

---

# RE/MAX

ESTATE PROPERTIES

---





What's

# INSIDE

1

WHO WE ARE

4

MARKET  
ANALYSIS

2

THE  
RE/MAX AGENT

5

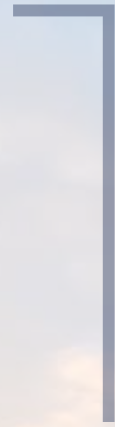
THE  
TRANSACTION

3

MARKETING

6

OUR CAUSE



# WHO WE ARE

Established in 1984, founder Sandra Sanders gained momentum with a loyal following, and an outstanding track record for supporting agents, their buyers, and their sellers. James Sanders joined his mother in 1989, as Broker and Co-Owner. Together with his brother, John (CTO) and sister, Diane (CMO) they have taken RE/MAX Estate Properties to new levels.

**Recently named one of LA County's largest independently owned real estate brokerages**

**#1 in real estate sales volume in the South Bay every single year since 2010**

**Consistently ranked in the top 4 in sales volume for the Greater Los Angeles area**

# WE ARE THE COAST

## BEVERLY HILLS

9454 Wilshire Blvd., Suite 600  
Beverly Hills, CA 90212  
310.205.0050

## EL SEGUNDO

402 Main Street  
El Segundo, CA 90245  
310.322.1425

## PALOS VERDES - MALAGA COVE

63 Malaga Cove Plaza  
Palos Verdes Estates, CA 90274  
310.378.9494

## MANHATTAN BEACH

1040 Manhattan Beach Blvd.  
Manhattan Beach, CA 90266  
310.376.2225

## MANHATTAN BEACH / DOWNTOWN

1401 Highland Avenue  
Manhattan Beach, CA 90266  
310.937.5700

## MARINA DEL REY / VENICE

124 Washington Blvd.  
Marina Del Rey, CA 90292  
310.577.5300

## PALOS VERDES - MIRALESTE

5 Miraleste Plaza  
Rancho Palos Verdes, CA 90275  
310.831.0222

## REDONDO BEACH

1720 S. Elena Avenue  
Redondo Beach, CA 90277  
310.378.7747

## PALOS VERDES - SILVER SPUR

450 Silver Spur Road  
Rancho Palos Verdes, CA 90275  
310.544.9999

## TORRANCE

23740 Hawthorne Blvd.  
Torrance, CA 90505  
310.378.9889

## WEST LOS ANGELES

10500 Pico Blvd.  
Los Angeles, CA 90064  
310.559.5570

## WESTCHESTER / SILICON BEACH

7131 W. Manchester Avenue  
Los Angeles, CA 90045  
310.802.6000



# 2020 SNAPSHOT: CALIFORNIA

## WE'RE EXPERIENCED

**17.2**

AVERAGE YEARS  
IN REAL ESTATE

**8.5**

AVERAGE YEARS  
WITH RE/MAX

## WE'RE PRODUCTIVE

**9.28 SIDES**

AVERAGE RESIDENTIAL  
TRANSACTION SIDES PER AGENT

## WE'RE THRIVING

**345**

OFFICES

**6,461**

AGENTS

## WE GET RESULTS

**60,522**

RESIDENTIAL  
TRANSACTION SIDES

RE/MAX: A POWERFUL  
NETWORK OF OVER

**135,000+**

AGENTS

HELPING BUYERS AND  
SELLERS IN MORE THAN

**110+**

COUNTRIES & TERRITORIES

# GLOBAL REACH

Having access to thousands of international referral sources is key to finding qualified buyers and sellers.

Los Angeles County offers a diverse cultural population and is a desirable destination for international buyers.

**130,000+**  
ASSOCIATES

**110+**  
COUNTRIES

  
WORLDWIDE  
NETWORK

  
GLOBAL  
RECOGNITION

# THE WORLDWIDE RE/MAX NETWORK

## **NORTH AMERICA**

- Canada
- Mexico
- United States

## **SOUTH AMERICA**

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Ecuador
- Guyana
- Peru
- Suriname
- Uruguay
- Venezuela

## **CENTRAL AMERICA**

- Belize
- Costa Rica
- El Salvador
- Guatemala
- Honduras
- Nicaragua
- Panama

## **CARIBBEAN**

- Anguilla
- Antigua & Barbuda
- Aruba
- Bahamas
- Barbados
- Bonaire

- British Virgin Islands
- Cayman Islands
- Curacao
- Dominica
- Dominican Republic
- Guadeloupe
- Grenada
- Haiti
- Jamaica
- Puerto Rico
- St. Barthelemy
- St. Kitts
- St. Lucia
- St. Maarten
- St. Vincent
- Trinidad & Tobago
- Turks & Caicos
- US Virgin Islands

