



SOTHEBY'S INTERNATIONAL REALTY®  
**COLLECTIONS**

SECOND EDITION 2015

NEWS & INFORMATION ON THE GLOBAL REAL ESTATE MARKET FROM SOTHEBY'S INTERNATIONAL REALTY® PROFESSIONALS WORLDWIDE

## THE STANDARD OF EXCELLENCE

**S**INCE ITS INCEPTION, the Sotheby's International Realty® brand has set the standard of excellence for the luxury real estate industry. That is evident this year with the recent announcement of the 2015 *The Wall Street Journal/REAL Trends* “**Top Thousand**” report, which ranks America's top 1,500 residential real estate agents and teams based on 2014 annual sales volume, transaction sides and average sales price.

For the first time this year, *Real Trends* ranked agents based on average sales price, recognizing the success of agents that specialize in the luxury real estate

segment. The *Sotheby's International Realty* brand had **75 of the top 250 (30%) individuals by average sales price**. This achievement is reflective of the success of our efforts to further establish this brand as the collective “Voice of Luxury.” I appreciate all that you do for the *Sotheby's International Realty* brand. Our network of professionals inspire us all to raise our level of performance and professionalism.

As well, this issue of *Collections* features a **special report on longevity in our network**. It is humbling to see all the companies that have not only been

with the brand for a long period of time, but who also have been in business for many decades. While we've only highlighted a few, their dedication and commitment to the brand and our industry truly is inspiring.

Enjoy this issue of *Collections* and look forward to a strong final half of 2015!



**Philip White**  
President & Chief Executive Officer  
Sotheby's International Realty





French Polynesia Sotheby's International Realty | Bora Bora, French Polynesia | \$3,364,748 USD, 2.999.000 € EUR | [Prop ID: WQLZMT](#)

**The Sotheby's International Realty® network currently has more than 17,000 independent sales associates located in approximately 800 offices in 61 countries and territories worldwide.**

**The following branch offices have opened:**

- Vista Sotheby's International Realty in Palos Verdes and Redondo Beach, California, merged with South Bay Brokers, which had four offices across the South Bay market in Los Angeles County. The combined company operates as **Vista Sotheby's International Realty**
- SKBK Sotheby's International Realty in Birmingham, Michigan, has changed its name to **Signature Sotheby's International Realty**
- Mountain Sotheby's International Realty, owned by John Turchin and operating one office in Banner Elk, North Carolina, has merged with **Premier Sotheby's International Realty**

**The brand welcomed the following company to the network:**

- French Polynesia Sotheby's International Realty (Tahiti)

The Sotheby's International Realty® brand has crafted a legacy of quality and service since it began in 1976, built on the Sotheby's auction house's own storied history that goes back to 1744. Today the *Sotheby's International Realty* brand continues to expand its footprint worldwide, and at the core of that growth are many companies that have come to personify what the brand stands for and define longevity in the industry. *Collections* sat down with a few of these firms to get their thoughts on how real estate has changed over the decades and how they have created their own unique legacies.

## DAMIANOS SOTHEBY'S INTERNATIONAL REALTY, BAHAMAS GEORGE DAMIANOS, PRESIDENT



George Damianos and wife Jill around the time they began their business

### How many years has the company been in real estate?

70 years, since 1945.

### What is different about the industry/market since you began?

I began working as an agent in the company in 1972, the year before the Bahamas became an independent country. Real estate prices were depressed and there was a lot of uncertainty as to what the future would hold. The brokerage business was difficult because exclusive listings were unheard of. It was a free for all. The only saving grace was that there were only a handful of full time real estate agents. There were no licensing requirements. All you had to do was say you were a real estate agent. Mortgage money was limited, the only bank that specialized in longterm mortgages would stop lend when they met their yearly quota and that normally took place in September. So we had three months without mortgage money available. This gave my father the idea to start his own mortgage company to facilitate our company sales. This portion of the business grew and obviously was profitable. After the Bahamas developed and the banks had money to lend 12 months a year we continued financing real estate and had the luxury of picking the best deal. Today the real estate industry is regularized and licenses are required. We now have an MLS and exclusive listings are commonplace. The industry in the Bahamas has matured.

### What year did the company affiliate with the Sotheby's International Realty brand and what has it meant to your business?

We started with the brand in 2005. Attaching ourselves to the *Sotheby's International Realty* brand has made a world of difference to us. We were able to stay focused on the upper end of the market. We have increased our sales volume and given our agents the best marketing tools in the business. We have consistently kept our company average sales price at more than \$1.2 million and we are able to attract better listings.

### What has real estate meant for your personal family history?

In 1945, before I was born, my father operated the real estate company in a one-room office with two employees. As a youngster I heard all the news and stories that my father and mother talked about at dinner. There were joyous times when sales were made and dismal times when sales were lost. I heard it all. There was never a doubt in my mind what I do or where I would work when I returned from college. I was programmed to sell real estate just as my son was unknowingly programmed by me. We believe that it is easier to make a successful business better than to go out and start a new business or work for someone else. My father ran the business with integrity and on a small Island your reputation is very important. We continued to build on this so we were able to build up a great deal of respect in the community. When you combine this with passion and good, loyal employees, we will be able to continue to exist for many generations to come.

## RUSS LYON SOTHEBY'S INTERNATIONAL REALTY, ARIZONA TODD GILLENWATER, CHIEF EXECUTIVE OFFICER



The first Russ Lyon office in 1947

### **How many years has the company been in real estate?**

Our company was founded in 1947 by Russ Lyon, Sr. He was the big-band leader for Russ Lyon and His Orchestra, driving from New York to Hollywood to further his career. While driving through Phoenix – the Valley of the Sun – his son Russ, Jr. became ill and they were forced to lay over several weeks. The orange trees were blooming and the sun was shining. Russ Lyon, Sr. made the decision to stay in Phoenix. He opened a boutique real estate firm shortly thereafter, and the rest, as they say, is history.

