

## Sotheby's International Realty® Affiliates LLC

# Transforming sales tools



## Sotheby's

INTERNATIONAL REALTY

### Sotheby's International Realty Affiliates LLC

Parsippany, New Jersey  
[www.sothebysrealty.com](http://www.sothebysrealty.com)

#### Results

- Achieved 670+ app launches and nearly 5,500 folio downloads in the first month
- Eliminated the need to ship printed brochures to 47 countries and territories
- Enabled regular delivery of updates to the company's marketing communications package
- Created a system for information updating that would have cost \$1 million to duplicate in print

Leading luxury real estate brokerage transforms sales tools with a privately distributed iPad app produced with Adobe Digital Publishing Suite, Enterprise Edition

Selling extraordinary homes requires extraordinary tools. The Sotheby's International Realty network represents some of the world's most luxurious and distinctive homes. The latest sales tool to help the company's more than 12,800 sales associates market their services is an iPad app called *Anthology: The Collection of an Extraordinary Brand*. The privately published app created with Adobe Digital Publishing Suite, Enterprise Edition highlights the visual identity, message, and promise of the Sotheby's International Realty brand.

"The real estate world is in constant evolution," says Chris Sisco, director of marketing for Sotheby's International Realty Affiliates LLC. "Our sales associates want tools that are accessible, relevant, and timely. By using the *Anthology* iPad app created with Adobe Digital Publishing Suite, Enterprise Edition, they can clearly and consistently articulate to their clients the latest benefits of listing properties with our global network."

#### Transitioning from print to digital

Like many franchise organizations, the Sotheby's International Realty brand wanted to create a consistent client experience across its offices and geographies. Previously, the company designed, printed, and distributed brochures featuring its value proposition to its 660 offices in 47 countries and territories. However, the printed materials were typically out-of-date not long after they were received. When information changed, the old brochures were still handed out, but the sales representatives had to remember to identify what had changed.

The Sotheby's International Realty *Anthology* app includes a chapter focused on specialty lifestyle categories with features enabled by Adobe Digital Publishing Suite, including auto-play slide shows as well as sliders and trays that expand for additional information.



### Challenge

- Overcome short shelf-life of printed marketing materials
- Regularly distribute current information to sales associates while controlling costs
- Enabling a network of geographically dispersed sales representatives to create a consistent experience for clients, regardless of location

### Solution

- Used Adobe Digital Publishing Suite, Enterprise Edition to deliver updated sales tools to affiliates around the world
- Control distribution of app using private publishing feature in Adobe Digital Publishing Suite

### Systems at a glance

Adobe Digital Publishing Suite, Enterprise Edition

In 2013, the company launched its *Anthology* app, which includes a collection of 16 individual folios, which the company calls chapters that appear as individual publications or issues in the app library. These chapters make up the company's marketing communications package and include sales strategies, plans, and tools that can be updated regularly as information changes. In the first month the iPad app was available, the Sotheby's International Realty network saw more than 670 app downloads and nearly 5,500 individual folio downloads, which increased to more than 1,300 app downloads and 11,000 folio downloads just one month later.

"We appreciate the analytics available regarding downloads, but equally as impressive is the feedback we're getting on the app," says Sisco. "Adobe Digital Publishing Suite has enabled us to transform how we deliver information to our offices and sales associates, and we couldn't be happier with the results we've achieved so quickly."

The Sotheby's International Realty marketing team understands that associates still like to have printed brochures to give to clients and prospects to display in their offices. Printed brochures are also available on a print-on-demand basis, enabling individual locations to choose how many they need and assume the cost of printing and distribution.

"If we had decided to make updates to the printed brochures we previously distributed, which would have required design edits as well as shipping to hundreds of offices worldwide, we would have needed to add \$1 million to our budget to be able to do the types of things we're doing with Adobe Digital Publishing Suite," says Sisco.

### Delivering rich, interactive experiences

Besides the cost savings, the Sotheby's International Realty brand quickly realized other benefits from the app. The company's Interactive Marketing media manager, Christian Russo, says *Anthology* is distributed privately within the Sotheby's International Realty intranet as a reference tool, which has interactive features that make it easier for sales representatives to show clients all of the marketing tools the Sotheby's International Realty brand can use to help them sell their homes.

For example, the chapter in the app that focuses on specialty lifestyle categories—including farm and ranch, golf, skiing, waterfront and vineyard and winery properties—uses auto-play slide shows of featured properties within each category. Sliders and trays can be activated to promote the company's expertise with these specialized properties. Each category has its own look, reflecting the unique approach the company takes to marketing each type of property.

