

Artfully Uniting Extraordinary Homes with  
Extraordinary Lives<sup>®</sup>: *luxury is an experience,  
not a price point*

Even though the *Sotheby's International Realty* brand is recognized as an aspirational brand serving the luxury market, it's important to highlight that luxury is an experience, not a price point. We represent extraordinary homes in a variety of lifestyle categories and price points.

the brief.