### **What is different about the industry/market since you began?**

Everything imaginable is different, with the exception of the most important fundamental thing in our industry: people do business with people they trust. We've earned that trust every day since 1947.

### **What year did the company affiliate with the Sotheby's International Realty® brand and what has it meant to your business?**

We joined in May 2008, just in time for the housing and financial meltdown that gripped the United States and the world for years to come. In hindsight that timing was fortuitous. The brand has added a global dimension to our well-established Arizona company that we'd never had before. At the highest level, the brand's tools and training allowed us to further differentiate ourselves

from our competition. We survived those dark days by relying on our core business ethics and maximizing our relationships throughout the brand – relationships that to this day enhance our company's performance. The brand is a true added value to every one of our agents, every single day.

### **What has real estate meant for your personal family history?**

Russ Lyon, Sr. founded the company in 1947, and his son Dennis ran the company from the 1970s through mid-2008. His son and my business partner, Jim, has been chairman of the board since 2008. The State of Arizona has grown from 400,000 residents to nearly 6 million in that same timeframe. The Lyon family are icons of business success in Arizona. Their name and business ethic is deeply respected in the Southwest. It is impossible to separate the Lyon family from this company; they continue to be the driving force in all that we do.

To see a special video of Jim discussing his family's legacy, [click here](#).



## DANIEL GALE SOTHEBY'S INTERNATIONAL REALTY, NEW YORK PATRICIA J. PETERSEN, PRESIDENT & CHIEF EXECUTIVE OFFICER



Daniel Gale and Jean Wallace in front of the Daniel Gale office c 1940



Patricia Petersen at the start of her career

### How many years has the company been in real estate?

We have been in business for 93 years, since 1922.

### What is different about the industry/market since you began?

Founded in 1922, Daniel Gale began well before real estate was the industry we know today. What hasn't changed are some of our core promises to always do what's "right" and deliver unrivalled service to buyers and sellers of real estate. I joined Daniel Gale in 1975 at a time when franchising was first being adopted in many parts of the country for residential real estate, and companies tended to be hyper local. Since then we've seen the profession expand and contract with market conditions, companies – for the most part – grow or become acquired, the commoditization of almost all real estate data, and explosive growth in technology. Yet real estate professionals are still at the core of virtually every residential transaction.

### What year did the company affiliate with the Sotheby's International Realty® brand and what has it meant to your business?

We officially became affiliated with the brand in 1976 after a visit from Clark Halstead, who was in town on business for what was then known as "Sotheby's Park Bernet International Realty." Years later when what subsequently became *Sotheby's International Realty* offered a more structured relationship we made the obvious choice of becoming a cobranded company, Daniel Gale Sotheby's International Realty, for Long Island (excluding the Hamptons) and Queens. It combined two powerful

brands and the partnership has played a significant role in our growth, prestige and image.

### What has real estate meant for your personal family history?

Although I have a history in real estate, the real family history for Daniel Gale Sotheby's International Realty involves the Gale family. Daniel Gale hung out a shingle for the real estate and insurance agency that bore his name in 1922. As automobiles became affordable and roads were built to accommodate them, Huntington and Long Island opened up to pioneers from Manhattan. His son, Daniel Kent Gale, followed in his father's footsteps beginning in 1937, for many years growing the company and developing a strong regional brand with often national recognition. It wasn't until many years later that I was "welcomed aboard" by Kent Gale and subsequently became president and chief executive officer a few years later. Today Daniel Gale Sotheby's International Realty has 700 sales associates and 27 offices, will celebrate its 100th Anniversary in just a few years, and is poised for an exciting future as an industry leader.

## LEW GEFFEN SOTHEBY'S INTERNATIONAL REALTY, SOUTH AFRICA LEW GEFFEN, CHAIRMAN



Lew and Sandy Geffen

### How many years has the company been in real estate?

I personally have been in the Real Estate industry for 43 years. I started in the business with my mom, Aida Geffen, in 1972. I then opened our flagship operation, *Lew Geffen Estates*, in 1982, which then served as the springboard for the rollout of the national brand that has spread throughout South Africa.

### What is different about the industry/market since you began?

Technology has changed the face of the business completely and utterly in the way we communicate with clients. The level of sophistication in marketing has also changed and now ranks with the best of the best globally. The rest of the fundamentals of the business are still prevalent, however, such as canvassing for properties, showing properties, acquisition of mandates and closing of deals.

### What year did the company affiliate with the Sotheby's International Realty® brand and what has it meant to your business?

Before joining the *Sotheby's International Realty* family, we were market leaders in Johannesburg with more than 150 agents. I was then inspired by one of my colleagues to investigate an association with the brand and our affiliation as Lew Geffen Sotheby's International Realty began in July 2000. The first move was to conduct a thorough research of where Lew Geffen Estates stood in the marketplace and how to blend the infusion of the *Sotheby's International Realty* brand. I engaged an advertising consultant and we went to work. We came to the conclusion that a

complete reinvention was necessary and hence the change of the corporate identity and branding. This was received by the public instantaneously with great enthusiasm. In the first three years with the brand, we quadrupled our business. We then negotiated the Master Franchise for the brand for South Africa. Outside of the United States, Lew Geffen Sotheby's International Realty has the largest number of offices outside of the United States of the *Sotheby's International Realty* network. Today, Lew Geffen Sotheby's International Realty is led by Jason Rohde, our chief executive officer, and me as chairman. We have 68 offices across six provinces with just under 800 agents across South Africa.

