



FIRSTTEAM®
REAL ESTATE

THANK YOU FOR THE OPPORTUNITY TO EARN YOUR BUSINESS

In today's market, more than ever, it is crucial that you have an agent with experience, knowledge and strong negotiation skills on your side. I've thrived through the real estate markets of the early 1980's with 21% interest rates, the 1990's with a recession similar to 2007-2012 and then the last few years in a competitive market, with multiple offers on many listings. You can be assured that I have the skills and knowledge necessary to exceed your expectations in getting your property sold, doing so in the least amount of time and getting the best price.

First Team and Sea Coast have partnered to create a company that is both local and global to give our clients the maximum exposure and results in the ever changing technological world that we live in. You will get the same personal service I have always provided with a much greater reach to buyers searching for their next purchase regardless of what application they choose. First Team is the #1 selling Independent Real Estate Company in Southern California. That combined with Sea Coast's success of selling North County Coastal has created the perfect team.

Enclosed are my marketing plan, resume, the importance of accurate pricing, relative articles, testimonials and examples of my current marketing materials, along with global marketing strategies from First Team. I hope you find this helpful in making your decision as to who you choose to handle the sale of your property.

Thank you for your time and consideration.

It's a good life!

Patty Keck

Resume

2019 | 2020

Sea Coast was purchased by First Team Real Estate.
2020 marks Patty's 40th year in the real estate industry, helping nearly 1000 families with their real estate transactions.

2016 | 2017 | 2018

Top 1% Realtor Nationwide.
Top Listing and Sales Agent with Sea Coast Exclusive Properties.
38TH consecutive year as a real estate consultant.

2015

Record setting year with over \$51,000,000 in sales. Ranked Top 20 in San Diego County.
Earned #1 Producer at Sea Coast Exclusive Properties. Top 1% Realtor Nationwide.

2014

Ranked in the top 50 of all agents in San Diego County (approx. 18,000 agents). Again earning the position as #1 Top Producer at Sea Coast Exclusive Properties for the 5TH consecutive year.
Top 1% of all agents nationwide.

2011 | 2012 | 2013

Finished the year as #1 TOP LISTING AGENT for Sea Coast Exclusive Properties company-wide.

2010

After 20 years with RE/MAX and 30 years of selling real estate, joined Sea Coast Exclusive Properties and earned #1 TOP SALES PRODUCER company wide.

2005 | 2006 | 2007 | 2008 | 2009

Received the prestigious Platinum Award and finished #1 top producing agent in the Encinitas RE/MAX office.
By October of 2007, Keck ranked #4 in California and Hawaii.

2004

Received the highest award offered at RE/MAX, the Chairman's Club.
#33 for California and Hawaii.
#77 nationally out of 77,000 agents.
#1 at RE/MAX Associates, Encinitas.

2001 | 2002 | 2003

Received the highest awards offered by RE/MAX based on volume and production.
Top 100 agent in California and Hawaii region.

2000

Awarded #26 Internationally with RE/MAX out of 56,000 agents. #13 California out of 7200+ agents.
RE/MAX associates' Top Producing Agent.

1994-2009

#1 Producing agent for RE/MAX Associates, Encinitas, as well as receiving the platinum award each year.

1993

#1 top producing agent for RE/MAX Associates. Received Platinum award in spite of declining market conditions. Patty increased market share and production each year throughout the real estate recession.

1992

Joined RE/MAX and in the first quarter earned her place as #5 producing RE/MAX agent in San Diego.
Winner of the 100% Club Award

1980-1991

Licensed real estate professional with Coldwell Banker and later Realty Executives in La Jolla.

