



UNIQUE EXPOSURE

SHOWCASING THE WORLD'S MOST EXTRAORDINARY HOMES

Sotheby's
INTERNATIONAL REALTY

VALUABLE
POINTS OF
EXPOSURE,
FROM THE
LOCAL MARKET
TO THE MOST
FAR-REACHING
PARTS OF
THE WORLD

Cover property located in: California, United States

UNIQUE EXPOSURE At the Sotheby's International Realty® brand, **our goal is to provide a home with relevant points of exposure designed to connect sellers with potential buyers.** Our network professionals combine their own local market expertise with the support of our renowned brand and the relationships we have cultivated with media powerhouses all over the world to achieve this goal.

OUR COMPREHENSIVE STRATEGY FOR EXPOSURE CENTERS ON:



RELATIONSHIPS From our **inter-connected network of affiliates** that regularly refer business to each other, to our media partners that help us **showcase the world's finest homes**, to a global audience of consumers, we recognize the critical value these sources provide in generating exposure for a home.



REPUTATION Born from the **rich heritage** of the Sotheby's Auction House, today we work together to offer the homes represented through our network opportunities for exposure that simply can't be found anywhere else: from networking events with the Auction House's valued clientele to their various communications vehicles, **only we have the ability to reach this high-net worth group of consumers.**



Greenwich, CT 06830
811,990,000 (\$/sq ft)
Property ID: 8046277

Napa Valley, CA
1,200,000 (\$/sq ft)
Property ID: 8046278

It's in art, antiques, wine and collectibles, the character. The Sotheby's International Realty® network and properties for sale throughout the world. All

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BLOG HOME FIND A PROPERTY OFFICES ASSOCIATES OUR STORY SOthebySREALTY.COM

The Brandes House Designed by Frank Lloyd Wright

As one of the 20th century's preeminent designers, American architect [Frank Lloyd Wright](#) is known for his unique vision and signature style. Wright pioneered the [organic architecture](#) movement and believes that every building should grow naturally from its environment.

Built in 1954, the [Big Brandes House](#) is one of only three Wright-designed homes in Washington state. The home is listed on both the National and State Register of Historic Places. Situated on just over 3 wooded acres, the home is exceptionally private and exquisitely integrates with nature. By day, the home is flooded with natural light—by night, recessed outlets that bend the decorative windows capture the ambient light, and turn the whole into a glowing "jewel box."

Forbes New Posts Popular Lists

Morgan Brennan, Forbes Staff
I write about real estate markets, outrageous homes and cities.

RECENT POSTS
Winter 2018 1032
Happy Holidays
Five Dishes Doing Holiday Entertainment
October 2018 149
Market Spotlight

ARCHIVES
December 2017
November 2017
October 2017

Homes Sporting The Most Amazing And Outrageous Outdoor Amenities

When the [Falling Rock Lane Estate](#) was built 11 years ago in Indian Wells, Calif., the architects had a desert oasis in mind. They

majestic
A word that conveys uprightness. One of steady dignity. It defines what it means to require a landscape that takes your breath away with its serenity. It is why high mountains never ending water and green pastures are to be as they can see.