### What has real estate meant for your personal family history?

I have been in the industry since 1972. Lew Geffen Estates was then incorporated in 1982. We started with three agents and sold five properties in our first month of operation. My administrative staff consisted of a bookkeeper, a bond administrator, a training officer and a telephonist. My wife, Sandy Geffen, became the group trainer for the agents and my dad, Monty, also came into the loop for moral support and as a soundboard. With the input of the legendary *Sotheby's International Realty* brand in 2000, the company Lew Geffen Sotheby's International Realty grew to be represented throughout South Africa. My son, Barak Geffen, then led the charge to this expansion and my daughter, Yael Geffen, inspired the marketing.

**CELIA DUNN SOTHEBY'S INTERNATIONAL REALTY, ARIZONA  
GEORGIA & SOUTH CAROLINA CELIA DUNN, MANAGING BROKER AND PRESIDENT**



Celia Dunn in the early days of her real estate career

**How many years has the company been in real estate?**

We have been in business a total of 34 years.

**What is different about the industry/market since you began?**

Advanced technology is the big difference between the old and new real estate industry. Also, there are many more people who are highly professional and competitive in the industry today. Today the market is global.

**What year did the company affiliate with the Sotheby's International Realty® brand and what has it meant to your business?**

The brand has helped greatly expand our business. We began with the brand under the original model in 1981. On January 1, 2006 we joined as part of the current model.

**What has real estate meant for your personal family history?**

My husband Larry and I became involved in real estate in 1964 in Savannah, encouraging young people to invest in its original National Landmark Historic District. We were both working in other careers and we worked in real estate gratis, motivated by our love of our city's historic district. In 1974 we became licensed real estate agents. While Larry continued in banking, I joined Esther Wynne Realty as an agent. I became a real estate broker in 1977 and Larry later obtained his broker's license. I opened Celia W. Dunn Realty in 1981 as broker-in-charge and owner. Larry joined me in 1982 as chief financial officer and associate broker. The company has been active in Savannah real estate for 34 years and in Bluffton and Hilton Head Island, South Carolina, for 11 of those years.

In 2004, our son, a radiologist in Jacksonville, encouraged us to expand into South Carolina and continues today as a consultant. He regularly invests in real estate both in our area and south of us. Our daughter, a masters trained dance therapist, became a licensed real estate agent with our company in 2002 and continues to provide advice. One of my brothers and one of my nieces also are with the company. I look back on the many years when our children were young and I had to call upon my parents and Larry to come to my rescue, so I could show property, and am ever grateful. Today, our 7-year-old granddaughter asks me how our houses are doing! I truly consider our wonderful company as family. Together with my husband's financial expertise, they have made Celia Dunn Sotheby's International Realty a success.

**OTHER NOTABLE LEGACIES**

- **Rego Sotheby's International Realty** in Bermuda: Started business in **1949**, the oldest real estate company on the island
- **Briggs Freeman Sotheby's International Realty** in Texas: Started in **1960** as Ben R. Briggs Realtors
- **Kurfiss Sotheby's International Realty** in Pennsylvania: David Kurfiss started the company in **1971**
- **Kuper Sotheby's International Realty:** Started in **1972**
- **Daniel Ravenel Sotheby's International Realty** in South Carolina: Company opened in **1983**
- **Canary Islands Sotheby's International Realty** in Spain: Started in **1993**



Julia B. Fee Sotheby's International Realty | Rye, NY | \$2,200,000 | [Prop ID: 2JWQYZ](#)

**CONTEMPORARY HOME | RYE, NEW YORK** — Fiona Dogan of **Julia B Fee Sotheby's International Realty** in Rye, N.Y., has listed a **\$2.2 million** custom-built contemporary home on Mount Holly Drive in Rye. The home was built in 1985 by architect Peter Smith of Newburgh, N.Y., who is known for his environmentally friendly approach that bring a focus to conservation, landscaping and communing with nature, as well as historic preservation. The property is a perfect example of how Smith blends the architecture with the natural surroundings as all of the expansive interior rooms are connected to the exterior setting. There are rock outcroppings, a waterfall, bridge and pond with frogs, turtles and birdlife. Walls of windows and raised skylights bring the outdoors in, while the open-plan first floor area has a tree growing in the center of it. [Click here](#) for more information.



Brazen Sotheby's International Realty | Yarrow Point, Washington | \$4,488,000 | [Prop ID: KY6SCQ](#)

**YARROW POINT HOME | BELLEVUE, WASHINGTON** — **Brazen Sotheby's International Realty** in Bellevue, Wash., has listed a **\$4.48 million** home in Bellevue's Yarrow Point neighborhood, which is home some of the most prominent real estate in the area. The property has spaces for entertaining, a pool and views of beautiful Lake Washington. For more information, [click here](#).

Joseph and Randi Brazen, the firm's owners, were in attendance at this year's AREAA Global & Luxury Summit in Chicago. While there they learned about capturing the attention of and assisting the Asian clientele.



Joseph and Randi Brazen attend the AREAA Global & Luxury Summit in Chicago



Sotheby's International Realty – Montecito – Coast Village Road Brokerage  
Sycamore Valley Ranch, Montecito, CA | \$100,000,000 | [Prop ID: ZQLTPS](#)

**SYCAMORE VALLEY RANCH | LOS OLIVOS, CALIFORNIA** — Suzanne Perkins and Harry Kolb of **Sotheby's International Realty – Montecito – Coast Village Road Brokerage** have listed Sycamore Valley Ranch, the ultimate ranch retreat and gated estate of approximately 2,698 acres located five miles north of the town of Los Olivos. Covered in [The Wall Street Journal](#), the home was designed by Robert Altevors for William Bone in a French Normandy-style and meticulously crafted to perfection. Listed at **\$100 million**, the property is nestled between extensively landscaped gardens and a four-acre lake complete with a waterfall, the home offers incredible pastoral and majestic mountain views. The ranch features 22 unique structures, including three separate guest homes, an approximately 5,500-square foot movie theater with stage and several barns. [Click here](#) for more information.



