



The Distinction

NOTHING COMPARES TO WHAT'S NEXT.

Russ
Lyon



Sotheby's
INTERNATIONAL REALTY





Our Brand

Your Advantage

The Sotheby's International Realty® brand is built on the centuries-long prestige of the world's preeminent auction house. Our unmatched reputation gives our listings the best-in-class exposure they deserve and it assures buyers they are working with experts they can trust no matter where they are in the world.

We deliver a singular experience to every client by going above and beyond their individual needs. We connect with consumers who share our elevated vision by leveraging our brand's heritage and sterling reputation. We utilize our advantage as a global luxury real estate network to provide unparalleled reach, and partner with leading media to obtain the best possible exposure. Our listings are showcased with the highest quality production and the latest technology for even greater impact.

At Russ Lyon Sotheby's International Realty, we redefine the art of luxury real estate. Our commitment to crafting unparalleled experiences for our clients sets us apart as a global luxury real estate leader.

Our Brand

Our Local *Legacy*

Russ Lyon Sotheby's International Realty has gathered Real Estate Advisors dedicated to the ideals of integrity and professionalism. From the ownership, management, agents and affiliate services, every person involved in the company utilizes innovative skills, programs and technologies to create the finest real estate services company.

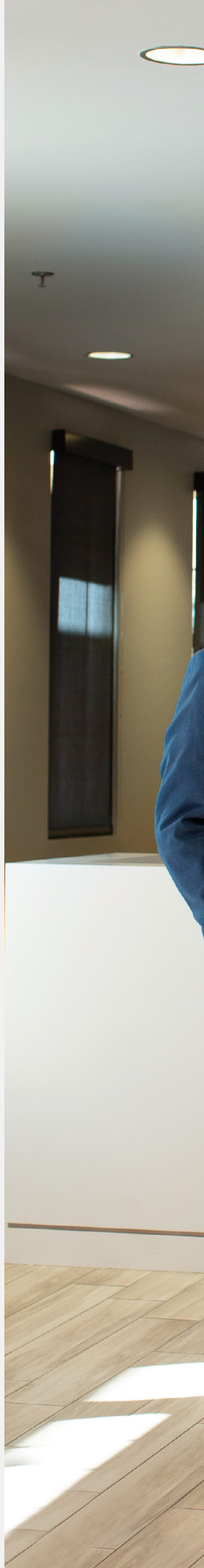
Spanning from ranches to suburbs, and from the Sonoran Desert to the Snow Capped Mountains, our coverage encompasses diverse regions, backed by our team's extensive local expertise. Russ Lyon Sotheby's International Realty's Real Estate Advisors apply their local expertise to create comprehensive and customized plans for each home that include a variety of marketing: print, digital, public relations, advertising and social media.

An inspired family relentlessly pursuing excellence in our industry and in life since 1947.

For more information, visit russlyon.com.



RUSSLYON.COM





Our numbers *Speak for themselves*

904

Sales associates

4,491

Units sold in 2023

\$4,823,445,878

Total sales volume in 2023

\$13,850,000

Highest residential sale

\$1,228,040

Average sales price

1,100

Incoming referrals

Serving Arizona Since 1947

3rd Generation Lyon Family Owned

\$4.8
billion

Sales Volume 2023 *USD





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

1750 S. Woodlands Village Blvd #200 | Flagstaff, AZ

Fountain Hills

480.809.4255

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

Humphrey's

928.707.0100

219 N Humphreys St | Flagstaff, 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

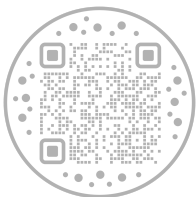
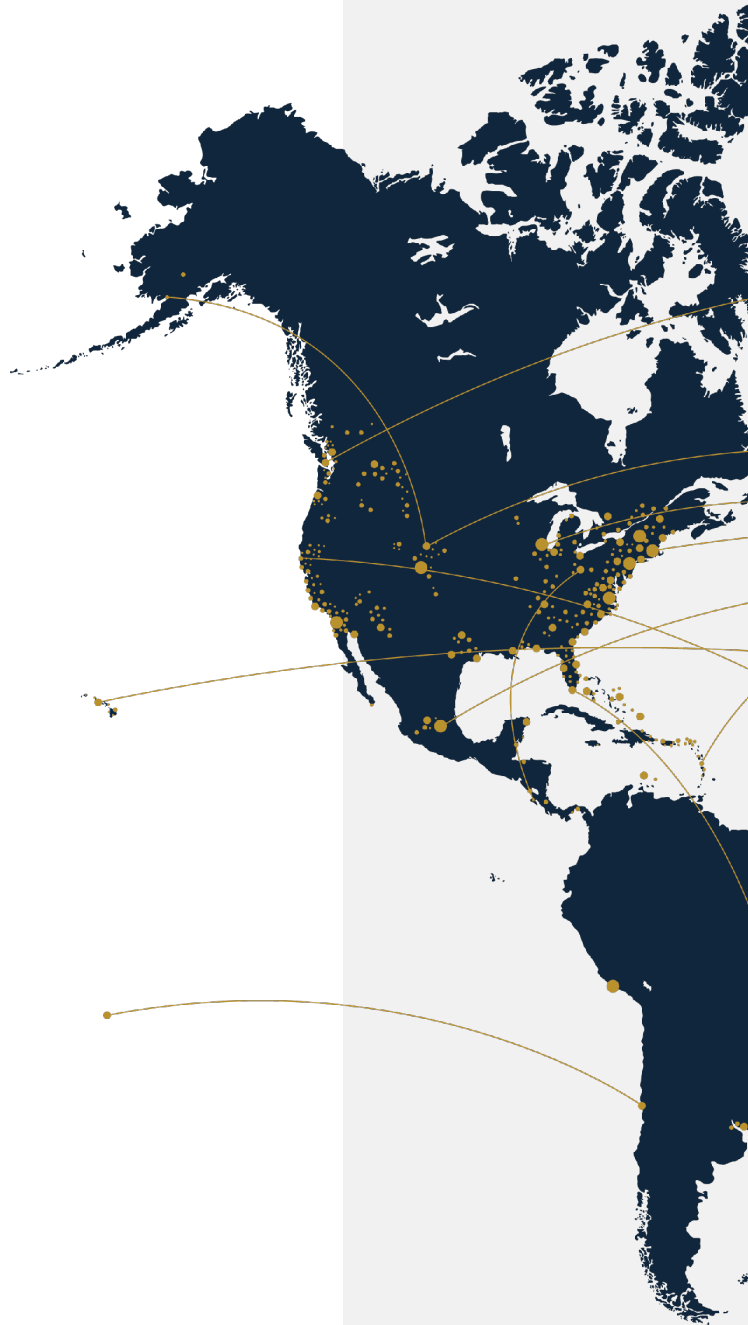
623.583.7704

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

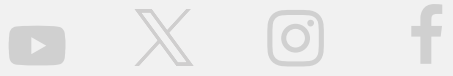
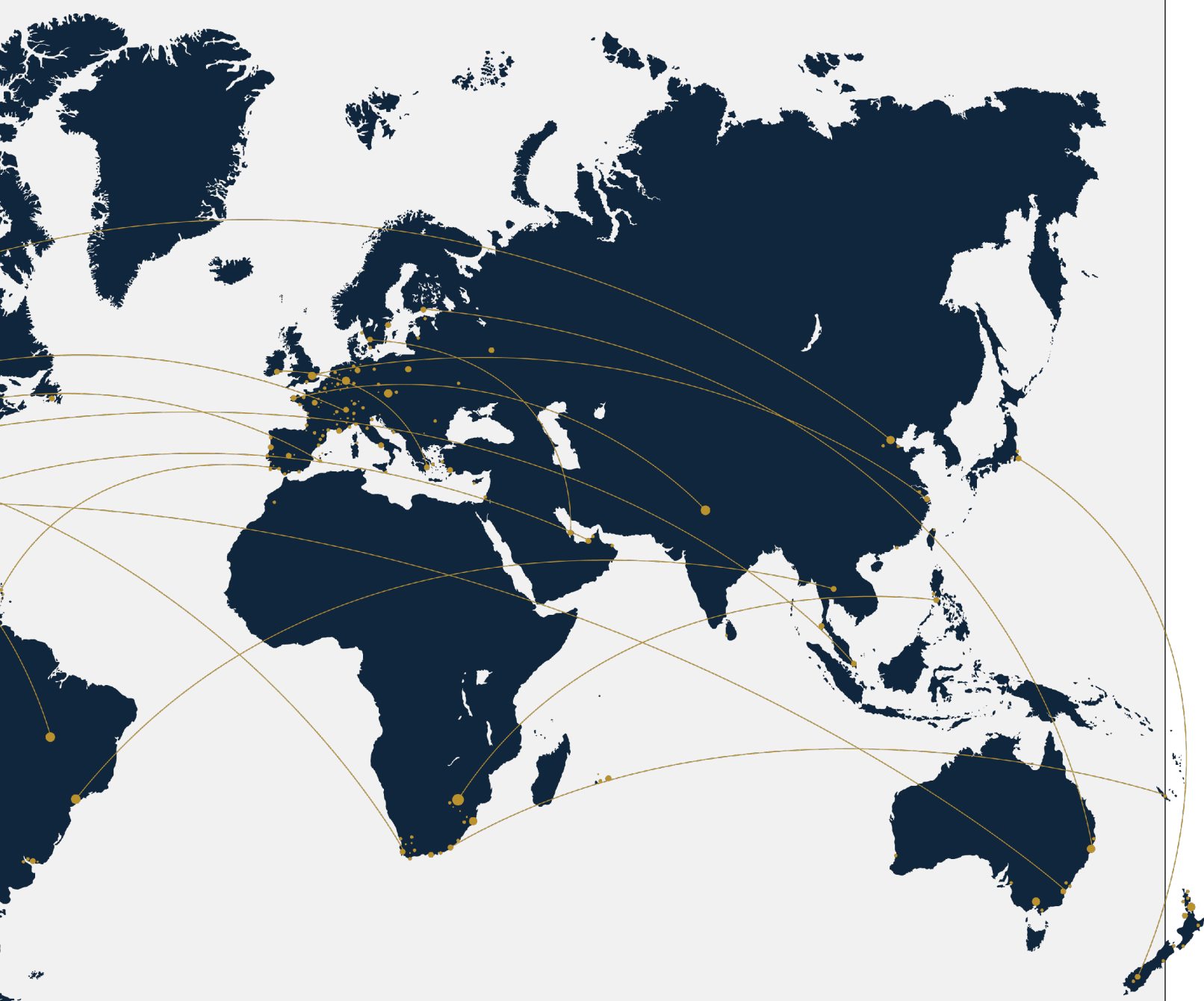
Globally *Connected*

