



Sotheby's International Realty Affiliates LLC
1 Campus Drive
Parsippany, NJ 07054

FOR IMMEDIATE RELEASE

Sotheby's International Realty Brand Introduces Luxury Website for Waterfront Market Segment

Website Represents Over \$13 Billion of Waterfront Property Listings Worldwide

PARSIPPANY, N.J. (Sept. 13, 2012) – [Sotheby's International Realty Affiliates LLC](#) today announced the launch of a Waterfront specialty market website, the second in a planned series of branded websites for specialty markets.

The specialized website, which can be found at waterfrontpropertysir.com, matches the look and feel of the brand's website, sothebysrealty.com, and provides detailed Waterfront lifestyle and listing information and resources. The website enables buyers and sellers to search for the finest properties in this segment and the sales professionals who represent them. It covers a full spectrum of lifestyle types and properties including: ocean and beach, riverfront, lakefront, island and boating. This site was launched with more than \$13 billion of waterfront property listings worldwide.

The website will also highlight notable sales including the sale of Boot Jack Ranch in Colorado, which rests on seven miles of river, for approximately \$46.5 million and features area-focused sections and advanced search capabilities.

The Sotheby's International Realty® brand's first specialty market site focused on the luxury Farm & Ranch market segment.

“The Waterfront segment offers some of the most striking photography, making it a natural choice for a specialty market website,” said Wendy Purvey, chief marketing officer, Sotheby's International Realty Affiliates LLC. “Waterfront is far and away the most searched lifestyle on sothebysrealty.com, so there is a great consumer fascination with this market. We will continue to enhance this specialty market website by adding custom content on waterfront living based on the body of water. For example, the site will convey what it is like living on an island in the Bahamas versus living on a lakefront in Italy or Minnesota.”

The *Sotheby's International Realty* network currently has more than 12,000 sales associates located in approximately 625 offices in 44 countries and territories worldwide.

About Sotheby's International Realty Affiliates LLC

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the *Sotheby's International Realty* network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. In February 2004, Realogy Corporation, a global provider of real estate and relocation services, entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the *Sotheby's International Realty* name and the development of a full franchise system by Realogy's subsidiary, Sotheby's International Realty Affiliates LLC. Affiliations in the system are

granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit www.sothebysrealty.com.

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CONTACT

Jennifer Zimmerman
Director, Public Relations and Communications
Sotheby's International Realty Affiliates LLC
1 Campus Drive
Parsippany, NJ 07054
(973) 407-6375
Jennifer.Zimmerman@sothebysrealty.com