

CHRISTIE'S
INTERNATIONAL REAL ESTATE

AN
INTRODUCTION
CHRISTIE'S INTERNATIONAL REAL ESTATE

EXTRAORDINARY ART. EXCLUSIVE HOMES. CHRISTIE'S INTERNATIONAL REAL ESTATE

Supported by Christie's art auction house, Christie's International Real Estate is a global network offering exclusive home and luxury real estate services to buyers and sellers worldwide. The Christie's brand is instantly recognizable to clients and distinguishes your property from others. We focus exclusively on luxury residential real estate and understand how to reach and serve a discerning clientele. Along with this expertise, we offer you the tailored, trusted service that our clients have depended on for 250 years, collaboration with our auction house colleagues, and referrals from our network of the world's top real estate brokers.



GLOBAL ACCESS. LOCAL EXPERTISE.

Christie's International Real Estate built its reputation on the rigorous selection of local brokerages. Our Affiliates are selected for their success in luxury property sales and their ability to meet strict standards of excellence. When awarded Affiliate status, they gain access to our programs, worldwide network of 136 Affiliates and more than 32,000 agents in 45 countries, and the expertise of the Christie's International Real Estate regional management teams.

FOUNDED IN LONDON
IN 1766, CHRISTIE'S IS
THE WORLD'S LEADING
ART BUSINESS.

Established by James Christie 250 years ago, Christie's conducted the greatest auctions of the 18th, 19th, and 20th centuries. Today, it is the world's premier auction house and sets the standard for international art sales.

Christie's has 54 offices in 32 countries and 12 salerooms in cities around the world including London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Shanghai, Mumbai, and Hong Kong. Christie's offers more than 450 sales annually.

As the auction house of choice for influential art connoisseurs and collectors, Christie's has led the market with expanded initiatives in growth markets, such as Russia, China, India, and UAE, with successful sales and exhibitions in Beijing, Mumbai, and Dubai.

BLENDING ART AND
PROPERTY. COMBINING
GLOBAL KNOWLEDGE
WITH LOCAL EXPERTISE.

Blending the auction house's global perspective on art and lifestyle with the local expertise of our affiliated brokerages, Christie's International Real Estate brings exceptional service and knowledge to discerning buyers and sellers of luxury real estate.

This unique combination of worldwide expertise and regional connections has established Christie's International Real Estate as the leading network of brokers dedicated to the marketing and sale of luxury residential properties. Together, we offer an incomparable level of service and global visibility under a brand that stands for trust, discretion, and excellence.



THE SYNERGY BETWEEN ART AND REAL ESTATE

COMBINED ART AND REAL ESTATE SALES

Christie's clients who buy and sell works of art often request real estate services. The natural overlay of fine art and luxury real estate was highlighted in recent sales:

For the historic Blairsden Estate in Peapack, New Jersey, Christie's International Real Estate provided international marketing for the property, while the auction house sold a collection of furniture, tapestries, old master paintings, silver, and porcelain from the estate in *A Taste for Luxury: Two Great Houses from America's Gilded Age*.

Christie's International Real Estate sold the New York City apartments of the late copper heiress Huguette Clark, while Christie's sold jewelry from her estate, including the iconic Clark Pink Diamond. The stunning piece sold for US\$15.76 million.

Kaiuso, a historic garden estate outside Kyoto, Japan, listed at ¥8 billion, sold to an art auction attendee's client.

A Pablo Picasso painting owned by composer Andrew Lloyd Webber was sold at Christie's in London for £35 million. The composer's Trump Tower duplex overlooking New York's Central Park, listed at US\$19 million, was sold by Christie's International Real Estate.

MAJOR REAL ESTATE SALES

The combined annual sales volume of Christie's International Real Estate Affiliates was approximately US\$118 billion in 2015. The following is a sampling of the network's recent sales:

Copper Beech Farm, a magnificent estate on more than 50 waterfront acres in Greenwich, Connecticut, sold for US\$120 million by David Ogilvy & Associates. The sale represented, at the time, the largest transaction in U.S. history for a single-family residential property.

La Casa de Piedra, a beachfront home surrounded by the Monterey Marine Sanctuary in Carmel, California was sold by Carmel Realty Company. The one-of-a-kind stone residence was listed at US\$10.65 million.

The Cumberland Apartment, a 1960s landmark condominium residence in Toronto, Canada was sold by Chestnut Park Real Estate. The Philip Johnson-influenced apartment was listed at C\$19 million.

The Stanford White Mansion on New York City's famed Fifth Avenue, listed at US\$49 million, was sold by Brown Harris Stevens.

A grand townhouse near the Champs-Élysées in Paris, France, was sold by Daniel Féau Conseil Immobilier and valued at €44 million.

The unique private island of Emerald Cay in Turks and Caicos was listed at US\$45 million and sold by Regency International Estates.