North India Sotheby's International Realty | Karnataka, India | \$4,368,311 USD, ₹28,000,000 INR  
[Prop ID: TFKG4S](#)

**TATA HOUSING'S VILLAS | NEW DELHI, INDIA** — **North India Sotheby's International Realty** was selected to represent TATA Housing's luxury villas located in the nation's capital. The complex, on a land parcel of about 1 acre, houses four villas that list as high as **\$40 million (USD)**. The villas will have private pools, landscaped gardens, Jacuzzis and private elevators. TATA group is one of the largest and most respected business houses from India. To see one of the listings, [click here](#).



Anne Erwin Sotheby's International Realty represented the buyer in the sale of this \$3.4 million property

**YORK, MAINE** — Anne Erwin Sotheby's International Realty in York, Maine, recently represented the buyer in the sale of a York property for **\$3.4 million**. The sale sets a record in York for a five year span, the last record property selling for \$4,800,000 in 2009, whose seller also was represented by the firm.

The 12-acre private estate features an extensive deepwater dock, two barns and a 6,000-square foot residence. There are eight bedrooms, four fireplaces and an open floor plan highlighting the water views. The original 1922 farmhouse had been meticulously transformed following the direction of architect William Ross and the former owners.



Ward Wight Sotheby's International Realty sold Lamport Hall – Camelot by the Sea for \$5.2 million.

**BRIELLE, NEW JERSEY** — Ward Wight Sotheby's International Realty in New Jersey sold Lamport Hall – Camelot by the Sea in March for **\$5.2 million**. Majestically situated on the Manasquan River, the property is one of the most renowned estates in the area. Formerly the Sinclair Estate, it boasts extensive frontage on the Manasquan River and overlooks the Manasquan River Golf course's 17th hole. Built as a replica of a castle in England, this 4.16-acre estate was designed to be an exclusive playground. There is a guest house, pool house, boat house and dock.



Sotheby's International Realty-East Side Manhattan Brokerage sold this property for \$21 million

NEW YORK, N.Y. — J. Roger Erickson of **Sotheby's International Realty – East Side Manhattan Brokerage** in New York recently sold a property built on farmland once owned by John Jacob Astor for **\$21 million**. Situated on one of the finest blocks in the Gold Coast of Greenwich Village, this Federal-style brick mansion was originally built in 1833. One of the many exceptional features of the mansion is its remarkable 26 foot width. It is built 72 feet deep and encompasses approximately 9,360 square feet.



USVI Sotheby's International Realty sold Whydah for \$8.9 million

ST. THOMAS, US VIRGIN ISLANDS — **USVI Sotheby's International Realty** recently sold a one-of-a-kind villa called "Whydah" for **\$8.9 million**. The home is perched on the secluded western tip of St. Thomas in the 397-acre Timbers Resorts managed Preserve at Botany Bay. Whydah is named after the most successful pirate ship that ever sailed before sinking off Massachusetts in April 1717. The villa sprawls over 19,000 square feet including 4,000 square feet of outdoor pool and entertainment areas. Whydah boasts commanding 270-degree views over the surrounding cays, two exquisite half moon bays and the meeting place of the Atlantic Ocean and Caribbean Sea where sea life including turtles, rays, dolphins and whales. This private, top-of-the line retreat has six bedrooms, eight bathrooms, a two bed/ bath caretaker cottage, two guest cottages, a four car garage, custom tiled pool with underwater scenes and spa and a large formal kitchen with cabinetry designed by Clive Christian. All of the interior flooring is made of the finest coral stone in the world. There also is a three-story stone turret with an observation deck on top, a second master bedroom on the bottom and an office/study constructed of rich mahogany wood and stone tile floors design inspired by the "captain's quarters" of a pirate ship.



UK Sotheby's International Realty representatives speak at a special event hosted by North India Sotheby's International Realty



Top: Chris Feurer, Jameson Sotheby's International Realty chief executive officer, addresses more than 200 Sotheby's International Realty agents at the Midwest Networking Event on April 22.

### CREATING SYNERGIES

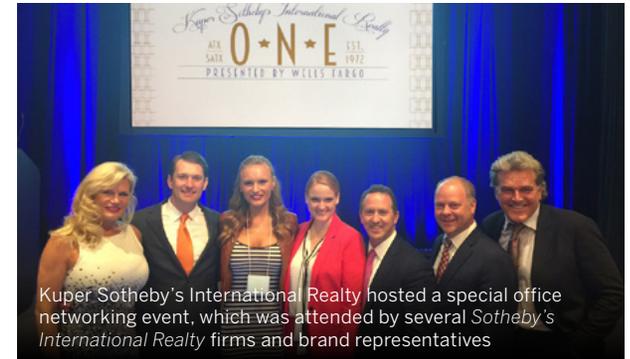
North India Sotheby's International Realty hosted UK Sotheby's International Realty in April with the goal of developing business synergies between both the offices for future opportunities. During the visit an event was held for prospective clients, developers and media to introduce them to the UK luxury residential market. The event was very well attended and followed by three days of one-on-one meetings with the prospective buyers.

### NETWORKING IN THE NETWORK

Jameson Sotheby's International Realty in Chicago in April hosted the first Sotheby's International Realty® Midwest Networking Event at the W Chicago – City Center. Affiliates from the Midwest and around the country gathered together to hear from brand executives and top producing agents.

