

Powerful Global Reach Deep Local Roots

What does the exclusive affiliation between Christie's International Real Estate and Jess Reid Real Estate mean for you?

It means that when you do business with us you are getting the knowledge and successful background of a local company. Jess Reid Real Estate is the only brokerage in Park City that has not sold out, merged or gone out of business for more than 28 years and is still run by its' founder Jess Reid.

As the only luxury real estate company wholly owned by a fine art auction house, Christie's International Real Estate holds an enviable position as an industry leader with intimate ties to one of the most respected names in the world. Leveraging a dynamic relationship with Christie's allows for a remarkable depth of national and international exposure.

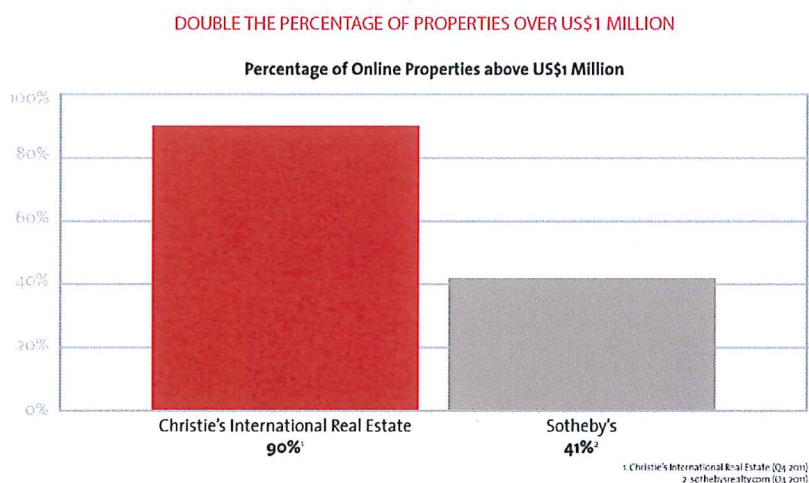
Building upon a tradition of exceptional client service and mastery in luxury marketing, Christie's implemented an innovative real estate venture in 1995. Christie's International Real Estate was formed to satisfy the lifestyle requirements of a discerning clientele, integrating centuries of experience with a hand-selected network of talented brokers. The marketing of fine art and high-value properties proved to be a natural combination, resulting in a real estate powerhouse driven by the passion and success of the Christie's name and the local connections and expertise of qualified real estate agents.

The Affiliate network spans the globe with more than 130 Affiliates in 42 countries, operating out of 1,000 offices with more than 34,000 sales associates. Each Affiliated company is required to meet a set of scrupulous standards before they are invited to join the network. To qualify, an Affiliate must demonstrate an established track record in the marketing and sale of distinctive properties, as well as a sterling reputation for excellence in customer service. Jess Reid Real Estate is the only exclusive affiliate of Christie's in Utah.

Join us and experience the best of all worlds in a real estate company.

COMPARATIVE SUMMARY

Christie's International Real Estate outperforms the competition in numerous categories, including percentage of high-end properties online and the depth and reach of our network.



- Christie's International Real Estate is the only real estate network wholly owned and operated by a fine art auction house.

Sotheby's International Realty (SIR) is owned by Realogy and licenses the name "Sotheby's International Realty" from Sotheby's auction house.

- The Christie's International Real Estate network is more than twice the size of its nearest competitor, with over 1,095 offices and 32,200 sales associates around the globe.

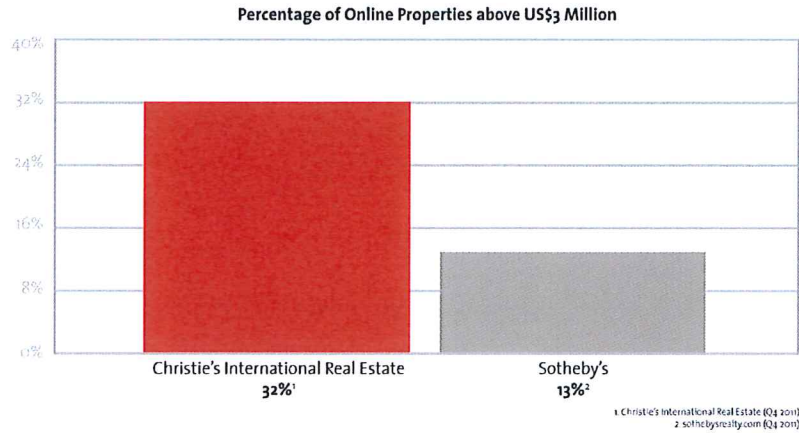
Sotheby's International Realty has 580 offices and 12,000 sales associates.



