

*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY

## *The idea*

*We simply do more* is an agent-to-client marketing campaign designed to articulate your value proposition as an associate with ONE Sotheby's International Realty and build trust with clients looking to embark on their real estate journey. The campaign's nine messaging pillars convey the actions and advantages that buyers and sellers can anticipate when working with you. The tagline, we simply do more, follows each message to assure clients that in an ever-changing market, you go above and beyond their expectations.

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## *Resources available*

All 9 messaging pillars will be made available in the below formats and released one pillar at a time on a bi-weekly basis via Studio ONE and ActivePipe.

1. Social Media | grid, story, video/reel
2. Emails
3. Postcards
4. Digital Banners | Boost and Google
5. Campaign Playbook



# Messaging Pillars

## **1. Exceptional Service**

*We elevate the real estate experience.*

## **2. Powerful Social Media**

*We drive more eyes to your home.*

## **3. True Global Network**

*We provide an unparalleled global network.*

## **4. Unrival Property Exposure**

*We deliver worldwide property exposure.*

## **5. Exclusive Media Partnerships**

*We capture the attention your property deserves.*

## **6. Local Experts**

*We empower you with market knowledge.*

## **7. Our deep-rooted relationships & connections**

*We offer trusted local connections.*

## **8. Sotheby's Heritage**

*We connect you to the world of Sotheby's.*

## **9. Exclusive Developments**

*We represent the exceptional.*



# We elevate the real estate experience.

We believe luxury is a level of service, not a price point. Our ability to market and sell every home with unrivaled expertise ensures that our discerning clients receive nothing but the most exceptional level of service and care at every stage of the transaction.

---

## ***How to find:***


1. [ActivePipe](#) *Shared Emails* > “We Simply Do More Message 1”
2. [StudioONE](#) *Category: Marketing Campaign* | *We Simply Do More* > *Social Media, Mailable Postcard, Digital Banners*

## ***Suggested social media caption:***

Seamless. Efficient. Memorable. We are committed to going above and beyond for our clients. From start to finish, we ensure an exceptional real estate experience no matter the price point. #WeSimplyDoMore #onesir. Choose expertise. Let’s discuss what’s next. 🗨️🏡




Email



ONE | Sotheby's  
INTERNATIONAL REALTY

*we elevate the*  
**REAL ESTATE  
EXPERIENCE.**

**We believe luxury is a level of service, not a price point.** Our ability to market and sell every home with unrivaled expertise ensures that our clients receive nothing but the most exceptional level of service and care at every stage of the transaction.



For us, doing more is not just a motto - it is our promise to go above and beyond for our clients, providing them with an experience that is seamless, efficient, and memorable.

*We simply do more.*





Choose expertise.

AGENT MARKETING ADMIN

INFO@ONE.SOTHEBYSREALTY.COM  
786.465.3378  
CLICK HERE TO VIEW MY WEBSITE

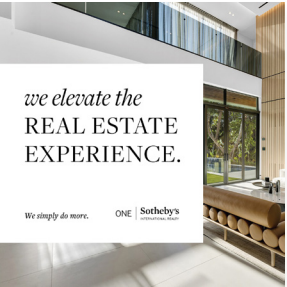
ONE | Sotheby's  
INTERNATIONAL REALTY

3250 Mary Street, Suite 520, Coconut Grove FL 33133



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Social Media (Grid)



*we elevate the*  
**REAL ESTATE  
EXPERIENCE.**


*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY



**We believe luxury is a level of service, not a price point.** Our ability to market and sell every home with unrivaled expertise ensures that our clients receive nothing but the most exceptional level of service and care at every stage of the transaction.

For us, doing more is not just a motto - it is our promise to deliver the most remarkable experience and the highest level of service to each and every one of our valued clients.



