

SOTHEBY'S INTERNATIONAL REALTY® HIGHLIGHTS

NEWS & INFORMATION FOR SOTHEBY'S INTERNATIONAL REALTY® PROFESSIONALS / DECEMBER 9, 2010 / MEMBERS.SOTHEBYSREALTY.COM

INTRODUCING SIR MOBILE POWERED BY SMARTER AGENT

The Sotheby's International Realty® brand has partnered with Smarter Agent, the leader in mobile real estate technology, to co-develop the *Sotheby's International Realty* mobile application...**SIR Mobile**.



SIR Mobile is leading the charge of the growing mobile marketplace and helping our network own the mobile relationship with your clients and future clients. **SIR Mobile is unique in that it offers downloadable apps for the iPhone, BlackBerry, Android, Palm and standard cell phones across all carriers, as well as a mobile web search version**, enabling the *Sotheby's International Realty* network to virtually reach all homebuyers that use mobile devices.

The **SIR Mobile** app allows consumers to view U.S.* MLS listings from the *Sotheby's International Realty* network anytime, anywhere. Users have the ability to search all IDX properties based on GPS location, address, city or zip code. The application displays detailed property information, including price, beds/baths, taxes, estimated mortgage, features, maps, high quality photos and more. When the user is ready to see a property, the "Call" feature connects the user directly to a *Sotheby's International Realty* sales associate.

**All listings outside the U.S. will not be available on SIR Mobile at launch, but will be coming soon.*

For the ongoing collection of life.®

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Sotheby's
INTERNATIONAL REALTY

FEATURES ON **SIR** MOBILE INCLUDE:

- Save your search or favorite properties to view later
- Send a property to a friend via text or email
- Use the “Send to a Friend” feature to forward the app to any cell phone user via text message
- Select the “Call” option to connect to a *Sotheby's International Realty* real estate professional who will field any inquiries or schedule a home tour
- View full screen high quality photography of homes

HOW DO I GET THE APP?



iPhone App Store



Blackberry App World



Palm App Catalog



Android Marketplace



1. Download for FREE from the app stores

OR

2. Or get it now by Texting SIR to 87778. You'll receive a text message with a link to download the app.

READY TO PROMOTE **SIR** MOBILE IN YOUR LOCAL MARKET?

*You can easily do so by adding the **SIR Mobile Facebook “Tab”** to your company's Facebook fan page.*

The SIR Mobile branded ‘Tab’ can be added to a fan page allowing friends, family and clients to see details about the SIR Mobile app. To learn how to add this, please visit our SIR Mobile page on our Members’ site.



FOR ONGOING DETAILS AND NEWS REGARDING SIR MOBILE, VISIT OUR MEMBERS' SITE AT:

[HTTP://MEMBERS.SOTHEBYSREALTY.COM/SIRMOBILE.ASPX.](http://members.sotbysrealty.com/sirmobile.aspx)

THERE YOU CAN FIND:

- Local press release template that you can customize for your market
- Pre-recorded webinars to learn the SIR Mobile overview
- Register for ongoing, live SIR Mobile webinars conducted by Smarter Agent
- If you are already a customer with Smarter Agent and have your own company branded app or sales associate branded app, you can link directly to the Smarter Agent Administrative Dashboard where you can view usage summary on the activity of all your listings and to track your downloads
- Our SIR Mobile “Blog” web site designed with an extensive FAQs, pricing information, business rules and a feedback form...let us know any thoughts, improvements or general comments that you would like to share with us.
- How to add the Facebook “Tab” to your fan page
- How to include the SIR Mobile web site template landing page for display on your own local web site
- SIR Mobile pricing to build your own company branded app or a sales associate branded app
- How to work with your MLS to integrate your MLS listings into SIR Mobile.



BENEFITS OF COMPANIES PARTICIPATING IN SIR MOBILE*

- Be an innovator and leader in mobile real estate
- Receive leads through SIR Mobile even on non-Sotheby's International Realty listings
- Great recruiting tool for new agents
- Give your agents a competitive advantage on listings presentations
- Increase your referral business

* For details on whether your company is participating in SIR Mobile (those that have supplied MLS documentation to Smarter Agent) and or have any questions, please contact marketing@sotbysrealty.com