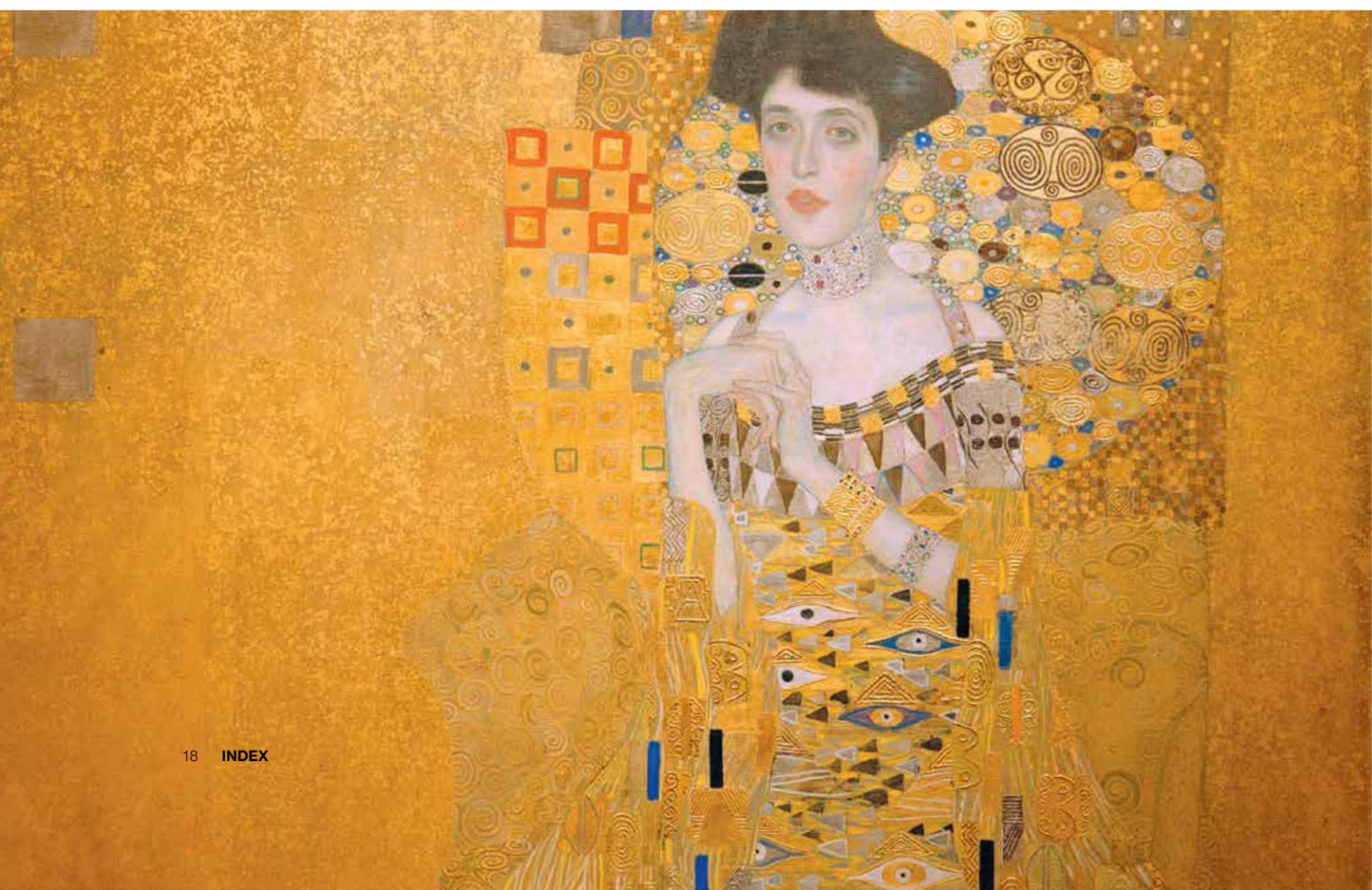
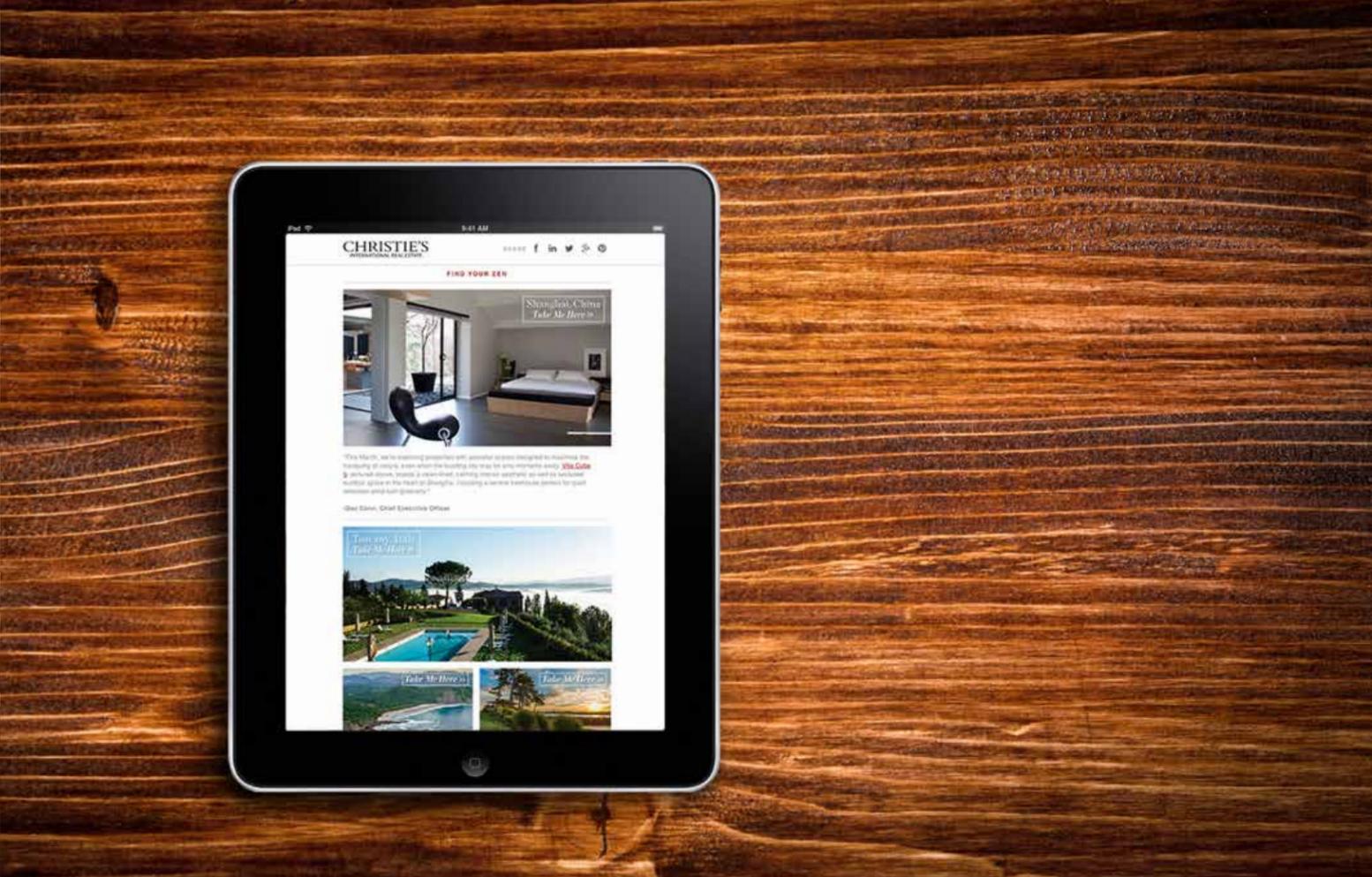
A penthouse at 15 Central Park West in Manhattan, New York, was sold by Brown Harris Stevens for US\$88 million.