## **EUROPE**

- Albania
- Austria
- Belarus
- Belgium
- Bosnia & Herzegovina
- Bulgaria
- Croatia
- Czech Republic
- Denmark
- England
- Estonia
- Finland
- France
- Germany
- Greece
- Hungary

- Iceland
- Ireland
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Malta
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Scotland
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Wales

## **MIDDLE EAST**

- Bahrain
- Egypt
- Israel
- Kuwait
- Lebanon
- Oman
- Qatar
- Saudi Arabia
- Turkey
- United Arab Emirates

## **AFRICA**

- Algeria

- Botswana
- Cape Verde
- Mauritius
- Morocco
- Mozambique
- Namibia
- Seychelles
- South Africa
- Zambia
- Zimbabwe

## **ASIA/PACIFIC**

- Australia
- Bhutan
- China
- Guam
- India
- Indonesia
- Japan
- Micronesia
- Mongolia
- Nepal
- New Zealand
- Northern Mariana Islands
- Philippines
- Republic of Palau
- Singapore
- South Korea
- Sri Lanka
- Thailand

An aerial photograph of a residential neighborhood during sunset. The sky is a mix of blue, orange, and yellow, with scattered clouds. The houses below have red-tiled roofs and are surrounded by greenery. A large, thin, grey number '2' is centered in the upper half of the image, overlaid on a semi-transparent white rectangular area.

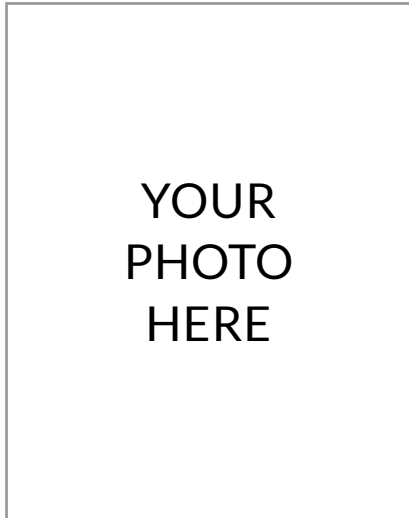
# 2

## THE RE/MAX AGENT

RE/MAX Estate Properties focuses on the agent for transactional success and client satisfaction.

Your RE/MAX Estate Properties agent is assisted by an innovative marketing team, in-house risk management, and a strong systemized transaction approach.





# JOE AGENT

Title | DRE# 00000000

**Cell #**

**Email**

**Website**

RE/MAX Estate Properties  
1040 Manhattan Boulevard  
Manhattan Beach, CA 90266  
310.802.2260



<Client Testimonial>

Lent maximus am sint as apere iliciist fugiam essedis ipsandam et la voluptam restio volorerum, simagnitatis rest dercitiur, ea con cullupi scidis doluptia que odicid moluptatem ut quibus similis eum es doluptatur? Quis et, con proviti blacepe vel imolo inim in conem re nam hit am volupta tioreped quo omnis accatum recepudae illitat iissit doluptame volo voloreri ulpa ducius apellup taquis que sitas volut ipieni adicimin rempor samet aestibus quate qui renectemost, quundae exere nobita volores ectotatus pa doluptati test que dus et, cum vel maximustrum quiam ilictur aut enisitat aut et vitas alic to occum quibus conectas este lam quam, qui sus mos es sim consed ut aut quo ex et lit ex esequam vid ut late peri solorep.

– Name

# MEET JOE AGENT

<Bio>

Vit eos qui ante erumentem quos as dunt que re preped quidend essimin  
essimos simpior acia dolessit moditas rarium eos natus repudit fugit pra il  
et quatemporia sae.

Caborem. Neque nobitat urehende et vollandigeni consed quo qui utatur?  
Xerae que cum elestium que pa vit expercidebis eossitae veria doluptur  
sande bis dit, iusam qui ant fugitis eicil iuntium qui ab is dolorepta voloruptur  
aborest adistiam conecepelia vellam, que perum eliquid emperferrum quis  
non remperio et ma quia volupta ssimillab inciis nobis et reicipit, sitiae  
con con plaborum que vel explatem quasimo verum a de remquam asped  
et laborep udaest, sime accate volorpos ipic temodipis doluptae pe latur,  
quate remquatatem rera cus ea con con pratur solores tiusdae cum volenti  
busaped ut quatemqui inimus demposae laccabo rehenet uremperum am,  
offic tectusam, imus et aut repel excesciat.

