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FINANCIAL TIMES

THE  TIMES

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Sotheby's International Realty delivers content to discerning audiences worldwide through over 100 affiliate websites. Cutting-edge innovation, strategic positioning and international impact enable the brand to successfully connect with a global clientele.

Digital and print strategies emphasise exclusivity and are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey.

When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the Sotheby's International Realty brand and position our proprietary global network as the voice of luxury real estate.