DISTINGUISHED SERVICES

Christie's International Real Estate's marketing programs mix new media with proven techniques, constantly evolving to meet the demands of the future.

Directed toward an audience of distinguished homebuyers, affluent investors, and renowned business leaders, campaigns achieve results across diverse venues and approaches, including interactive applications, print, networking, and press coverage.

DIGITAL

The christiesrealestate.com website attracts millions of qualified visitors worldwide every year. With more than 60% of visitors to the site from outside the U.S., our site is the preferred portal for buyers and sellers across the globe, and consistently ranks among the top luxury real estate results on major search engines. Access to an affluent audience is further enhanced by prominent real estate promotions on christies.com, which bring auction house clients to view our listings through a single click.



Displaying the world's finest properties in excess of US\$1 million, our website has active listings in 19 languages and more than 40 countries and currently showcases several hundred properties valued at more than US\$10 million.

Christie's International Real Estate is actively involved in social media. Discover exclusive property photo tours, auction house spotlights, events, videos, and news from the international Affiliate network on our social media channels. Robust search engine optimization, search engine marketing, and inbound marketing campaigns attract thousands of qualified visitors to the website each month. Properties on the site also benefit from additional exposure on the websites of select online luxury media outlets, including *The Wall Street Journal*, *The New York Times*, *Financial Times*, *Country Life*, and *PropGOLuxury*.

MAGAZINE

Produced quarterly, our industry-leading publication has an annual readership of approximately one million. With more than 200 pages full of lifestyle articles and beautiful homes, the magazine is a superior showcase for the world's most exclusive real estate.

