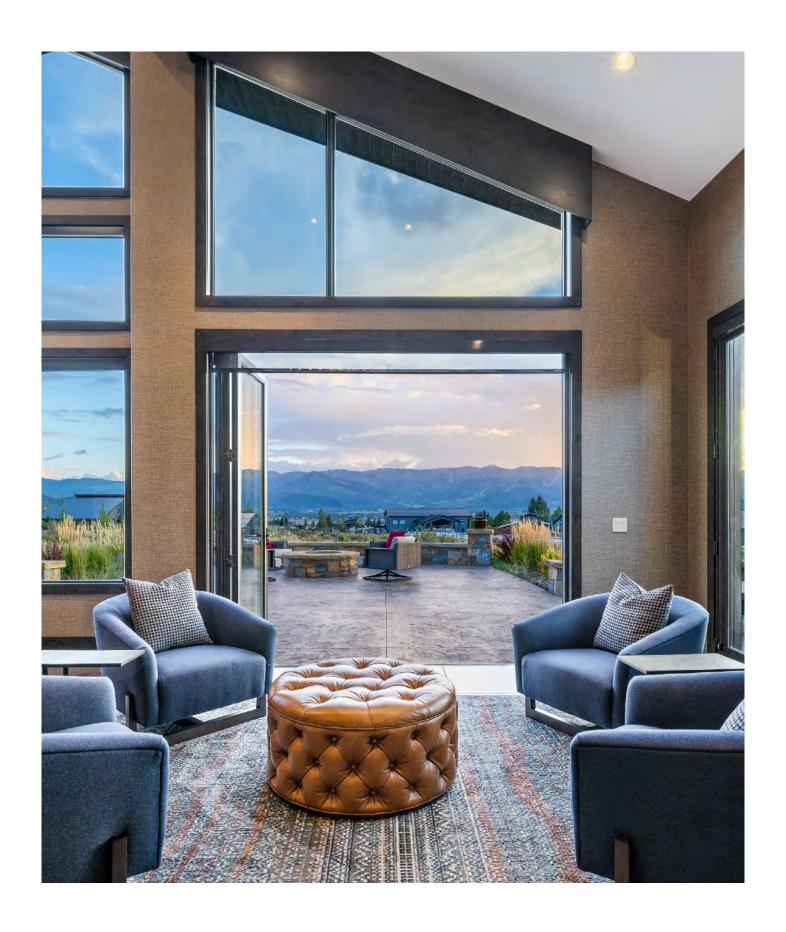
CHRISTIE'S INTERNATIONAL REAL ESTATE PARK CITY

Our World

Christie's International Real Estate represents the vanguard of luxury real estate, the ultimate in highend homes and estates. This exclusive invitation-only network includes the world's premier luxury brokerage firms and the industry's most accomplished real estate professionals. Across the globe, discerning luxury buyers and sellers trust Christie's International Real Estate to deliver tailored service and exceptional results.



Dear Homeowner:

We are honored to present this proposal for the marketing and sale of your home. As an exclusive Affiliate of Christie's International Real Estate, the world's premier luxury real estate network, our Selling the Slopes team not only offers market-leading local expertise but also unparalleled exposure across the globe.

You will benefit from a number of sophisticated marketing programs that connect high-end buyers and create greater visibility in the marketplace, including exposure on christiesrealestate.com and digital syndication to several top-tier real estate and news websites. Additionally, Christie's International Real Estate's partnership with the venerable Christie's auction house creates unique opportunities and collaborations that transcend traditional luxury marketing venues.

A brand synonymous with luxury, quality and integrity, Christie's International Real Estate offers the very best platform for success for remarkable properties like yours. Thank you for considering our services, and we look forward to connecting with you soon.