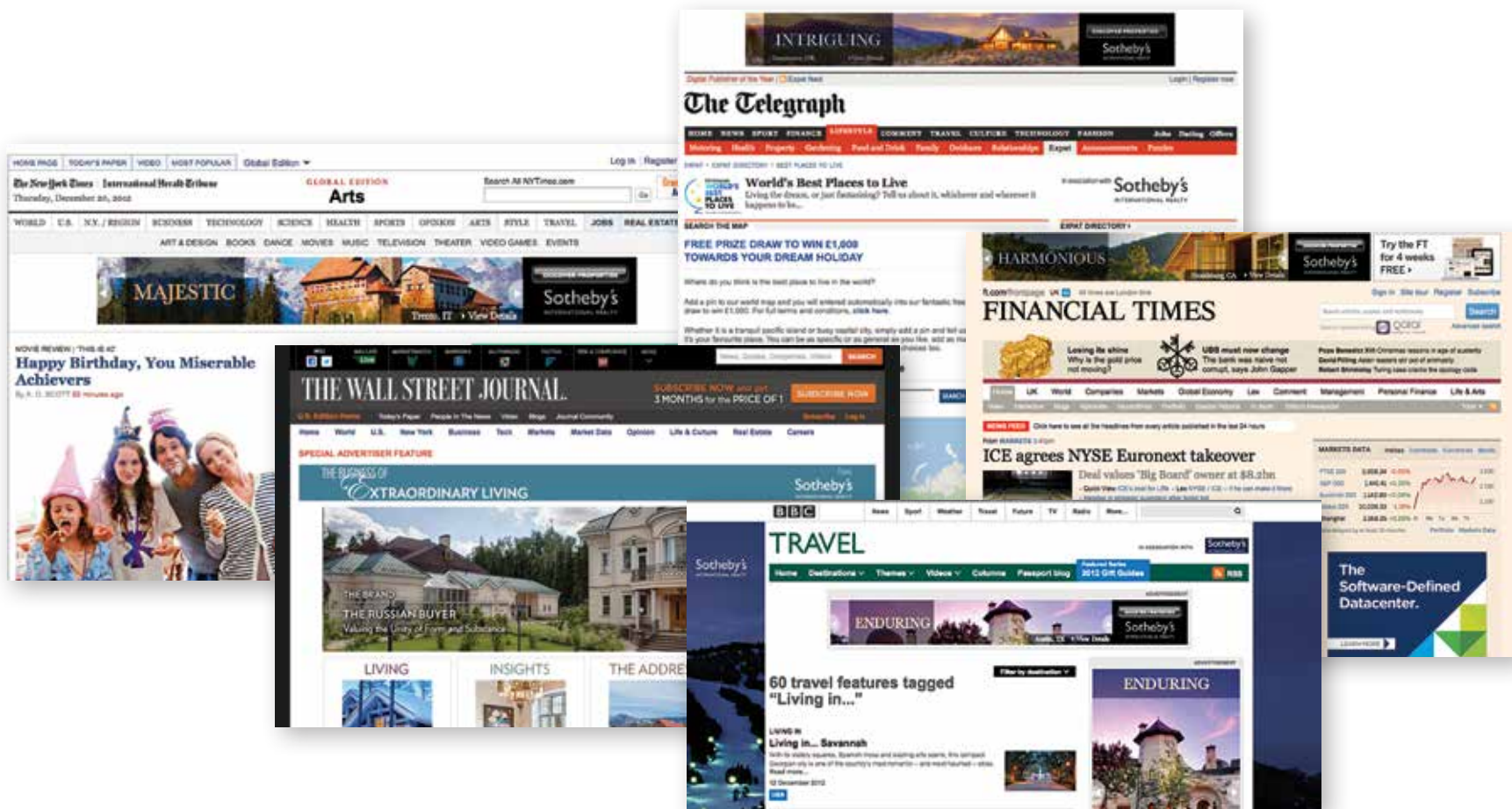
Search for your own "majestic" at [selectsothebysrealty.com](#)

Select Sotheby's INTERNATIONAL REALTY

REAL ESTATE EXPERTISE

Our network of experts apply their local market knowledge to create a **comprehensive and customized plan for a home** that takes into consideration all avenues of exposure: **print, digital, public relations, advertising and social media.**

To guide them in this we have a team of brand marketing experts that stand ready to offer assistance and insight, and an array of tools and resources they can tap into.



EXPOSURE AT-A-GLANCE

Our **media partners** are trusted news outlets worldwide including *The Wall Street Journal*, *The New York Times*, the *BBC*, the *Telegraph*, the *Financial Times*, *South China Morning Post*, *Tatler*, *Architectural Digest*, *Google* and *YouTube*.