Using Adobe Digital Publishing Suite, Sotheby's International Realty keeps its *Anthology* app up to date with current information on media relationships, including interactive content such as slideshows and videos.



*"Private publishing using Adobe Digital Publishing Suite allows us to keep our content current for our network members."*

Chris Sisco,  
Director of marketing,  
Sotheby's International  
Realty Affiliates LLC

### From media partnerships to social media

To promote its results regularly, the Sotheby's International Realty brand has a media strategy for 2013 in which more than 700 million impressions will be delivered. Promoting recent sales and listings helps drive incremental brand awareness and direct leads to network members. This promotion is accomplished through relationships with *Architectural Digest*, the BBC, *Financial Times*, Google, *The New York Times*, *South China Morning Post*, *Tatler*, *The Telegraph*, *The Wall Street Journal*, and YouTube. The Sotheby's International Realty brand creates highly visible print and digital content for these various media outlets that reach their target audiences.

With Digital Publishing Suite, the Sotheby's International Realty marketing team can easily update the *Anthology* app with the latest information on these media relationships. Furthermore, the media outlet content can be fully included in the app, including slideshows and videos, and the gorgeous photography that's widely used throughout all of the Sotheby's International Realty brand's marketing materials.

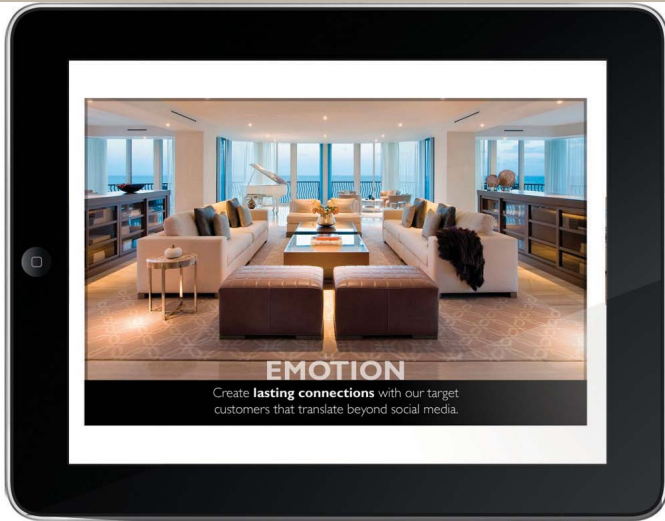
"Private publishing using Adobe Digital Publishing Suite allows us to keep our content current for our network members," Sisco says. "We already know from the initial adoption that the app is effective and engaging. Keeping the information up-to-date and relevant is going to be a key differentiator when it comes to our network members showing potential clients what they can do for them."

Another chapter in the *Anthology* app showcases the company's social media marketing efforts. From the app, network associates can access their social networks, including Facebook, via live links and the built-in browser in the app. This allows them to like, comment, and share on Facebook in real time without leaving *Anthology*. Plus, they can access the company blog directly from the app. Because there's a web overlay displaying the blog in the app, users can see the latest content, including embedded video, in real time.

### Imagining what's next

Following the app's initial success, the Sotheby's International Realty brand is investigating other capabilities within Digital Publishing Suite to make it even more effective. For example, customized chapters may be created for specific geographic regions and foreign languages and made available using direct entitlement functionality.

The *Anthology* app created with Adobe Digital Publishing Suite includes a chapter on social media marketing, through which associates can access a variety of Sotheby's International Realty social channels.



*"The results that we're seeing from Adobe Digital Publishing Suite are helping to inform our overall communications strategy and content updates."*

Christian Russo, Interactive Marketing media manager, Sotheby's International Realty Affiliates LLC

The team may also look at taking the app public and using direct entitlement to control access. This would enable the company to capture data for lead generation and deliver customized content, based on a person's interests. Russo says the Sotheby's International Realty brand is also exploring creating a digital edition of its lifestyle magazine, *Reside*, which showcases beautiful properties represented by the global network and insightful articles in the industry and a wide range of markets and lifestyles. "The results that we're seeing from Adobe Digital Publishing Suite are helping to inform our overall communications strategy and content updates," says Russo. "We're looking forward to expanding and refining the delivery of updated sales materials to our affiliates around the world."

Take a look inside the *Anthology* app in this short video: <http://tv.adobe.com/watch/digital-publishing-customer-showcase/app-of-the-week-sothebys-international-realty>.

**For more information**  
[www.adobe.com/products/digital-publishing-suite-enterprise.html](http://www.adobe.com/products/digital-publishing-suite-enterprise.html)



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