Sincerely, Rachel Retzer and Molly Crosswhite Selling the Slopes Park City, Utah



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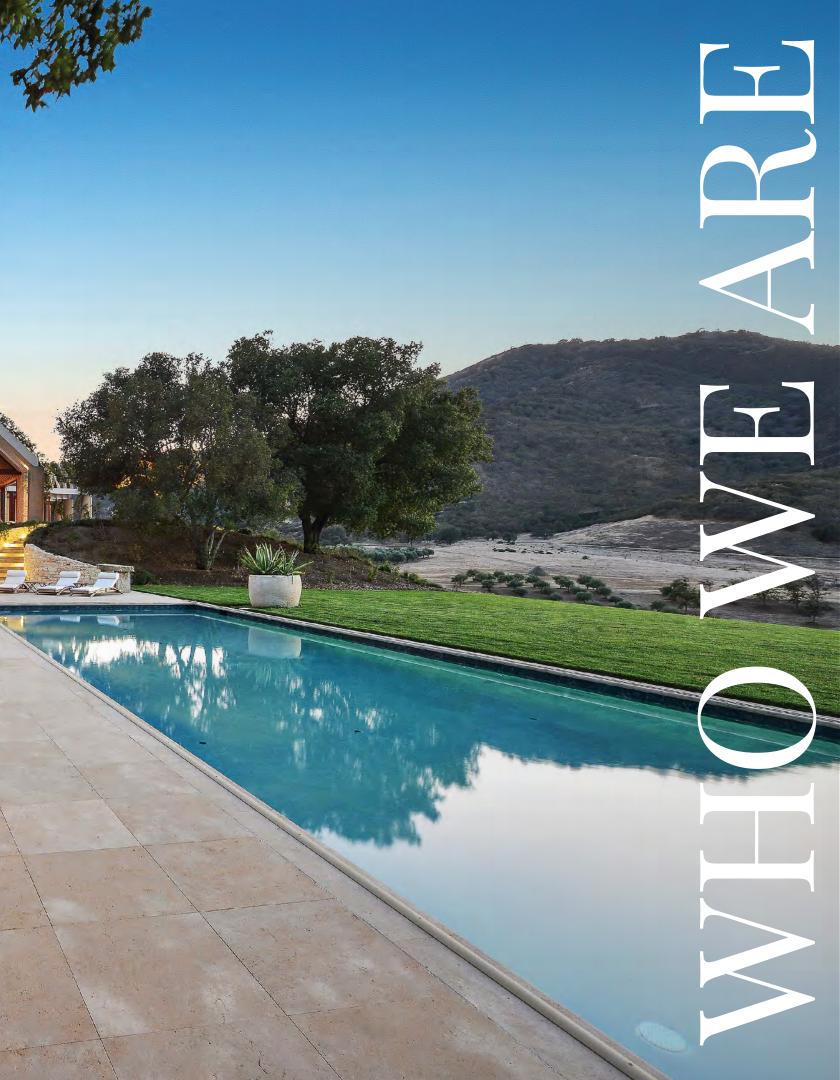
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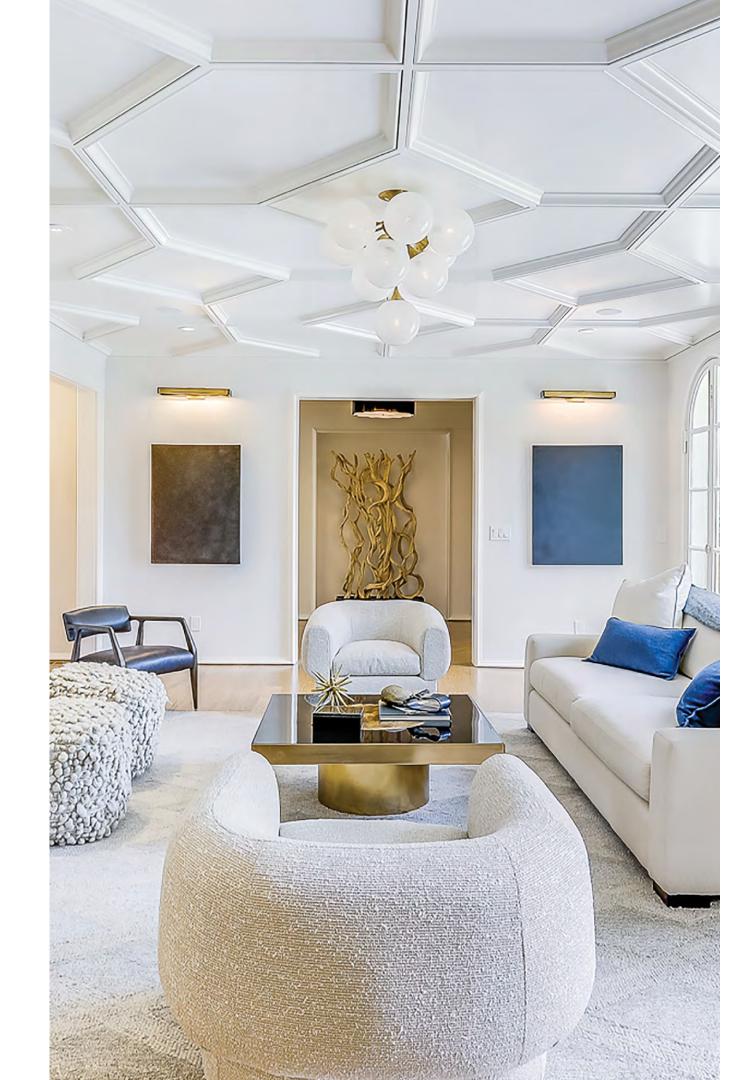
Global Visibility

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A Brand Like No Other









The Global Authority in Luxury Real Estate

The Christie's International Real Estate network spans nearly 50 countries and territories on six continents. It is the unparalleled expertise of each independently owned Christie's International Real Estate Affiliate that truly assures clients of the best representation in any given market. Through a common focus on luxury real estate, strong local ownership, and a dynamic Affiliate network, Christie's International Real Estate connects buyers and sellers of the world's preeminent homes.

