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# Discover our



# Uniqueness



Russ  
Lyon

Sotheby's  
INTERNATIONAL REALTY

**BRAND MANIFESTO**

At Russ Lyon Sotheby's International Realty,  
we are curators of the unique —  
connecting the world's most unique homes  
with the people who appreciate their potential.

An authority for a new era of luxury,  
defined by our eye for what makes homes special  
and the unique experiences and lifestyles they offer.



# Contents

- Your property
- Your partner
- Your advantage



OUR BRAND, YOUR ADVANTAGE

# Partnership *matters.*

Thank you for the opportunity to show you the difference Russ Lyon Sotheby's International Realty can make as your partner.

Our job is to make selling your home easier from start to finish. And we have the experience and expertise to do just that.

At Russ Lyon Sotheby's International Realty, we have everything in place to deliver like no one else. Our dedication to redefining and crafting unparalleled experiences for our clients sets us apart as a global luxury real estate leader. We work with you as a true partner and guide you through each step of your journey.

This brief presentation will show a comprehensive plan, including the mobilization of our resources and partnerships to reach the right audience of buyers.

Thank you for your consideration. *We would be honored to represent you.*



Your property

## PERSONALIZED STRATEGY

# The attention *your property deserves*

At Russ LyonSotheby's International Realty, we understand that each property and seller is unique, so we offer you an exclusive tailor-made strategy. We execute that strategy by combining our vast experience, innovative technology, and unmatched global reach to attract the attention of the most qualified buyers around the world.







LOCAL INSIGHT

# Your community *is our community*

We live here too. So we know the neighborhood, schools, and shops from the inside out to sell potential buyers on the value of the area. Better yet, we know and understand the people that make up this community.

**Since 1947**

78 years

**Lyon Ownership**

3rd Generation

**13 Offices**

Across Arizona

**877**

Global Real  
Estate Advisors



## LOCAL INSIGHT

# We do more than sell homes – *we help build communities*

We're not just local experts; we're your neighbors. Through the Russ Lyon Foundation, we enhance our community engagement, ensuring that every interaction is not just about real estate, but about real relationships.

Our foundation's V-Corps teams work right here, dedicating time and resources to uplift and support the neighborhoods we serve.

### Since 2014

11 years

### 6 Members

Board of Directors

### 18 Representatives

Advisory Council

### 104+ Organizations

Helped since 2014

### 22nd in Charitable Contributions

by the Phoenix Business Journal

### 14th in Volunteer Hours

by the Phoenix Business Journal





## THE SELLING PROCESS

# You'll like *the way we work*

Together we'll follow a proven path to success.

# 1

### PREPARING YOUR PROPERTY

We'll work together and leverage our award-winning sothebysrealty.com website to showcase your property in the very best light.

# 2

### FINALIZING YOUR MARKETING PLAN

We'll provide you with an in-depth plan for unrivaled worldwide exposure.

# 3

### LAUNCHING YOUR SALE

This is the big day when we announce your listing to the world.



# 4

## REPORTING YOUR PROGRESS

We'll keep you in the loop all along the way with access to our live data dashboard as well as showing details and feedback.

# 5

## CLOSING THE TRANSACTION

We're with you every step of the way, from due diligence to signature of the deed.



## SIGNIFICANT SALES

# What have we done *for sellers lately?*

**\$4.96 billion**

Sales volume in 2024

**\$1.12 million**

Average sale price  
in Arizona for 2024

**4,442**

Units sold in 2024



**MESA, AZ**

**\$1,825,000**



**PARADISE VALLEY, AZ**

**\$14,995,000**

**FLAGSTAFF, AZ**

**\$2,095,000**





**SCOTTSDALE, AZ**  
\$6,750,000



**CAVE CREEK, AZ**  
\$1,795,000



**SEDONA, AZ**  
\$5,600,000



**PRESCOTT, AZ**  
\$2,900,000

**TUCSON, AZ**  
\$3,300,000

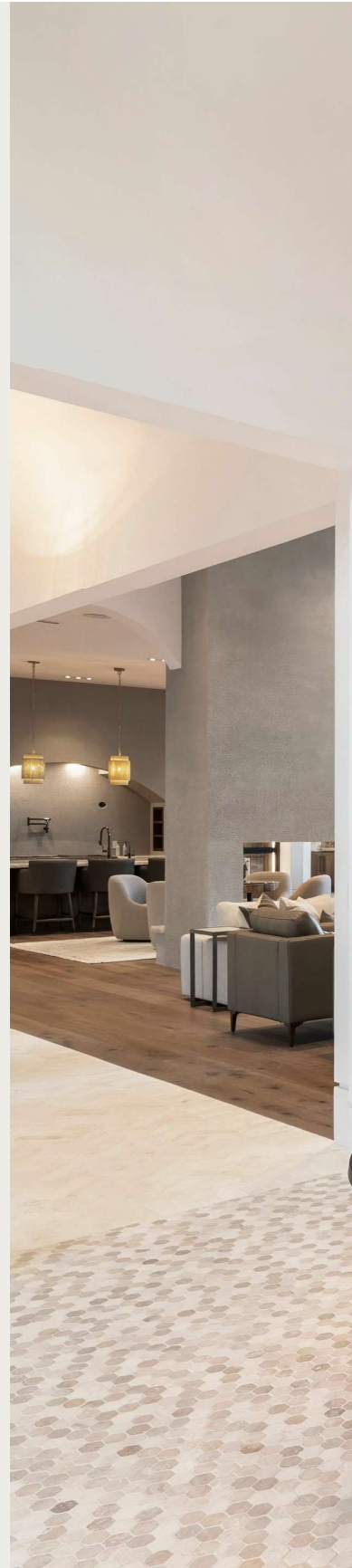


## PRICING STRATEGY

# The right price *gets the best result*

Experience shows that pricing a property correctly from the start results in the greatest buyer interest at the most favorable price. We will carefully analyze the market using our local expertise to determine the optimal price for your property.

We control the process, you control the decisions.







Your partner

LOCAL LEGACY

# Luxury is our standard – *not a price point.*

Since 1947, Russ Lyon Sotheby's International Realty has been home to Real Estate Advisors committed to integrity and professionalism.

Across our organization—from ownership and management to advisors and affiliate services—everyone is dedicated to using innovative skills, programs, and technologies to establish the finest real estate services company.

We are an inspired family, relentlessly pursuing excellence in our industry and in life.





