

INTERNET

Sotheby's brings listings to life on new Web site with videos, visuals

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Property listing from Sotheby's new Web site

By KAYSORIN

Sotheby's International Realty is keeping its consumers up-to-date with the latest technology by introducing a remodeled version of its Web site with new features such as video tours, high-definition content and advanced search preferences.

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Luxury Daily

These new features will help consumers navigate the Web site more easily and will showcase the auction house's listings in an immersive and highly visual way that is unparalleled in the real estate industry. Providing visual and engaging online content is essential for brands that wish to connect with an increasingly tech-oriented consumer base.

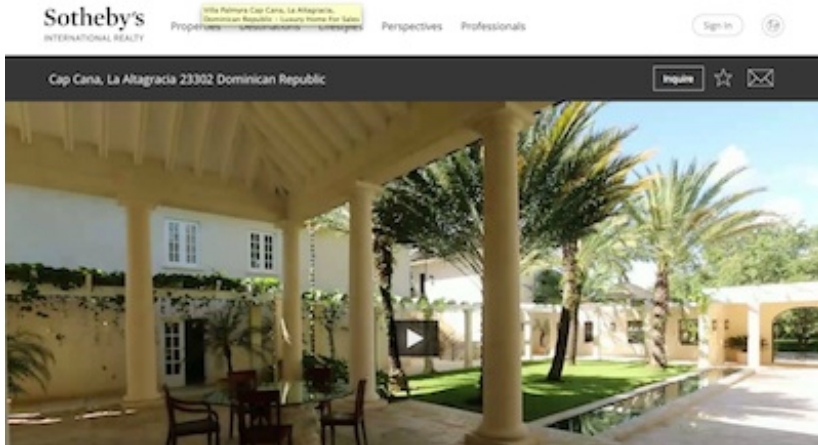
"We thought the timing was right to really start pushing for video," said John Passerini, vice president of interactive marketing, Sotheby's International Realty, New York. "We're Sotheby's International Realty, and we're known for our quality, so we pushed our network to produce this content.

"We see in the long term that this is the way people are going to consume real estate information. Now that we've given them a platform that is really unique, they are going to

be able to show off these property videos to the entire world.

Editorial approach

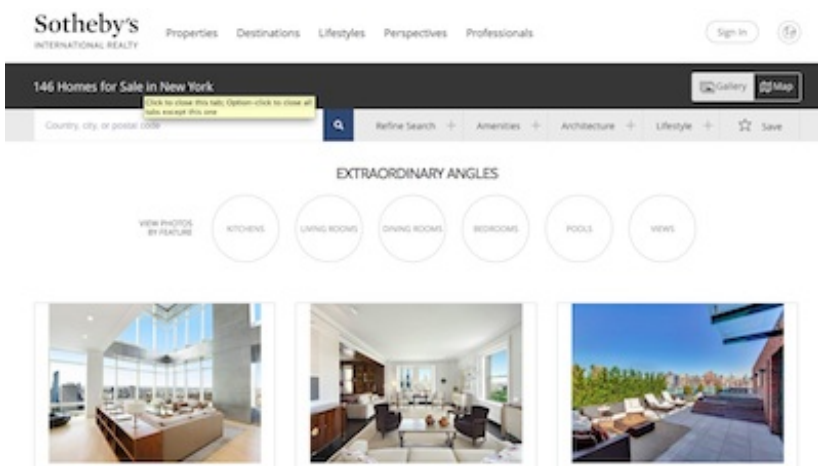
Sotheby's new Web site will be located at sir.com and will attempt to share listings in a more editorial way than the old site. The site is intended to share the personal story and history of each home, instead of maintaining a strictly commercial focus like other real estate listings.



The videos will help consumers from around the world view properties

There will be an increase in images that are full-screen and high-definition, creating an immersive experience for the consumer. There will be videos located throughout the site to keep consumers interested and show them the more personal elements of a home.