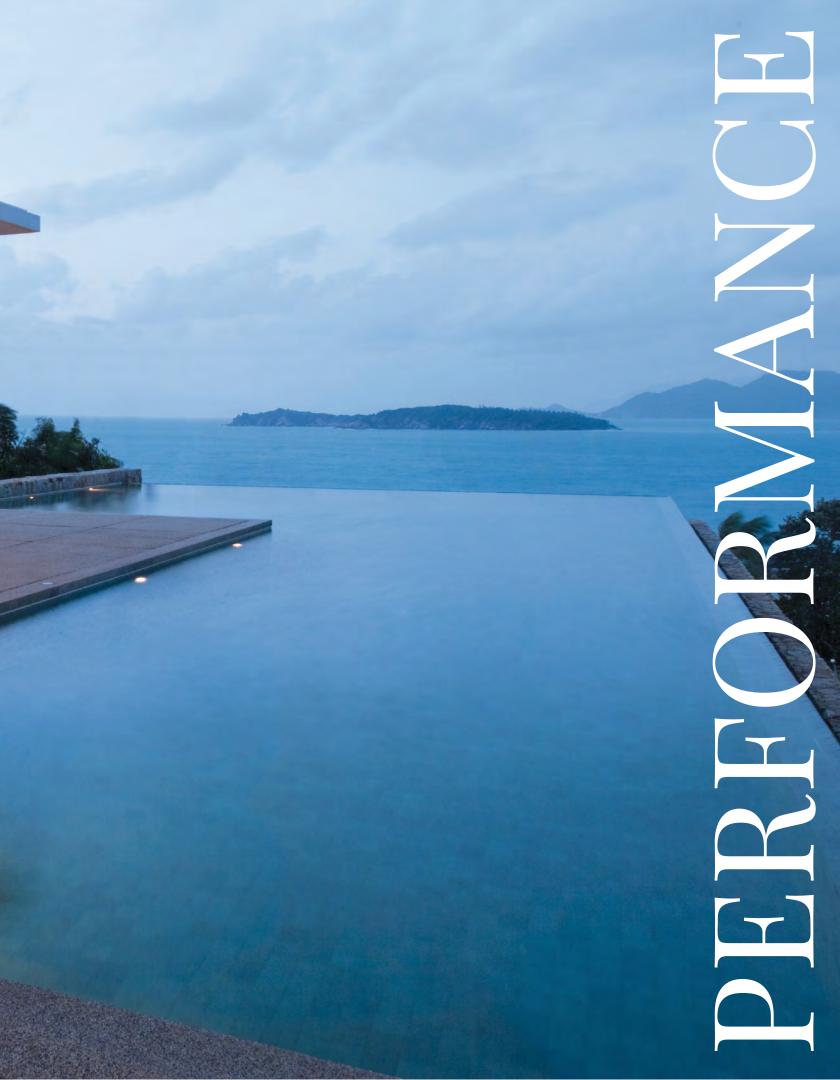
Vast *and*Influential

Christie's International Real Estate includes market-leading offices in key luxury markets around the world, from New York, L.A., and Toronto to London, Paris and Rome; from Bangkok to Dubai; the Mediterranean to the Caribbean; and from the Rocky Mountains to the Swiss Alps. No matter the locale or the luxury property you wish to sell or acquire, Christie's International Real Estate is the solution to your high-end real estate needs.









