

Childers | Sotheby's
INTERNATIONAL REALTY



The Distinction

The leader in premium real estate, we deploy intuitive technology to deliver a truly personalized, client-driven experience. Childers Sotheby's International Realty has been proudly serving the local Jersey Shore area since 1980, and we walk alongside our clients at every stage of their journey. We know they expect us to be the first and the best in exclusive property. We deliver.



Michele Marancik - Sales Associate

Michele Marancik has been with Childers Sotheby's International Realty, formerly Childers Real Estate, as a full-time agent since 1983. She has been a consistent achiever of the New Jersey Association of Realtors Million Dollar Club since 1985. She earned the NJ Realtors Circle of Excellence Sales Award Platinum level in 2003, 2004, 2007 and 2010; Gold level in 2006, 2009, 2011, 2013 and 2014; and Silver level in 2002, 2005, 2008, 2015, 2016, 2017, 2018 and Bronze level in 2019. Michele was the #1 agent in Ocean County for 2003, 2004, 2005, 2006, 2007 and #2 Agent in Monmouth & Ocean Counties in 2010.

Cell: 732.597.0176 Office: 732.793.5500



Lara Walsh - Sales Associate

Lara Walsh is a lifelong Jersey Shore area resident, works as a full-time Real Estate professional, and comes from a family of Jersey Shore Realtors. She is a member of the National Association of Realtors, New Jersey Association of Realtors, and the Monmouth Ocean Regional Board of Realtors. Lara began her career as an appraiser and then became a sales associate 15 years ago. Lara has won several sales awards including Bronze 2019 NJ Realtors Circle of Excellence Sales Award.

Cell: 732.674.0344 Office : 732.793.5500.



An Iconic Brand

Building on the centuries-long reputation of the preeminent auction house, the *Sotheby's International Realty* brand is recognized globally. Our legacy of quality service and expertise is unmatched.



A Global Connection



When a home is represented by the *Sotheby's International Realty* brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network of residential brokerage companies is located in more than 70 countries and territories worldwide, making Sotheby's International Realty **a truly global** real estate brand.



Brand Heritage

Recognized worldwide, the prestige of the Sotheby's brand is unparalleled. The acclaimed auction house, established in 1744 in London for collectors of art and other fine possessions, expanded to New York City in 1955. Sotheby's International Realty inherited the iconic brand name, building on its legacy by delivering unrivaled real estate services.



Sotheby's  August 30, 2018 · 
Sotheby's International Realty Alliance entertained attendees at RVI Sotheby's Monterey auction this past weekend, which achieved a record selling \$158 million in its two-day sale series. <https://bit.ly/2PCCM5n>



A Unique Collaboration

Our alliance with Sotheby's is our unique difference. The properties represented by our network are exclusively featured in Sotheby's auction house marketing programs including high-profile client events, showcases in signature publications, in digital newsletters, and on sothebys.com.



Only one real estate brand gives you that feeling. The feeling that you're in the presence of the world's best. The feeling that you've left the ordinary world and have arrived somewhere exceptional.

Only one network of agents represents the longest standing tastemaker in the world. One network that delivers the highest standard of service, designed to elevate you.

Beyond the beautiful properties and the personal touch of our agents only one brand can deliver a lifestyle that caters to you, and transforms you. With experiences that expand who you are and limitless possibilities to reach your full potential.

For those who seek an exceptional home and life, there is only
Sotheby's International Realty.

— Only —

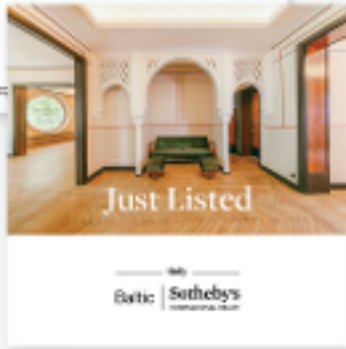
Sotheby's
INTERNATIONAL REALTY



For your endless view

At the end of the road, there is only the ocean. The view is so good, it's almost like you're living in a painting. The view is so good, it's almost like you're living in a painting. The view is so good, it's almost like you're living in a painting.

