

REAL ESTATE

## Sotheby's International Realty clocks \$114B in 2019 property sales volume

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*New horizons for Sotheby's International Realty. Image credit: Sotheby's International Realty*

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By LUXURY DAILY NEWS SERVICE

Sotheby's International Realty posted more than \$114 billion in global sales volume for 2019 through its network of affiliated brokers and sales professionals helping clients buy and sell luxury properties.

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The United States accounted for \$102 billion of that total sales volume, setting another record for the brand whose name Realogy Holdings Corp. has licensed from famed auction house Sotheby's.

"The brand expanded into new countries and territories and entered new markets in the U.S.," said Philip White, president/CEO of Sotheby's International Realty, Madison, NJ, in a statement.

"We continued to make strategic business decisions that benefitted both our independent sales associates and affiliate companies," he said.



*Sotheby's International Realty 2019 by the numbers. Sotheby's International Realty*

## Real progress

The positive numbers were the result of several moves made last year.

In March 2019, **Sotheby's International Realty** integrated its affiliate network and company-owned brokerage into one global organization.

Fifty new offices were opened, taking the brand's presence to 1,000 offices in 70 countries and territories, and more than 23,000 affiliated sales associates globally.

The firm is on track to launch a new Web site, already building on the 14 percent year-to-year increase to 34 million visits to sothebysrealty.com.

Sotheby's International Realty was the first real estate brand to launch and implement mixed reality to its **Curate by Sotheby's International Realty** augmented reality app.

The app merges the real world with virtual home staging. It helps with home-buying and selling scenarios, especially **benefiting agents and developers** to help prospective buyers envision their new home.

To support the daily business needs of the network's more than 23,000 independent sales associates,

The brand also introduced **Current by Sotheby's International Realty** designed as a marketing suite of technology tools with apps to help its independent sales associates.

Gaining visibility was a priority last year. So the brand entered into an affiliation with news service Bloomberg.com as the exclusive launch sponsor for a new **luxury properties marketplace**.

THE SOTHEBYS International Realty brand and its independent sales associates continued its support for **New Story**, the brand's charitable partner and a certified 501(c)(3) non-profit organization, according to the firm.

As a result, 83 families who were among those that lost their homes in the 2017 earthquakes could move into their new homes in Morelos, Mexico. A total of 153 homes in Haiti and Mexico were funded through the initiative.

The brokerage brand also built its network in the U.S. to 43 states and clocked \$12 billion non-U.S. sales through new and existing offices in European, Middle Eastern, Caribbean, Latin American and Asia Pacific.

*2019 brand performance by Sotheby's International Realty*