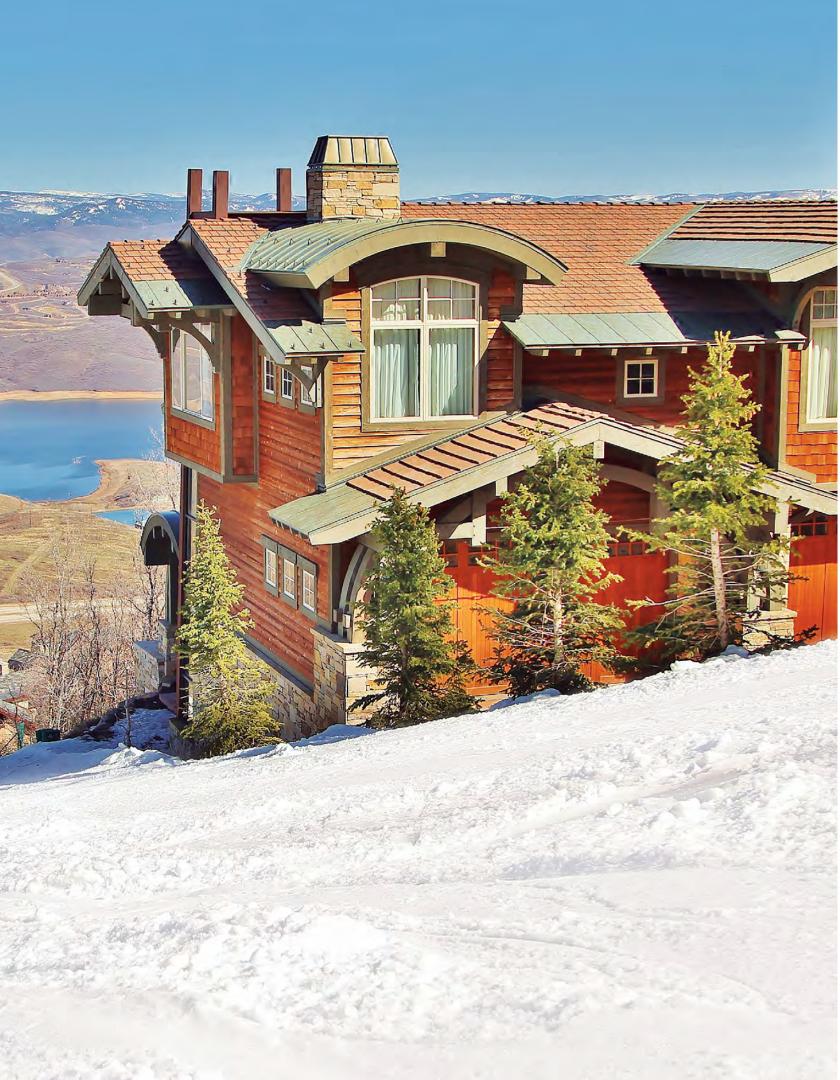




Independence Matters

In the luxury real estate market, experience matters. Local knowledge and connections matter. And a willingness and ability to go above and beyond for each client matters. Independently owned brokerage firms tend to serve the luxury market better because they exhibit these qualities innately. That is why Christie's International Real Estate is exclusively comprised of the leading *independent* firms in each market, the best owner-operators with a true commitment to performing – not for shareholders or a board of directors, but for clients like you.









Past, Present and Future

Despite the 250-plus years of rich history behind our brand, Christie's International Real Estate is never one to rest on its laurels. As a leader in real estate technology – with a proprietary pl@tform™ that improves agent performance and client service – we are driving innovation within the real estate world each and every day while intently building the luxury brokerage firm of tomorrow.

Christie's is synonymous with the world's most coveted art and luxury items, and Christie's International Real Estate leverages its connection to the iconic auction house to benefit our clients in a number of ways.