Jess Reid Real Estate

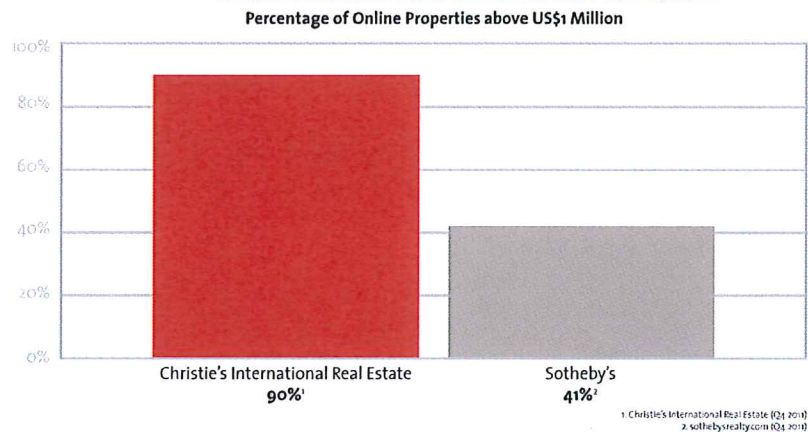
EXCLUSIVE MEMBER OF
CHRISTIE'S
INTERNATIONAL REAL ESTATE

MORE THAN DOUBLE THE PERCENTAGE OF PROPERTIES OVER US\$3 MILLION



- Christie's International Real Estate has sold some of the highest-priced residential properties in the world during 2011, including The Manor in Holmby Hills at US \$85 million. The seller was Candy Spelling and the buyer was 21-year-old Formula One racing heiress Petra Ecclestone.
- Christie's is the world's leading art business, with 2010 art sales of over US \$5 billion. This stunning total includes the most expensive work of art ever to sell at auction, Pablo Picasso's *Nude, Green Leaves and Bust*, which was sold for US \$106.5 million in 2010.

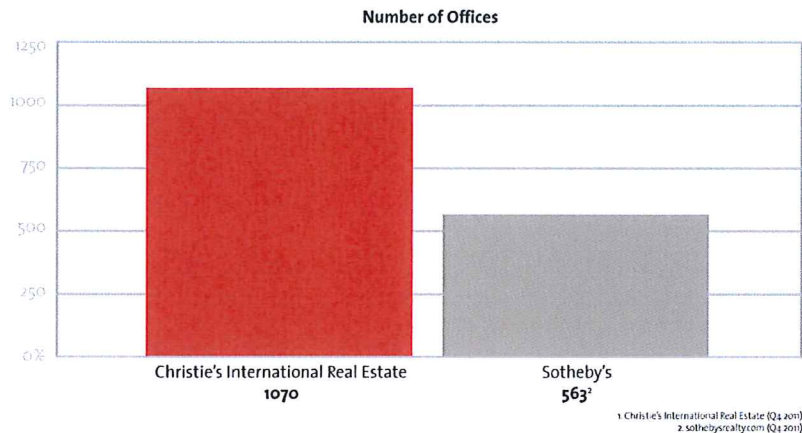
DOUBLE THE PERCENTAGE OF PROPERTIES OVER US\$1 MILLION



Jess Reid Real Estate

EXCLUSIVE AFFILIATE OF
CHRISTIE'S
INTERNATIONAL REAL ESTATE

NEARLY DOUBLE THE NUMBER OF OFFICES WORLDWIDE



- Christie's has implemented a real estate referral incentive plan for all 2,000 auction employees, which has led to:
 - 166 referrals totaling more than US \$1 billion in real estate sales for Christie's International Real Estate Affiliates in 2011
 - Christie's representatives having one-on-one discussions with top-1,000 auction clients (the world's ultra-wealthy) regarding their current and future real estate needs.
 - Christie's implementing an outreach campaign to contact the 170,000 additional art house clients regarding their real estate needs.

ALMOST THREE TIMES THE NUMBER OF AGENTS ACROSS THE GLOBE

