

**FOR IMMEDIATE RELEASE**

**Sotheby's International Realty Brand Announces Launch of 2016 Marketing Program**

MILLBROOK, N.Y. (April 5, 2016) – Heather Croner Real Estate Sotheby's International Realty, a luxury real estate firm based in Millbrook, New York, today announced the launch of the Sotheby's International Realty® brand's 2016 marketing program, which was designed to reach a global audience of qualified luxury real estate consumers.

The foundation of the 2016 *Sotheby's International Realty* marketing strategy is content, according to Wendy Purvey, chief marketing officer of Sotheby's International Realty Affiliates LLC. "The brand is committed to developing and curating content and delivering it in an omnichannel approach in order to create and maintain global brand recognition and awareness.

"Our 2016 marketing plan was designed with a strategic focus on the consumer, while maintaining our global reach. The *Sotheby's International Realty* brand is dedicated to providing consumers with what they want, when they want it and where, and we are doing so by providing more content and mobile integration than ever before, increasing our exposure to real estate intenders around the world."

The *Sotheby's International Realty* brand will deliver its content in both print and online, through [The New York Times](#), [Wall Street Journal](#), [Bloomberg](#), [Architectural Digest](#), [Mansion Global](#), [Dwell](#), [Elle Décor](#), Google Display Network and Apple. In addition, the brand will share custom content on its newly redesigned website, [sothebysrealty.com](#), as well as its [Extraordinary Living](#) blog and across its rapidly growing social media channels.

The *Sotheby's International Realty* brand also will continue to work with Sotheby's auction house to produce Art & Home, a literary collaboration launched in 2014 to engage readers with sophisticated content related to the art and real estate worlds. The magazine consists of eight regional editions and has a distribution rate of 250,000 worldwide.

"Consumers are now utilizing a variety of avenues in their search for real estate," said Heather Croner, owner, Heather Croner Real Estate Sotheby's International Realty. "This year's marketing program enables us to connect with a global audience wherever their search may lead them. "By creating custom content and delivering it across many platforms, the Sotheby's International Realty brand is once again making it easy for us to communicate with prospective clients on both a local and international level."

Earlier this year, Heather Crone Real Estate Sotheby's International Realty launched a state-of-the-art website, [www.heathercronerrealestate.com](#), which enables consumers to search for the Hudson Valley's finest homes using smartphones, tablets and desktop and laptop computers.

The site provides detailed descriptions of the area's many towns and hamlets and features quarterly market reports and a blog authored by Croner.

### **About Heather Croner Real Estate Sotheby's International Realty**

Heather Croner Real Estate Sotheby's International Realty, established in 1980, provides real estate brokerage, marketing and consulting services throughout the Hudson Valley of New York state, known for its historic small towns, fine arts, farm-to-table cuisine and country lifestyle. The brokerage's resources include four multiple-listing services focused on Dutchess, Columbia and Ulster counties as well as the Sotheby's International Realty® global network. With its principal office in Millbrook, New York, in the heart of the Hudson Valley, the firm is less than two hours north of New York City.

### **About Sotheby's International Realty Affiliates LLC**

Founded in 1976 to provide independent brokerages with a powerful marketing and referral program for luxury listings, the Sotheby's International Realty network was designed to connect the finest independent real estate companies to the most prestigious clientele in the world. Sotheby's International Realty Affiliates LLC is a subsidiary of Realogy Holdings Corp. (NYSE: RLGY), a global leader in real estate franchising and provider of real estate brokerage, relocation and settlement services. In February 2004, Realogy entered into a long-term strategic alliance with Sotheby's, the operator of the auction house. The agreement provided for the licensing of the Sotheby's International Realty name and the development of a full franchise system. Affiliations in the system are granted only to brokerages and individuals meeting strict qualifications. Sotheby's International Realty Affiliates LLC supports its affiliates with a host of operational, marketing, recruiting, educational and business development resources. Franchise affiliates also benefit from an association with the venerable Sotheby's auction house, established in 1744. For more information, visit [www.sothebysrealty.com](http://www.sothebysrealty.com).

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### **CONTACT**

Jennifer Zimmerman  
[RDR PR LLC](http://RDR PR LLC)  
[Jennifer@rdrpr.com](mailto:Jennifer@rdrpr.com)  
973-727-6040