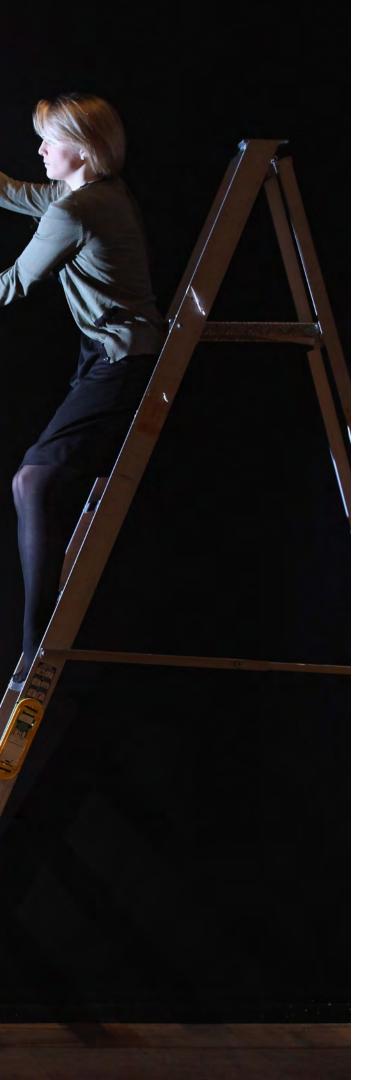
Leonardo da Vinci

SALVATOR MUNDI





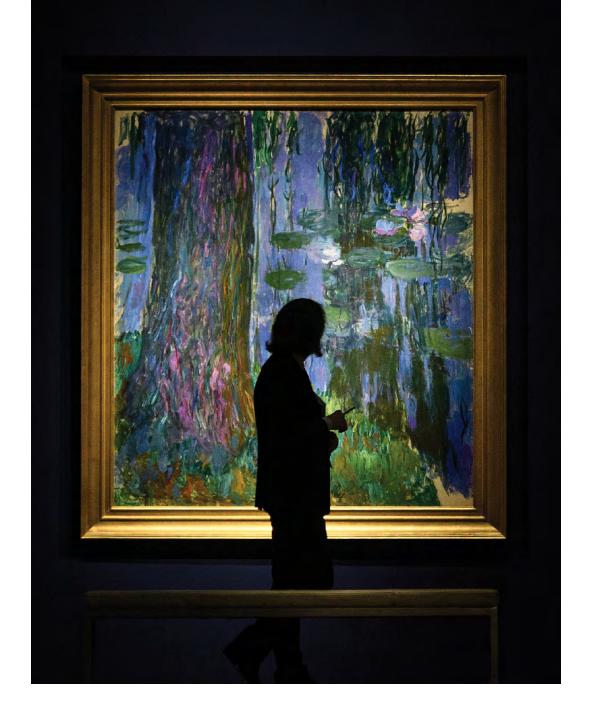




Artfully Aligned

Since 1766, Christie's world-renowned auctions and private sales have captivated a global audience of luxury collectors and aficionados. Today, the venerable institution has a physical presence in 46 countries with flagship international sales hubs in New York, London, Hong Kong, Paris, and Geneva. In recent years, Christie's has achieved the world record price for an artwork at auction, a single collection sale, a work by a living artist, and an NFT sale. Christie's International Real Estate maintains a close partnership with Christie's, creating unique marketing opportunities and synergies between the worlds of high-end real estate, art, and luxury goods.

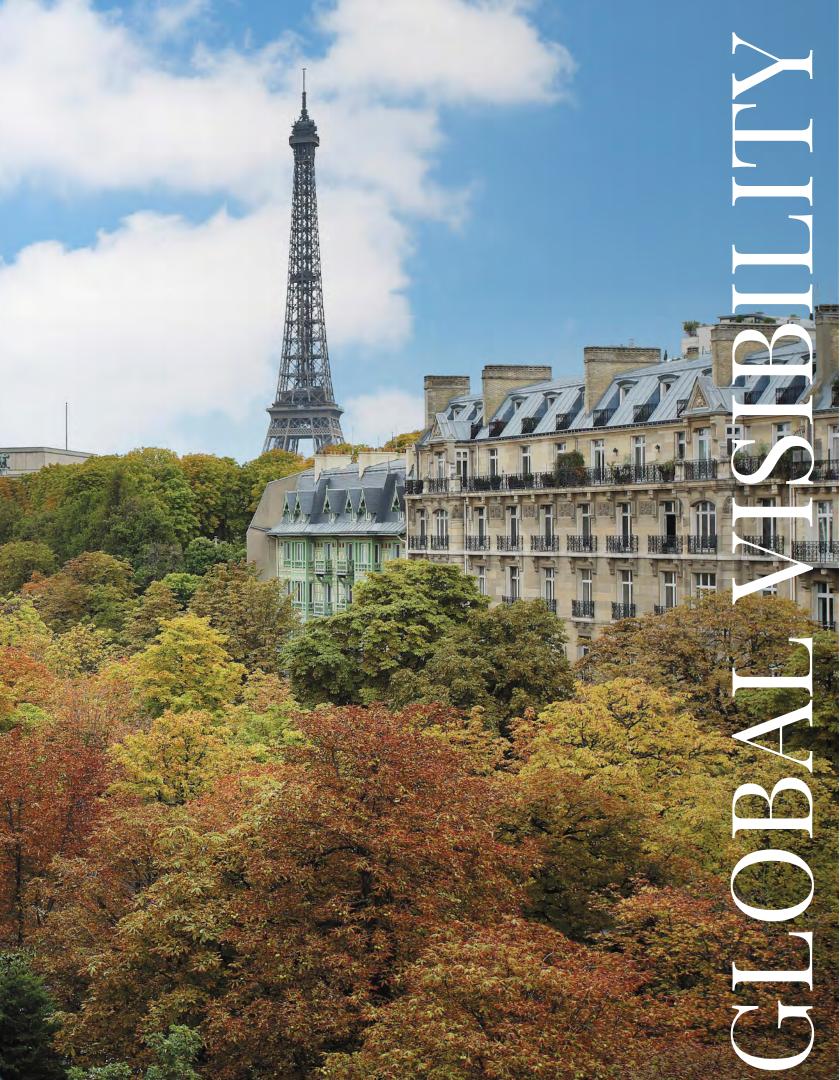




Content Referrals

Christie's International Real Estate offers white glove service to facilitate referrals between our global property network and Christie's auction house. A dedicated liaison will assist real estate clients who wish to sell art and luxury goods, and vice versa. Tailored services such as these – rare in the residential marketplace – are another example of the bespoke offerings these two esteemed brands provide.