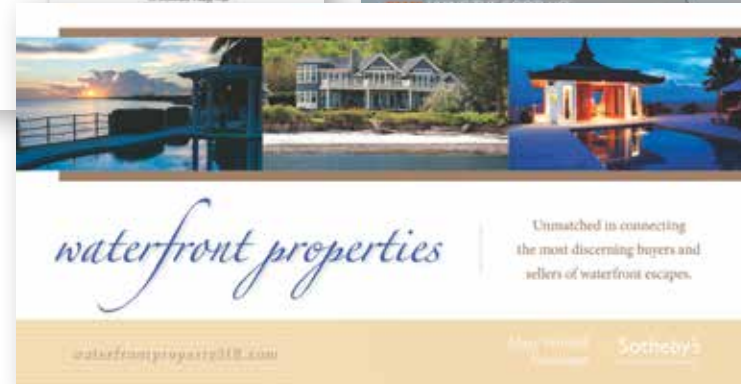
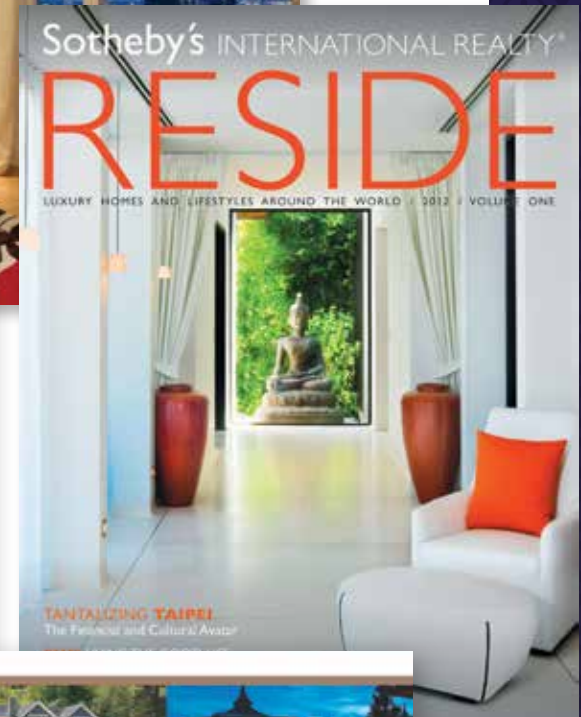
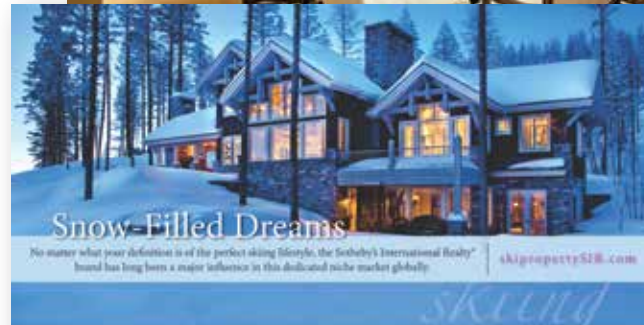
The *Sotheby's International Realty* network currently has more than **12,000** sales associates located in approximately **650** offices in more than **45** countries and territories worldwide, and **places over 10,000 referrals every year**.

Our team of brand experts provides direct support to our network of affiliates on **marketing, media relations, social media and advertising**.

BRINGING IT ALL TOGETHER

Our network's sales professionals have the ability to work in tandem with our brand marketing experts to create a customized plan for a home. Our brand's senior leadership team has decades of real estate expertise and has worked with our network of affiliates to help facilitate many high-level transactions.

Finding the ideal buyer for a home is the goal of our team of professionals. To achieve that goal they bring with them the support of the Sotheby's International Realty® brand and the avenues for exposure that only we can provide.



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