*We simply do more.*


ONE | Sotheby's  
INTERNATIONAL REALTY

Social Media (Story)

*We simply do more.*


ONE | Sotheby's  
INTERNATIONAL REALTY

*we elevate the*  
**REAL ESTATE  
EXPERIENCE.**



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*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY


11 x 5.5 Postcard



*we elevate the*  
**REAL ESTATE  
EXPERIENCE.**

*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY



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Choose expertise

Angela Smith

Global Real Estate Advisor

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agentname.onesothebysrealty.com

3250 Mary Street, Suite 520  
Miami, Florida 33133

ONE | Sotheby's  
INTERNATIONAL REALTY





# We drive more eyes to your home.

Our dynamic social media strategy attracts significant attention to your home, ensuring its presence reaches interested and qualified buyers across the world's most impactful digital platforms.

---

## ***How to find:***

1. [ActivePipe](#) *Shared Emails* > “We Simply Do More Message 2”
2. [StudioONE](#) *Category: Marketing Campaign | We Simply Do More* > *Social Media, Mailable Postcard, Digital Banners*

## ***Suggested social media caption:***

Unlock the power of digital exposure! We leverage innovative digital strategies to enhance your home's visibility to target audiences. Our social media reach brings your property to the forefront, captivating interested and qualified buyers across the globe. #WeSimplyDoMore #onesir. Choose expertise. Let's discuss what's next. 🗨️🏠



Email



ONE | Sotheby's  
INTERNATIONAL REALTY

*we drive more*  
**EYES TO  
YOUR HOME.**

Our dynamic social media strategy attracts significant attention to your home, reaching interested and qualified buyers across the world's most impactful digital platforms.

CONNECTING YOU WITH AFFLUENT SOCIAL  
MEDIA FOLLOWERS AROUND THE GLOBE

1M+ 200,000

Sotheby's International Realty ONE Sotheby's International Realty

YouTube facebook Instagram

TikTok LinkedIn twitter



As the unrivaled leader in luxury real estate, we command a massive following of over 1,000,000+ on Instagram, YouTube, Facebook, LinkedIn, Twitter, TikTok, and our renowned RESIDE Blog. Our award-winning YouTube channel boasts more video views and subscribers than any other real estate brand — a reach that brings the world to your home.

*We simply do more.*

Social Media (Grid)



*we drive more*  
**EYES TO  
YOUR HOME.**

We simply do more. ONE | Sotheby's  
INTERNATIONAL REALTY





Our dynamic social media strategy attracts significant attention to your home, reaching qualified buyers across the world's most impactful digital platforms.

As the unrivaled leader in luxury real estate, our award-winning YouTube channel boasts more video views and subscribers than any other real estate brand — a reach that brings the world to your home.



Connecting with affluent followers around the globe

1,000,000+ 200,000

Sotheby's International Realty ONE Sotheby's International Realty

YouTube facebook Instagram TikTok LinkedIn twitter

Social Media (Story)

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*we drive more*  
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Connecting with affluent followers around the globe

1,000,000+ 200,000

Sotheby's International Realty ONE Sotheby's International Realty

YouTube facebook Instagram TikTok

LinkedIn twitter

11 x 5.5 Postcard



*we drive more*  
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Our dynamic social media strategy attracts significant attention to your home, reaching interested and qualified buyers across the world's most impactful digital platforms.

As the unrivaled leader in luxury real estate, we command a massive following of over 1,000,000 on Instagram, YouTube, Facebook, LinkedIn, Twitter, TikTok, and our renowned RESIDE Blog. Our award-winning YouTube channel boasts more video views and subscribers than any other real estate brand — a reach that brings the world to your home.

*We simply do more.*

Connecting with affluent followers around the globe

1,000,000+ 200,000

Sotheby's International Realty ONE Sotheby's International Realty

YouTube facebook Instagram TikTok LinkedIn twitter

Choose expertise



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agentname.onesothebyrealty.com

2025 House Model, Suite 100  
Miami, Florida 33139

ONE | Sotheby's  
INTERNATIONAL REALTY



# We provide an unparalleled global network.

Our network opens the door to a world of opportunities, connecting affluent buyers and sellers around the globe.

