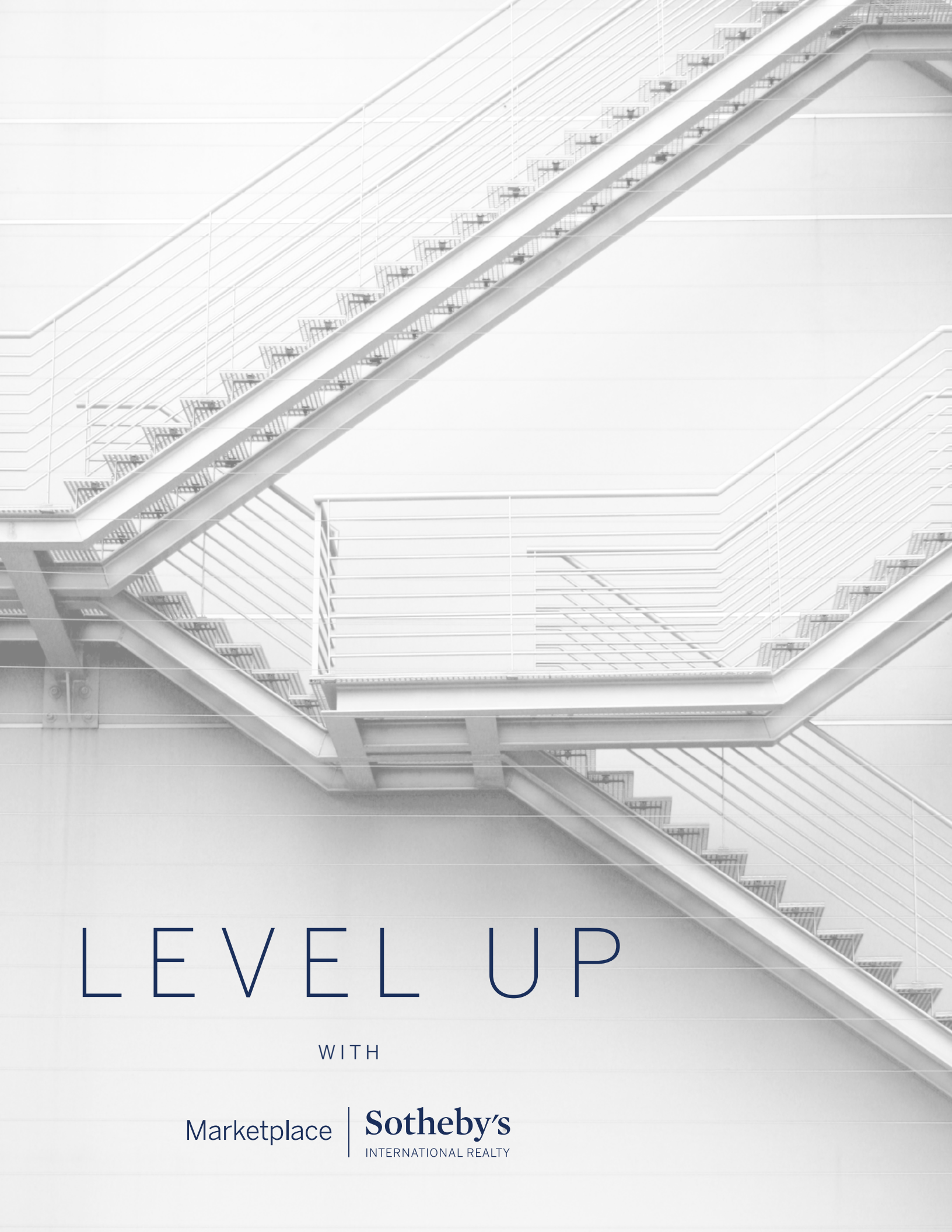




LEVEL UP

WITH

Marketplace | **Sotheby's**
INTERNATIONAL REALTY

DEDICATED
TO THE

EXTRAORDINARY
EXCEPTIONAL
UNIQUE





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Hello and welcome

to Marketplace Sotheby's International Realty. We are passionate about changing the Broker experience, and sincerely believe that actions speak louder than words. Instead of simply listening to our Broker's wants and needs, we act on them, doing our best to provide and implement as much as we can to grow both their business and success.