# Our Offices

## Camelback Tower

480.287.5200

6900 E Camelback Road, Suite 110 | Scottsdale, AZ

## Carefree

480.488.2400

34305 N Scottsdale Rd | Scottsdale, AZ

## Corporate

480.585.7070

7669 E Pinnacle Peak Rd, Suite 110 | Scottsdale, AZ

## Desert Mountain

480.488.2998

37700 N. Desert Mountain Pkwy | Scottsdale, AZ

## Flagstaff

928.779.5966

317 N Humphreys St | Flagstaff, AZ

928.707.0100

219 N Humphreys St | Flagstaff, AZ

## Fountain Hills

480.809.4255

16872 E. Avenue of the Fountains, #103 | Fountain Hills, AZ

## Pinnacle Peak

480.585.7070

7669 E Pinnacle Peak Rd, Suite 110 | Scottsdale, AZ

## Prescott

928.227.2435

2971 Willow Creek Rd, Bldg 5 | Prescott, AZ

## Sedona

928.282.5966

20 Roadrunner Drive, Suite A | Sedona AZ

## Southeast Valley

480.750.7424

275 E Rivulon Bld., Suite 100 | Gilbert, AZ

## Tubac

520.398.2506

#2 Tubac Road, P.O. Box 4241 | Tubac, AZ

## Tucson

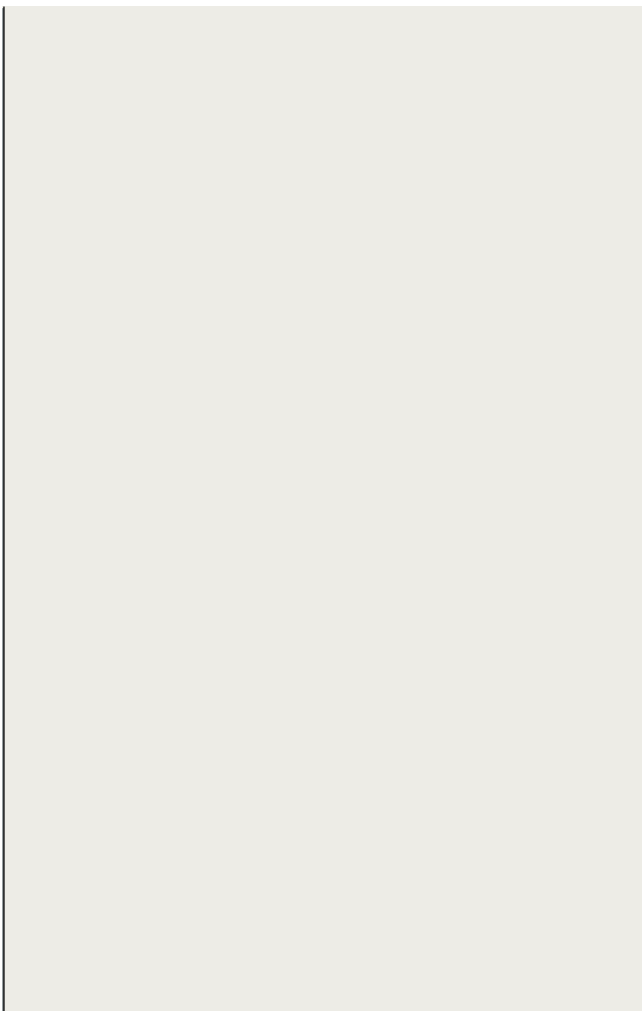
520.742.1335

3450 E Sunrise Drive, Suite 150 | Tucson, AZ

## West Valley

623.583.7704

8715 W Union Hills Drive, Suite 104 | Peoria, AZ





POWERFUL HERITAGE

# Sotheby's is more than *just our name*

Over the last two centuries, Sotheby's auction house has built an iconic brand with unparalleled prestige. Today, Sotheby's International Realty builds on its legacy with the auction house by offering the same elevated standards and exemplary service. We harness the global power of the Sotheby's name and its proprietary database of 1 million clients to create unique opportunities and introduce your property to the most qualified buyers all around the world.