Sotheby's International Realty has offices in the most significant markets around the world. These markets act as catalysts to generate sales traffic for one another.

Additionally, our broker-to-broker referral network augments the deep personal connections among sales associates. Sellers benefit from the added opportunities to find buyers through the referral network as well as through Sotheby's auction clientele.



SOTHEBYSREALTY.COM



The numbers
speaK for themselves

\$143
billion

Global Sales Volume 2023
*USD

84

Countries & territories

26,500

Sales associates

1,115

Offices worldwide

52 Million

sothebysrealty.com visits in 2023

#1

Most profiled real estate company
in the news

1+ Million

Engaged social media followers

88 Million

Videos played in 2023

1744

The year our heritage began

A Unique *Collaboration*

For over two centuries, Sotheby's has meticulously crafted an iconic brand synonymous with unparalleled prestige. Today, Sotheby's International Realty seamlessly extends this legacy, upholding the same elevated standards and delivering exemplary service. We harness the global power of the Sotheby's name and its proprietary database of over 700,000 clients to create unique opportunities and introduce your listing to the most qualified buyers around the world.

The properties represented by our network are exclusively promoted to the affluent clients of Sotheby's auction house through events, signature publications, digital newsletters, and brand initiatives such as The Collection, which showcases a curation of notable and private listings.





Our Brand



@SOTHEBYS

The Distinction

The Russ Lyon *Foundation*

Since 1947, the agents and employees of Russ Lyon Sotheby's International Realty have been heavily involved in community service work and charitable organizations throughout Arizona.

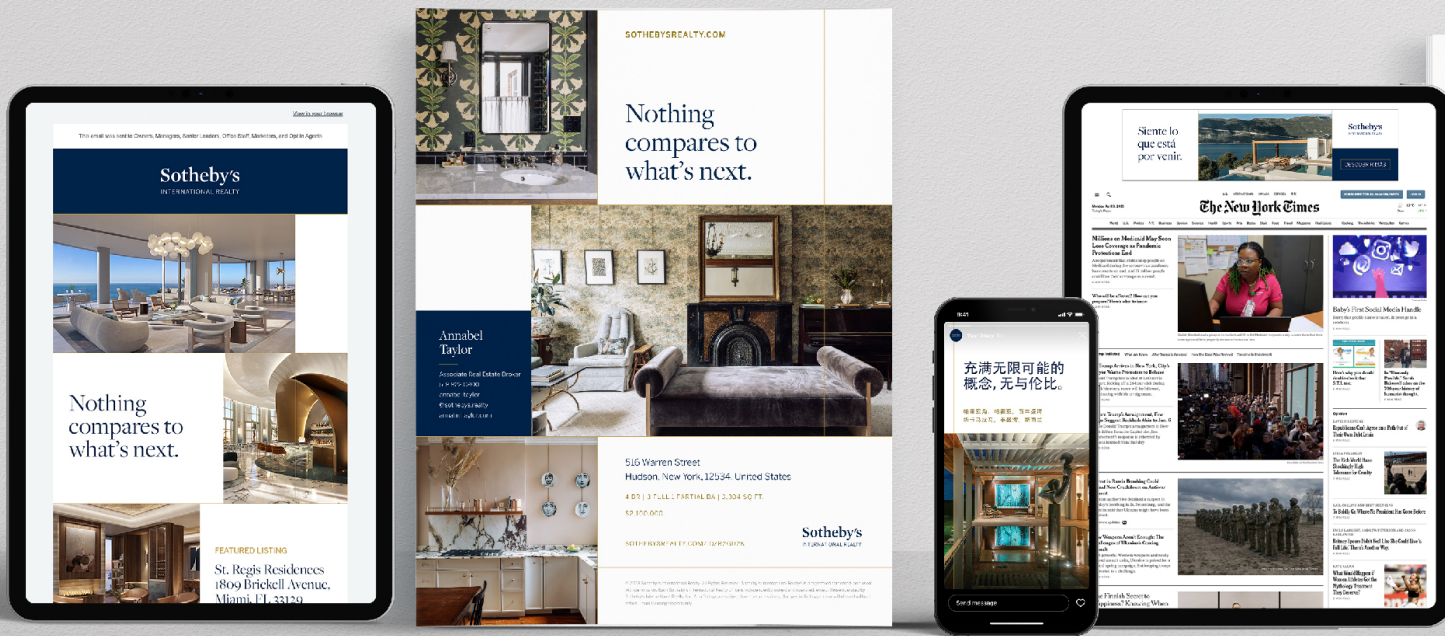
To focus and enhance those efforts the Russ Lyon Foundation was formed in 2014 and is a registered 501(c)(3) non-profit organization. The Russ Lyon Foundation provides a safe, constructive and fulfilling way for all our Russ Lyon Sotheby's International Realty family to participate and help the communities and causes we live in and serve.

There are two components of the Russ Lyon Foundation: direct investment/giving and V-Corps. Corps is defined as a unit or team of people engaged in a high level of service for a common goal, and that is exactly what our V-Corps teams are in every office across Arizona. Our V-Corps teams locally determine and execute service work projects and charitable support in their regions. The Russ Lyon Foundation has been recognized the last two years as a Top 20 philanthropic organization for both total charitable investment and community service hours performed for medium-sized companies by the Phoenix Business Journal in 2021.





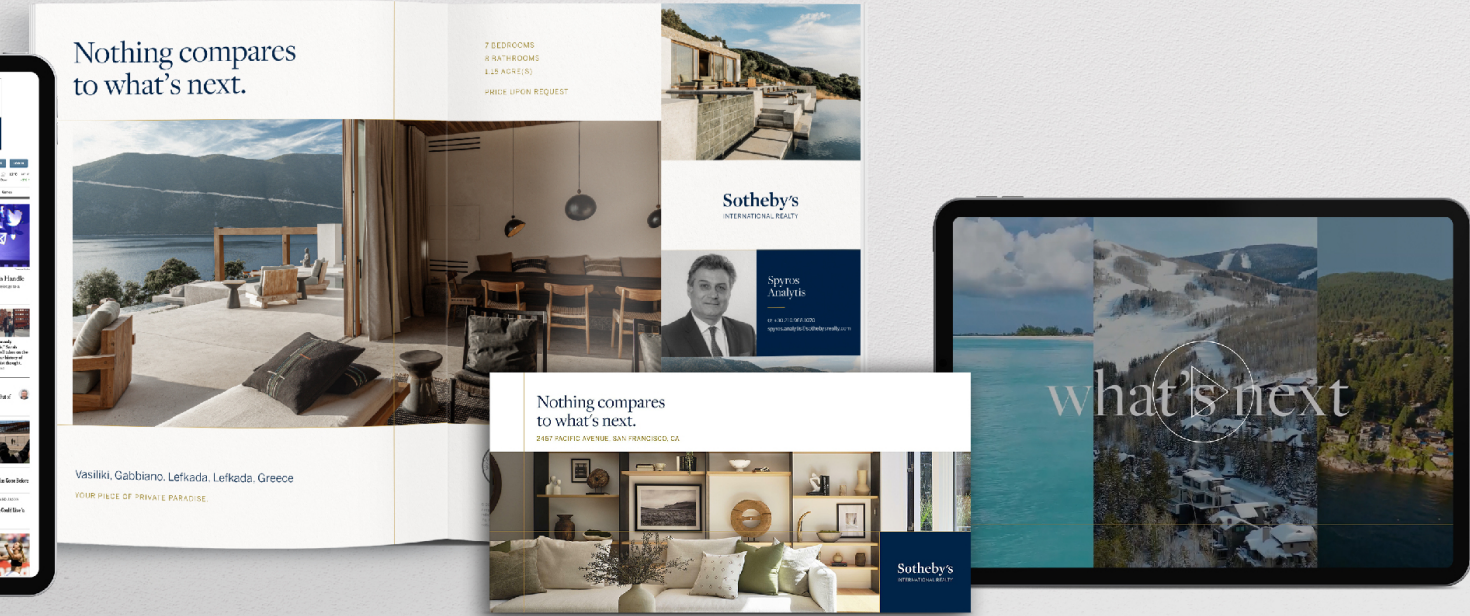
Our Marketing



Don't just get your home on the *Get it the attention it deserves.*

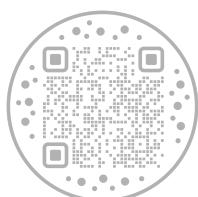
For those seeking unmatched service, Russ Lyon Sotheby's International Realty delivers. Our team comprises the industry's foremost agents, dedicated to curating with unparalleled attention to style and detail. We stand ready to assist you in selling your home on a scale unmatched elsewhere. Homes represented by us enjoy the esteemed Sotheby's name's global recognition and prestige, gaining exclusive access to a highly qualified international clientele.