Call us today to see this home
 020 200 0000
 www.sothebysrealty.com



Just Listed

Botic | Sotheby's
 INTERNATIONAL REALTY



Only
Sotheby's
 INTERNATIONAL REALTY

For those who have a vision

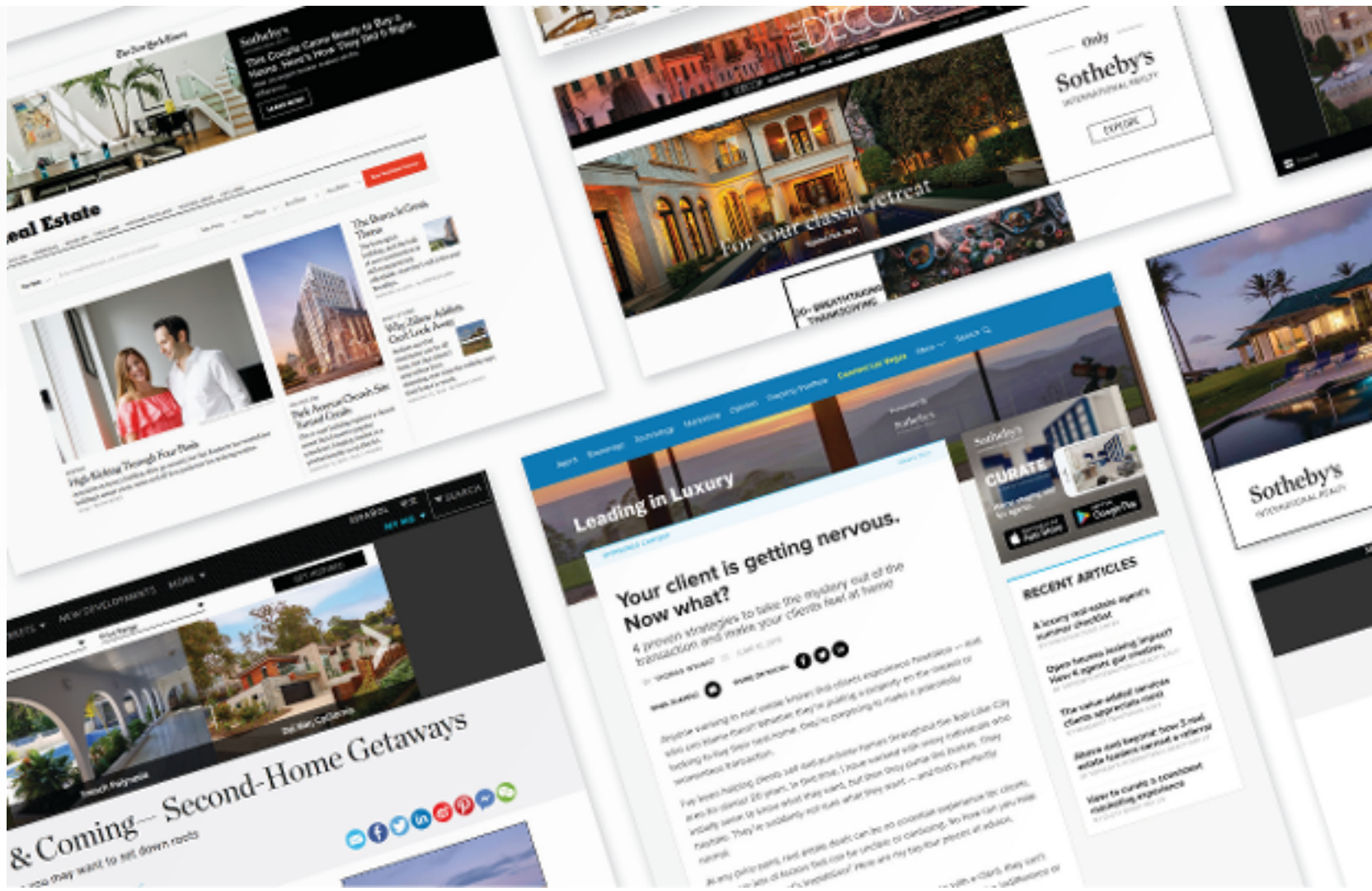
Your home is more than an address. It's where you experience life. It's where you create your home. It should be as exceptional as you are. And it's what you're going to be. For a lifestyle inspired by your potential, there is only Sotheby's International Realty.

sothebysrealty.com | Auckland, New Zealand | Property ID: 700253

Only Sotheby's International Realty

The Only campaign highlights the *Sotheby's International Realty* experience as one that no other real estate brand can offer. Only Sotheby's International Realty, and the brokerages within our network, can create a truly exceptional lifestyle inspired by one's own individual potential.

The end goal of our campaign message is to show people that any real estate brand can help you buy a house, but only one can help you build the life of your dreams.