\$157  
billion

Global sales volume 2024, USD

BACKED BY THE BEST

Our numbers  
*are your assurance*

# 84

Countries & territories

**26,100**

Sales associates

**1,100**

Offices worldwide

**33 Million**

sothebysrealty.com visits in 2024

**#1**

Most profiled real estate company  
in the news

**1.2 Million**

Engaged social media followers

**65 Million +**

Videos played in 2024

**1744**

The year our heritage began

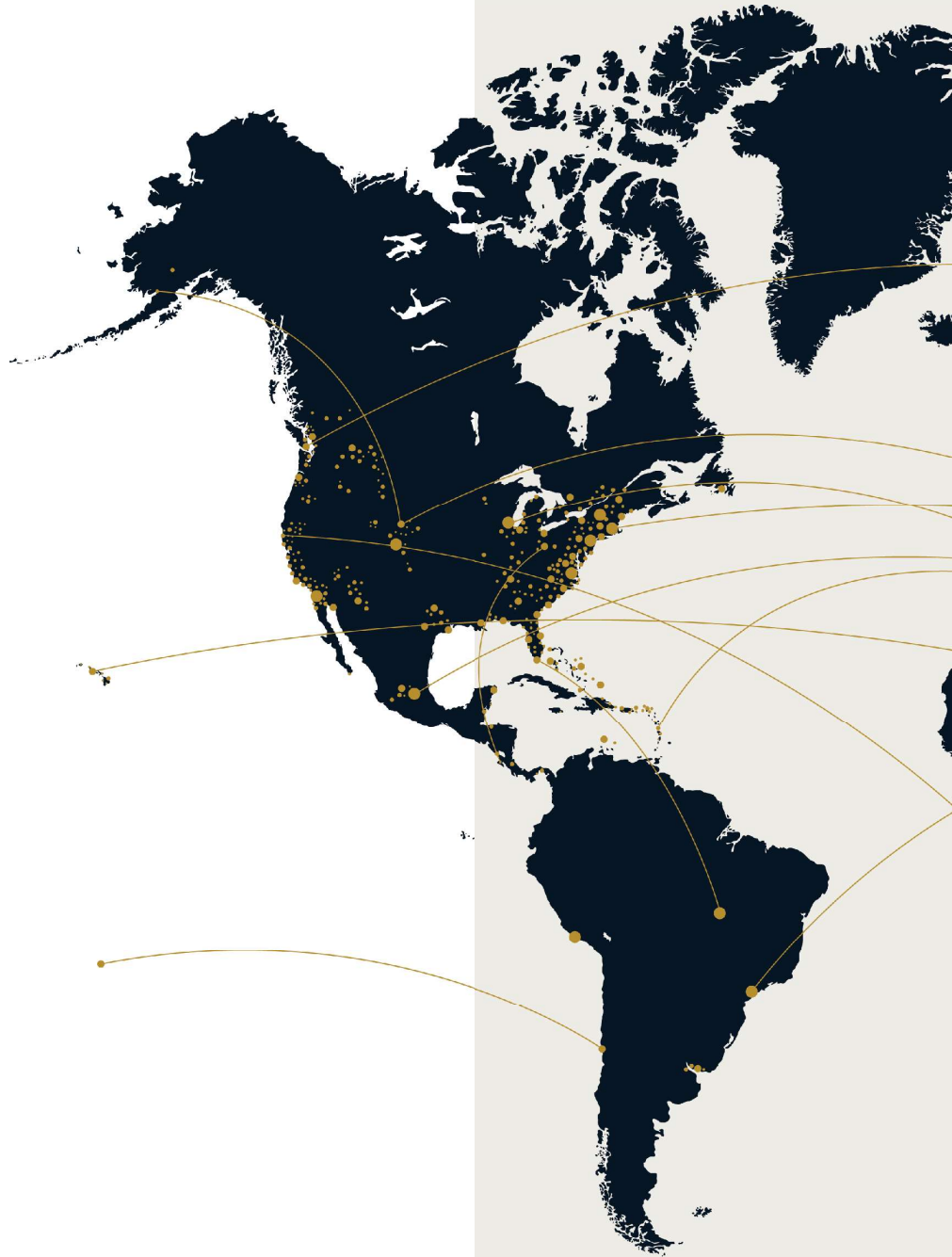


Your advantage

## GLOBAL CONNECTIONS

# Our world *is yours*

Sotheby's International Realty is the only truly global luxury real estate company with 26,100 advisors working in 1,100 local offices across 84 countries and territories. Our unparalleled network works together to meet your needs and expectations.





# 33M

sothebysrealty.com  
visits in 2024

# 16

Languages

## ONLINE EXPERTISE

Our reach  
*brings the world  
to your home*

We make your listing easy to find online with our Webby Award-winning website and finely tuned SEO. Sothebysrealty.com enables millions of visitors to immerse themselves in engaging videography, impactful photography, and inviting virtual tours.



# 59%

Visitors from outside the U.S.

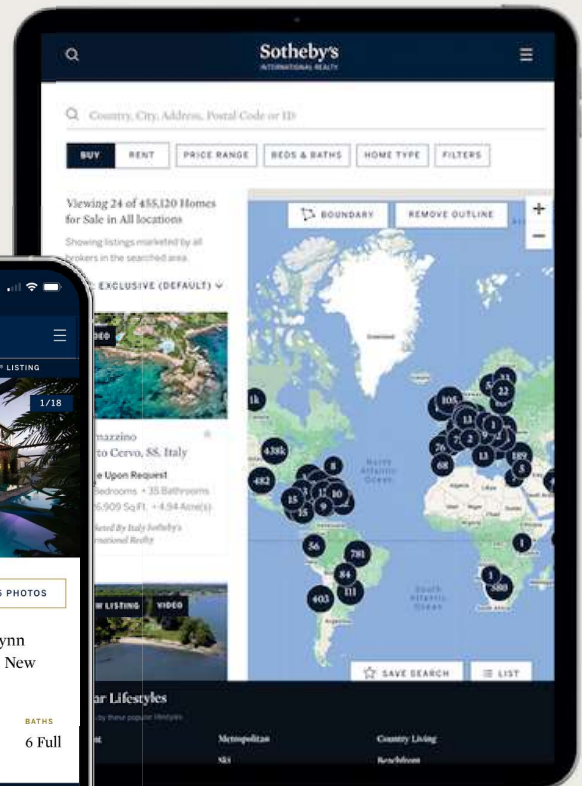
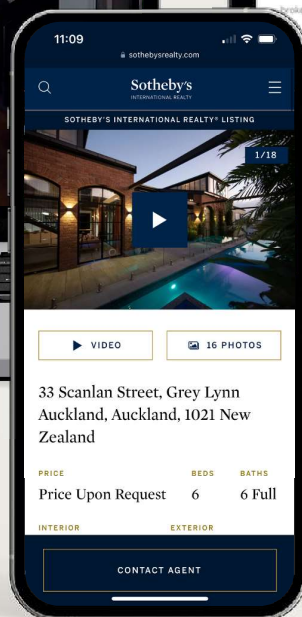
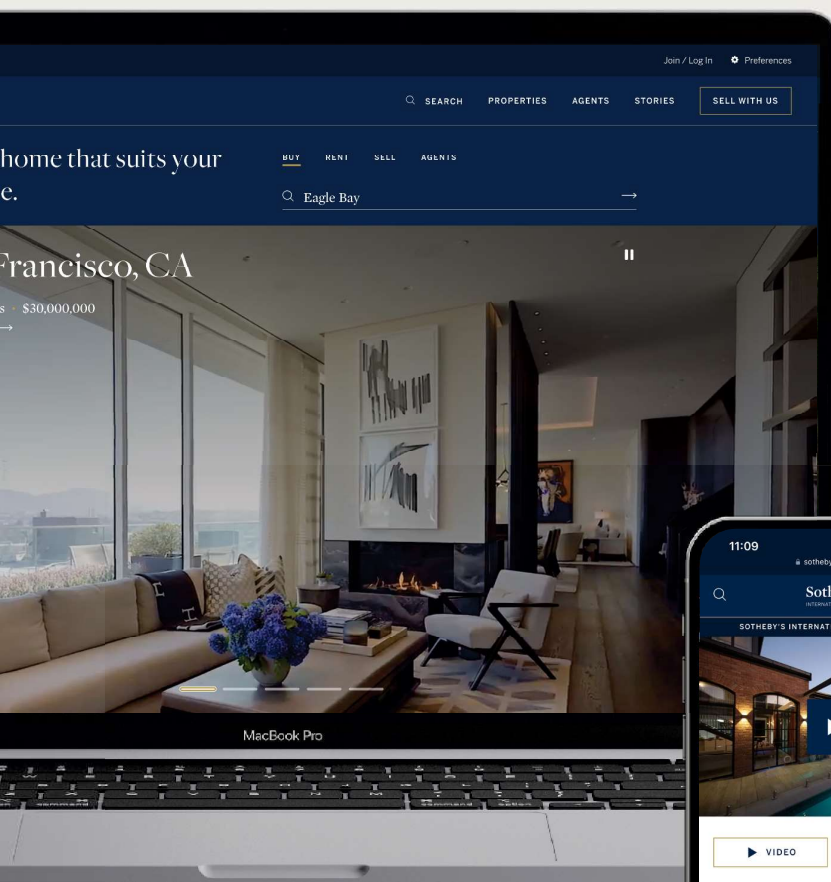
# 40%