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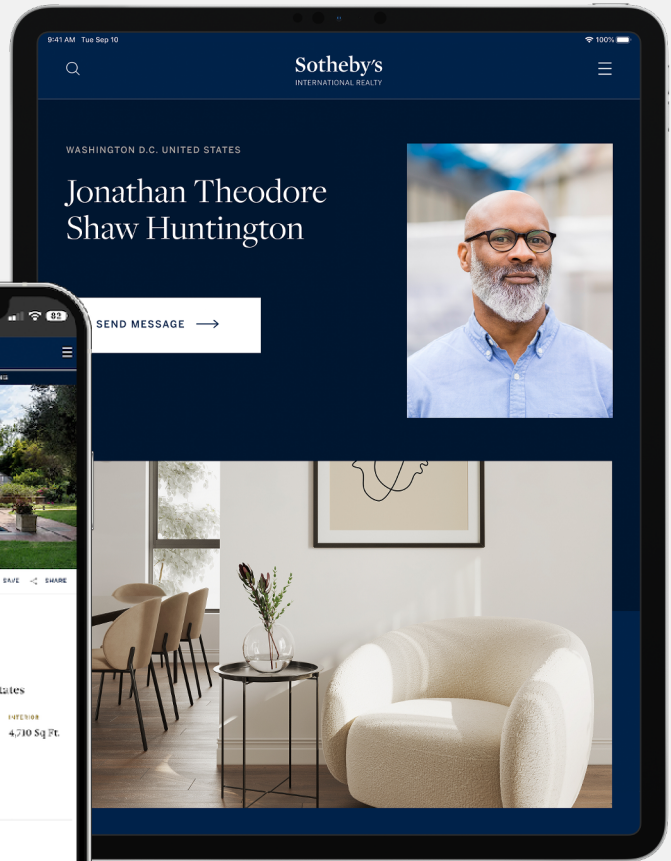
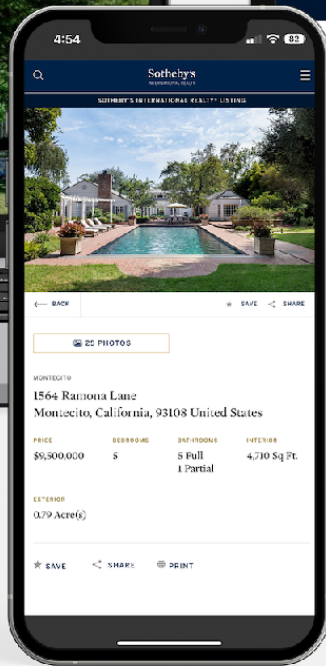
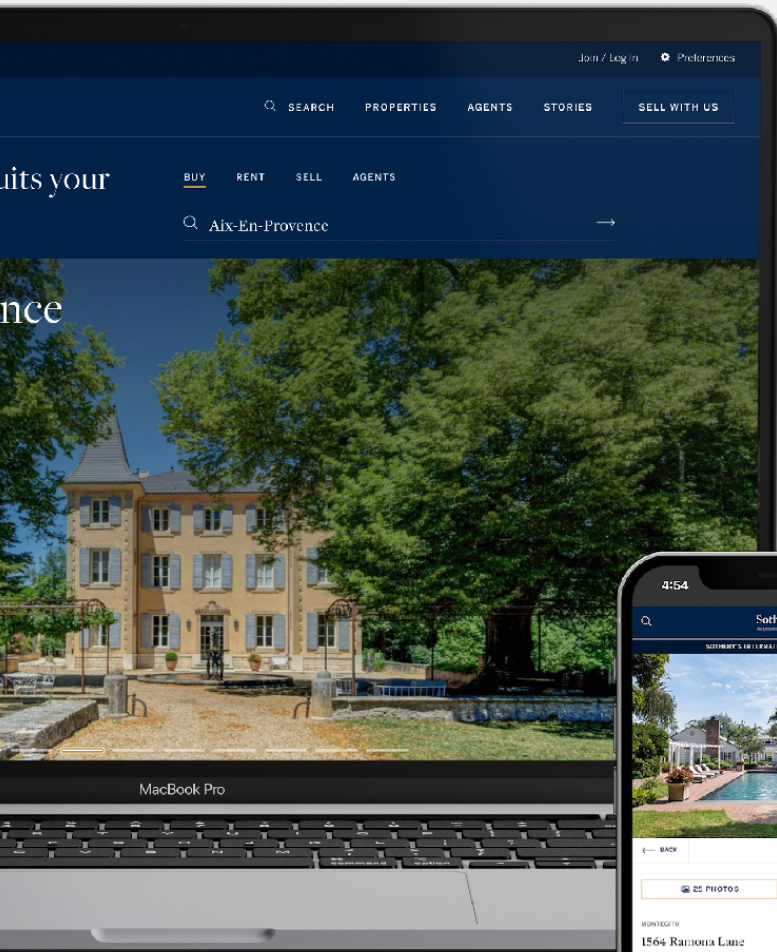


sothebysrealty.com *and SIR Mobile*

Our website and SIR Mobile app, available in 15 languages, captivate millions of monthly viewers with immersive content—high-resolution photos, ultra-HD videos, and VR tours. This rich content on sothebysrealty.com ensures top search engine rankings, enhancing the visibility of your listing. Listings worldwide are easily accessible on any device, allowing mobile users to text a sales associate directly from any listing page. Explore enhanced agent profile pages on sothebysrealty.com for unprecedented opportunities to showcase your personality, business style, and market expertise.



SOTHEBYSREALTY.COM



Property *Syndication*

The Sotheby's International Realty® brand provides unparalleled exposure and worldwide reach for our listings, a crucial differentiator that sets us apart from the rest of the industry. Once a home is showcased on sothebysrealty.com, it is exclusively distributed to the most authoritative news, luxury lifestyle, financial, and real estate-centric websites around the world at no additional cost to the agent.