Ex evenis est, sa con re, quis ad expe pra inti aped et ent veriorerunt harum,  
con eosae sum consed mil ilignimus expe maximi, seque vitatis dolendam  
dolecto blabori ature, ilique maio ommos dis as est, sam, et esto beriore  
prem simil illentem fugitisqui quam vid maximpoe vit et harum sectem  
que voloris nonserum rem am fuga. Nem fuga.

# BEHIND THE AGENT



An aerial photograph of an industrial facility, likely a refinery or chemical plant, featuring numerous large, cylindrical storage tanks and complex piping. The facility is situated near a coastline with a sandy beach and the ocean. The sky is clear and blue. A large, semi-transparent white rectangle is overlaid on the center of the image, containing the text.

# 3

## MARKETING

Our powerful, cutting edge marketing platforms strategically focus on attracting buyers and selling homes. Using state-of-the-art tools, we carefully craft a story that guides the buyer through the home, highlighting the unique features and desired lifestyle it has to offer.

Using enhanced virtual resources, our custom marketing center generates both widespread local and global exposure. The elegant interactive property portal allows buyers to experience the home virtually as if they were there.



# INNOVATIVE MARKETING

## PREPARING YOUR HOME

- Review CMA
- Review Home's Features
- Set List Price
- Cleaning and Repairs
- Staging
- Install For Sale Sign/Lockbox

## MARKETING YOUR HOME

- Professional Photography
- Direct Mail Campaigns
- EBlast Campaigns
- Digital Target Marketing
- 2D Interactive Floorplans
- 3D Virtual Tours
- Paid Social Media Ad Campaigns
- Virtual Showings
- Aerial Drone Tours
- Social Marketing
- Agent Networking

## SHOWING YOUR HOME

- Home Sterilization
- Virtual Staging
- Guided Virtual Tours
- Drone Neighborhood Walks
- Virtual Open House
- Private Viewings
- Follow Ups

## RECEIVING AN OFFER

- Review Offer
- Negotiate
- Accept Offer
- Physical Inspection
- Termite Inspection
- Appraisal
- Set Up Warranty
- Sign Disclosures
- Complete Repair Requests

# DIGITAL EXPOSURE

## LOCALLY & NATIONALLY

[www.EPLAHomes.com](http://www.EPLAHomes.com)

## INTERNATIONAL CONNECTION

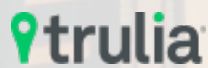
[Global.REMAX.com](http://Global.REMAX.com)

## MOBILE PLATFORM

RE/MAX Mobile APP

## DIGITAL FOOTPRINT

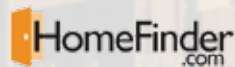
- SOCIAL MEDIA
- WEB TRACKING
- DIGITAL TARGET MARKETING
- MOBILE SYNDICATION
- VIRTUAL LISTING VIDEOS
- INTERACTIVE FLOOR PLANS
- INTERACTIVE VIRTUAL TOURS
- PROPERTY PORTAL

 trulia

 REDFIN

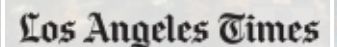
 realtor.com

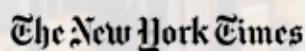
 Homes.com

 HomeFinder.com

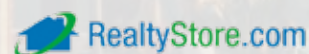
 YAHOO! HOMES

 WSJ

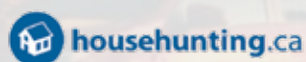
 Los Angeles Times

 The New York Times

 HomeGain.  
Your Real Estate Connection

 RealtyStore.com

 Zillow

 househunting.ca

 HOMES & Land

 MOVOTO



4

MARKET  
ANALYSIS

# THE WINDOW OF OPPORTUNITY

Sellers often make the mistake of wanting to price their homes high at the start, with the assumption that they can always reduce the price to a more realistic level later.

Tactical pricing isn't about getting the most for your home — it's about getting your home sold quickly at fair market value.







# LOOKING AT THE MARKET

## HOW DO I COMPARE?

- Sale Prices
- #Beds/Baths
- Square Footage
- Lot Size
- Location
- View
- Age
- Amenities
- Condition

## EMOTIONAL IMPACT

Your home's value is also determined by the emotional impact it has on potential buyers.

These emotions are based on design elements of your home such as recent upgrades, views, curb appeal, and interior colors.



5

THE  
TRANSACTION

# WE GOT AN OFFER – NOW WHAT?

## ANALYZE

Look over the terms and conditions of the offer.

## REASONING

What is the buyer's motivation for the offer?