A "Top Producer Panel Discussion" brought together some of the brand's top real estate professionals, who shared their best practices and processes for selling, led by moderator Robbie Briggs of Briggs Freeman Sotheby's International Realty in Dallas. Mark Zukerman of Encore Sotheby's International Realty in Indianapolis, Indiana, moderated a discussion on how to maximize the brand's resources, tools and a new psychology for selling. Other panel topics including building referrals.

The full day event culminated in a cocktail hour and dinner, where Jameson Sotheby's International Realty's 2015 Top Producer Awards were announced, followed by a celebratory reception. For more information, [click here](#).



Kuper Sotheby's International Realty hosted a special office networking event, which was attended by several Sotheby's International Realty firms and brand representatives

### KUPER SOTHEBY'S INTERNATIONAL REALTY HOSTS NETWORKING EVENT

Kuper Sotheby's International Realty in Texas recently held its 2015 Office Networking Event, two days of networking, educational seminars and celebration for their agents and several Sotheby's International Realty® affiliates from around the country. Attendees also heard from several brand representatives and keynote speaker Ed Whitacre, Jr., former chairman and chief executive officer, General Motors Company and chairman emeritus of AT&T. "We were thrilled with another great event this year," said J Kuper, principal broker and owner, Kuper Sotheby's International Realty. "We have a continued focus to increase our referrals throughout the network and we have already seen several transactions come to fruition thanks to the relationships that were formed over two days."

Joseph Brazen, owner and designated broker for Brazen Sotheby's International Realty in Bellevue, Washington, spoke on a panel that addressed providing exceptional customer service. "It was an honor to attend the O.N.E. event in San Antonio and hear what other successful agents are doing in our network to help their clients, especially from an established brokerage such as Kuper Sotheby's International Realty," he said.

## CONGRATULATIONS!

**Sotheby's International Realty's** four offices in Monterey, California, were collectively named Best Real Estate Office for 2015 by *Monterey County Weekly!* [Click here](#) for more information.

MONTEREY COUNTY  
**WEEKLY**

## REALOGICS SOTHEBY'S INTERNATIONAL REALTY TAPPED AS EXPERT SOURCE ON CHINESE MARKET

**Realogics Sotheby's International Realty** in Seattle, Washington, is successfully positioning itself as an expert source on Chinese home buying trends in the region. By invitation of the Washington State China Relations Council and moderator Olive Goh of CITI Private Bank, Realogics Sotheby's International Realty team members earlier this year attended an investment summit drawing more than three dozen mainland Chinese business persons from Shunde, Guangdong Province. The event, **held March 11 and** entitled "**Red Hot – Greater Seattle Real Estate Market and Inbound Chinese Investment**" was kicked off by Lt. Governor Brad Owen and included an address by former US Ambassador to China Gary Locke as well as leaders within the local residential, commercial and

development market. The firm covered the event in a **recent blog**. Dean Jones, the firm's principal and owner, also was appointed to the board of the Washington State China Relations Council, sits on the inbound investment committee and will head a new real estate committee as outlined in a **press release**.

As well, in a print article entitled "**How Foreign Investment is Changing our Neighborhoods**," *Seattle Magazine's* Jenny Cunningham prominently featured the firm, an expert on the latest in this massive trend. To read more, [click here](#). Finally, Seattle and Realogics Sotheby's International Realty were positioned as a leading opinion for international buyer trends in recent articles in Canada's **Globe and Mail** and on **King 5 TV News**. The firm is also making its own news releasing its video documentary "**East Meets West.**"



## LOCAL MARKET LEADERS

**Russ Lyon Sotheby's International Realty** in Arizona had four agents named to the top 10 Who's Who in Business: Residential Women Agents published by the Arizona Republic media: Lisa Wadey, Lisa Lucky, Monica Monson and Sandra Baldwin.

A SPECIAL PUBLICATION OF REPUBLIC MEDIA  
**WHO'S WHO**  
IN BUSINESS

In addition, Russ Lyon Sotheby's International Realty was again named to the Top 10 Brokerages. Agent Connie Swenson also was acknowledged as the firm's highest ranking employee. For more than 20 years, the Who's Who in Business has been recognizing Arizona's leading companies and their highest-ranking women. The Who's Who is a special publication of *The Arizona Republic/Republic Media* and is produced in print and online at [azcentral.com](http://azcentral.com).

(Left to Right) Kevin Corbett of PLUS Investment; Dean and Stacy Jones of Realogics Sotheby's International Realty; Olive Goh of CITI Private Bank and Gary Locke, former Governor of Washington and previous US Ambassador to China.



Sotheby's International Realty Bridgehampton Brokerage | East Hampton, NY | \$12,500,000 | Prop ID: 0037586

### SOTHEBY'S SHOWHOUSE

In April, Sotheby's auction, Sotheby's International Realty and *Architectural Digest* presented the second annual **Designer Showhouse**, where 14 interior designers each designed a room using a diverse selection of fine and decorative art in one of Sotheby's museum quality gallery spaces. In conjunction with the event, Sotheby's International Realty, Inc. promoted a curated collection of extraordinary residences for sale designed by members of *Architectural Digest's* prestigious AD100, its annual ranking of the world's preeminent architects and designers. Homes designed by members of the exclusive AD100 are rarely offered for sale. The five homes are: a **\$42 million New York apartment**, a **\$27.895 million Greenwich home**, a **\$12.5 million East Hampton compound**, a **\$1.25 million Santa Fe home** and a **New York City home** that has since sold.