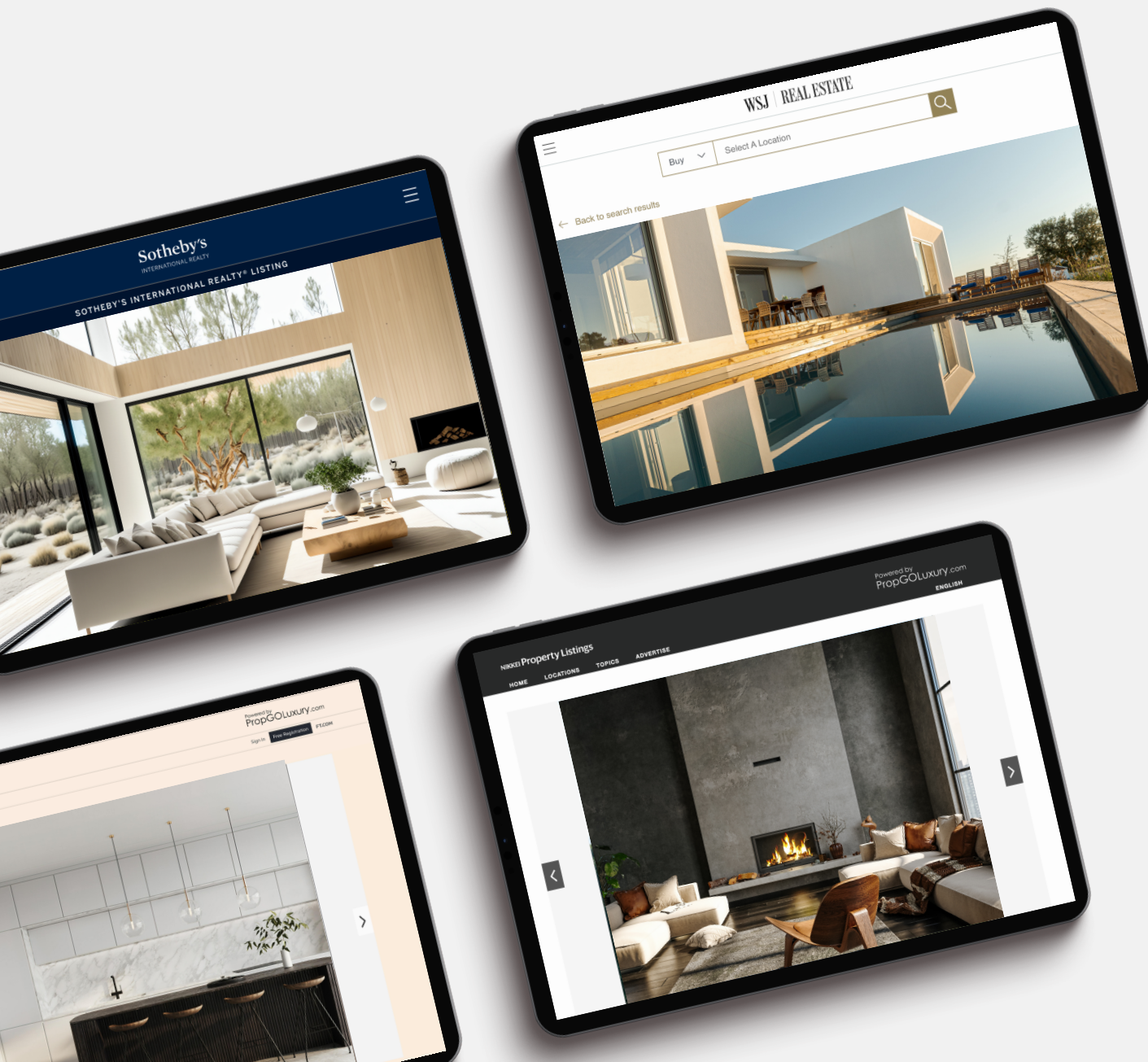


 Apartments.com

FINANCIAL TIMES

 Lands of America

 Properstar



Our Marketing

 Apartamentos.com™

ApartmentFinder™

apartmenthomeliving
live for fun

BARRON'S

ForRent.com

H | 24 | U | S | E

JamesEdition

MANSSION GLOBAL

Land And Farm

LandWatch

LUXURY ESTATE

 居外
Juwai.com

MarketWatch

 Nextdoor

NIKKEI

PropGOluxury.com

PROPRIÉTÉS
LE FIGARO

realtor.com®

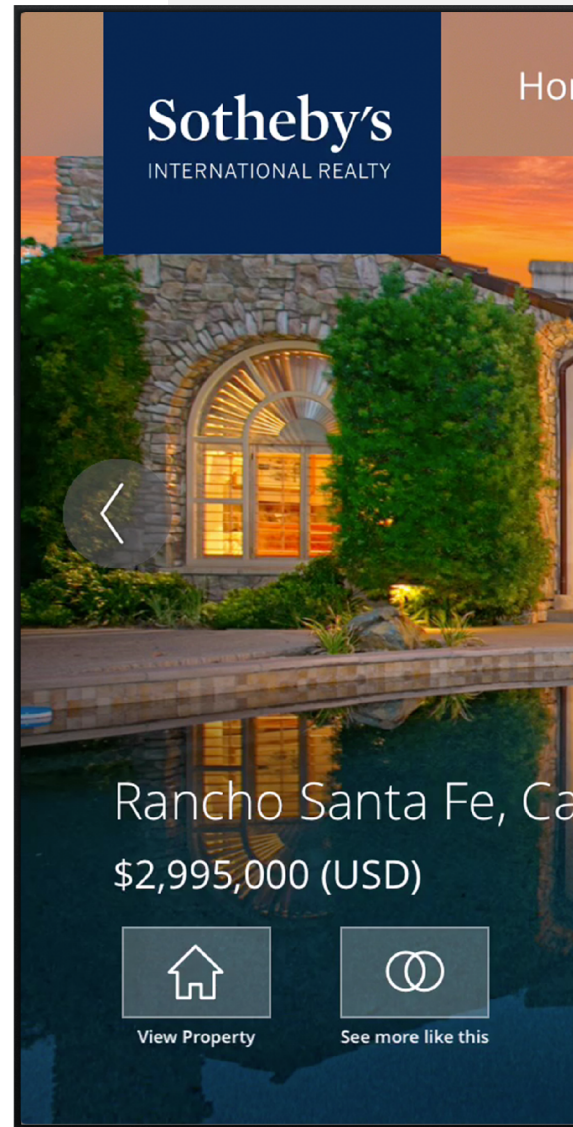
 SNOW
ONLY

THE WALL STREET JOURNAL

The Distinction

Apple TV *Syndication*

Our innovative Apple TV app gives consumers the big-screen details of our properties from the comfort of their living rooms. It's the best way to explore a home from afar. Our app is the only one that lets users explore by lifestyle and amenities, highlight properties and recent searches, and view property videos.



Home

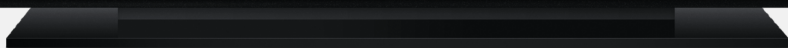
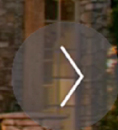
Properties

Lifestyles

eGallery

☆ Favorites

California, United States

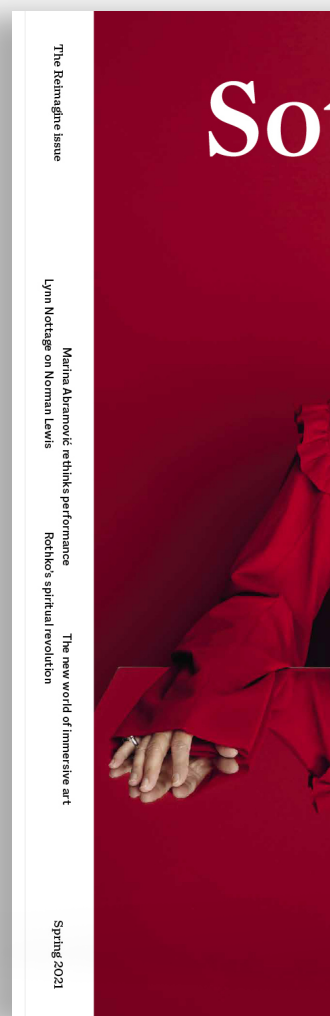


Exclusive Partnerships

Superior Exposure

The exposure and worldwide reach of our listings sets us apart. We partner with media powerhouses to introduce your home to discerning audiences worldwide. We complement those efforts with targeted digital and print advertising plans that are often exclusive to Sotheby's International Realty.

Our global media plan is a portfolio of global advertising partnerships and exposure opportunities available to the network. Tailored through technology, Sotheby's International Realty delivers content by partnering with the world's leading media powerhouses. The cutting-edge innovation, strategic positioning, and international impact of these media partnerships enables our brand to successfully connect with discerning audiences worldwide.

