

**FOR IMMEDIATE RELEASE**

**CONTACT:**

Kristen Cheskaty, Broker/Managing Partner  
Sailfish Point Sotheby's International Realty  
772.225.6200  
info@SailfishPoint.com

**New Sotheby's International Realty® Website Makes Finding Luxury Homes Faster and Easier**

**STUART, Florida** (June 14, 2011)— Sailfish Point Sotheby's International Realty, the luxury real estate firm representing the private community of Sailfish Point, today said the brand's newly redesigned, multilingual website helps consumers find the home of their dreams faster and easier by utilizing more search options and delivering a wealth of information and imagery about each listing.

The new [www.sothebysrealty.com](http://www.sothebysrealty.com) utilizes technologies to enhance the user experience including search capabilities employing the most advanced and versatile search options available that allow users to define and refine how they want to search, whether by lifestyle or amenity.

"The *Sotheby's International Realty* brand has redefined the way consumers search for real estate," said Wendy Purvey, chief marketing officer, Sotheby's International Realty Affiliates LLC. "Our home page notably displays a rotation of some of our network's most striking homes. When users mouse over the image, interactive boxes with additional information about the property appear."

Each listing features a video "slide show" that allows viewers to listen to a narration in their preferred language. Also, the property list price is displayed in dozens of currencies, all updated daily with the latest exchange rates. The website is viewable in many languages and dialects including traditional and simplified Chinese, English, Canadian and European French, German, Italian, Brazilian and European Portuguese, American and European Spanish, Vietnamese, Japanese, Korean and Russian, with more to come.

"Our content is translated by native-speaking professional translators who have real estate expertise, not computer translations," said Kristen Cheskaty, Broker, Sailfish Point Sotheby's International Realty. "It is now easier for global luxury real estate consumers to peruse luxury homes for sale right in our community or in far-reaching areas of the world."

Sailfish Point, located on the southern tip of Hutchinson Island, is a premier private oceanfront golf and yachting community that caters to high-end market consumers. Sailfish Point Sotheby's International Realty's local market expertise and reputation for quality and excellence in luxury real estate affords their clients an unsurpassed level of service and reach. They are located at 1648 SE Sailfish Point Blvd., Stuart, FL, and can be contacted at 772.225.6200 or [www.SailfishPoint.com](http://www.SailfishPoint.com).

**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. In February 2004, Realogy Corporation, a global provider of real estate and relocation services, 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 by Realogy's subsidiary, Sotheby's International Realty Affiliates LLC. 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).