Poland Sotheby's International Realty held a successful client event inspired by Italy



Arkadiusz Wojciechowski of Poland Sotheby's International Realty speaks at the Warsaw Stock Exchange

### MAKING THEIR MARK

Arkadiusz Wojciechowski of **Poland Sotheby's International Realty** recently spoke to a group of students and banking law and capital markets experts at the Warsaw Stock Exchange. He discussed the behaviors of high-net-worth individuals, based on the Sotheby's International Realty® brand's Luxury Lifestyle Report and first study with Wealth-X.

Poland Sotheby's International Realty also held an event in May for business partners and clients called "Poland Sotheby's International Realty Night – Italian Inspirations," with special guests from Rome Sotheby's International Realty.





The new Premier Sotheby's International Realty in Banner Elk, N.C.

LAKE NORMAN AND BANNER ELK, NORTH CAROLINA — Premier Sotheby's International Realty expanded its footprint in North Carolina with the opening of its Lake Norman location at 19825 N. Cove Rd., Cornelius. Company officials, industry leaders and local dignitaries celebrated the opening during a ribbon-cutting ceremony and reception on March 12.

"Growth in key markets such as this is both exciting and beneficial for our customers, as we have access to qualified buyers not only within our local markets but all over the globe," said Judy Green, the firm's president and chief executive officer. "Though it is new, our Lake Norman office is already carrying an inventory of over **\$35 million** in luxury properties. Following a very successful 2014, we are optimistic that 2015 will be a year of continued momentum and even greater success. The luxury sector continues to outperform the overall market, which reflects the value consumers see in high-end real estate to grow their wealth, as well as the increasing level of international buyers in key luxury markets."

In June the firm also announced the acquisition of Mountain Sotheby's International Realty in Banner Elk, North Carolina. A grand opening and ribbon-cutting celebration was held June 10.



Premier Sotheby's International Realty celebrates the opening of its Lake Norman office

---

*"GROWTH IN KEY MARKETS such as this is both exciting and beneficial for our customers, as we have access to qualified buyers not only within our local markets but all over the globe."*

---



Sotheby's International Realty – Sag Harbor Brokerage

**SAG HARBOR, NEW YORK** — **Sotheby's International Realty, Inc.**, recently opened a new office in **Sag Harbor, New York**, one of the villages that comprise the popular summer community of The Hamptons. Located at 35 Main Street and just steps from the iconic American Hotel, the new brokerage office more than triples the size of the former Sag Harbor office and adds impressive retail presence on a historic Main Street.

The new location is the brand's fourth location in The Hamptons and will be managed by Alice Bell, Debra Reece and John Gicking. A grand opening celebration was held during Memorial Day weekend and attended by agents affiliated with Sotheby's International Realty from the Hamptons and Manhattan.

**SOUTH BAY REGION, LOS ANGELES COUNTY** — In June the *Sotheby's International Realty* brand announced that **Vista Sotheby's International Realty** in Palos Verdes and Redondo Beach, California, merged with well-known local real estate brokerage, South Bay Brokers, with four offices across the South Bay market in Los Angeles County. The combined company now operates as Vista Sotheby's International Realty, with six offices and nearly 200 affiliated agents.



"Vista Sotheby's International Realty has built a solid reputation for quality service since joining the *Sotheby's International Realty* brand in 2007," said Philip White, president and chief executive officer, Sotheby's International Realty Affiliates LLC. "I have known Jim Van Zanten and Jack Gillespie, the owners of South Bay Brokers, for many years and have great respect for them and what they have accomplished." We are delighted to see these two fine firms join forces in this important high-end market, and are proud to support them as they expand their footprint to represent the finest luxury real estate in the South Bay.

---

*"WE ARE DELIGHTED to see these two fine firms join forces in this important high-end market, and are proud to support them as they expand their footprint to represent the finest luxury real estate in the South Bay."*

---

# MARKETING A LOOK FORWARD

## A MID-YEAR REVIEW

In 2015 the Sotheby's International Realty® brand announced a **series of exciting partnerships** with some of the world's most renowned publications that enabled it to showcase some of the network's most extraordinary properties.



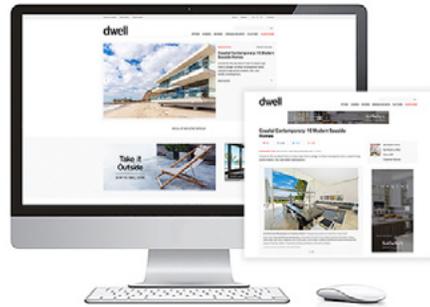
### ARCHITECTURAL DIGEST

**For the first time ever**, AD curated editorial content that featured celebrity homes for sale. Celebrity content and Estates are the number *one and two traffic drivers* to *architecturaldigest.com*. The Sotheby's International Realty brand is the exclusive sponsor of this content and for two weeks in March enjoyed 100 percent share of voice through brand ads framing the page as well as an ad interstitial that seamlessly integrated brand ads featuring the network's properties into this highly popular space.

As part of our robust partnership with *Architectural Digest*, Sotheby's International Realty network was featured in a series of custom editorials, **predominantly displayed on the homepage of *architecturaldigest.com***. These editorials positioned the properties represented by the network in an engaging, informative format while connecting with the AD readership.

### DWELL.COM

*Dwell* is the leading voice of modern design, architecture and interiors. The Sotheby's International Realty brand partnered with Dwell to present engaging content featuring network listings. The May collaborative article **Coastal Contemporary: Modern Seaside Homes** was featured on the home page carousel of [dwell.com](http://dwell.com).



### WEALTH-X

**Wealth-X** and Sotheby's International Realty released the Europe, Middle East and Africa Luxury Residential Real Estate Report – Q1 2015, highlighting exciting information for ultra-high net worth investors in one of the most fascinating and diverse regions of the world.