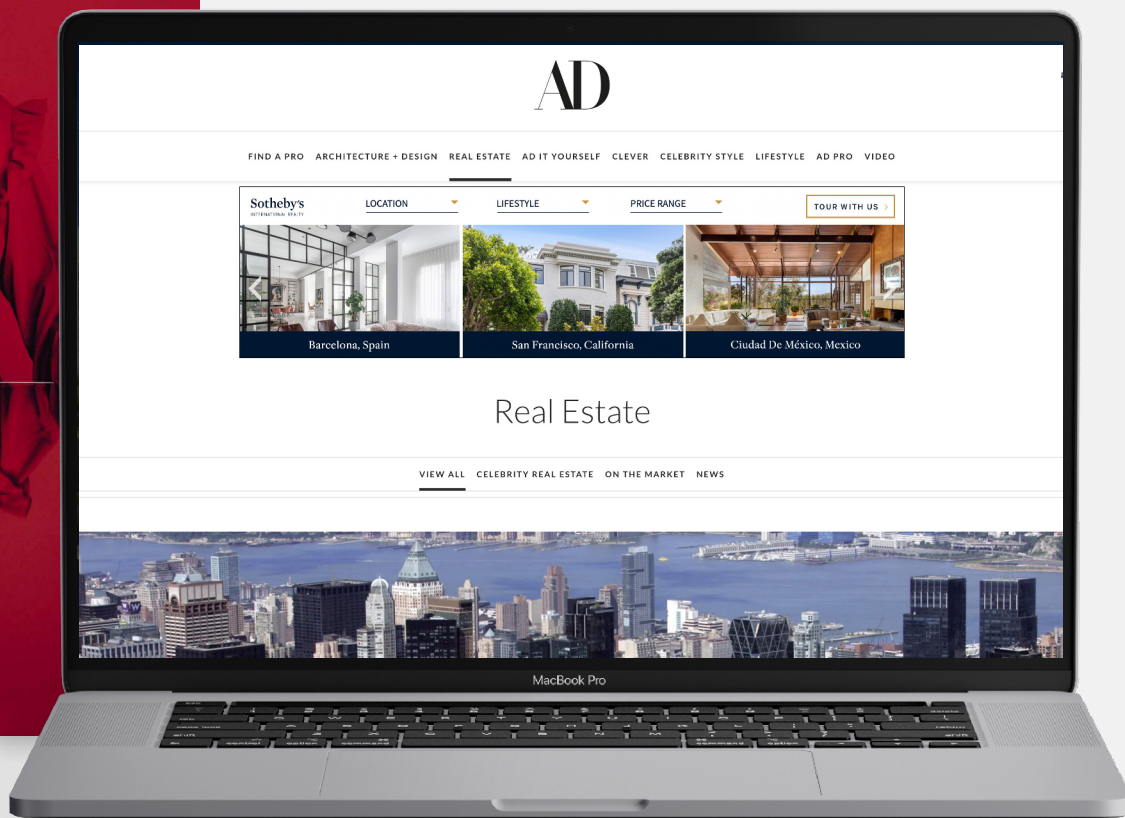
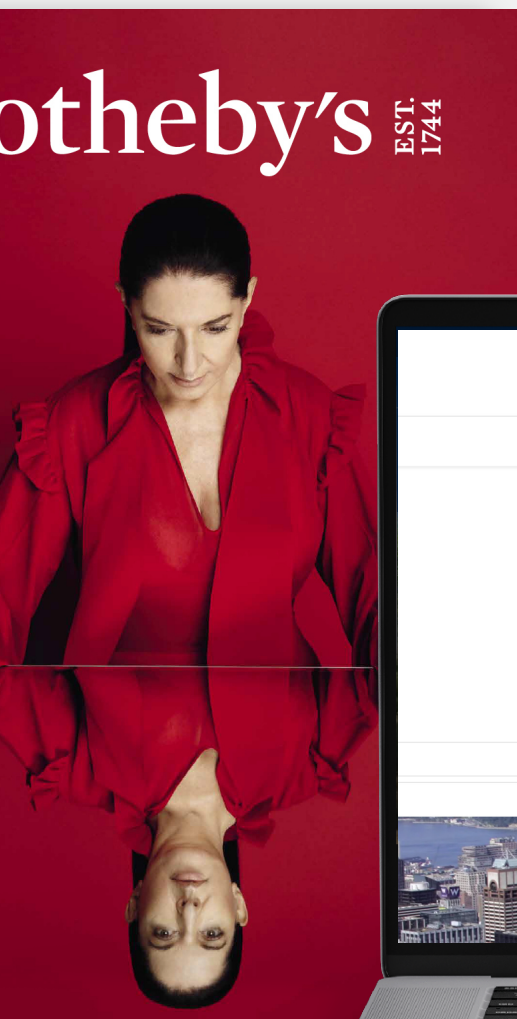


AD

Google

LUXURY ESTATE

PROPRIÉTÉS
LE FIGARO



AD
MEXICO

dwell

facebook

FINANCIAL TIMES

inman

Instagram

JamesEdition



MANSION GLOBAL

NIKKEI

The New York Times

PropGOLuxury

South China Morning Post

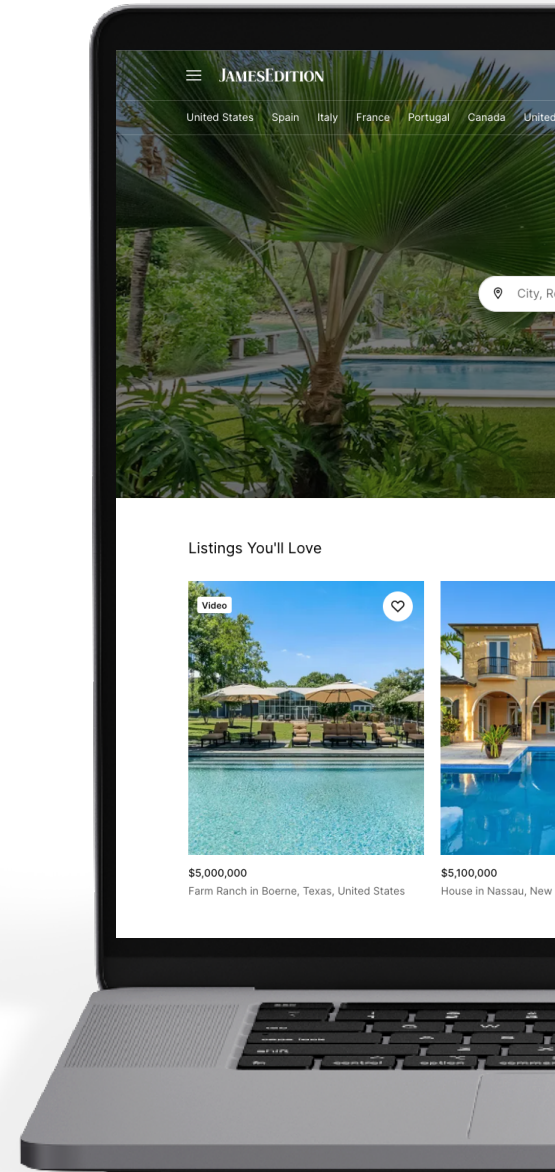
theTradeDesk

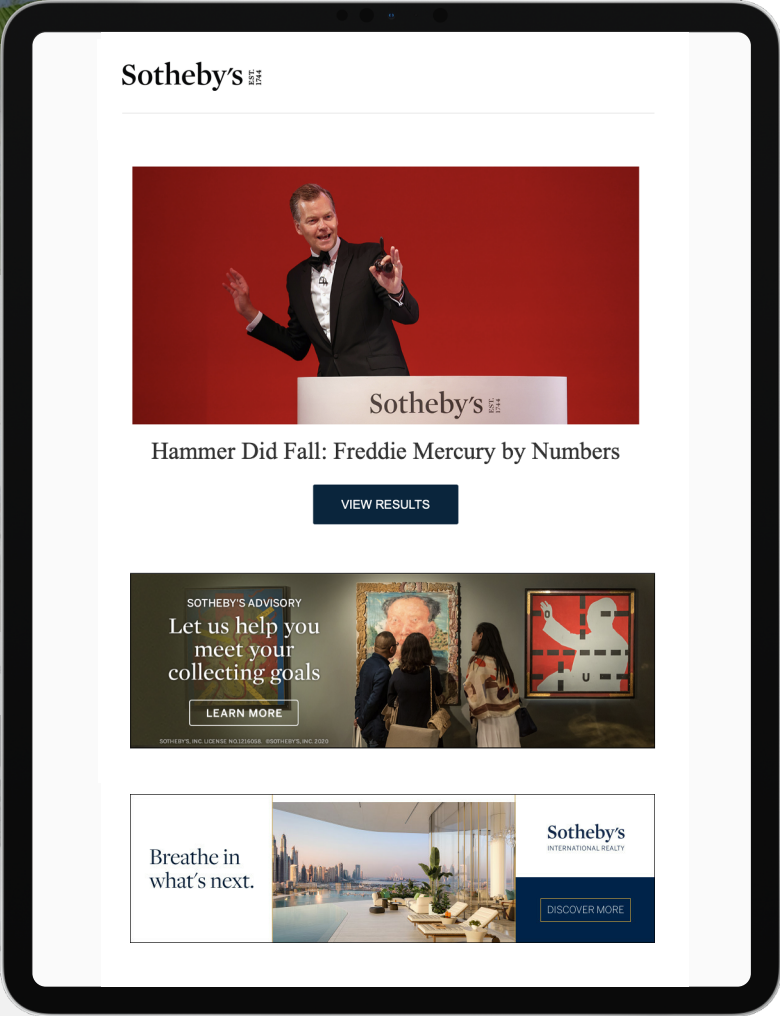
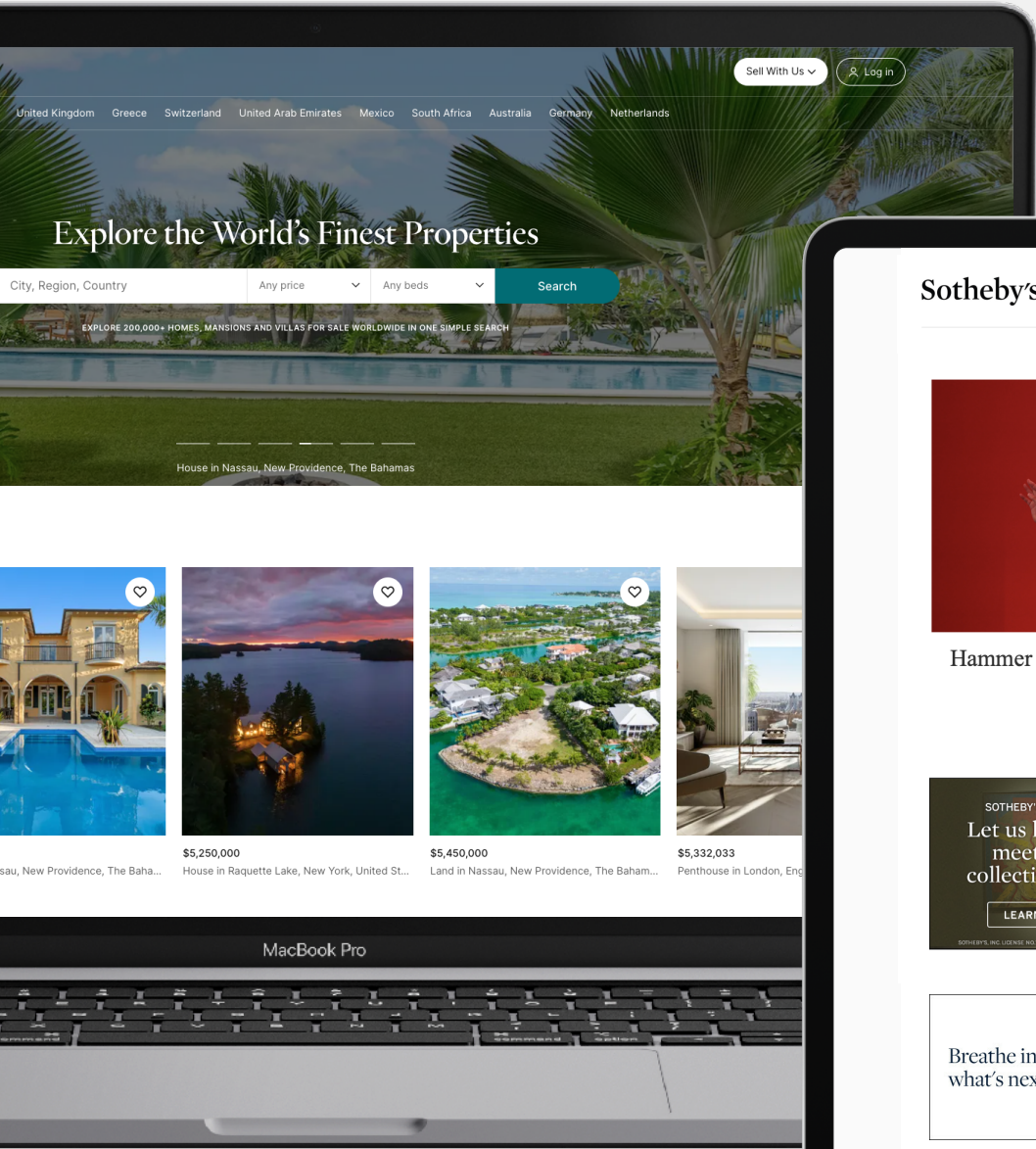
THE WALL STREET JOURNAL