Brand Marketing

High-quality, richly illustrated, and engaging content delivered across multiple platforms inspires our global clients. Because purveyors of fine art and possessions are equally passionate about their homes, we take pride in showcasing our properties in ultra high-definition video, virtual reality tours, and rich photography. These engaging formats are designed to inspire buyers and sellers in all phases of their journey.

Robb Report

THE WALL STREET JOURNAL.

AD
MEXICO

LUXURYESTATE

居外
Juwai.com

Bloomberg

MANSION GLOBAL

facebook

EXPANSION

JamesEdition

ELLE DECOR

The New York Times

YouTube

dwel

PropGOLuxury

inman

FINANCIAL TIMES

IMMOBILIEN
SCOUT 24

AD
ARCHITECTURAL DIGEST

NIKKEI

Google

Media Partnerships

We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning, and international impact enable the *Sotheby's International Realty* brand to successfully connect with a global clientele.



For your urban oasis

Your best investment is a building in an urban area. It's the best way to diversify your portfolio, and it's the best way to grow your net worth. Find the best investment property in your area, and we'll help you find the best investment property in your area.

Only Sotheby's

sothebysrealty.com

800.452.3434 | 212.512.2000 | 212.512.2000 | 212.512.2000



Strategies for Successfully Negotiating for Your Dream Property

Information gathering, timing and broker representation can all play a part

BY VL RENDRICKSON

ORIGINALLY PUBLISHED ON MARCH 26, 2019 | MANSION GLOBAL | [SHARE ARTICLE](#)

THE TRADE



Pictured is the full-floor apartment in Zaha Hadid's One Thousand Museum in Miami. In places like South Florida, buyers are often looking at new high-rise buildings, even developers offer lease-to-own options. One thousand is one of the 20 most valuable cities in the U.S.



For your private view

Only Sotheby's INTERNATIONAL REALTY [OPEN](#)

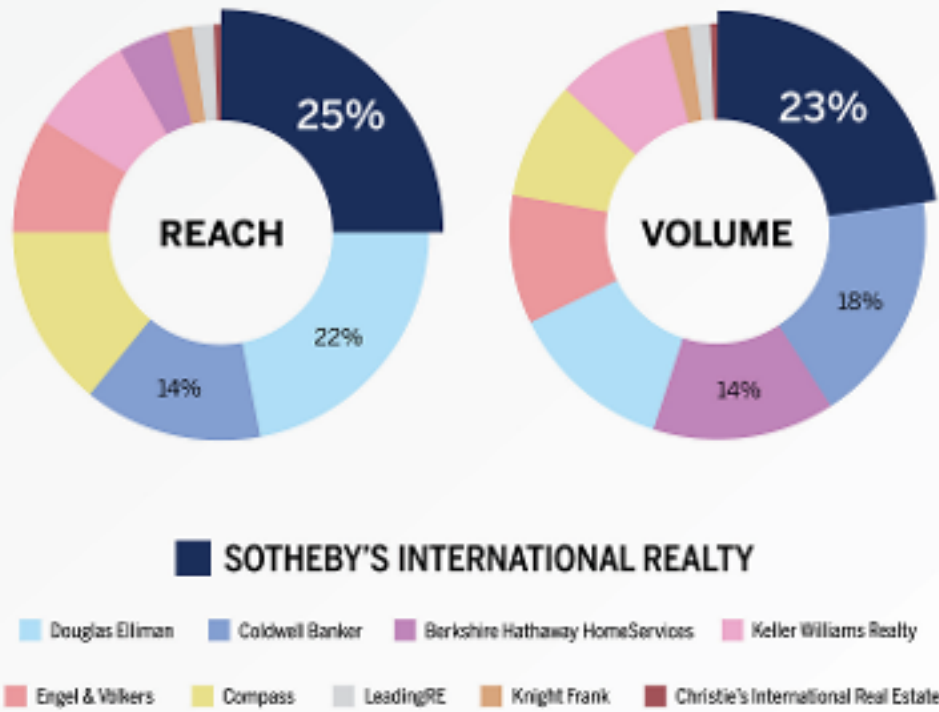
MOST POPULAR

Book Great Lists Real Estate Co-Order 86 500 000

Targeted Advertising

With an emphasis on exclusivity, the *Sotheby's International Realty* brand's advertising plans are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey. Our robust digital and print strategy is aimed at showcasing homes to highly-qualified homebuyers.

