

REAL ESTATE

## Sotheby's Realty arms agents with bespoke marketing toolkit

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*Sotheby's suite includes its Curate AR app. Image credit: Sotheby's International Realty*

By SARAH JONES

Real estate firm Sotheby's International Realty is empowering its agents to create custom marketing with a new suite of technology-driven tools.

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Developed in partnership with affiliates and agents, Current by Sotheby's International Realty is a group of 18 applications that aims to enable brokerages to create bespoke marketing solutions centered on each client. With operations around the globe, the launch is designed to allow adjustments on a market-to-market basis.

"The marketing suite was developed as a result of extensive research on behalf of the Sotheby's International Realty brand, which incorporated feedback and the real-life experiences of our Sotheby's International Realty independent sales associates and affiliated companies," said Kevin Thompson, chief marketing officer of **Sotheby's International Realty**, Madison, NJ. "Given we are a global company in 71 countries, we understand that each market and business is unique.

"The goal of Current by Sotheby's International Realty is to create a marketing suite that reflects the bespoke solutions that brokers and agents offer their clients," he said.

### Tech toolkit

With 23,000 agents working in 71 countries, Sotheby's Realty designed Current to be customizable to each of its 1,000 offices' needs.

Among the apps in Current is company's augmented reality solution Curate that launched last year.

Curate by Sotheby's, powered by roOmy, lets users view a potential home through the lens of their phone and project desired furnishings, wall art and more within the space to see how it would look ([see story](#)). Agents can also use Curate to virtually stage a listing.

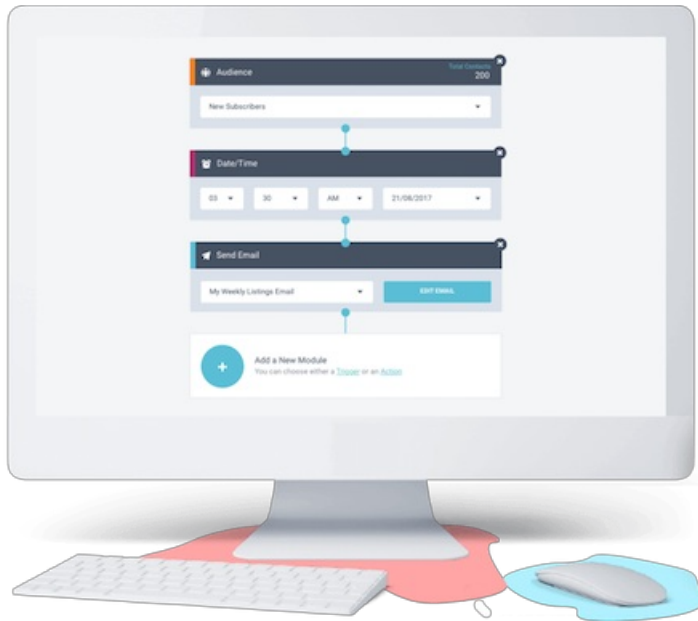
Sotheby's Realty recently brought a branded, shoppable touch to its augmented reality experience through a partnership with Wayfair's luxury furniture platform Perigold. Through the Curate by Sotheby's International Realty application and Web site, consumers can virtually place Perigold furniture into their rooms, staging their rooms in a

prospective home ([see story](#)).

*Curate by Sotheby's International Realty*

Current also includes tools for managing client relationships, such as CRM app Cloze.

Furthering direct marketing capabilities, agents can use Active Pipe to generate automated and personalized emails.



*Active Pipe's software lets agents send targeted emails. Image credit: Active Pipe*

Listratic lets agents glean analytics to help guide their digital marketing efforts.

Exclusive to Sotheby's International Realty's agents, Presentation Studio focuses on helping salespeople easily create and share listings. Another exclusive app for the brand's agents is Design Vault, which enables them to build ads and graphics.

Agents will also have access to video syndication service Brightcove.

Beyond marketing, Current enables sales associates to follow their market through a customizable search app dubbed SIR Mobile.

"Current by Sotheby's International Realty enables agents and affiliates within the Sotheby's International Realty network to customize the suite to fit their business and client needs, whether it's digital listing presentations, advanced email marketing capabilities, back office or virtual reality," Mr. Thompson said.

"This approach provides sales associates with a distinctive and competitive edge in the market, thus fulfilling their needs as an agent," he said. "The marketing suite is designed to serve agents so they can thrive."

#### Agent aids

With digital playing an increasing role of the real estate journey, other brands have launched agent-side tools to enable modern interactions.

For instance, brokerage Re/Max is giving its agents more tools to digitally engage with clients, modernizing real estate communications for the social media age.

Re/Max has designed a series of stickers that agents can share with clients via text message, WhatsApp, Instagram and Snapchat. As more younger consumers are becoming homebuyers, Re/Max is adjusting with the times ([see story](#)).

Similarly, real estate brokerage Douglas Elliman is working with Imprev to automate marketing for agents across the world.

The new service gives Douglas Elliman agents access to a variety of marketing content automatically through the platform. This frees associates to spend more time with clients instead of having to create marketing content for their listings ([see story](#)).

Sotheby's International Realty's approach was built with a focus on customization.

"There is no one-size-fits-all approach when it comes to best marketing a property, and our independent sales associates and affiliated companies around the globe know best when it comes to what will resonate in their market and with their clients," Mr. Thompson said. "For some markets, the ability to produce high-quality print and digital graphics will be of most importance, while in others, email marketing may be a top focus.

"The ability to pick and choose apps and tools from the Current suite will enable sales associates to market properties efficiently and effectively," he said.

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