We sincerely look forward to hearing how we can contribute to the achievement of your goals, and work together to level up your Broker experience now and for years to come. Just let us know how we can help.

Chad Shriner



120
ASSOCIATES

101%
LIST-TO-SALE
RATIO

660
CLOSED
TRANSACTIONS

\$853,429
MEDIAN RESIDENTIAL
SOLD PRICE

Bold vision and relentless determination have worked in tandem, resulting in Marketplace Sotheby's International Realty's evolution from only a handful of Brokers in 2016 to a thriving company with 3 office locations and more than 120 Associates.

With only one rule, "Work hard, and be nice to people" as our primary, guiding principle, MSIR has attracted a highly unique, collaborative group of productive Brokers determined to redefine the industry by going back to basics, including treating others the way they'd want to be treated.

The result? A connected group of real estate professionals who work together to inspire, encourage, and advance the goals of success and prosperity for each other, their clients, and their communities.

Simply put, combining the best people with the best tools - as well as the best brand, have resulted in an extraordinary brokerage experience you won't find anywhere else.

LEADERSHIP

**Chad
Shriner**

Founder,
President



**Brook
Browning**

Operations
Manager



**Joshua
Britton**

Lead
Designer



**Mike
Garrett**

Redmond
Branch Manager



**Lindsay
Heitlauf-Ferguson**

Woodinville
Branch Manager



**Chase
Hedin**

Bothell
Branch Manager



OFFICES



BOTHELL OFFICE



WOODINVILLE OFFICE



REDMOND OFFICE

Why Sotheby's?

Sotheby's is one of the world's most recognized and respected luxury brands, having served discerning auction buyers and sellers since 1744. Founded in 1976 to provide independently owned and operated real estate offices with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty® network, through its association with the Sotheby's brand, is uniquely positioned to serve the luxury real estate market.

With that rich heritage in association with the auction house, the Sotheby's International Realty brand is a truly global luxury real estate network representing exceptional clients with discerning tastes. With brokerages in 75 countries and over 24,000 sales associates, the Sotheby's International Realty network continues to define the meaning of luxury by providing unparalleled personalized service along with the most exclusive luxury real estate available in the world.

The Sotheby's International Realty brand strives to provide an unwavering commitment of excellence to all of our clients. Whether you are seeking to purchase a luxury home of your own or sell a distinctive property, Sotheby's International Realty affiliates have the tools to market each and every property with the same level of care and personalization in order to pair buyers and sellers around the world.

24,000

SALES ASSOCIATES

1,000

OFFICES WORLDWIDE

75

COUNTRIES & TERRITORIES

\$150 Billion

ANNUAL SALES





Culture



Expertise



Technology



Branding



Marketing



Training



Education

Unique Distinctions

What does it take to for a Broker to truly succeed these days? Quite a lot. But more than anything, it's the belief you have in both yourself as well as from those around you that will ultimately make or break your success.

So first and foremost, we believe in you, and we hope you do, too.

We also contend that it's as paramount as ever to be armed with the best tools, offerings, and resources available in order to succeed, as well as provide an exemplary client experience for your Buyers and Sellers.

To achieve this, Marketplace Sotheby's International Realty has focused on the following distinctions, each intended to level up the Broker experience in every way possible, from start to finish.

Culture

At Marketplace Sotheby's International Realty, we inherently understand that there is no cookie-cutter solution for your success. We firmly believe that each of us is different and unique, and therefore should be supported and encouraged as such.

At MSIR, we celebrate each other's strengths and commonalities, respecting our backgrounds and experience across the spectrum.

Our one rule? ***Work hard and be nice to people.***

The result? A thriving company culture made up of folks from all walks of life, and a workplace everyone enjoys being part of.





Expertise

“We are the vanguard of marketing prestige property. Our service is tailored through technology, making us the modern go-to for real estate professionals, buyers, and sellers who expect the very best from the very best.” - Sotheby's International Realty

As an SIR Associate, you are inherently linked to a company which represents the highest levels of expertise that can be attained in residential real estate.

They say that the Sotheby's name “opens doors” - and it's true. With a reputation for excellence spanning more than 275 years, you'll discover a sense of professional respect and accolade exclusive to the iconic, Sotheby's brand.

Technology

Successful, modern-day Brokers understand the need and importance of maintaining access to the best, most cutting edge technology available.