Organic search traffic

# 65M

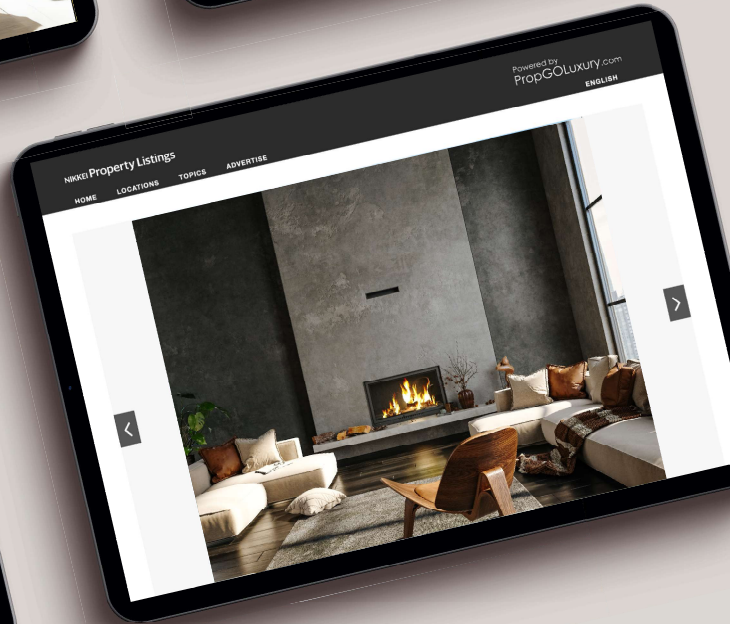
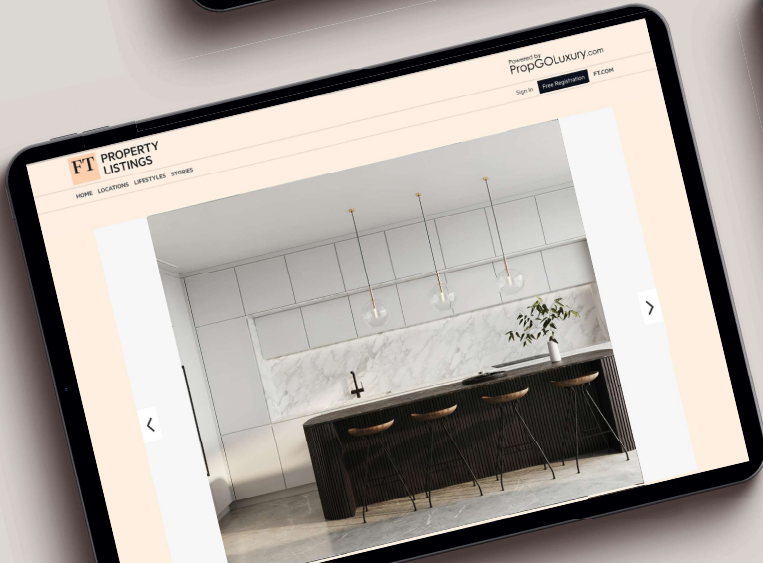
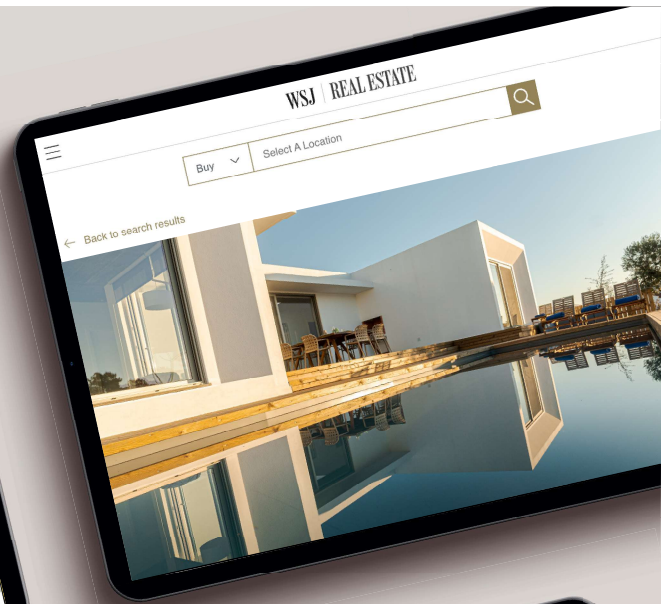
Videos played in 2024

Your advantage



Sources: Google Analytics, Brightcove, and Listrac – Full Year 2024

Powerful together



BARRON'S

FINANCIAL TIMES

HOUSE

JamesEdition

居外  
Juwai.com

LUXURYESTATE

MANSSION GLOBAL

MarketWatch

NIKKEI

PropGOLuxury.com

PROPRIÉTÉS  
LE FIGARO

realtor.com

Robb Report

THE WALL STREET JOURNAL

Rental Properties

Apartment.com

ApartmentFinder

apartmenthomeliving  
live for fun

ForRent.com

Farm & Ranch Properties

Land And Farm

Lands of America

LandWatch

\*Syndication may vary by region and required qualifications.



PROPERTY SYNDICATION

# Top media partners *drive traffic to your listing*

As soon as your property is on sothebysrealty.com, it is also distributed across a variety of leading websites across the world, maximizing reach and exposure.

Your advantage

Powerful together

AD

MANSION GLOBAL

Instagram

FINANCIAL TIMES

BBC

PROPRIÉTÉS  
LE FIGARO

AD  
MEXICO

theTradeDesk

居外  
juwai.com

JamesEdition

LUXURYESTATE

dwel

The New York Times

facebook

PropGOLuxury

NIKKEI

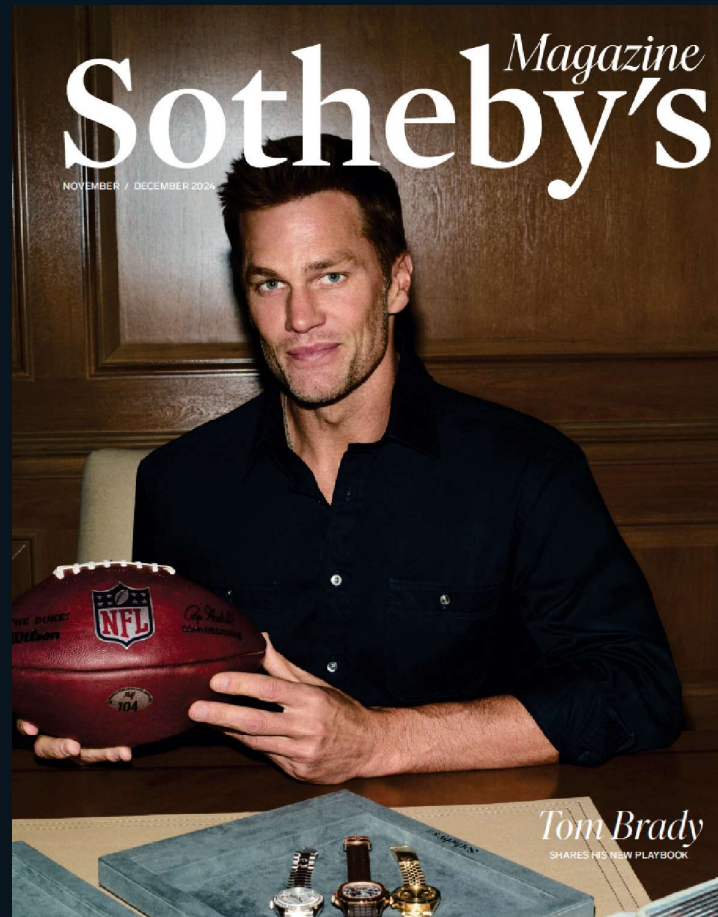
Robb Report

Google

South China Morning Post

YouTube

THE WALL STREET JOURNAL



BRAND ADVERTISING

# No one can draw *more eyes to your listing*

We work with the best online  
and print publishers to drive  
more performance and return  
for our clients.

