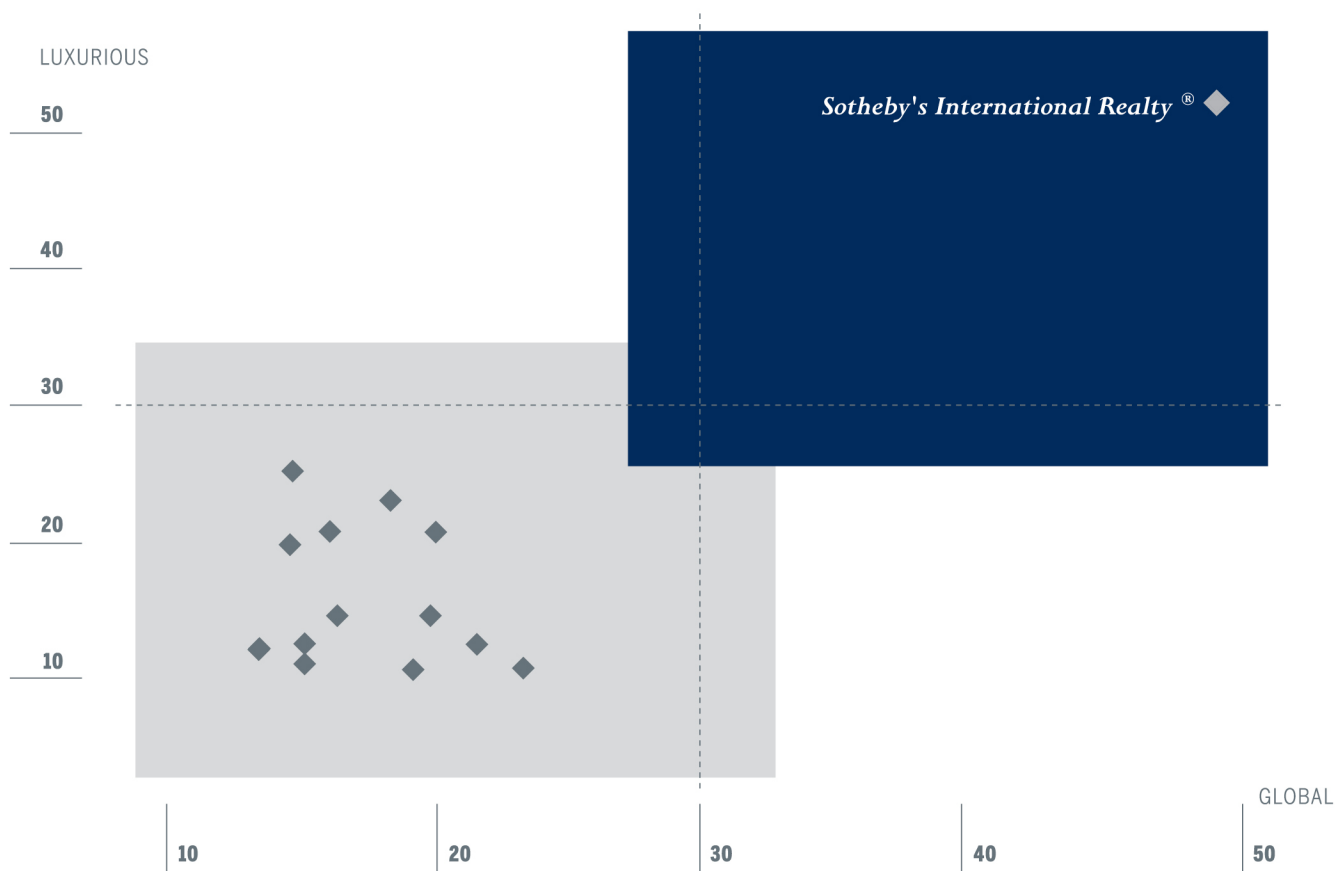


BRAND UNRIVALED



SOTHEBY'S INTERNATIONAL REALTY® BRAND IS CONSIDERED FAR MORE LUXURIOUS THAN OTHER MAJOR REAL ESTATE BRANDS.

The above chart shows consumers who associate brands with “luxurious” and “global” qualities (%). Among the brands included in the survey: Century 21®, Coldwell Banker®, Douglas Elliman®, Keller Williams Realty®, Redfin®, RE/MAX®, The Corcoran Group®, and Zillow®.

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