The second of four custom reports planned for 2015, the EMEA-Q1 2015 report looked in depth at several specific locations and included direct feedback from affiliates working in these markets.



### FINANCIAL TIMES

The Sotheby's International Realty brand partnered with **The Financial Times** to exclusively create the custom content series, **Distinctive Living**. This integrated partnership increases awareness by exciting our ultra high net worth audience with original reporting focused around Sotheby's International Realty's key markets and engaging them in a high impact new format. This **year-long** editorial series engages readers with stunning photography, video, articles and data journalism in a brand new responsive format that lends itself to rich storytelling. The brand's first feature, launched in March, titled **Lessons in Britishness** explored the appeal of UK boarding schools and received more than 1 million impressions. The second feature, **Inside the Outsider's Shanghai** examined the life and culture of China as well as the lives of expats that have made this business capital their home.

### MANSION GLOBAL

The Sotheby's International Realty network became the **exclusive launch partner of Mansion Global**, the new standalone luxury real estate site presented by *The Wall Street Journal* and News Corp. Mansion Global connects wealthy global buyers with extraordinary homes, while presenting insightful real estate content and market data.



As launch sponsor, the Sotheby's International Realty brand's listings appear front and center on the *mansionglobal.com* homepage carousel. Sotheby's International Realty listings from around the world also appear in the featured properties module.



Wealth-X EMEA graphic



## SOTHEBY'S INTERNATIONAL REALTY® AFFILIATES GATHER FOR EMEA MEETING

The *Sotheby's International Realty* brand recently held a networking event for European, Middle Eastern and African affiliates in Rome to coincide with the launch of **Rome Sotheby's International Realty**. The conference, held April 27 to 29 in Rome, was attended by eighty owners and senior business leaders representing 27 affiliated companies across 19 countries within the EMEA region.

"This event helps our network to work better together and increase referrals," said Michael Valdes, the brand's global vice president of international servicing. "It also assists attendees in sharing best practices and utilizing the exclusive line of *Sotheby's International Realty* products to

better serve their clients' needs."

With *Sotheby's International Realty* senior leadership and Sotheby's auction house experts also in attendance, Alan Friedman from the *Financial Times* delivered a keynote speech on economic conditions within EMEA and the world, detailing its overall impact on real estate. Sponsors included *Four Communications*, *The Financial Times*, *HomeAdverts*, Sotheby's Institute of Art, *Mansion Global* of *The Wall Street Journal*, Platinum Concierge, ImageSurge and Concierge Auctions.

Concurrent with the event, Rome Sotheby's International Realty held a successful launch event on the grounds of Villa Aurelia. The more than 600 guests

included affiliates from around the world. South Florida's ONE Sotheby's International Realty hosted a brunch at the event to promote a new Miami-based development, *Oceana*, by famed Italian designer Piero Lissoni, who was also in attendance.

"The event really shows the strength of the *Sotheby's International Realty* brand in the EMEA region, with customer service being the main focus of many of the presentations," said EMEA's managing director, Olivier Beumer. "With 760 offices in the system, there is no better real estate organization in the luxury marketplace that reaches out to so many international buyers."



1



2



3



4



5



6



7



8



9



10



11

1. Philip White, president & CEO Sotheby's International Realty, welcomes attendees of the EMEA event
2. Jason Rohde, Lew Geffen Sotheby's International Realty (C) with David Russell, director of international marketing EMEA Sotheby's International Realty (L) and Francis Santangelo, Senior Vice President Sotheby's International Realty
3. Theo Vassiliou, Sotheby's International Realty VP of international development EMEA (C) with Michael Zammit of Malta Sotheby's International Realty (L) and Joan Rafel Socias Tomàs of Andorra Sotheby's International Realty (R)
4. Alessia Imola from Sotheby's Institute of Art (L) with Deborah Fontana of Fontana Sotheby's International Realty
5. Lindsey Kidd (L) and Tommy Haland (C) of *Home Adverts* meet with David Russell, the brand's director of international marketing EMEA (R)
6. Scott Webber, LIV Sotheby's International Realty (L) talks with Olivier Beumer, the brand's managing director EMEA (R)
7. Jemma Lester (L) and Rebecca Warden-Brown (R) from *Four Communications* discuss public relations with Laura Benaglia of Milan Sotheby's International Realty (C)
8. Gustavo Soares (L) and Nuno Ramos (R) of Portugal Sotheby's International Realty
9. Orlando Arias, Portugal Sotheby's International Realty (L) with Ralph Lünenschloss of Andorra Sotheby's International Realty (C) and Michael Valdes, Sotheby's International Realty global VP of international servicing (R)
10. Maria (L) and Lars (R) Andersson of Sweden Sotheby's International Realty
11. Michael Valdes, Sotheby's International Realty global VP of international servicing (L) with Philip White, president & CEO Sotheby's International Realty (R)

# LEVERAGING THE AUCTION HOUSE

# Sotheby's

One of the Sotheby's International Realty® brand's greatest assets is its relationship with the Sotheby's Auction House. Here are some examples of how the brand's professionals are capitalizing on it...

## MASTER PAINTINGS POP-UP EXHIBITION

On the evening of May 20, Sotheby's and Sotheby's International Realty, Inc. joined forces in the newly renovated penthouses that crown the Puck Building in New York for Master Paintings Reframed, a pop-up exhibition/show house that juxtaposed centuries-old paintings with luxe contemporary design. The event, hosted by the *Vogue* contributor Lynn Yaeger, exhibited nearly 20 highlights from Sotheby's June 4 sale of Master Paintings.



The pop-up exhibition held at the Puck Penthouses offered guests a preview of Master Paintings from Sotheby's June sale.