Your advantage

AD

SEARCH

SUBSCRIBE

SIGN IN



FIND A PRO ARCHITECTURE + DESIGN REAL ESTATE AD IT YOURSELF CLEVER CELEBRITY STYLE LIFESTYLE AD PRO VIDEO

1 of 1

Character as unique as yours

Water Mill, New York

Spring Lake, New Jersey

Wyndmoor, Pennsylvania

Sotheby's  
INTERNATIONAL REALTY

Find yours

Real Estate

VIEW ALL CELEBRITY REAL ESTATE ON THE MARKET NEWS



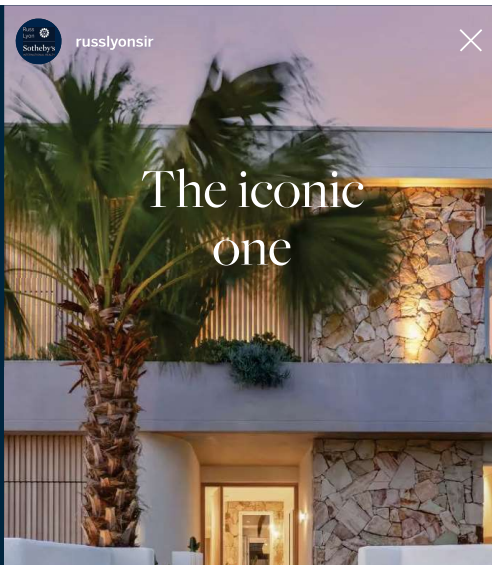
Powerful together

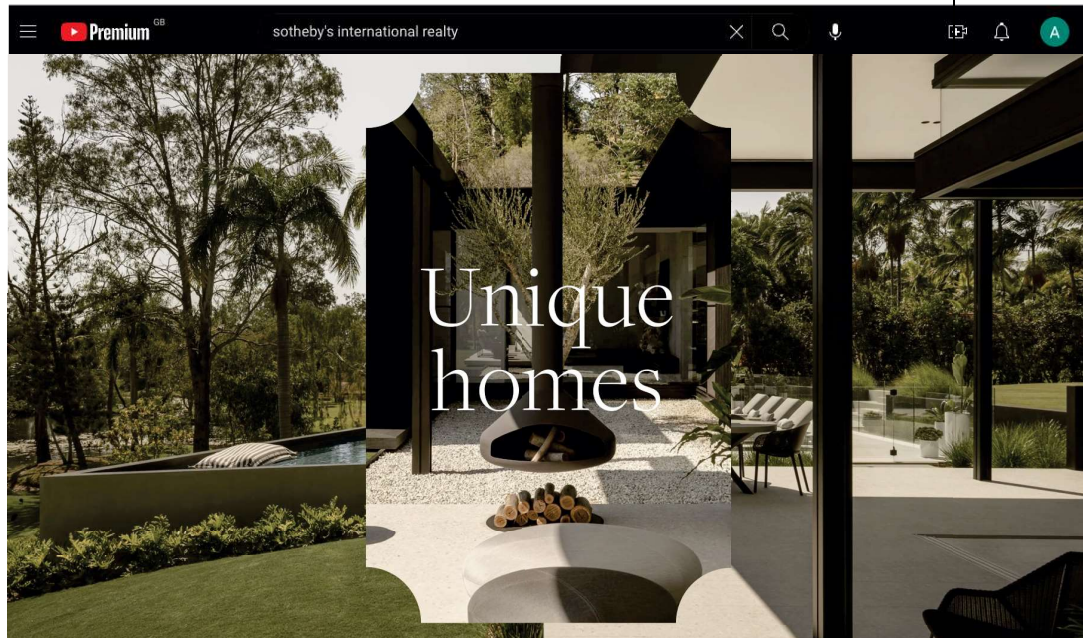
## SOCIAL MEDIA

# Our connections *become your connections*

The Sotheby's International Realty brand creates exclusive content featuring our property listings on multiple social media platforms and engages with more than a million followers each day.

Additionally, our YouTube channel has more subscribers and video views than any other real estate brand.

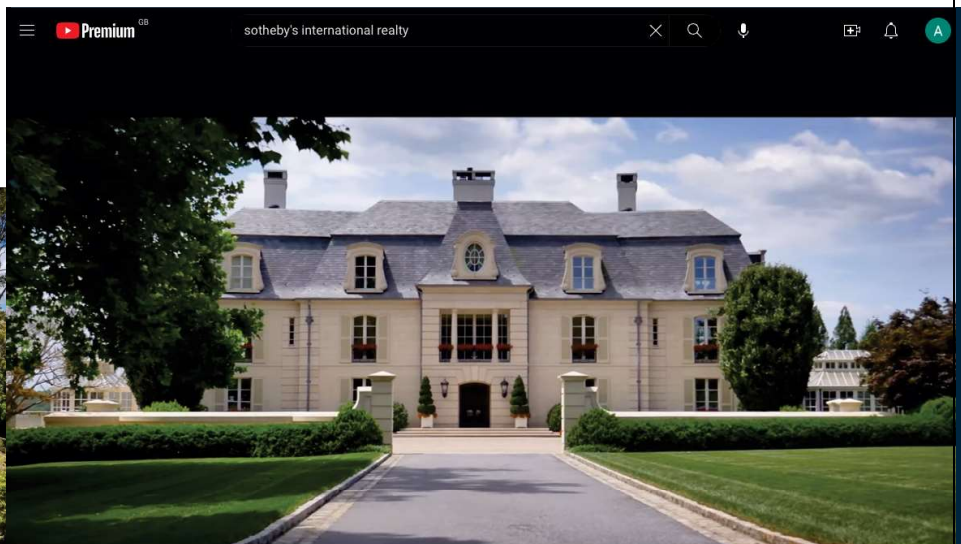




**Sotheby's International Realty**  
February 20 at 7:46 AM · 🌐

Extraordinary Property of the Day: A sublime retreat in Tasman District, New Zealand, represented by Bo Mansfield of New Zealand Sotheby's International Realty. <https://s.sir.com/3YETosK>

#sothebysrealty #realestate #luxury #curbappeal #luxuryrealestate #design #home #homedesign #architecture #luxurylifestyle #lux #luxuryhomes #luxurylife #epotd