Our mailing list ensures that individuals of exceptional means receive each issue. The magazine is also available at Christie's salerooms, newsstands, fine bookstores, fashionable hotels, private airport lounges, and Affiliate offices across the world. A digital version attracts additional international readers and is also presented to thousands of readers worldwide through our blog, LuxuryDefined.com. The magazine is also translated in Chinese and distributed to a target audience of high-net-worth individuals from Mainland China.

BROCHURES

Crafted for select properties, our property brochures are distributed to more than 350 cities in 40 countries for prominent display in Christie's salerooms and our affiliated real estate brokerages around the world. The high-quality brochures find an audience with influential homebuyers, investors, and other prime prospects through display at these venues. Artfully designed with superb production values, the brochures articulate the splendid amenities and uncommon lifestyle opportunities presented by each property.

ADVERTISING

Properties advertised under the Christie's name benefit from invaluable exposure and association with a well-known and admired brand. Strategically targeted to reach the world's most qualified potential buyers, Christie's International Real Estate advertising initiatives receive prominent placement in leading periodicals such as *The New York Times*, *The Wall Street Journal*, and *Financial Times*.

PUBLIC RELATIONS

Our press strategies are expertly crafted with our public relations team—which spans the Americas, Europe, Asia, and the Middle East—to maximize attention in acclaimed media outlets across the world. Properties in the Christie's International Real Estate portfolio are routinely chosen by influential publications as the subject of editorial features, lifestyle pieces, travelogs, business reports, and other articles.

THOUGHT LEADERSHIP

Drawing on the expertise of the affiliated brokerages, Christie's International Real Estate is the global thought leader in the luxury residential sector and produces market-leading research on the industry.

Our annual market report, *Luxury Defined*, presents an in-depth analysis of trends shaping the luxury real estate market globally.

PROMOTIONS AND EVENTS WITH CHRISTIE'S AUCTION HOUSE

The natural overlay of fine art and luxury real estate is on prominent display at numerous Christie's sales and events attended by affluent potential homebuyers around the world.

Christie's 450 annual sales present prime opportunities to effectively market our properties through banner displays, auction catalogue advertisements, auction house windows, and lobby displays. A monthly real estate e-newsletter is distributed to a broad auction house client base.

Christie's promotes real estate at various high profile events such as Art Frieze, and Concours d'Elegance. In addition, we host jewelry sale previews, wine tastings, and fine art sale previews at various residences offered for sale around the world. Through these promotions, discerning buyers, attracted by the expertise and service of a well-known brand, discover the impressive offerings of Christie's International Real Estate.

OTHER CHRISTIE'S SERVICES

Christie's overarching corporate objective is to provide clients with unparalleled customer service. In addition to specialty areas of art, jewelry, wine, and collectibles, Christie's offers a comprehensive suite of client services including estates and appraisals, insurance valuations, private sales, fine art storage via Christie's Fine Art Storage Services, and educational programs through Christie's Education. All real estate clients are eligible to receive the full suite of Christie's services.

THE BESPOKE MARKETING PROGRAM

Reserved for trophy estates in the top 10 percent of a market, properties enrolled in the Bespoke Marketing Program benefit from a special range of marketing opportunities that reach Christie's clients and salerooms around the world. With marketing tailored to each property, the Bespoke Marketing Program tells a unique story for each property in a way that is original, effective, and broadly appealing.

Our relationship with the auction house grants us a unique depth and breadth of international exposure. Our ability to make personal introductions between clients of Christie's and Christie's International Real Estate creates a synergy between the worlds of art and real estate, and is the foundation of our world-class platform for the highly targeted marketing of noteworthy properties.

THE SIGNATURE PROGRAM

The Signature Program is a world-class marketing showcase for distinctive properties worldwide. Designed to assist with the marketing of highly competitive listings under the Christie's International Real Estate brand, the program offers unparalleled access to a sophisticated international audience of art connoisseurs and high-net-worth individuals.

From prominent placement of properties on the Christie's International Real Estate homepage to Affiliate-wide networks blasts to advertisement in Christie's International Real Estate magazine, the Signature Program's exclusive promotions and proprietary services ensure unrivaled global visibility for important real estate.

DEVELOPMENT PROJECT MARKETING

Development Project Marketing is designed to launch and market important resort and urban developments. These programs achieve success in marketing and selling distinctive properties by combining the Christie's global market platform with the deep local connections of our Affiliates.

Only projects of the highest quality in design and services are considered, ensuring that buyers can be confident in the offering. Development Project Marketing services include strategy and planning, branding supervision, marketing programs, and sales. Additionally, in certain cases, strategy and branding are supplemented with art sales and events hosted by Christie's. These elements assure a successful execution and sale.



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