PUBLIC RELATIONS SHARE OF VOICE



JANUARY 1, 2019 - NOVEMBER 25, 2019

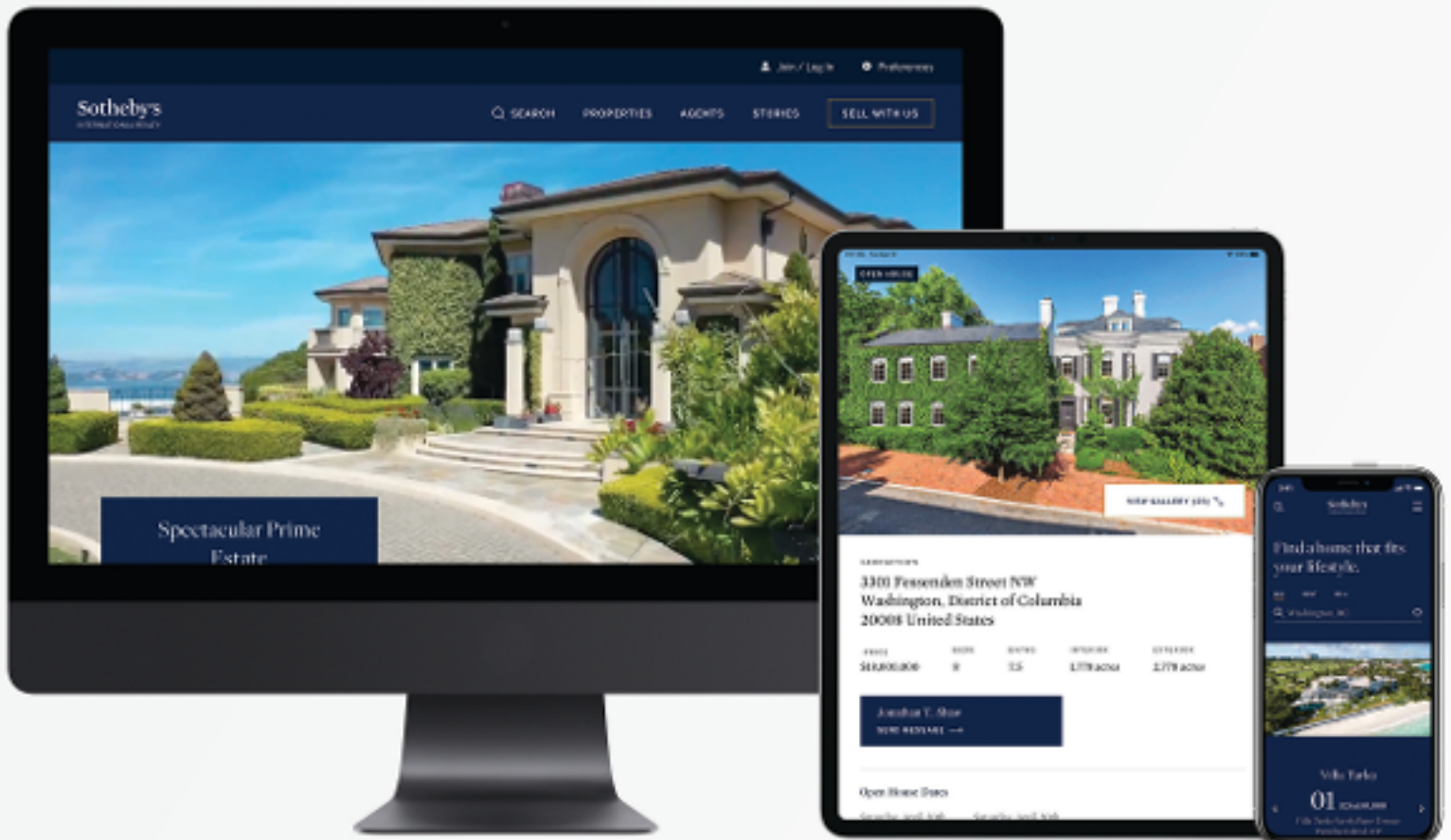
The Voice of Luxury Real Estate

When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the *Sotheby's International Realty* brand and position our proprietary global network as the voice of luxury real estate.