@RUSSLYONSIR  
@SOTHEBYSREALTY

## BRAND ADVERTISING

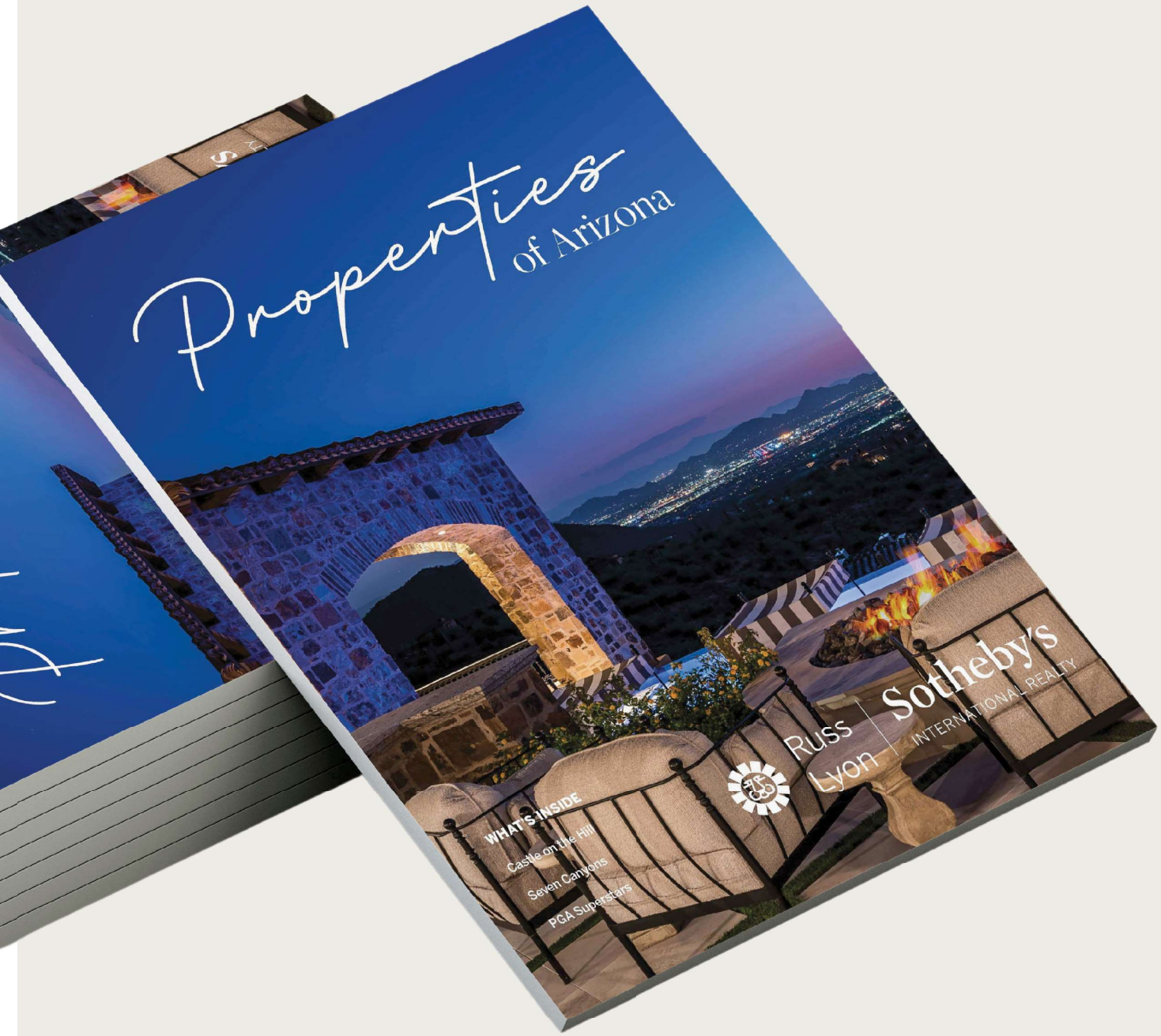
# Our high-end research *delivers top-end results*

In our ongoing efforts to expand our influence and enhance our local presence, we have intensified our strategic marketing initiatives.

Among these efforts is the Russ Lyon Sotheby's International Realty signature publication, *Properties of Arizona*. This biannual magazine showcases extraordinary properties and captivating lifestyle content, reaching a broad audience through distribution at over 50 prime locations across Arizona, key Sotheby's International Realty affiliate offices, and online at [russlyon.com](http://russlyon.com).

In our relentless pursuit to broaden our influence, our collaboration with Iconic Life Magazine significantly amplifies our presence in both feeder and local Arizona markets. This partnership enhances our visibility and strengthens community ties. Together, we produce a monthly newsletter and host the "Iconic Estates" podcast, deepening our community's engagement with luxury real estate and lifestyle insights.





