

10 Advantages of building your business with Sotheby's International Realty Canada

01 TRUE COMPETITIVE ADVANTAGE

Standing out from the competition requires more than aspiration. Our brand and proven marketing platform help you access elevated clientele and exclusive listings.

02 THE POWER AND PRESTIGE OF SOTHEBY'S

Synonymous with quality and luxury, the Sotheby's brand resonates with top-tier clients. 94% of our agents believe that our brand gives them a competitive advantage*.

03 UNRIVALLED GLOBAL MARKETING

Compete successfully for listings with an exclusive local and global platform that reaches buyers with over 1 billion annual online impressions and dozens of premier publications: sothebysrealty.com, sothebysrealty.ca, Wall Street Journal, Bloomberg, Financial Times, Apple TV, Google, Youtube and more.

04 ELEVATE YOUR VALUE TO EVERY CLIENT

Deliver the highest caliber of service and marketing, regardless of a client's neighbourhood or home price. 75%+ of the properties we represent are under \$1 million.

05 INDUSTRY-LEADING TECHNOLOGY

Improve productivity, marketing and client service. Receive a free branded Agent ID real estate website, access to Guestbook our digital open house sign-in platform, Folio™ online marketing dashboards for all clients, and more.

06 NATIONAL & GLOBAL REFERRALS

Connect to an influential referral network of leading agents across Canada and in 1000+ offices worldwide via global and national events.

07 DEDICATED SUPPORT

Receive sales coaching, business planning and day-to-day guidance from experienced, non-competing managing brokers; plus design, media buying and marketing planning support from professionals.

08 PROVEN RECORD OF EXCELLENCE

Ranked the #1 most trusted brand in residential real estate*, our reputation reflects exemplary expertise and service.

09 CULTURE OF EXCELLENCE

Our culture inspires excellence. We share a passion to deliver legendary customer experiences, innovate and collaborate, lead the industry in integrity and professionalism, support the communities we service, and grow.

10 COMMUNITY COMMITMENT

We are proud to support Jack.org, Canada's only charity that trains and empowers young people to revolutionize mental health in every province and territory.