## LONDON RUSSIAN SALES

Four *Sotheby's International Realty* companies sponsored the Sotheby's Russian Works of Art sales in London in early June: **ONE Sotheby's International Realty in Miami, Sotheby's International Realty Inc., United Kingdom Sotheby's International Realty and Moscow**



Attendees of the Sotheby's Russian Works of Art sales in London (L to R): Sarah Nichols, Sotheby's International Realty Inc., David Russell, Marketing Director EMEA, Reginald Fairchild, ONE Sotheby's International Realty, Elisa Handbury, Manager Auction Relations, Sandeep Dhariwal, United Kingdom Sotheby's International Realty, Dominic Longcroft, Sotheby's International Realty Inc., Jamie McMullan, Director, International Servicing, Elena Aponovich and Andrei Manoukovski, Moscow Sotheby's International Realty, Olivier Beumer, Managing Director, EMEA.

**Sotheby's International Realty.** Sotheby's provided a *Sotheby's International Realty* desk during the exhibition and sales, which was strategically positioned in a high traffic area. The Star Lot of the Sales was Zinaida Serebriakova's *Study of a Sleeping Girl* from 1923 realized £3,845,000 / \$5,852.09 (est. £400,000-600,000). From the collection of Bois Bakhmeteff, Former Ambassador to the US, the work set a new auction record for the artist. The auction of Russian Works of Art sales achieved more than \$18.4 million USD. In addition to the Russian Works of Art sponsorship in London, this year the *Sotheby's International Realty* brand is sponsoring the following auction events: the Hong Kong Autumn Sales in October and the Latin American Art sales in New York in November.

## JAMESON SOTHEBY'S INTERNATIONAL REALTY NEW GOLD COAST OFFICE

On June 3, **Jameson Sotheby's International Realty** in Chicago hosted a gathering at the Sotheby's Auction House in Chicago to celebrate the new Gold Coast office, scheduled to open this fall. The focus was to showcase the exciting collaboration between Sotheby's and Jameson Sotheby's International Realty, the important connection between the owner of fine art and the owner of a fine home, as well as allow the brokers to mingle with one another. Beth and Gary Metzner of Sotheby's Auction House raised a champagne toast to celebrate the unique partnership and celebrate the exciting new office.



Beth Allen-Tiernan, managing broker, Jameson Sotheby's International Realty's Gold Coast office celebrates with Chris Feurer, the firm's chief executive officer and Gary Metzner, senior specialist, fine art, and senior vice president for the auction house.

## Artist Resale Right (or *Droit de Suite*)

According to the European Union's Artist's Resale Right Directive, which has been adopted by the United Kingdom, living artists and artists who died within 70 years prior to the date of the sale are entitled to receive a resale royalty each time their art work is sold by an art market professional in the European Union or United Kingdom, subject to certain conditions. Sotheby's will collect the resale royalty due to the artists or their estates from buyers of lots with a hammer price (excluding buyer's premium and excluding VAT) in excess of €1000. Any purchaser of a lot to which Artist's Resale Right applies will be charged the amount of the resale royalty, which will be added to the invoice. For more information on rates, view the [Artist Resale Right Chart](#).



# AUCTION CALENDAR HIGHLIGHTS

Sotheby's



Edward Ruscha, Mocha Standard, 1969; Estimate: £30,000 – 50,000; From Prints and Multiples sale

**A Great Bordeaux Cellar**  
September 16 | London

**Watches**  
September 22 | London

**Contemporary Curated**  
September 29 | New York

**Rock & Pop**  
September 29 | London

**Prints and Multiples**  
September 29 | London

**Une Collection pour l'Histoire  
Importants tableaux, dessins, meubles  
et souvenirs historiques appartenant à  
la Famille de France**  
September 29-30 | Paris

**Made in Britain**  
September 30 | London

**Exploration and Discovery, 1576-1939 The  
Library of Franklin Brooke-Hitching Part 4, Q-Z**  
September 30 | London

**Sotheby's | Stack's Bowers Galleries  
The D. Brent Pogue Collection  
Masterpieces of United States Coinage: Part II**  
September 30 | New York

**Sotheby's | Stack's Bowers Galleries  
The Rarities Auction**  
October 1 | New York

**Modern and Contemporary Asian Art  
Evening Sale**  
October 4 | Hong Kong

## NEWS & VIEWS FROM THE GLOBAL REAL ESTATE INDUSTRY

"Pending home sales continued to rise in May and are now at their highest level in over nine years, according to the National Association of Realtors®. Gains in the Northeast and West were offset by small decreases in the Midwest and South.

The Pending Home Sales Index,\* a forward-looking indicator based on contract signings, climbed 0.9 percent to 112.6 in May from a slight downward revision of 111.6 in April and is now 10.4 percent above May 2014 (101.9). The index has now increased year-over-year for nine consecutive months and is at its highest level since April 2006 (113.7)"

**Pending Home Sales Maintain Momentum in May**  
THE NATIONAL ASSOCIATION OF REALTORS, JUNE 29

Some €14.6 billion in European corporate real estate assets were sold in Europe in 2014, the highest number for eight years, with London leading the growth, new research shows.

Over 350 deals were recorded thanks to a continued low interest rate environment and exceptional levels of equity pouring into real estate, according to a new report from JLL.

Since 2012 the number of companies raising capital from real estate assets in Europe has been on the increase, coinciding with a period of rising real estate values, the report points out."

**London leads eight year high in European corporate real estate sales**

PROPERTYWIRE, JULY 17

Editor: Lindsey Scharf | [lindsey.scharf@sothebysrealty.com](mailto:lindsey.scharf@sothebysrealty.com) | Writer: Lindsey Scharf, Erik Weinbrecht, Jennifer Zimmerman | Designer: Jenny Brover