Patty's **PROVEN** Marketing Plan:

1. Establish best list price to obtain top dollar for today's market. The most important part of marketing is price.
2. Recommend improvements or ways to stage your property for maximum appeal to buyers.
3. Professionally photograph property for a wide variety of uses during marketing time, including a virtual tour.
4. Submit property to the Multiple Listings Service (MLS) including the maximum amount of photographs, plus virtual tour, and supplemental text for added description of upgrades, schools, neighborhood, etc.
5. Email or deliver a copy of your MLS listing for your review and approval.
6. Distribute listing to thousands of national and international real estate search sites, including Zillow, Redfin, Realtor.com, Juwai, Luxury.com and etc.
7. Host a "Mega Open House" the first weekend on the market, additional open houses as needed.
8. Heavily advertise open house on all major real estate search sites, social media, The Coast News and an email announcing open house is sent to a variety of brokers and potential buyers.
9. Submit property to the broker caravan (open house). Provide refreshments and added incentives for agents to attend.
10. Present PowerPoint presentation at broker marketing session, which is open to all real estate agents in the North County area, prior to broker caravan.
11. Mail full color picture postcards to selected demographic areas.
12. Design high quality color brochure to be placed inside home for buyers and agents.
13. Create customized website with property address as URL. This will enable buyers to obtain all details regarding your property, schools and other pertinent information.

14. Install professional FOR SALE sign outside property and when needed, install directional sign.
15. Install custom sign rider with property website, QR code, and text code (Please see next page for more information on this).
16. Follow up on all showings and contact the agents for feedback, then pass this information on to you. Suggest changes based on buyer's objections or opinions if warranted.
17. Present your home every week with full color advertisements in various major publications such as The Coast News.
18. Design an email brochure and send it to all agents county-wide.
19. Personally answer ad and sign calls and promote the benefits of your property to potential buyers.
20. Contact top buyer's agents and personally tell them about your property and email them the MLS listing.
21. Aggressively negotiate on your behalf to obtain the best possible price and terms when presented with an offer.

OBJECTIVES:

1. To get as many qualified buyers as possible into your home until it is sold.
2. To keep you informed on all activities as they relate to your property.
3. To assist you in getting the highest possible dollar value for your property.

Patty Keck's YEAR TO DATE SALES 2020



ADDRESS	LIST PRICE	SALES PRICE	LIST/SALES RATIO	COE DATE	DAYS ON MARKET	REPRESENTED
Highway 79		\$95,000		2-4-20		Buyer
1155 Larksong Lane	\$2,099,000	\$1,975,000	94%	3-9-20	84	Seller
7341 Calle Conifera		\$1,299,000		3-11-20		Buyer
804 Woodside Lane		\$1,675,000		3-19-20		Buyer
3371 Calle Tres Vistas		\$3,400,000	Never went to MLS	6-24-20	0	Seller
3583 Corte Castillo		\$2,125,000		6-25-20		Buyer
3313 Avenida Anacapa	\$1,399,000	\$1,427,000	102%	7-1-20	3	Seller
3338 Cadencia	\$1,150,000	\$1,140,000	99%	7-10-20	14	Seller
703 Pascali Court		\$855,000		7-14-20		Buyer
922 Sealane #C	\$1,150,000	\$1,150,000	100%	7-15-20	8	Seller
255 Horizon	\$1,250,000	\$1,265,000	101%	7-31-20	7	Seller
1722 Gascony		\$1,125,000		8-4-20		Buyer
669 Sea Ridge		\$1,765,000		8-7-20		Buyer
940 Sealane #2		\$885,000		8-12-20		Buyer
6722 Bluepoint		\$1,149,000		8-17-20		Buyer
3478 Lilac Summit	\$1,999,000	\$1,990,000	99%	8-17-20	7	Seller

*Based on all sales through 8/17/20.

Average sold price: **\$1,763,857** | Average list/sold ratio: **99%** | Average Days On Market: **17**

