

SOTHEBYSHOMES.COM SITE ACTIVITY REPORT - KEY POINTS

This report is unique to our company - we built it to help show clients both the power of our website in marketing their home and the high caliber of technology solutions our company provides. The report can be dynamically generated for any date range. The data presented is automatically tracked and updated by Google Analytics.

Our company site enjoys high volume traffic. When combined with sothebysrealty.com, our sites draw in over one million visits per month

A high number of search visitors shows we rank well in search engines like Google and are easy to find. Over a quarter of visitors have typed our URL or bookmarked us - they know our site and want to come back

Visitors engage with our site in a variety of ways, but the majority them contact our agents via email to ask a question or schedule a showing. This shows we're connecting our listings with the right audience

The high % of visitors coming back to the site shows a loyal audience; the high % of new visitors shows that our marketing consistently draws in potential clients

Our strong brand and marketing efforts attract a global audience. Approx. 20% of traffic to our site and over 40% to sothebysrealty.com comes from outside the U.S.

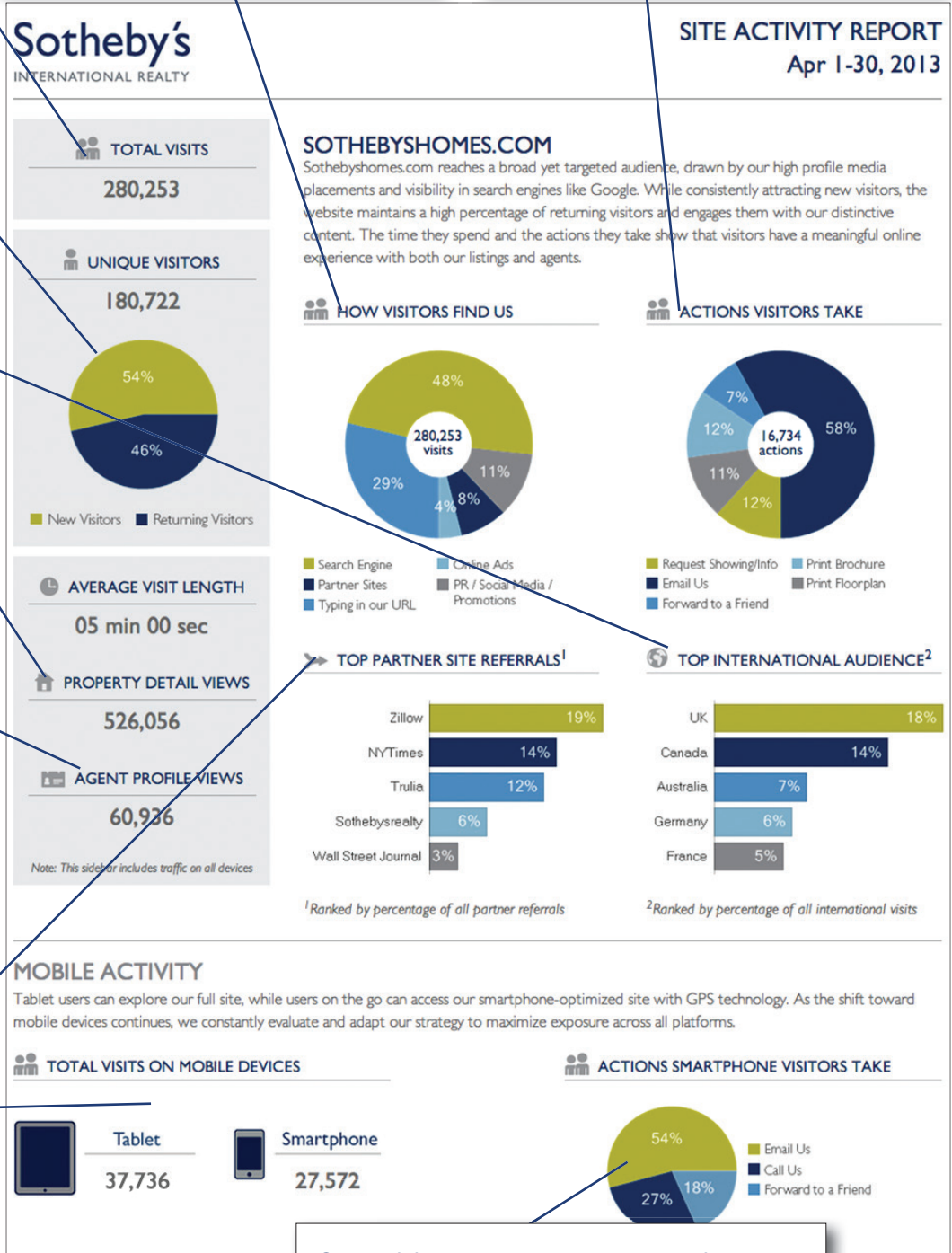
Based on our typical listing inventory, this breaks down to 200+ views per listing per month

The agent bio views are 20x the number of agents in our company - buyers are looking for agents to work with

Large numbers of visitors coming from real estate search hubs and respected brand sites shows that our audience is engaged with both real estate and the luxury market

We use the popularity of mobile devices to our advantage. Our website is optimized for tablet devices, and we created a separate site designed specifically for mobile phones

With these mobile sites we capture 60,000+ users on the go every month (and growing)



Our mobile site encourages users to take action, with more than a quarter of those who engage with the site using the "click to call" feature to reach our agents directly