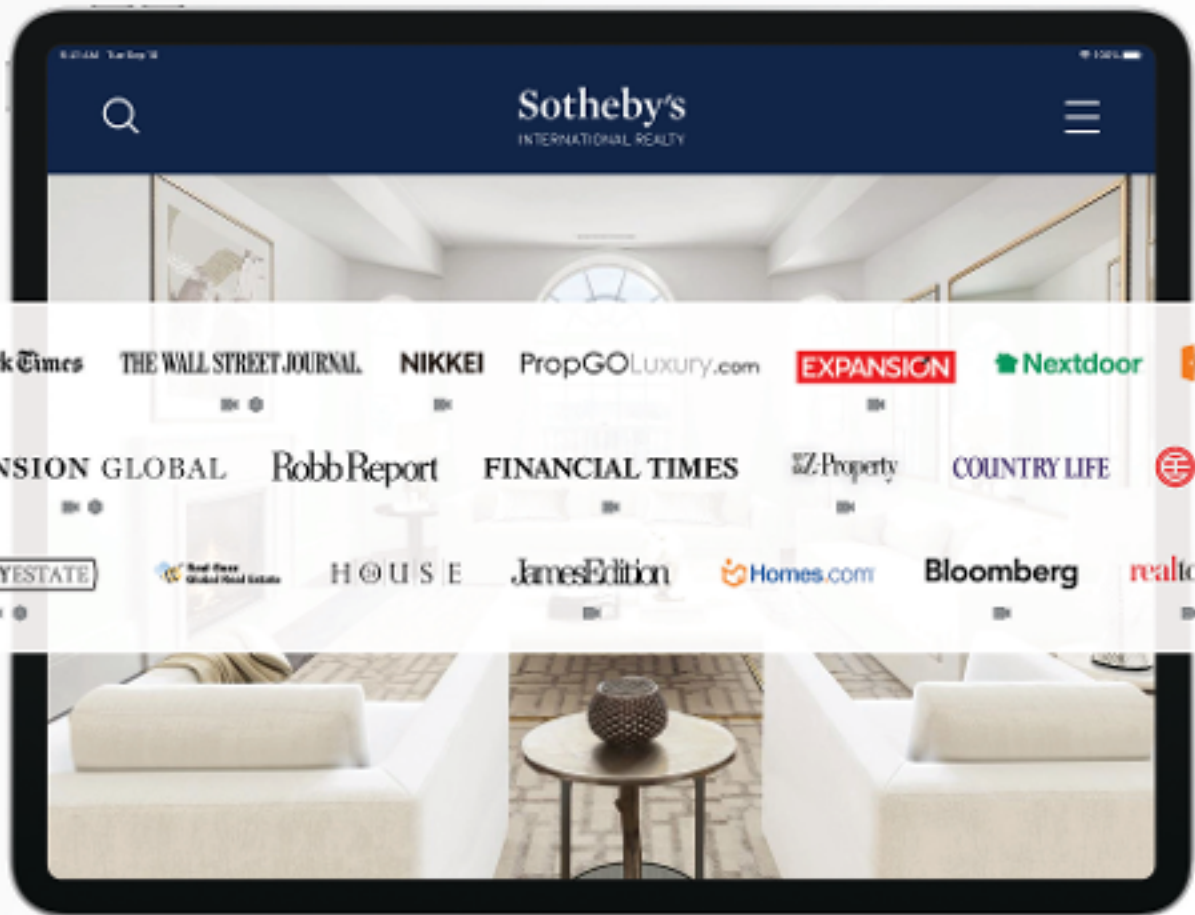
Social Media

We actively engage with online networks of people passionate about fine living. The *Sotheby's International Realty* brand creates exclusive content on multiple social media platforms, including Twitter, Instagram, Pinterest, LinkedIn, WeChat, our very own *Extraordinary Living* blog, podcast, and Facebook, the top referring source of traffic to sothebysrealty.com. Additionally, the *Sotheby's International Realty* brand's award-winning YouTube channel has more subscribers and video views than any other real estate brand.