---

## ***How to find:***


1. [ActivePipe](#) *Shared Emails* > “We Simply Do More Message 3”
2. [StudioONE](#) *Category: Marketing Campaign* | *We Simply Do More* > *Social Media, Mailable Postcard, Digital Banners*

## ***Suggested social media caption:***

From the stunning neighborhoods along Florida’s East Coast to the timeless elegance of Italy, our global network reaches the most significant markets. We connect buyers and sellers worldwide to make finding the perfect home simple and seamless. Choose a local expert with global reach. #WeSimplyDoMore #onesir. Let’s discuss what’s next. 🌐



Email




ONE | Sotheby's  
INTERNATIONAL REALTY

*we provide an*  
**UNPARALLELED  
GLOBAL  
NETWORK.**

26K 1,100 81

sales associates offices worldwide countries & territories

As **local experts with global reach**, we help you discover exceptional homes that embody your unique lifestyle and exceed your real estate goals. From Florida's East Coast and beyond, our presence extends to the most significant markets in the world.



We make finding the perfect home simple and seamless by connecting buyers and sellers around the globe.

*We simply do more.*

---





Choose expertise.

AGENT MARKETING ADMIN

INFO@ONE.SOTHEBYSREALTY.COM  
781.453.3772  
CLICK HERE TO VIEW MY WEBSITE

ONE | Sotheby's  
INTERNATIONAL REALTY

3295 Merry Street, Suite 520, Coconut Grove FL 33133



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Social Media (Grid)



*we provide an*  
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*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY



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Social Media (Story)



*we provide an*  
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GLOBAL  
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*We simply do more.*


ONE | Sotheby's  
INTERNATIONAL REALTY



*we provide an*  
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ONE | Sotheby's  
INTERNATIONAL REALTY


11 x 5.5 Postcard



*we provide an*  
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GLOBAL  
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*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY



*we provide an*  
**UNPARALLELED  
GLOBAL  
NETWORK.**

*We simply do more.*

ONE | Sotheby's  
INTERNATIONAL REALTY





# We deliver worldwide property exposure.

Your home reaches buyers through our award-winning websites, offering unparalleled global exposure and seamless distribution to over 100 Sotheby's International Realty affiliate websites worldwide.

---

## ***How to find:***

1. [ActivePipe](#) *Shared Emails* > “We Simply Do More Message 4”
2. [StudioONE](#) *Category: Marketing Campaign* | *We Simply Do More* > *Social Media, Mailable Postcard, Digital Banners*

## ***Suggested social media caption:***

Unparalleled reach meets buyer demand with our exclusive property distribution. From our award-winning website to over 100 Sotheby's International Realty affiliate sites, your home will captivate affluent buyers worldwide. Choose expertise and let your property be showcased by the most authoritative voices in news, lifestyle, finance, and of course, real estate. #WeSimplyDoMore #onesir. Choose expertise. Let's discuss what's next. 🗣️🏠



Email



ONE | Sotheby's  
INTERNATIONAL REALTY

*we deliver*  
**WORLDWIDE  
PROPERTY  
EXPOSURE.**

Our distinction lies in our unparalleled exposure and global reach for your property. We distribute your property worldwide and allocate time to the top tier media partners, including the most authoritative voices in global news, lifestyle, and finance. As soon as your property is on sothebysrealty.com, it is also showcased across our exclusive network of top-tier media partners, including the most authoritative voices in global news, lifestyle, and finance.

**#1**  
Best brokerage website  
Based on Best Brokerage Website

**50M+**  
Annual visits

THE WALL STREET JOURNAL | MANSION GLOBAL | BARONS | JETSET | FINANCIAL TIMES | NIKKEI | 财经 | NEXTDOOR | PROPERTIES | PropGonomy.com | HOUSE | realcurator | PROPERTIES | MarketWatch | realcurator | Oproperator

*We simply do more.* ONE | Sotheby's  
INTERNATIONAL REALTY

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*We simply do more.*


Choose expertise.