## PRESS EXPOSURE

# Our reputation *is your advantage*

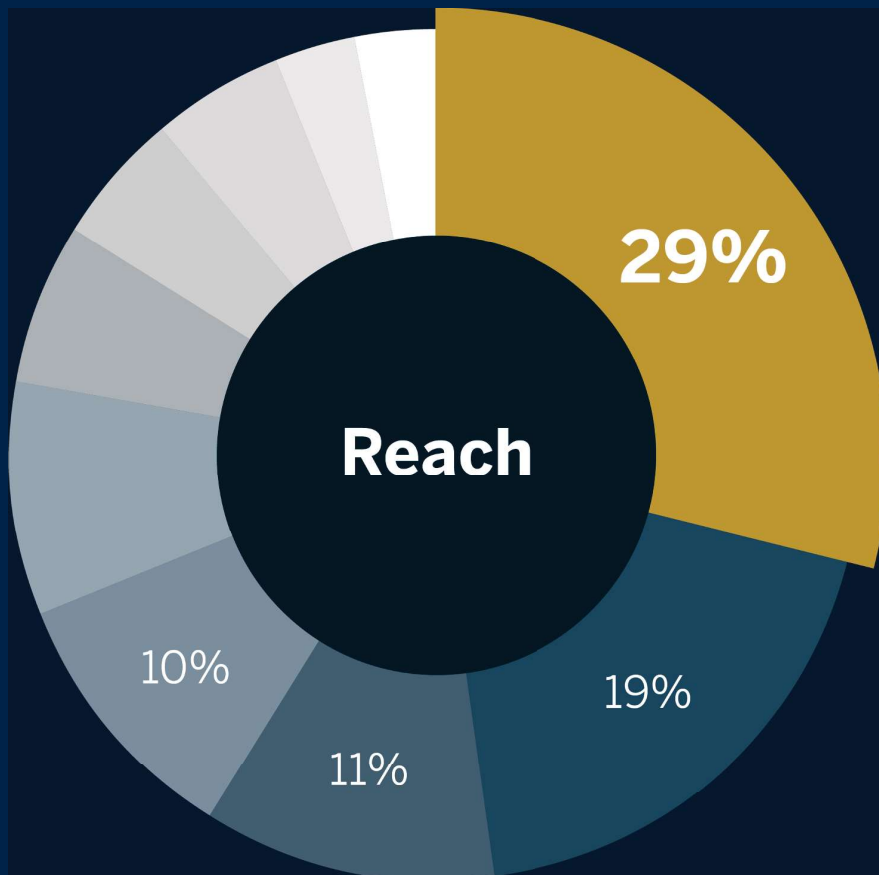
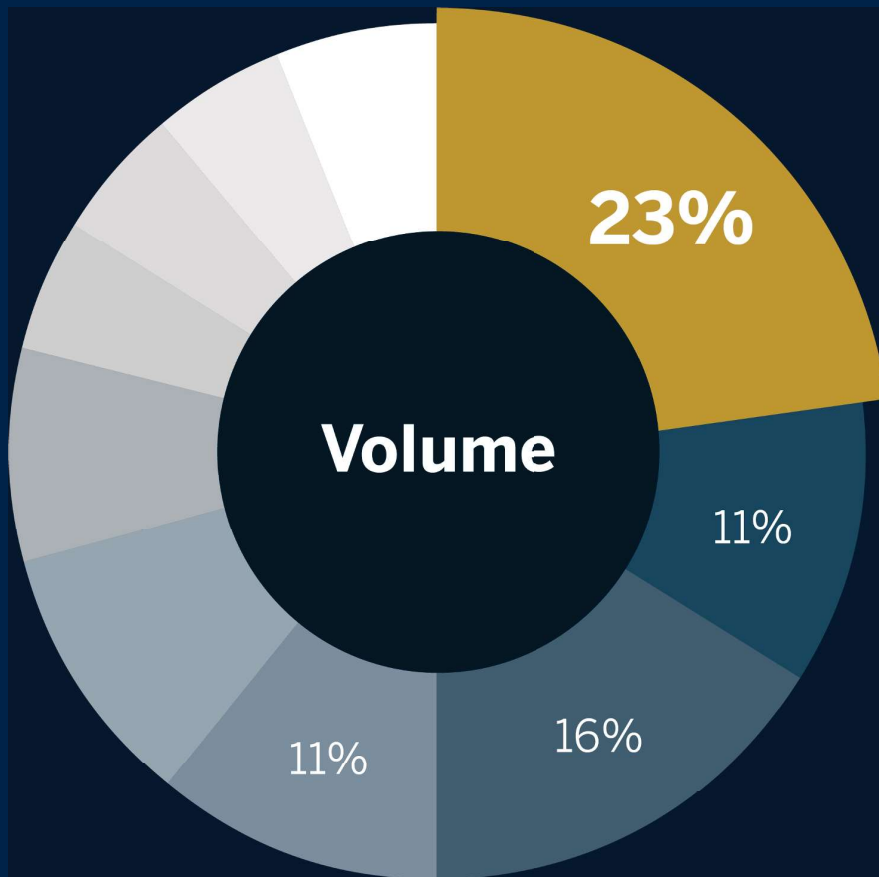
The Sotheby's International Realty press office possesses strong relationships with leading national and international media outlets who drive buyers to our website and your property. Making us the most profiled luxury real estate brand in the news.

To enhance these efforts even more, Russ Lyon Sotheby's International Realty has expanded its reach with a dedicated PR team that strategizes and aims to increase the visibility of the local brand, advisors, and homes like yours.

## 2024 PRESS

# Share of Voice



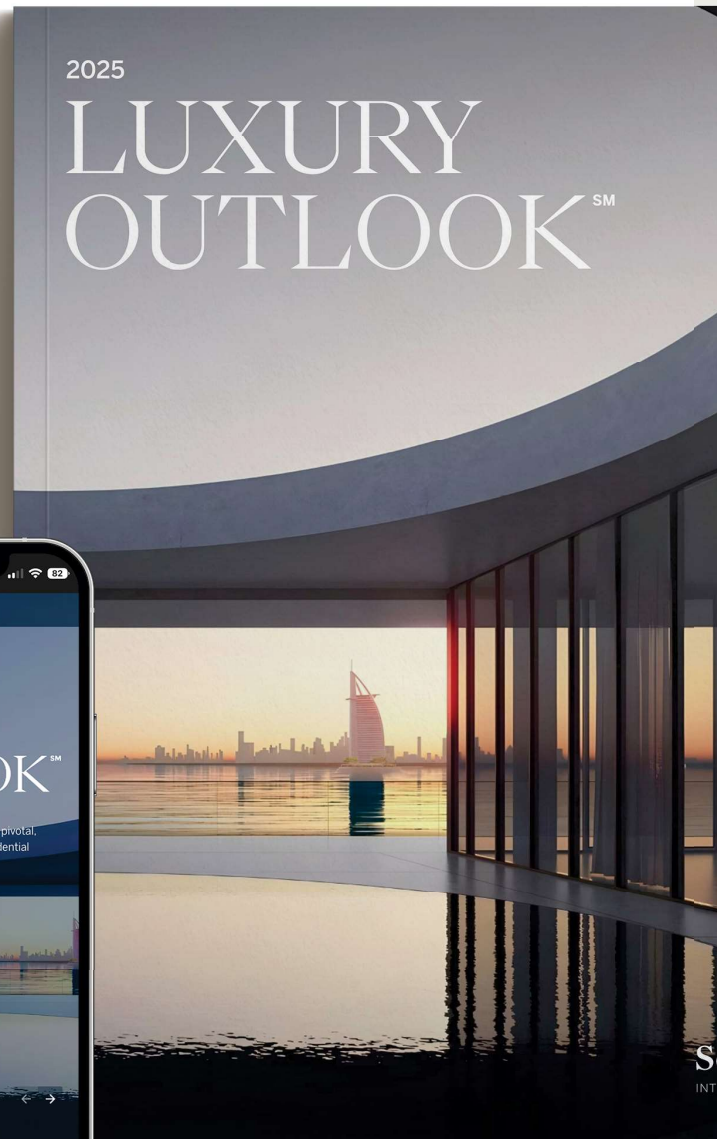
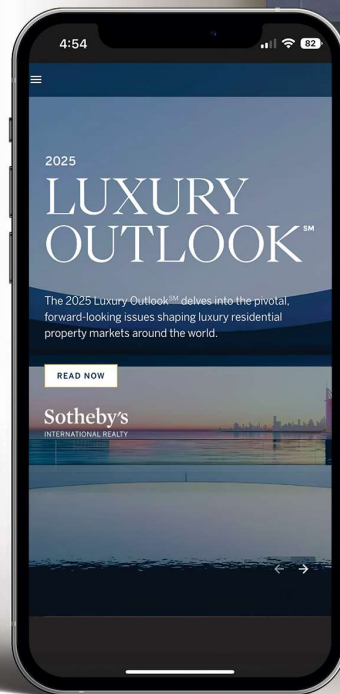