YouTube

Cooperative *Advertising*

The Sotheby's International Realty® cooperative advertising program, in collaboration with Sky Advertising, provides an array of print and digital options for property advertising. This program leverages high-profile, global media partners and offers targeted reach and vast worldwide exposure at highly negotiated rates. The cooperative advertising program offers relevant advertising opportunities strategically curated to reach targeted buyers.





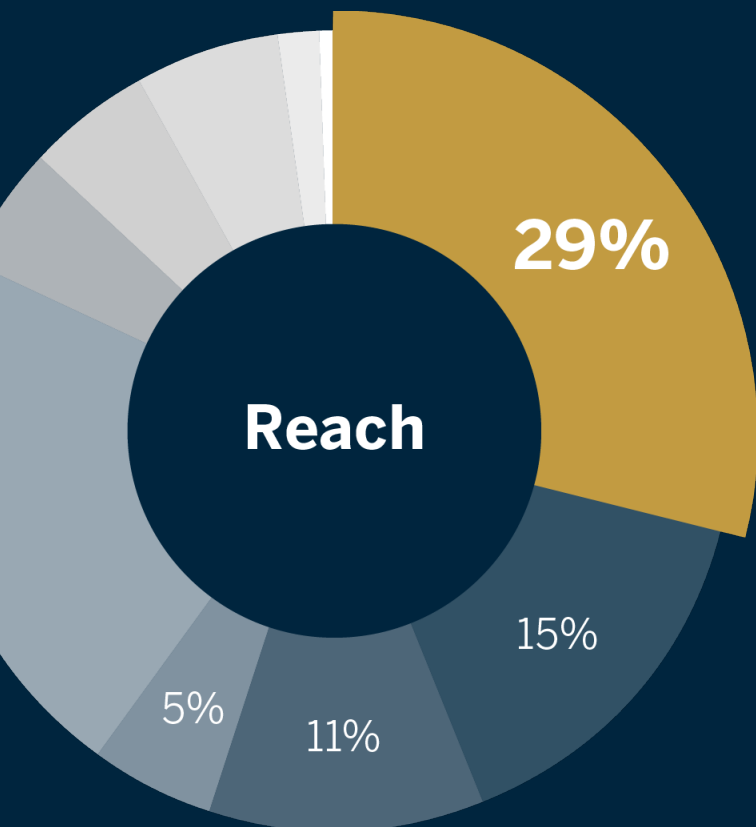
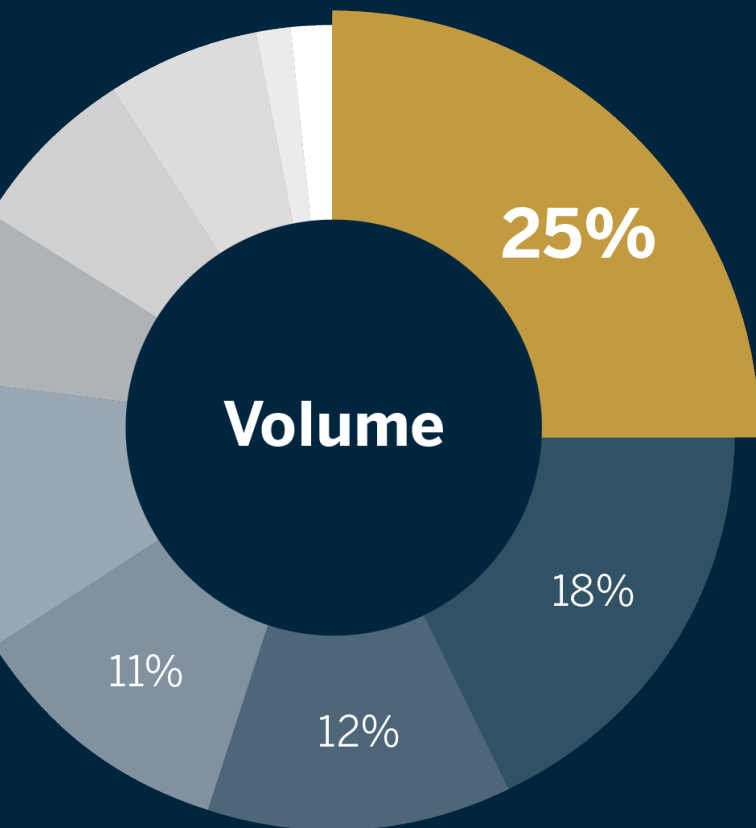
Public *Relations*

As the most profiled luxury real estate brand in the news, Sotheby's International Realty provides unmatched editorial exposure for notable properties. Our public relations team fosters relationships with leading media outlets to build awareness for our brand, while managing its reputation and to generate exposure for your listings.

PR efforts not only showcase the remarkable properties we represent around the globe, but the team is also well-versed in industry trends and insight, presenting added exposure opportunities for you to illustrate your expertise and leadership in your respective market.

2023 Press Share of Voice





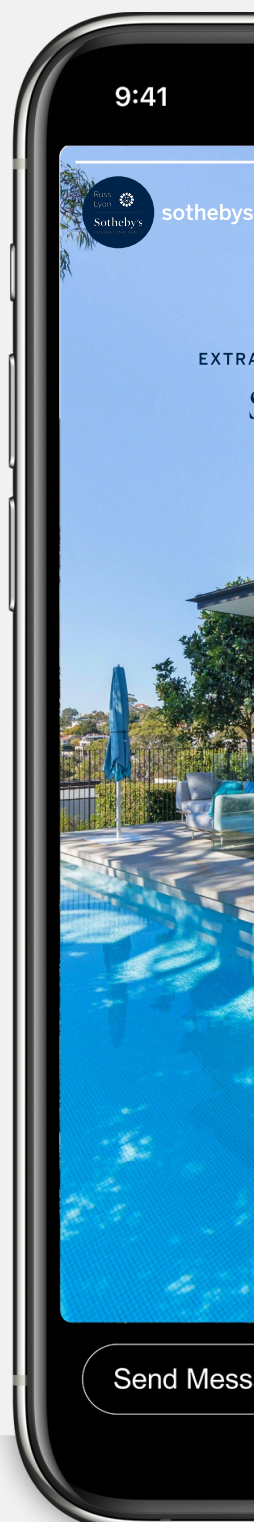
- Sotheby's International Realty
- Coldwell Banker
- Compass
- Berkshire Hathaway HomeService
- Douglas Elliman
- Christie's International Real Estate
- Keller Williams Realty
- Engel & Völkers
- Knight Frank
- Leading RE

Source: Meltwater, January 1, 2023 – June 30, 2023

Social *Media*

The Sotheby's International Realty® brand craft exclusive social media content for people passionate about fine living.

Our award-winning social media channels reach more than 1.2 million followers on Facebook, TikTok, Pinterest, LinkedIn, X, and WeChat. Our award-winning YouTube channel boasts the highest number of video views and subscribers among all real estate brands. To enhance your own content, a variety of social media templates are available on Design Vault. These videos, brand-related hashtags, and other content serve as a valuable repository of materials that can elevate and enrich your social media presence.