Patty's **5 YEAR** Average COMPARED TO THE INDUSTRY



PATTY'S 5 YEAR AVERAGES*



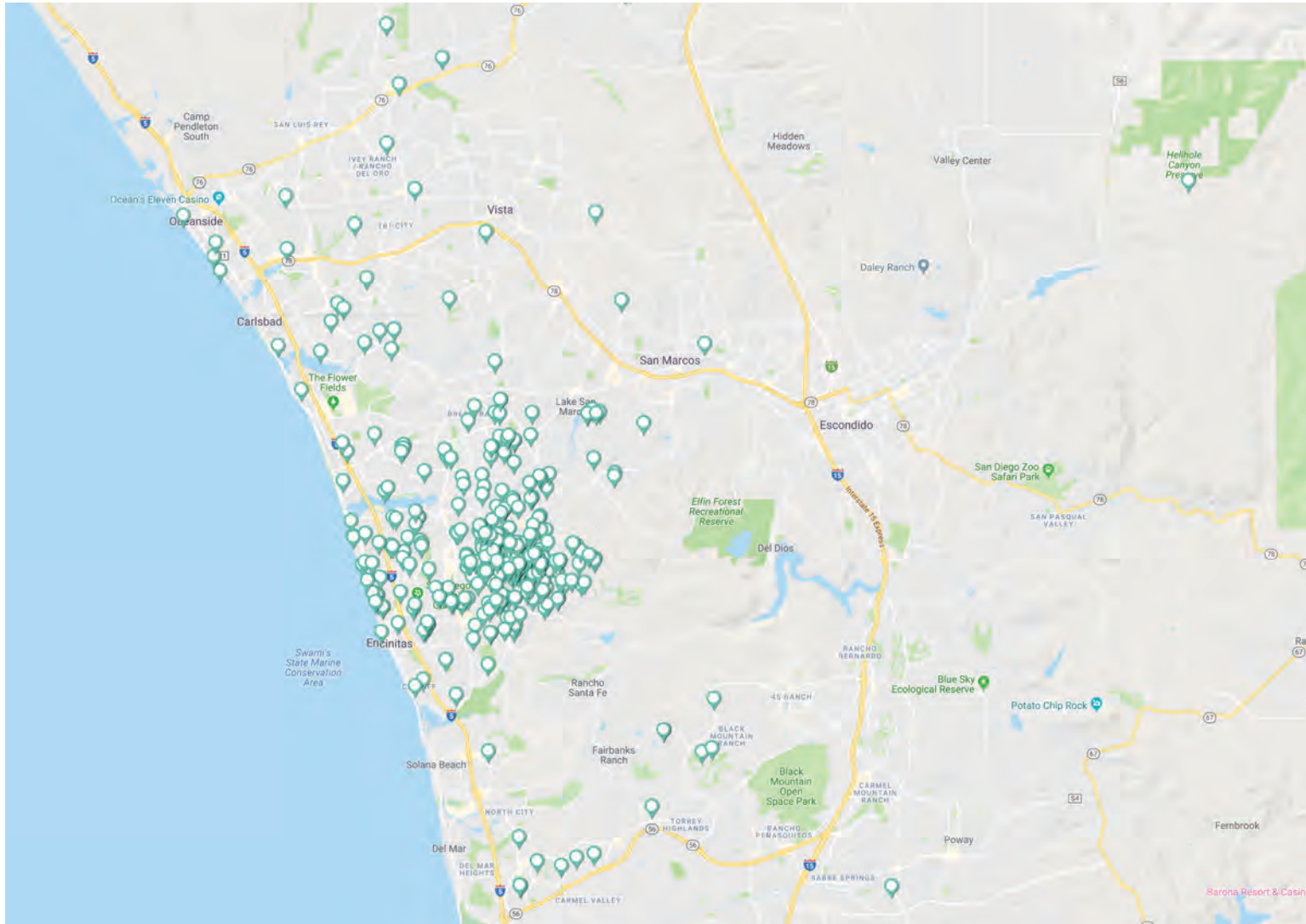
INDUSTRY 5 YEAR AVERAGES**



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Map of Homes **SOLD** by Patty



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Patty Keck's COMPLETE LIST OF SALES



