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Sotheby's International Realty Launches Redesigned Website.

CINCINNATI, Ohio. (July 18, 2011) – Sotheby's International Realty Affiliates LLC announced the launch of a redesigned website, www.SothebysRealty.com. The website utilizes technologies to enhance the user experience including advanced search capabilities and versatile search options that allow users to define and refine how they want to search, whether by lifestyle or amenity.

The home page displays a rotation of some of the network's most striking homes. When users mouse over the image, interactive boxes with additional information about the property appear, increasing overall search engine optimization.

Every listing is accompanied by a unique property slide show video that allows viewers to listen to narration in their preferred language. Property list price also is displayed in dozens of currencies; all updated daily with the latest exchange rates.

Says Wendy Purvey, chief marketing officer: *"Our content is translated by native speaking professional translators with real estate expertise, not computer translations," said Purvey. "It 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. This offers the local real estate consumer the ability to do research in their own language and enables our listing inventory to be picked up by local search engines."*

When contemplating a move or relocation, be it across town or to another city – such as Cincinnati or Northern Kentucky, the Sotheby's International Realty website is the first place thousands upon thousands of people go to. The Sotheby's International Realty network currently has 12,000 sales associates located in over 560 offices in 45 countries and territories worldwide, all dedicated to the highest quality of service for their clients.

To visit the Robinson Sotheby's International website: www.RobinsonSIR.com

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