@RUSSLYONSIR | @SOTHEBYSREALTY



Properties of *Arizona*

Russ Lyon Sotheby's International Realty's signature publication, Properties of Arizona, presents extraordinary properties and lifestyle content twice a year. Properties of Arizona is distributed to over 50 prime locations throughout the state, key Sotheby's International Realty affiliate offices and online through russlyon.com.

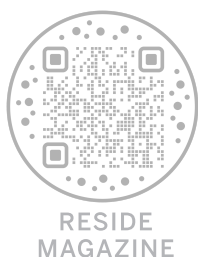
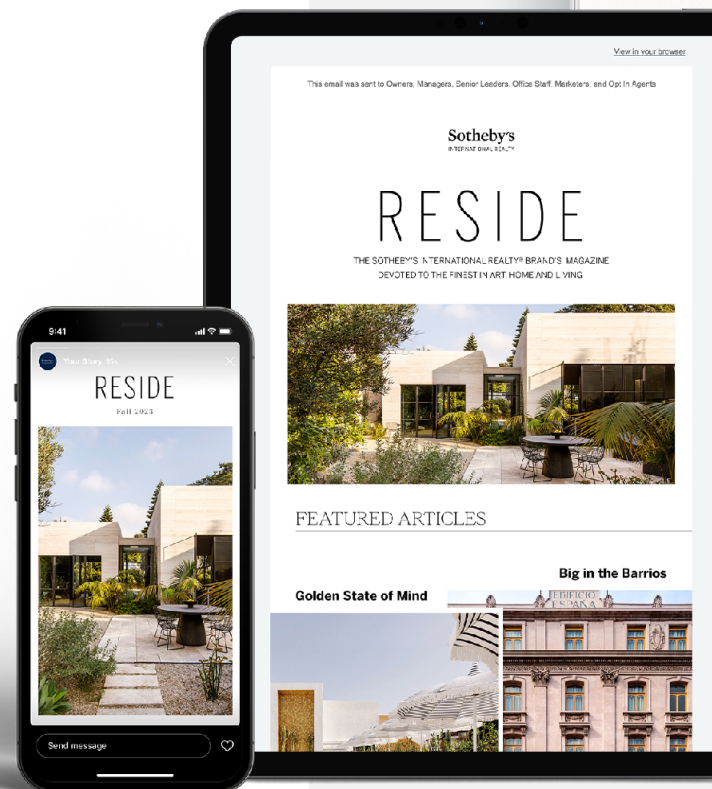


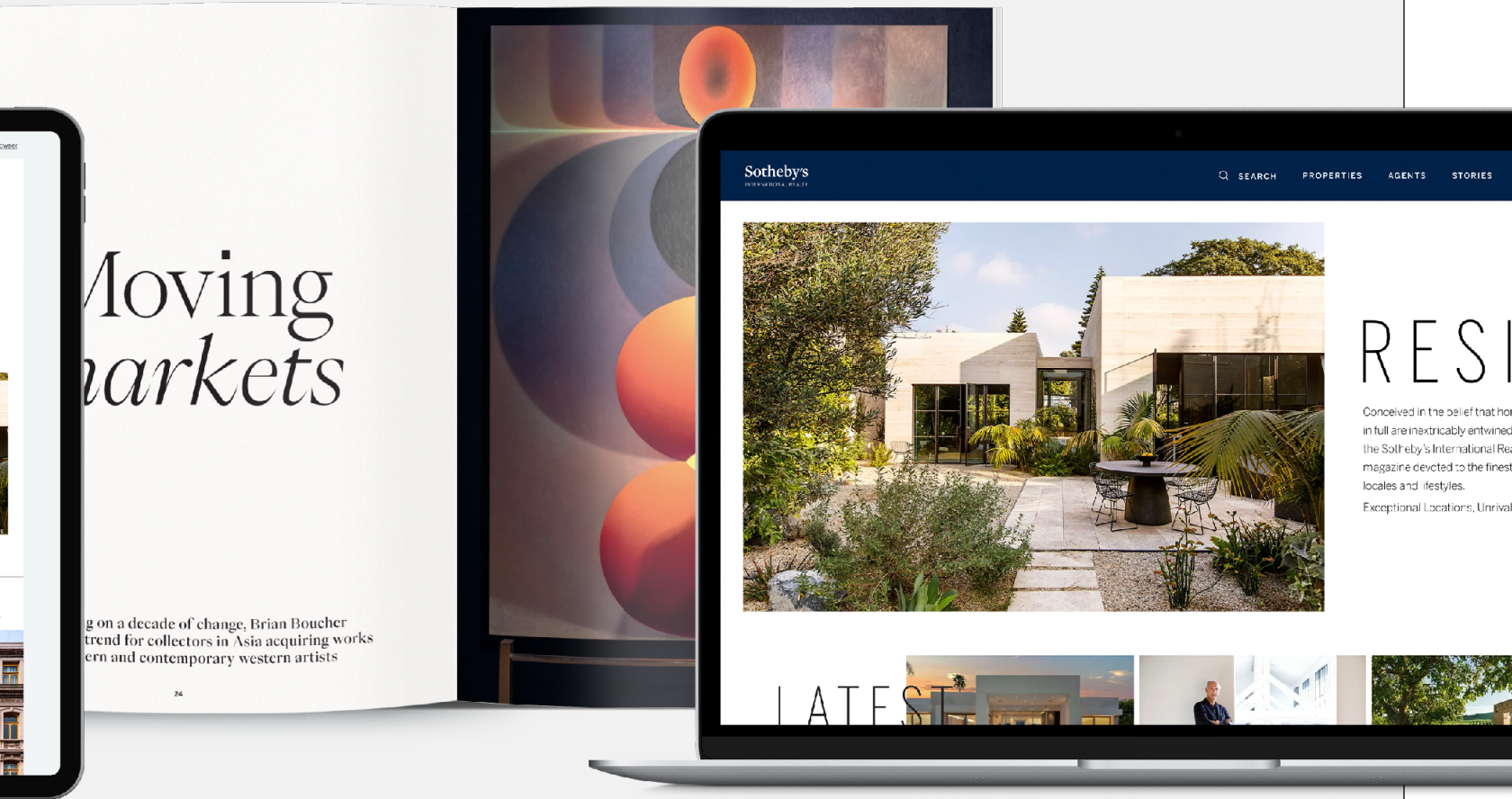
PROPERTIES
OF ARIZONA



RESIDE

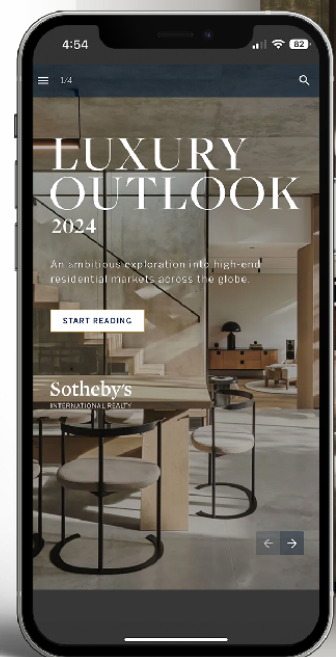
RESIDE, the Sotheby's International Realty® magazine, showcases the pinnacle of inspirational homes and global lifestyles. With captivating stories and images, it explores Sotheby's auction, interior design trends, architecture, locations, and more. Expertly curated by Sotheby's International Realty and Sotheby's auction house, RESIDE offers a powerful tool to distinguish yourself in the market, leveraging its content and prestigious reputation to strengthen your authority in the realm of fine living.



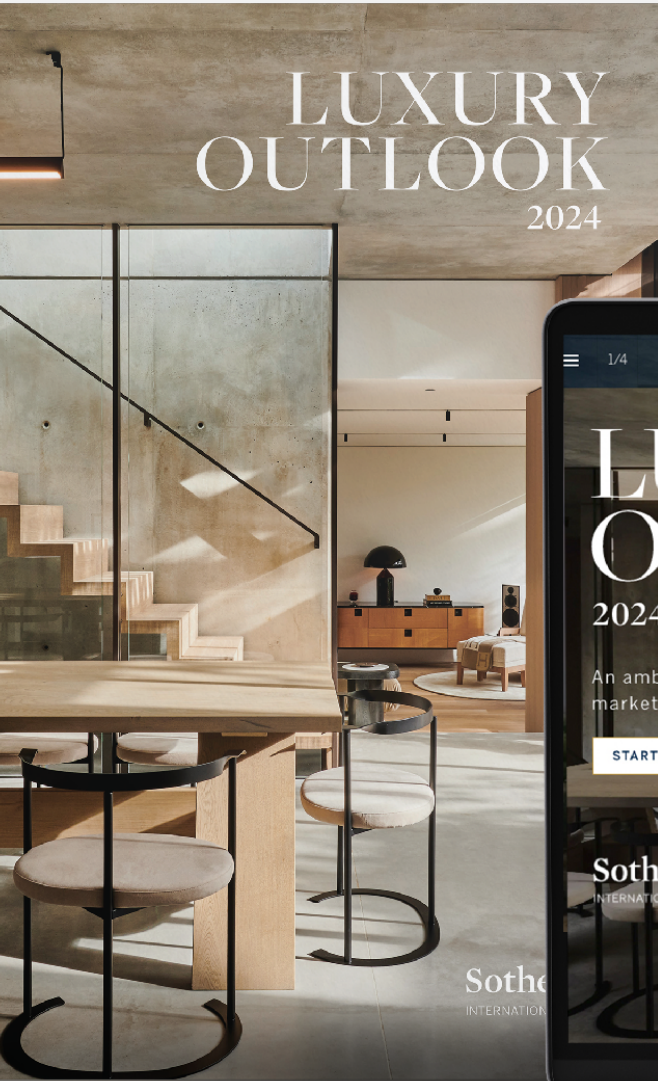


Luxury *Outlook*

The brand's annual Luxury Outlook report offers a deep dive into high-end residential markets across the globe. The report evaluates trends happening in the world's primary and secondary markets, as well as the wealth trends that will drive discretionary investment decisions in the year ahead.