Curated Marketing Services

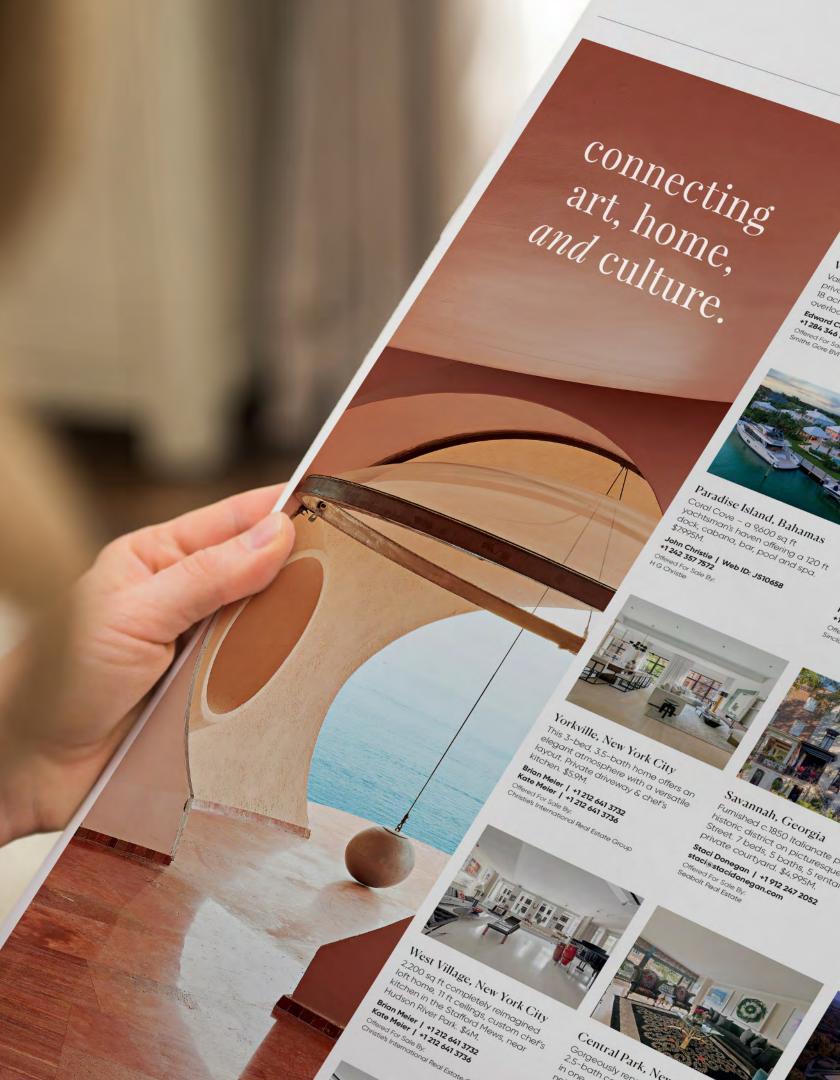
The world's finest luxury properties demand the industry's most sophisticated marketing programs, and Christie's International Real Estate delivers just that. Our tailored global marketing initiatives attract and engage high-net-worth individuals and their representatives across all market segments, generating maximum interest and exposure, and enhancing the value our clients receive.

Connecting with Christie's

Christie's International Real Estate connects your property to an exclusive list of Christie's auction house clients digitally, in print, and in person, via myriad touchpoints and opportunities throughout the year. Monthly e-newsletters reach approximately 20,000 Christie's and Christie's International Real Estate clients, our Affiliate network, and opted-in subscribers to our website and luxury lifestyle blog.



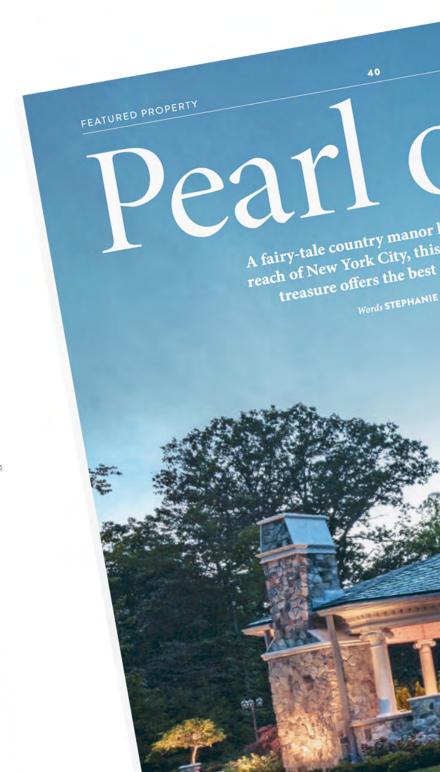






Print Advertising

The Christie's International Real Estate network has access to strategic media placements in world-leading publications. Offerings include The New York Times, The Wall Street Journal, Robb Report, Country Life and Financial Times.



The Luxury Edition

Produced annually, The Luxury Edition is a curated collection of the world's finest properties. Each edition is a tour inside some of the world's most desirable homes through more than 100 pages of stunning photography and fascinating stories.