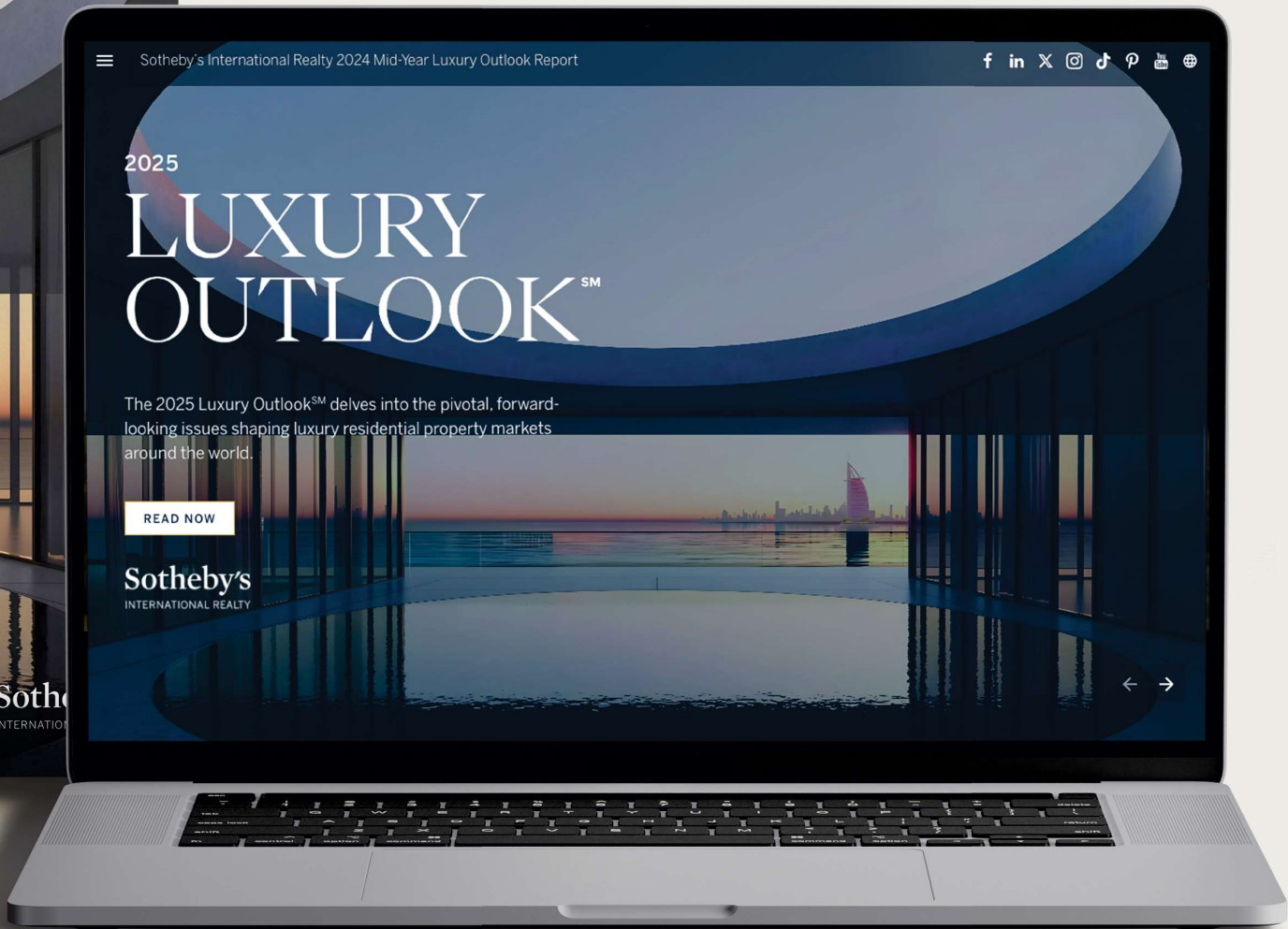
LUXURY OUTLOOK

# Our high-end research *delivers top-end results*

The secret to our expertise in high-end residential markets is our endless research.

Our bi-annual Luxury Outlook report provides current data on trends and consumer behavior in residential markets around the globe. Naturally, the more insights we have into a market, the more we can help our clients make informed decisions.





# Sotheby's

CONCIERGE AUCTIONS



Sotheby's EST. 1744

SOTHEBY'S CONCIERGE AUCTIONS

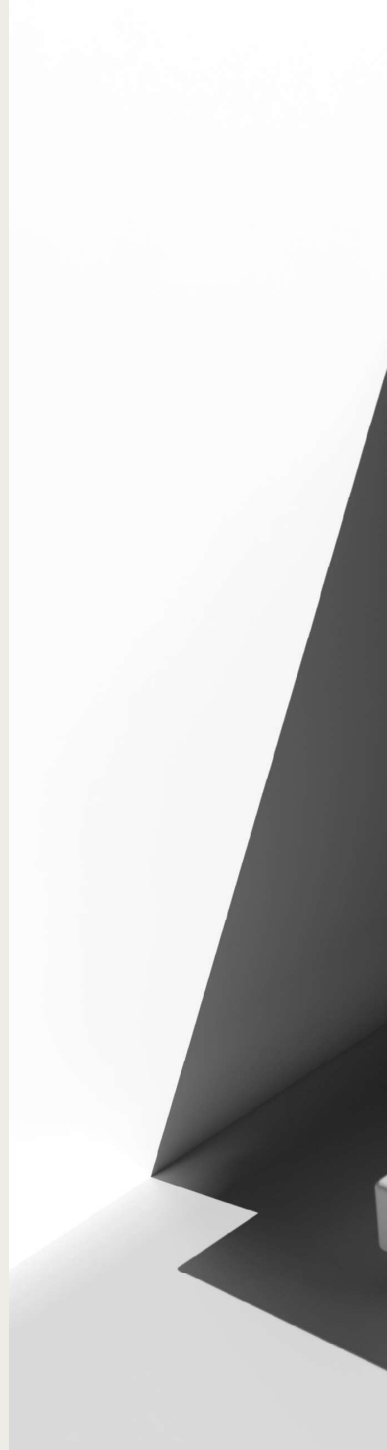
There's more  
than one way  
*to sell luxury homes*

Sotheby's is well known for auctioning works of fine art, antiques, jewelry, watches, wine, and cars to high-net-worth individuals. But it's also a valuable option for select properties. In fact, auctioning a property can accelerate the timing of a sale to as little as 60 days.

## PROPERTY PERFORMANCE

# You'll see the results *as they unfold*

We provide data on the web traffic for your listing and the number of showings. This helps steer the sales strategy along the way and guide informed decisions.







Russ  
Lyon

**Sotheby's**  
INTERNATIONAL REALTY

Every home is unique.  
Just like *you*. Just like *us*.

[russlyon.com](https://russlyon.com)

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