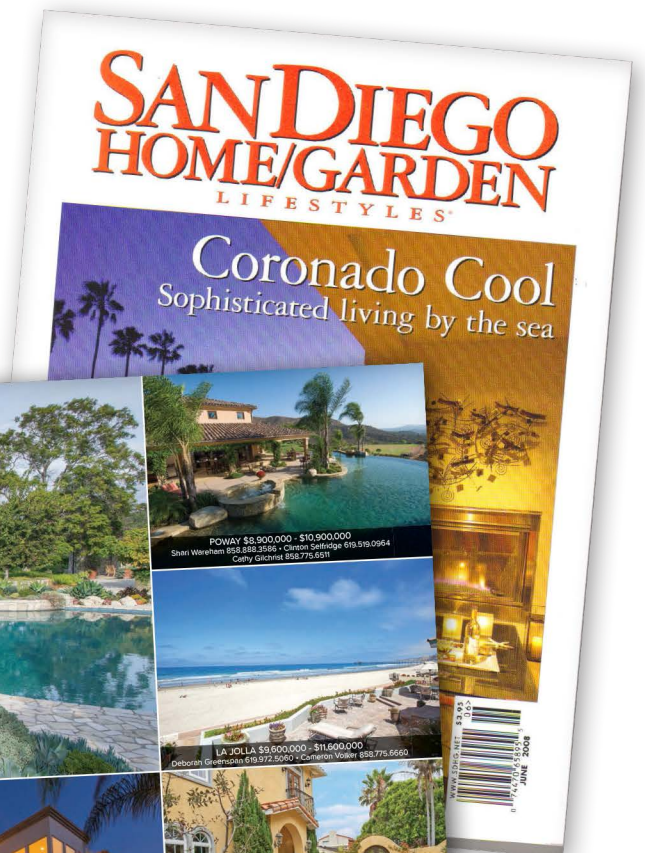
exposure

SAN DIEGO HOME/GARDEN
LIFESTYLES MAGAZINE

THE REGION'S PRIME SOURCE FOR ALL THINGS RELATED TO
INTERIOR DESIGN, FINE FURNISHINGS AND EXQUISITE GARDENS.

For more than 30 years, SDHG has offered award-winning editorial features on fine architecture, interior design and gracious living in and around San Diego.

Every month, its editorial and advertising reaches over 231,000 of the most affluent and discerning readers in the region.



BUENA VISTA FARM, RANCHO SANTA FE \$27,000,000
Cathy Gibson 619.779.6511 • Clinton Selfridge 619.519.0964

POWAY \$8,900,000 - \$10,900,000
Shari Waleham 858.888.3586 • Clinton Selfridge 619.519.0964
Cathy Gibson 619.779.6511

LA JOLLA \$9,600,000 - \$11,600,000
Deborah Greenspan 619.972.5060 • Cameron Walker 858.775.6660

RANCHO SANTA FE \$21,500,000 - \$24,500,000
Eric Isakson 619.692.5505 • Deborah Greenspan 619.972.5060

RANCHO SANTA FE \$2,300,000
Eric Isakson 619.692.5505

LA JOLLA \$2,295,000 - \$2,495,000
Patricia Krieger 858.340.4550 • Catherine Shere 858.342.9373

LA JOLLA \$2,750,000 - \$2,950,000
Deborah Greenspan 619.972.5060 • Cameron Walker 858.775.6660

PacificSothebysRealty.com Pacific Sotheby's INTERNATIONAL REALTY

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LOCAL

exposure

THE DAILY TRANSCRIPT

THE NUMBER ONE SOURCE FOR DAILY BUSINESS NEWS, DATA AND INFORMATION SINCE 1886

Nearly 90% of the Daily Transcript's affluent readership has an annual income of \$100,000 or greater and 80% claim a net worth of \$1 million or above.

Along with its print edition targeting business professionals, The Daily Transcript features a paid subscription site attracting more than 3.3 million unique visitors annually.

www.sddt.com stats:

- 282,000 visits per month
- 9,200 visits per day
- 12 minutes per visit
- 16.7 page views per visit



Pacific

Sotheby's
INTERNATIONAL REALTY

LOCAL

exposure

SAN DIEGO BUSINESS JOURNAL

PROVIDES BUSINESS NEWS TO CEOs, EXECUTIVES, SENIOR MANAGERS AND OTHER DECISION-MAKERS WHO MAKE UP THE MOST INFLUENTIAL AUDIENCE IN SAN DIEGO.

- 45,000+ readers per week in print and 42,000+ daily eNews subscribers
- 12,000 circulation
- 86% of readers own a home, with an average home value of \$913,500
- 84% of readers earn more than \$250,000 per year



(PSIR pull-out section)

Pacific

Sotheby's
INTERNATIONAL REALTY

LOCAL

exposure

UNION TRIBUNE COASTAL HOMES

SD UNION-TRIBUNE INSERT REACHING SAN DIEGO'S MOST AFFLUENT COASTAL RESIDENTS

Delivered to over **43,000** homes along the coast each month. Additional distribution in racks at local stores and real estate offices. Electronic edition stays live for 30 days on UTSanDiego.com.

Areas of distribution:

- Cardiff by the Sea
- Carlsbad
- Carmel Valley
- Coronado
- Del Mar
- Downtown
- Encinitas
- Hillcrest
- La Jolla
- Mission Hills
- Oceanside
- Pacific Beach
- Point Loma
- Poway
- Rancho Santa Fe
- Solana Beach



LOCAL

exposure

UT REAL ESTATE

SAN DIEGO'S WEEKEND REAL ESTATE GUIDE

PSIR ad runs in Central & North zones every Sunday.

- 302,000 circulation
- 724,800 readership
- 60% of UT readers own a home



LOCAL

exposure

OUR MONTHLY MULTI-PAPER INSERT GIVES YOUR PROPERTY EXPOSURE IN A VARIETY OF NICHE MARKETS



CIRCULATION

- Beach & Bay Press – 17,000
Pacific Beach, Mission Beach
- Carmel Valley News – 17,243
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- Del Mar Times – 6,993
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Ocean Beach, Point Loma
- Rancho Santa Fe Review – 7,101
- Solana Beach Sun – 4,335
- Total – 146,968**

Pacific

Sotheby's
INTERNATIONAL REALTY



Clockwise from top left: Del Mar On The Sand \$15,995,000 • Santaluz Country Club \$3,500,000
Fairbanks Ranch \$4,100,000 • Buckhead, La Jolla Ocean Bluff \$2,250,000

SIGNIFICANT SALES

TRULY SPECIAL HOMES AND THEIR STORIES

The character of a home is personified by the people who reside there. Over the years, our firm has developed innovative marketing tools and contacts with some of the most qualified clients in the world. We have also developed an appreciation for the true value of beautiful things and we take great pride in presenting to the world unique places and their stories. Above are just a few of those special homes our brand has recently represented.

OUR *sphere* OF INFLUENCE

It is not uncommon for the perfect buyers of a home to be in another country. It is uncommon for a real estate professional to have the resources to find them.



Pacific | **Sotheby's**
INTERNATIONAL REALTY

PacificSothebysRealty.com

T H E M A R K E T I N G O F Y O U R

PROPERTY

YOUR HOME IS UNIQUE.

Marketing a listing such as this takes an exclusive set of skills as well as an integrated marketing plan.

Our exclusive global marketing partnerships are designed to create maximum exposure for your property.

All the resources that are available to me and my firm are utilized to present your home in an

EXTRAORDINARY
and
TARGETED MANNER.