Angela Smith  
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angelsmith@sothebysrealty.com

2024 Best Brokerage Website  
Based on Best Brokerage Website

ONE | Sotheby's  
INTERNATIONAL REALTY

Social Media (Grid)



*We simply do more.* ONE | Sotheby's  
INTERNATIONAL REALTY

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2024 Best Brokerage Website  
Based on Best Brokerage Website

ONE | Sotheby's  
INTERNATIONAL REALTY

Social Media (Story)

*We simply do more.* ONE | Sotheby's  
INTERNATIONAL REALTY

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2024 Best Brokerage Website  
Based on Best Brokerage Website

ONE | Sotheby's  
INTERNATIONAL REALTY

11 x 5.5 Postcard

*We simply do more.* ONE | Sotheby's  
INTERNATIONAL REALTY

*we deliver*  
**WORLDWIDE  
PROPERTY  
EXPOSURE.**

Our distinction lies in our unparalleled exposure and global reach for your property. Your home is presented to discerning and affluent buyers through our award-winning website, offering worldwide exposure and seamless distribution to over 100 affiliate websites of Sotheby's International Realty across the globe. As soon as your property is on sothebysrealty.com, it is also distributed across our exclusive network of top-tier media partners, including the most authoritative voices in global news, lifestyle, and finance.

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2024 Best Brokerage Website  
Based on Best Brokerage Website

ONE | Sotheby's  
INTERNATIONAL REALTY





# We capture the attention your property deserves.

Our dedicated public relations team focuses on garnering maximum attention for your property by leveraging our media partnerships. We collaborate with top digital and print publications through our unique advertising program, securing maximum exposure for your home.

---

## ***How to find:***

1. [ActivePipe](#) *Shared Emails* > “We Simply Do More Message 5”
2. [StudioONE](#) *Category: Marketing Campaign* | *We Simply Do More* > *Social Media, Mailable Postcard, Digital Banners*

## ***Suggested social media caption:***

View your home in the spotlight and experience the advantage of maximum exposure through our exclusive advertising program, connecting your property with top digital and print publications across the globe. For lasting impressions, there is only ONE Sotheby's International Realty#WeSimplyDoMore #onesir. Choose expertise. Let's discuss what's next. 🗣️🏠

Email



We simply do more. ONE | Sotheby's INTERNATIONAL REALTY

*we capture the*  
**ATTENTION  
YOUR PROPERTY  
DESERVES.**

Our dedicated public relations team ensures that your property receives the highest level of exposure in the market. We strategically leverage our top-tier media partnerships with the most influential and respected publications in the industry.

**#1**  
*Sotheby's International Realty:  
Most profiled real estate  
brand in the press*

**7 Billion+**  
*ONE Sotheby's International Realty's average  
press impressions in a 12-month period*



**2022 Press Share of Voice**  
*"Source: Mediawise"*

Reach

36%

13%

20%

Volume

30%

14%

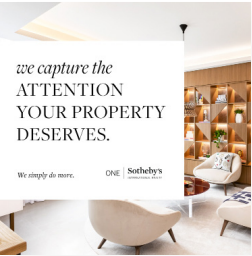
56%

■ **SOtheby's INTERNATIONAL REALTY**

Through our unique digital and print advertising partners, homes with ONE Sotheby's International Realty capture a regional, national and international audience. We maximize the exposure of your home, increase its desirability in the market, and enhance your selling experience.

*We simply do more.*


Social Media (Grid)



*we capture the*  
**ATTENTION  
YOUR PROPERTY  
DESERVES.**

We simply do more. ONE | Sotheby's INTERNATIONAL REALTY

Our dedicated public relations team ensures quality exposure for your home by leveraging our media partnerships. Your property makes headlines in top-tier regional, national, and international publications through our unique digital and print advertising program.



**#1**  
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**7 Billion+**  
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**2022 Press Share of Voice**  
■ **SOtheby's INTERNATIONAL REALTY**

Reach

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Social Media (Story)

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**2022 Press Share of Voice**  
■ **SOtheby's INTERNATIONAL REALTY**

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11 x 5.5 Postcard



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