

FOR IMMEDIATE RELEASE

Sotheby's International Realty Brand Enhances SIR Mobile App

PARSIPPANY, N.J. (Oct. 9, 2012) – [Sotheby's International Realty Affiliates LLC](#) today announced the launch of an enhanced version of SIR Mobile, the brand's dedicated mobile application, which features improved functionality, speed and performance for smartphone users.

The new SIR Mobile app is available to Android, Blackberry and iPhone users and features the following enhancements: a new application design; dynamic property alerts for new listings, price reductions and open houses for the upcoming weekend with the capability to add open house schedules to a calendar; advanced search property filters including home size in square feet, lot size by acre and a selector for Advanced Search refinements. The Advanced Search refinements now offer the ability to show only homes with open houses, all new to market properties and those that have had a recent price reduction.

The search results display also has been redesigned to show larger property photos and layouts in the List view, while the Photo view allows users to see all properties with a full-sized photo gallery and all property details on the same page. On the Android and iPhone, there is a featured property home screen that rotates Sotheby's International Realty® properties based on the user's GPS location.

“With these enhancements, SIR Mobile now is synchronized with the capabilities offered through the app on the iPad, creating one complete, unified mobile platform and experience,” said Wendy Purvey, chief marketing officer, Sotheby's International Realty Affiliates LLC. “The updated app focuses on the ability to browse extraordinary property globally by making the search function front and center for the user. Our professionally crafted photography also is emphasized with the home screen's featured property rotation.”

To download the app, users should search for “Sotheby's” in the app store, text “SIR” to 87778 or click the link on the homepage of [sothebysrealty.com](#). Those who already have the app will get an update alert prompting them to update it from their app store.

The SIR Mobile app was created by Smarter Agent, the leading mobile real estate provider in the United States, to create innovative ways for buyers to search for homes and interact with their agents. 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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