2353 Carolyn Place, Encinitas
350 La Mesa, Encinitas
6978 Sandpiper, Carlsbad
515 Quail Pointe, Encinitas
286 Melrose, Encinitas
7459 Circulo Sequoia, Carlsbad
1976 Swallow Lane, Carlsbad
1549 Village View, Encinitas
1142 Lark Song, Encinitas
7450 Circulo Sequoia, Carlsbad
3246 Avenida Anacapa, Carlsbad
7964 Sitio Fresca, Carlsbad
3531 Calle Gavanzo, Carlsbad
1056 Lark Song, Encinitas
765 Val Sereno, Encinitas
3295 Avenida La Cima, Carlsbad
549 Sweet Pea, Encinitas
2922 Las Olas, Carlsbad
1379 Bello Mar, Encinitas
5572 Thoroughbred, Oceanside
1094 Bellingham Drive, Oceanside
7362 Corte Tomillo, Carlsbad
7515 Solano Street, Carlsbad
1154 Lark Song, Encinitas
1680 Meadowglen, Carlsbad
7317 Calle De Fuentes, Carlsbad
2620 Lone Jack, Encinitas
3318 Avenida Obertura, Carlsbad
6371 Keeneland, Bressi Ranch
4009 Carmel View, Carmel Valley
1327 Alycon, Carlsbad
811 Requeza, Encinitas
1052 Wiegand, Encinitas
130 Marcheta, Encinitas
3610 Corte Casera, Carlsbad
3230 Avenida De Sueno, Carlsbad
2198 Coast Avenue, Encinitas
735 Caudor, Encinitas
8341 Santaluz Village, Santa Luz
344 Sylvia, Encinitas
1668 San Pablo, San Marcos
3353 Avenida Nieve, Carlsbad
2018 14th Street, Encinitas

5078 Seashell Place, CV
1379 Bello Mar Drive, Encinitas
1316 San Julian Lane, San Marcos
3377 Lone Hill Lane, Encinitas
1619 Corte Orchidia, Carlsbad
1084 La Reina, San Marcos
3527 Corte Esperanza, Carlsbad
8066 Via Arce, Carlsbad
3603 Camino Arena, Carlsbad
288 Gardendale, Encinitas
1116 Rancho Encinitas
3537 Dove Hollow, Encinitas
1680 Meadowglen, Encinitas
7943 Sitio Vaquero, Carlsbad
2870 Avenida Cereza, Encinitas
468 Prosperity Drive, San Marcos
1466 Misty Sea Way, Encinitas
2152 Cosmo Way, San Marcos
929 Neptune, Encinitas
512 Latigo Row, Encinitas
3368 Avenida Nieve, Carlsbad
239 Meadow Vista, Encinitas
251 Cam De Las Flores, Encinitas
5236 Naranja, San Diego
350 Shawn Elise Way, Encinitas
1732 E Pointe Avenue, Carlsbad
3461 Camino Corte, Carlsbad
2954 Las Olas, Carlsbad
7949 Sitio Redonda, Carlsbad
567 Hygeia Avenue A, Encinitas
955 Stoneridge, San Marcos
3109 La Costa Avenue, Carlsbad
7552 Montien, Carlsbad
8067 Via Arce, Carlsbad
3478 Lilac Summit, Encinitas
2353 Carolyn Place, Encinitas
922 Sealane C, Encinitas
3572 Avenida Pantera, Carlsbad
1318 Savannah Lane, Carlsbad
6860 Seaspray, Carlsbad
6754 Camino Del Prado, Carlsbad
3452 Corte Curva, Carlsbad
5499 Papagallo, Oceanside