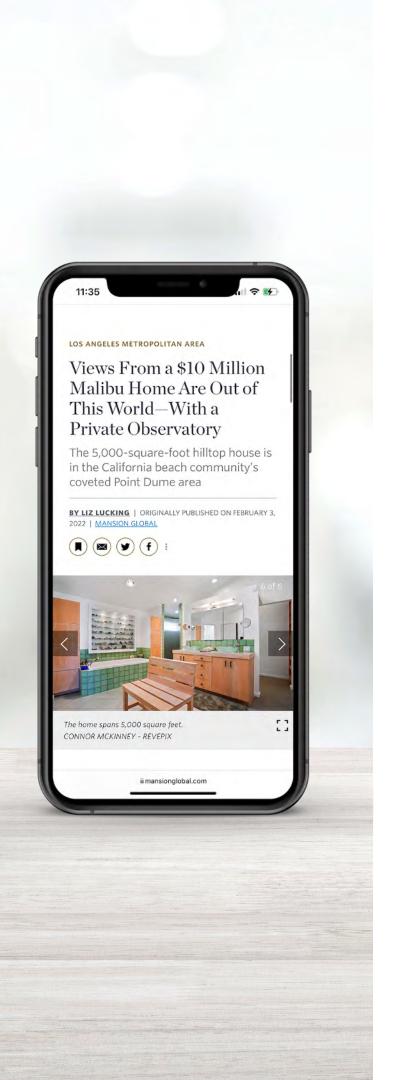
Christie's International Real Estate Magazine

With editorial content alongside a collection of the finest properties all over the globe, this industry-leading publication highlights the world of luxury. The magazine is distributed to clients of Christie's and Christie's International Real Estate, creating more visibility among a select group of readers who are proven purchasers of luxury goods, collectors of fine art, and investors in multimilliondollar properties.









Digital Advertising

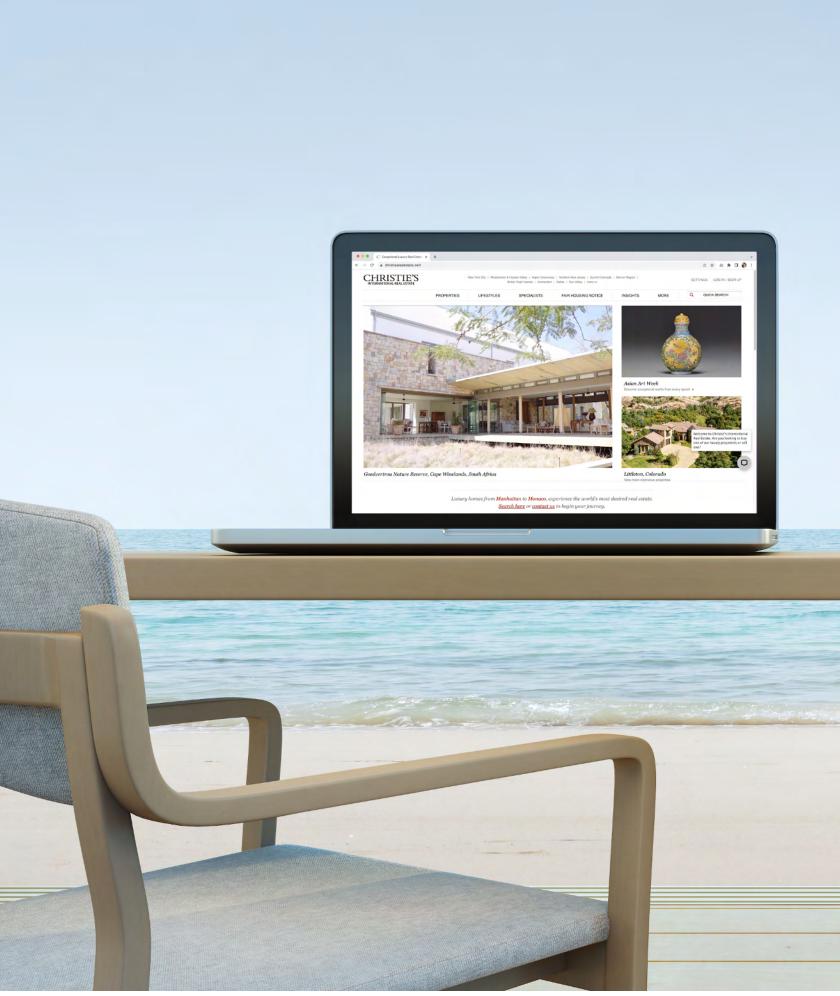
Christie's International Real Estate leverages digital ad platforms to target high-net-worth individuals and luxury lifestyle connoisseurs through leading real estate, business, and luxury media, and on the Google Display Network.

Social Media

Christie's International Real Estate engages with more than one million users per month in 150 different countries on its social media channels.

Luxury Defined Blog

Notable listings from our global luxury network are regularly featured alongside magazine-quality editorial content on Christie's International Real Estate's Luxury Defined blog. Blog content is delivered weekly via email to more than 9,000 subscribers and enjoys an impressive 50% open rate.