Knowing this, Sotheby's International Realty has assisted with the development and implementation of revolutionary tools, offerings, and resources, making them accessible and available to Associates throughout the network.

In conjunction with Sotheby's iconic brand and reputation, use of exclusive technology has raised the bar for both SIR Brokers as well as their clients, resulting in truly extraordinary buying and selling experiences for all.

TECH STACK

RESOURCES AVAILABLE EXCLUSIVELY
TO SOTHEBY'S BROKERS



Email marketing
with easy
automation for
personalized
messages



Integrated customer
relationship
management

dash

Best-in-class listing,
people and office data
management



Face book ad tool
optimizes ad spend
for agents

PRESENTATION
SUITE

Listing presentation
tool with rich content,
easy interface and
social share

DESIGN
VAULT

Ad builder tool for
agents. High-quality
print and digital
graphics

CURATE
by Sotheby's International Realty

Home staging app for
agents and clients

ListSync

Syndication tool
helping agents
manage listing content

listtrac

Analytics to refine
your marketing
strategy for each
listing

SIR mobile

Real estate search app
customized to each
agent

Global Referral System

Referral tool available
for global and regional
referrals



Branding

In addition to the luxury-driven, high quality brand recognition experienced as a Sotheby's International Realty Associate, every MSIR Broker enjoys complimentary Brand Tailoring to further enhance their professional presence and identity.

Having a strong, branded presence is hugely beneficial to being easily recognized as a go-to real estate expert. All Brand Tailored productions are therefore crafted to the personalized design specifics of each Broker, and complementarily placed on all MSIR-created marketing pieces.



AARON
SODERLUND



MATT MELLINGER



ROD MOORE



CONSTANZE
CRANFIELD

Marketing

Real estate marketing should encompass not only efforts specific to property marketing, but to the promotion of a Broker's presence, skill and ability as well.

With exclusive access to iconic, respected luxury home advertisers, the Sotheby's International Realty network enjoys solidified working partnerships with the world's most recognizable entities. Opportunities for both property and agent promotion abound via all mediums including print, digital, and social advertisement.

As the global leader of marketing prestige property, Sotheby's International Realty is committed to always delivering the very best, for the very best.

Robb Report

THE WALL STREET JOURNAL.

AD
MEXICO

LUXURYESTATE

居外
Juwai.com

Bloomberg

MANSION GLOBAL

facebook

EXPANSION

JamesEdition

THE DECOR

The New York Times

YouTube

dwel

PropGOLuxury

inman

FINANCIAL TIMES

IMMOBILIEN
SCOUT 24

AD
ARCHITECTURAL DIGEST

NIKKEI

Google





Training

In the ever-changing, real estate landscape, it's vital to remain relevant and up to date with current methods, practices, and technology.

To help our Brokers remain in the know and feeling comfortable and confident, continued training covering a variety of topics is consistently available.

These sessions are offered in both virtual as well as in-person settings, and provide an opportunity to connect and collaborate with fellow colleagues.

Education

Remaining relevant, learning new skills, and constantly expanding your knowledge base are key attributes of a successful Broker. Knowing this, Marketplace Sotheby's International Realty offers a variety of rotating classes and learning sessions designed to elevate and enhance each agent's skill set.

Regular sessions providing insight and expansion are scheduled on a consistent basis - both in person and virtually - covering topics such as real estate law, best practices, case studies, and process improvement.

They say that knowledge is power - a reliable saying that MSIR wholeheartedly agrees with.





Additional MSIR Amenities

- » Attractive, intentional office space to work in and share with clients (also specially designed for hosting client events)
- » Friendly, approachable, discerning staff and leadership committed to empowering agents and providing value & resource
- » Complimentary design of property flyers, recently sold postcards, new to market postcards, personalized listing presentation, buyer presentation, personal promotion piece and more
- » Unlimited, complimentary color printing
- » Exclusive access to personalized listing coordination and transaction management services

Marketplace | Sotheby's
INTERNATIONAL REALTY

WOODINVILLE, WA
16812 140TH AVE NE
WOODINVILLE, WA 98072

REDMOND, WA
8299 161ST AVE NE #201
REDMOND, WA 98052

BOTHELL, WA
19122 BEARDSLEE BLVD, #204
BOTHELL, WA 98011

MARKETPLACESOTHEBYSREALTY.COM

Each Office Is Independently Owned And Operated. 