1871 Haymarket, Encinitas
2520 Foothill, Vista
5290 El Arbol Drive, Carlsbad
2162 Mountain Vista Drive, Encinitas
7260 Circulo Papayo, Carlsbad
2072 Wandering Road, Encinitas
3452 Camino Corte, Carlsbad
1640 Corte Orchidia, Carlsbad
436 Brenna Court, Encinitas
7285 Calle Conifera, Carlsbad
375 Via Montanosa, Encinitas
567 Forrest Bluff, Encinitas
1668 San Pablo, San Marcos
3461 Glen Avenue, Carlsbad
3344 Avenida Obertura, Carlsbad
3469 Corte Fortuna, Carlsbad
4637 Park Drive #13, San Diego 7961
Paseo Esmerado, Carlsbad 3364
Lone Hill Lane, Encinitas
3025 Camino Serbal, Carlsbad
2297 Ivy Road, Oceanside
8060 Corte Sasafras, Carlsbad
3452 Camino Corte, Carlsbad
3265 Brookside Lane, Encinitas
215 2nd Street #103, Encinitas
8341 Santaluz Village Green E., SL
3549 Corte Dulce, Carlsbad
3594 Corte Luisa, Carlsbad
3476 Corte Sonrisa, Carlsbad
4112 Kerwood Court, Spring Valley
3728 Arapaho, Carlsbad
7552 Montien, Santa Luz
7325 Corte Tomillo, Carlsbad
262 Via Del Cerrito, Encinitas
725 Bracero, Encinitas
3070 Camino Limero, Encinitas
3109 La Costa, Carlsbad
7104 Almaden, Encinitas
900 Bracero, Encinitas
7931 Corte Domingo, Carlsbad
7910 Sitio Catana, Carlsbad
1102 Kildeer, Encinitas
2950 Rancho Cortes, Carlsbad

1705 Blackbird, Carlsbad
6946 Brass Place, Carlsbad
2711 Socorro, Carlsbad
736 Caudor, Encinitas
3444 Corte Fortuna, Carlsbad
1102 San Pablo, San Marcos
2850 Avenida Cereza, Carlsbad
352 La Mesa, Encinitas
3051 Camino Serbal, Carlsbad
3519 Corte Esperanza, Carlsbad
7947 Sitio Solana, Carlsbad
2611 Acuna Court, Carlsbad
3321 Camino Coronado, Carlsbad
100 Sportfisher #103, Oceanside
27364 Kiavo Drive, Valley Center
2405 La Tinada, San Marcos
7867 Sitio Abeto, Carlsbad
7942 Sitio Redonda, Carlsbad
119 Village Run West, Encinitas
2173 Edinburg, Cardiff
1719 Kinglet, San Marcos
409 Willowspring Drive N., Encinitas
3012 Camino Serbal, Carlsbad
1601 S Pacific St #A4, Oceanside
2319 Caringa Way #58, Carlsbad
209 Godfrey, Oceanside
2713 Paradise Road, Bressi Ranch
3319 Avenida Obertura, Carlsbad
3420 Adams Run, Encinitas
3228 Circa De Tierra, Encinitas
2401 Summerhill, Encinitas
215 2nd Street #103, Encinitas
1159 Saxony, Encinitas
14428 Rancho Santa Fe Lakes, RSF
3070 Camino Limero, Carlsbad
7675 Galleon Way, Encinitas
1912 Ursina, Encinitas
8371 Haaland Glen, Del Sur
7940 Sitio Solana, Carlsbad
961 Brittany, Encinitas
3007 Rancho Del Canon, Carlsbad
3545 Corte Dulce, Carlsbad
900 Bracero, Encinitas

1316 Blue Heron, Encinitas
3715 Copper Crest, Carlsbad
3452 Camino Corte, Carlsbad
8057 Sitio Toledo, Carlsbad
38220 Highway 94, Pauma Valley
7967 Calle Posada, Carlsbad
3523 Corte Esperanza, Carlsbad
852 Genoa, San Elijo
2825 Carrillo Way, Carlsbad
8108 Calle Catalonia, Carlsbad
3265 Brookside Lane, Encinitas
3311 Corte Del Cruce, Carlsbad
601-603 Neptune, Encinitas
3603 Corte Castillo, Carlsbad
8003 Sitio Caucho, Carlsbad
3221 Piragua, Carlsbad
3207 Corte Bosque, San Marcos
3571 Corte Rosado, Carlsbad
1757 Sky Loft, Encinitas
1741 Gascony, Encinitas
2804 Rancho Costero, Encinitas
1381 Ranch Road, Encinitas
865 Genoa, San Marcos
3372 Corte Panorama, Carlsbad
6629 Santa Isabe, Carlsbad
2401 Solazar, Carlsbad
1466 Lauren Court, Encinitas
3332 Calle San Blas, Carlsbad
3320 Corte Del Cruce, Carlsbad
3650 Fortuna Ranch, Encinitas 4447
Calle Mar de Armonia, CV 6959 Via
Mariposa Norte, Bonsall 3488
Camino Largo, Carlsbad 3433 Lone
Jack Road, Encinitas 523
Anchorage, Carlsbad
2976 Camino Serbal, Carlsbad
453 Willowspring Drive N., Encinitas
457 Via Ultimo, Encinitas
3594 Corte Luisa, Carlsbad
7946 Sitio Vaquero, Carlsbad
6249 Paseo Alta Rico, Carlsbad 2940
Cacatua, Carlsbad
3016 Cadencia, Carlsbad