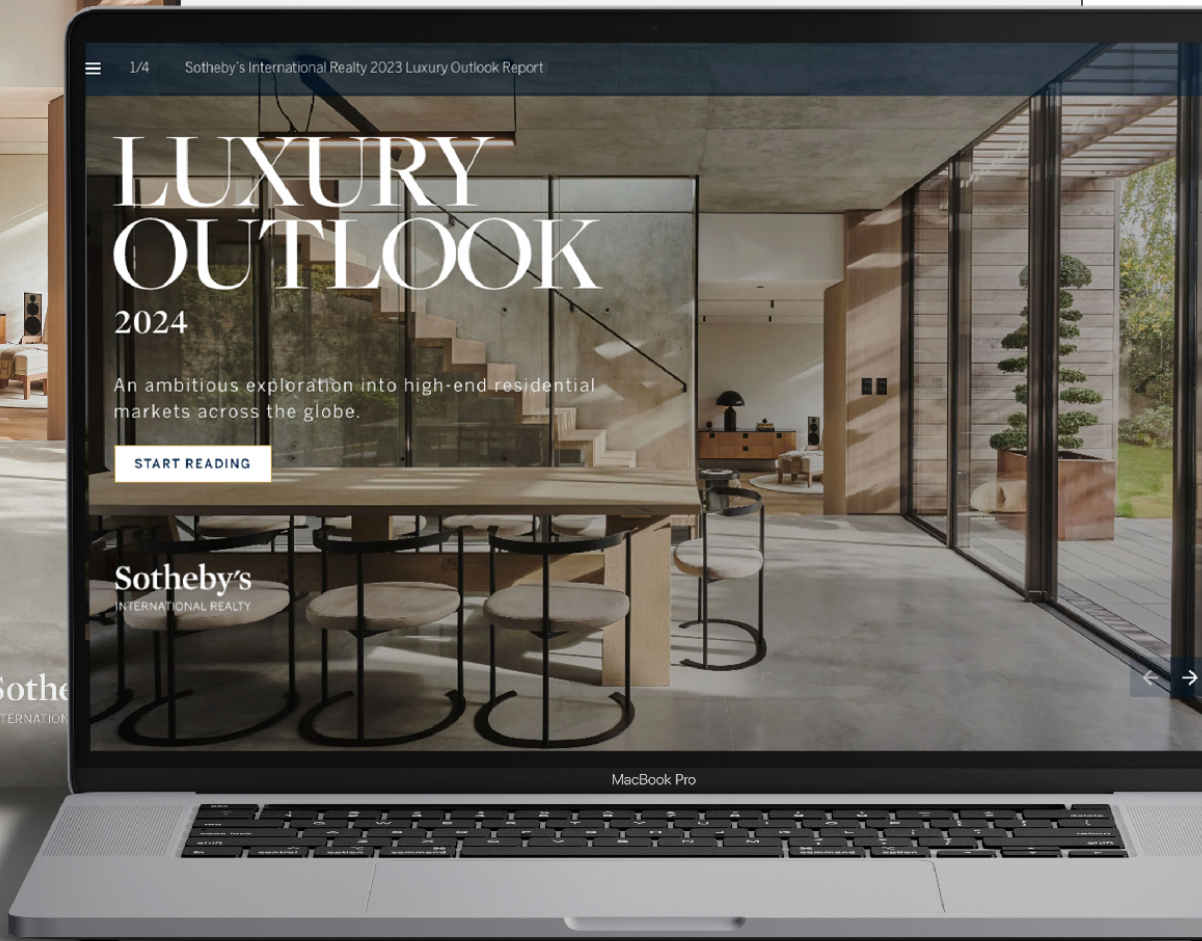


2024 LUXURY
OUTLOOK



LUXURY OUTLOOK 2024

Sotheby's
INTERNATIONAL REALTY



1/4 Sotheby's International Realty 2023 Luxury Outlook Report

LUXURY OUTLOOK 2024

An ambitious exploration into high-end residential markets across the globe.

START READING

Sotheby's
INTERNATIONAL REALTY

MacBook Pro

The Collection

The Collection is the exclusive marketing program for private listings and new-to-market notable properties represented by Sotheby's International Realty. Each quarter, the program reaches 7,500+ top-tier Sotheby's auction house clients with a newsletter promoting a curation of properties available for their exclusive preview. To enhance exposure of these exclusive properties, The Collection is also distributed to a list of top sales associates affiliated with the brand.

Sotheby's

Access
details



Open

Enjoy i
listings



Sotheby's EST. 1744 Preferred

Access your Preferred membership card from our App on [iOS](#) or [Android](#). Find out more details [here](#).

Contact

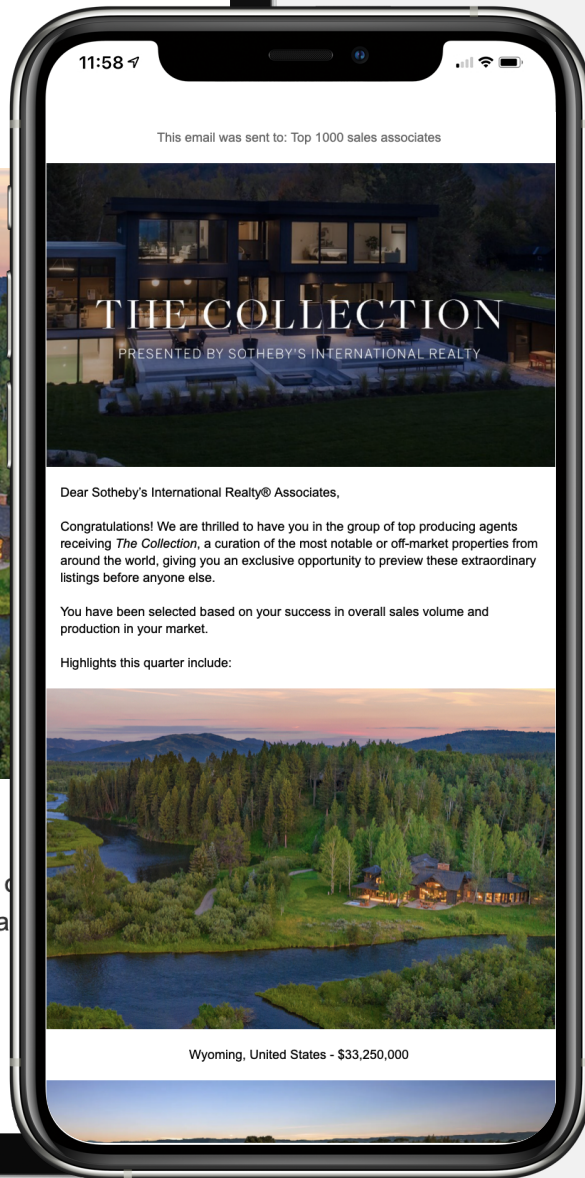
Benefits



Open the Door to Delight

Enjoy invitation-only access to The Collection, an exquisite selection of listings and extraordinary properties from Sotheby's International Realty.

Learn More



Sotheby's *Concierge Auctions*

Sotheby's Concierge Auctions is the largest luxury real estate auction marketplace in the world with more than 90% market share and a comprehensive database of high-net-worth property connoisseurs. This platform is an additional tool for selling one-of-a-kind high-end listings that protects the listing agent's commission. Auctions can build interest and competition for real estate in a finite time period, just as they do for expensive artwork, wine, and cars. By using this tool alongside the traditional tactics, it gives us core expertise in "auction sale format" and sellers can bring more predictability to the process and accelerate the timing of a sale to as little as 60 days.



Sotheby's
CONCIERGE

Sotheby's

theby's
MERGE AUCTIONS



theby's EST. 1744

NEW YORK

BRAND MANIFESTO

Your next chapter.

Your next home.

Your next escape.

We always imagine ourselves in that next place,
that next stage of our lives.

Through Sotheby's International Realty,
what's next for you can be realized.

We are the industry's best agents who curate
with incomparable attention to style and detail.

We get to know you.

We get to know what that next is for you.

Because, when you find it,
nothing compares to it.

Nothing compares to what's next.