In addition to these visual changes, the Web site will also include some more practical improvements. For example, it will make it possible for consumers sort their search results according to feature.

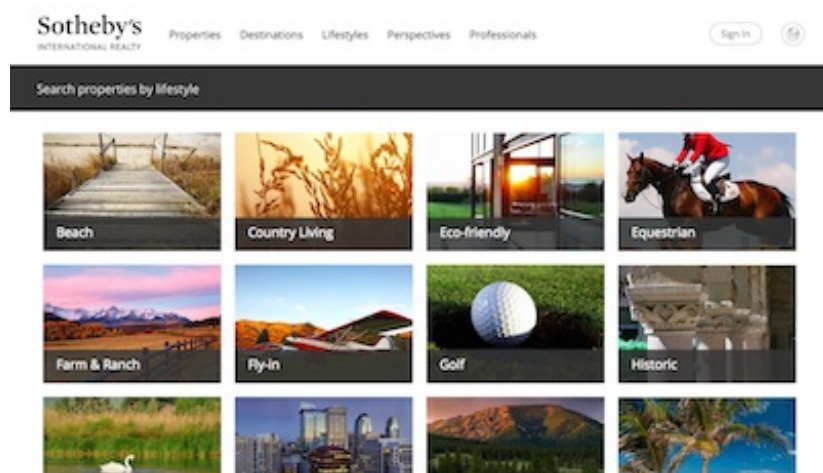


The search function includes various features such as "extraordinary angles"

This is especially important because consumers who are looking for a home with a specific feature such as a pool or fireplace will now be able to search more efficiently. They will also have the ability to compare those features side by side with visual images among the search results.

Sotheby's is devoted to providing consumers with a comprehensive experience that highlights the various lifestyles that each home can offer. The brand is focused on the

concept of lifestyle, and seeing the listings in a more visual and interactive way helps emphasize that online.



It is even possible to search by lifestyle

The new Web site is accessible from any mobile device, a feature that is essential for brands that want to appeal to a more youthful demographic. Mobile marketing has become increasingly widespread, and it is important for any Web site to be mobile optimized for multiple platforms.

Sotheby's new Web site will likely help the brand connect with consumers and stay competitive in the luxury real estate market. The brand's commitment to providing consumers with the best experience possible will keep them coming back over the years.



The Web site makes it easy for consumers to browse properties online

Tech savvy

Sotheby's has introduced other high-tech initiatives that appeal to its consumers. Prominent Properties Sotheby's International Realty recently went paperless with DocuSign's digital platform that provides electronic signatures to buy and sell homes.

Because affluent clients are often very busy, having to physically be present at the time of a closing and sifting through the paperwork can be tedious, but with this electronic signing platform clients will be able to speed up this process. Adhering to the busy schedule of affluent clients through technology allows brands to be both accommodating and digitally in-tuned to clients' desires ([see story](#)).

Another example of the brand's commitment to offering consumers the latest technology is its willingness to partner with other cutting-edge platforms. The partnership between international auction house Sotheby's and online auctioneer eBay allowed for more storytelling, according to executives from both brands at the Details Tech & Tastemakers Summit Sept. 3.

Through the partnership, announced in July, Sotheby's opened some of its live auctions to eBay's audience, as well as giving the auction house more of a platform to share content about pieces with an online audience. Providing more context will help as Sotheby's sells more items to bidders who cannot see the product in person ([see story](#))

The new Web site is that latest in a long line of technological innovations that Sotheby's had supported, and it will likely be popular with the company's affluent consumers.

"A well-done video is going to tell a story even better than these beautiful still photos that we have or the narration that we have," Mr. Passerini said. "The video is actually going to take you through the property and get you as close to being there as possible.

"This particularly lends itself to our brand. We have clients coming from all over the world, so they won't necessarily be able to drive down the street and go check out the house, but they'll be able to check it out online from anywhere in the world and really immerse themselves in the property," he said.

"A well-done video does it better than anything."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/M9j6KZxtCnc>

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