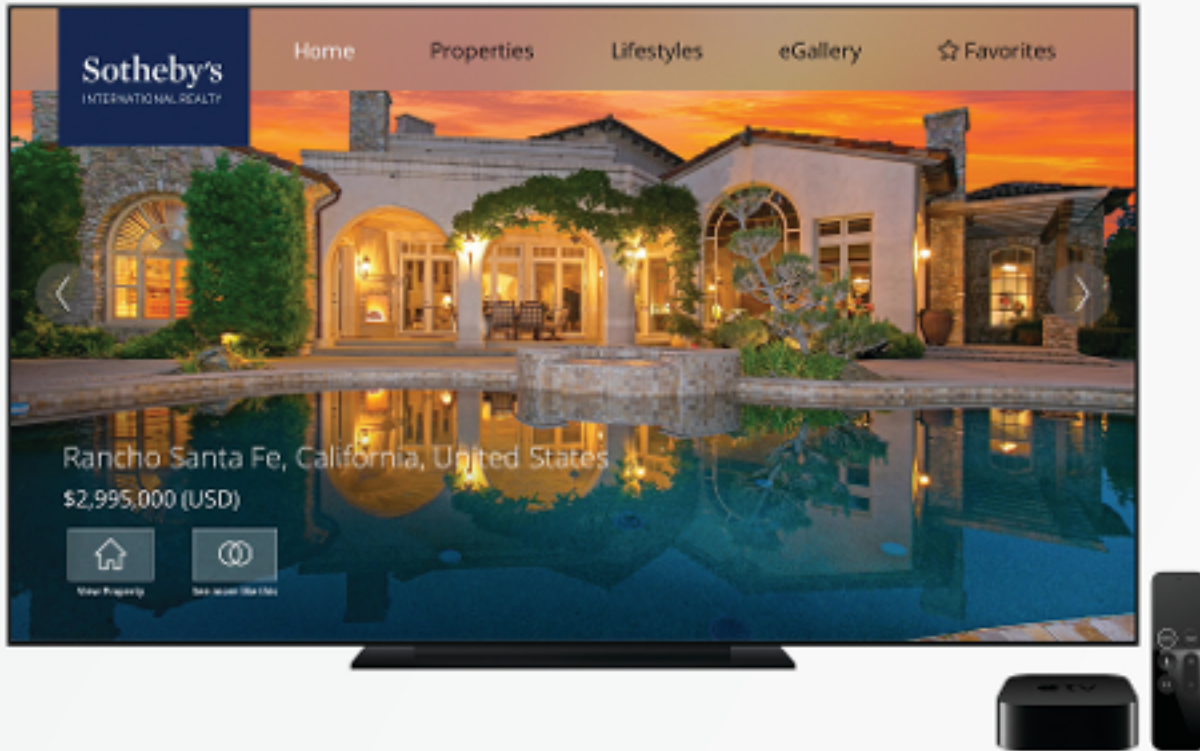
sothebysrealty.com

The art of marketing a property is based on showcasing each home's unique character. In 15 languages, our enhanced editorial approach on sothebysrealty.com enables millions of viewers to immerse themselves in our collection of 3D virtual reality tours, ultra high-definition videography, and high-resolution photography. Real estate listings from around the globe can be accessed seamlessly on any device and mobile users have the added convenience of directly texting a sales associate from any listing page.



Property Distribution

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. Additionally, once a home is showcased on sothebysrealty.com, it is exclusively marketed on more than 100 *Sotheby's International Realty* affiliate websites around the world. Results are measured with a variety of analytics and reporting tools, which enable sales associates and clients to define a marketing campaigns impact.



Apple TV

The *Sotheby's International Realty* Apple TV app is designed to fully immerse consumers. With our innovative app, homebuyers can discover *Sotheby's International Realty* brand properties from the comfort of their living rooms. Unique to our app, users can explore our extraordinary offerings via lifestyle and amenities, and can highlight properties and recent searches.



SIR Mobile

The *Sotheby's International Realty* mobile app is the only luxury real estate app that serves properties in more than 70 countries and territories worldwide. Experience homes on your mobile device like never before with immersive 3D property tours and our new augmented reality "shop the room" functionality. Customize the app to your local currency, unit of measure, and one of the available 18 languages.



Curate by Sotheby's International RealtySM

Curate by Sotheby's International Realty is the innovative augmented reality (AR) luxury real estate tool - envision, design, and experience your future home like never before in this immersive app. Any property can be transformed using a curated selection of AR furnishings and décor sets. Download *Curate by Sotheby's International Realty* in the Google Play Store or the Apple App Store.



RESIDE®

Conceived in the belief that home and living in full are inextricably entwined, RESIDE is the *Sotheby's International Realty* brand's magazine devoted to the finest in inspirational homes and lifestyles worldwide. A destination for connoisseurship in the arts, culture, design, travel, fashion, food, and philanthropy, RESIDE casts its net wide to discover the very best of gracious living. We present it to our readers through stories told in words and pictures by the world's most talented and creative individuals. RESIDE is available through a custom-publishing program for our affiliate network, coupled with a robust digital presence which extends the global reach of the content.

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ON THE COVER: Beautiful Bay View in Normandy Beach, NJ childerssir.com

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