## COST

Can the buyer afford it?

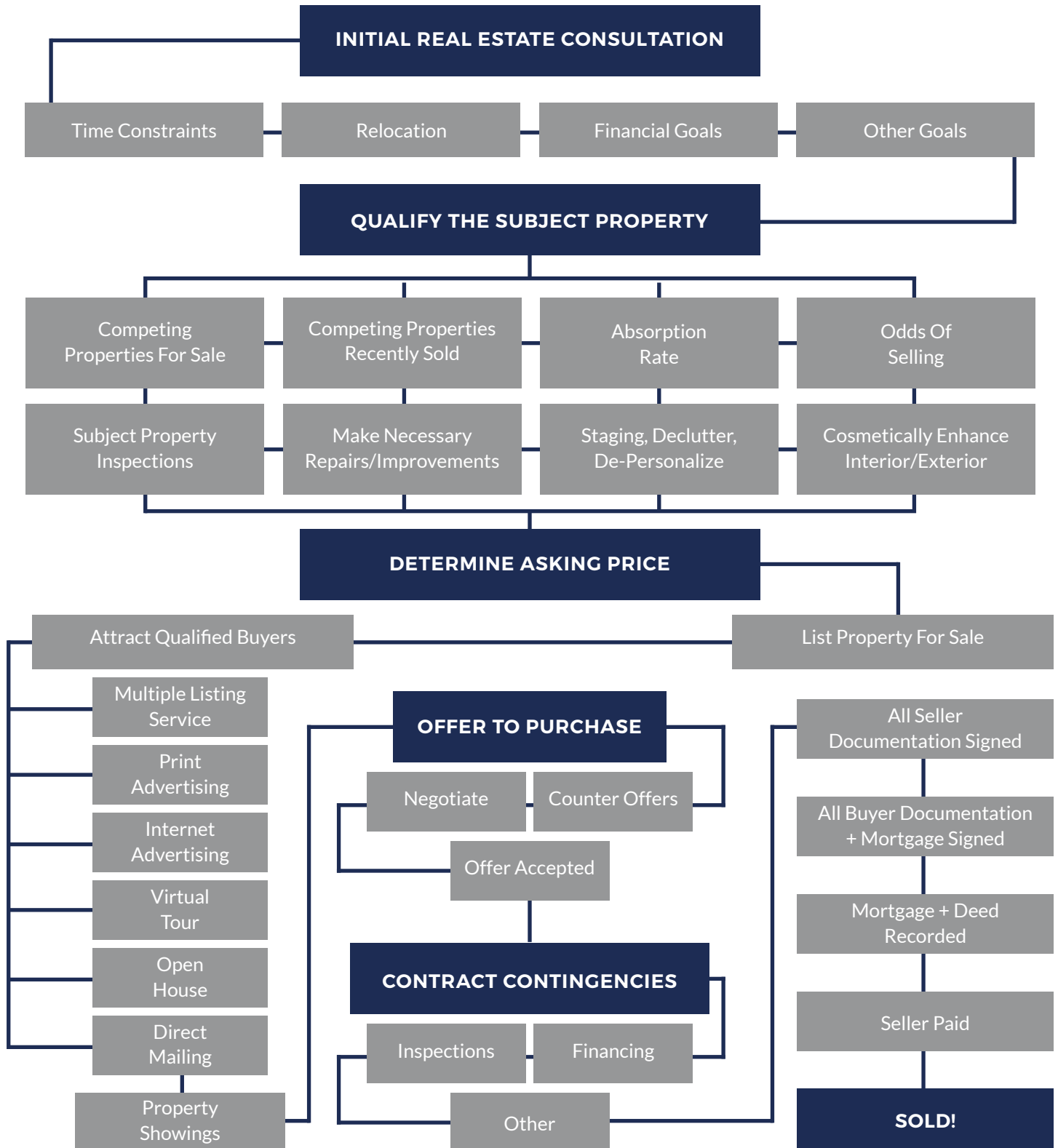
## TIMING

Does the timing match?

## NEGOTIATE

Craft a negotiating tactic to net the most \$

# CONTRACT TO CLOSE



# 6

## OUR CAUSE



**Children's  
Miracle Network  
Hospitals**  
Helping Local Kids

RE/MAX Estate Properties is proud to be the largest contributor to CHLA for over a decade, raising and donating over \$150,000 annually to Children's Miracle Network.

**This is the cause that  
matters most!**

- Casino Night
- Blood Drive
- Malibu Nautica Triathlon
- Comedy Magic Club
- Wine Tasting
- Miracle Home Program
- Toy Drive