The Website

ChristiesRealEstate.com, along with the websites of our affiliated brokerages, gives clients' properties global digital exposure, with the added benefit of syndication to major publications including Financial Times, James Edition, Zaobao and The New York Times. Property descriptions are translated into 19 languages, and the website reaches an audience of millions through sophisticated search engine marketing and inbound campaigns. High-definition videos and SEO-optimized content greet qualified visitors, 60% of whom are outside of the United States.







Public Relations

A global PR strategy results in high-profile editorial coverage for Christie's International Real Estate properties around the world. Homes have been featured in more than 150 digital and print outlets including The New York Times, The Wall Street Journal, Forbes, Bloomberg Pursuits, Mansion Global, Architectural Digest, and Financial Times.

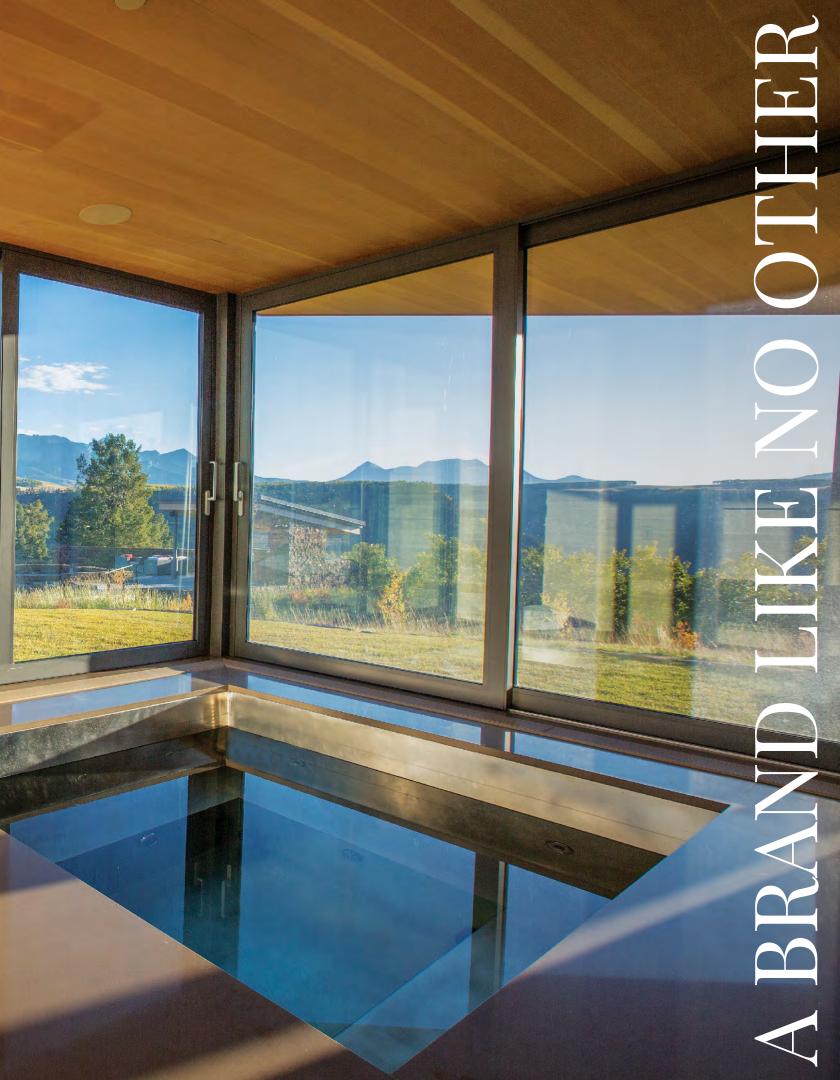


Inspired Design

Great graphic design doesn't just command attention; it inspires confidence and builds trust. At Christie's International Real Estate, an award-winning team of in-house creatives take design seriously, and it shows. Beautiful artwork, incisive copy, and thoughtful execution combine to reinforce the luxury positioning of the Christie's International Real Estate brand and the remarkable homes we represent.











Art, In Place

Transcending traditional luxury marketing venues, Christie's International Real Estate showcases listings at Christie's auction sales, as well as some of the most exclusive events around the globe. Marketing homes alongside one-of-a-kind items in art, jewelry, wine, and other collectibles, Christie's International Real Estate reaches a rarefied audience while enhancing the desirability of clients' properties.



Authenticity is paramount in the world of art, and so too in luxury real estate. Representing the world's finest homes is a responsibility we revere and a privilege we cherish. From discreet expert counsel, to tailored service and strategy, to unique and comprehensive marketing, no one sells luxury property quite like Christie's International Real Estate. We invite you to experience the best in residential brokerage from the global leader in luxury.





CHRISTIE'S INTERNATIONAL REAL ESTATE PARK CITY