Patty Keck's COMPLETE LIST OF SALES



2890 Rancho Cortes, Carlsbad
3371 Calle Tres Vistas, Encinitas
1945 Avenida La Posta, Encinitas
739 Avenida Abeja, San Marcos
555 Lynwood Drive, Encinitas
4670 Barcelona Way, Oceanside
3462 Camino Largo, Carlsbad
8108 Calle Catalonia, Carlsbad
7687 Circulo Sequoia, Carlsbad
3313 Avenida Anacapa, Carlsbad
902 Passiflora, Encinitas
3632 Chesire Avenue, San Diego
341 Via Almansa, Encinitas
3402 Calle Margarita, Encinitas
1751 Sienna Canyon, Encinitas
3310 Avenida Anacapa, Carlsbad
3472 Calle Margarita, Encinitas
1208 Rancho Encinitas, Carlsbad
3403 Via Monte Verde, Encinitas
1608 Caminito Barlovento, La Jolla
3523 Corte Esperanza, Carlsbad
1836 Stonebrook Lane, Encinitas
1912 Ursina Place, Encinitas
8050 Calle Pinon, Carlsbad
12469 Hickory Court, San Diego
7932 La Capela, Carlsbad
3376 Avenida Nieve, Carlsbad
1111 Eureka, San Diego
3028 Avenida Ciruela, Carlsbad
974 Glen Arbor, Encinitas
2164 Avenida Toronja, Carlsbad
4447 Calle Armonia, Carmel Valley
2412 Calle San Miguel, Encinitas
8067 Avenida Secreto, Carlsbad
361 Rancho Santa Fe Road, Encinitas
432 Edgehill, Encinitas
3805 Sierra Morena, Encinitas
2458 Calle San Clemente, Carlsbad
3484 Camino Largo, Carlsbad
7913 Vista Canela, Carlsbad
2327 Hartford, San Diego
27721 Highway 79, Pala
27713 Highway 79, Pala
7759 Calle Mejor, Carlsbad
2409 Jacaranda, Carlsbad

444 El Camino Real #147, Encinitas
3007 Rancho Del Canon, Carlsbad
6646 Elegant Tern Place, Carlsbad
915 Nardo, Encinitas
4786 Beaumont, San Diego
6767 Friars Road, San Diego
1412 Ocean Crest, Carlsbad
7991 Paseo Esmerado, Carlsbad
176 Grandview, Encinitas
762 Sparta Drive, Encinitas
175 Grandview, Encinitas
4005 Carmel View, Carlsbad
1825 Eastwood Lane, Encinitas
3537 Corte Esperanza, Carlsbad
3545 Corte Esperanza, Carlsbad
7969 Paseo Esmerado, Carlsbad
6586 Petunia Place, Carlsbad
1564 Lake Drive, Encinitas
8135 Paseo Taxco, Carlsbad
248 Hillcrest, Encinitas
6709 Cantil, Encinitas
13552 Jadestone Way, CV
355 Via Montanosa, Encinitas
7348 El Fuerte, Carlsbad
3444 Camino Alegre, Carlsbad
3460 Corte Sonrisa, Carlsbad
3583 Corte Castillo, Carlsbad
24539 Del Amo, San Diego
3686 Lone Dove, Encinitas
3602 Corte Luisa, Carlsbad
172 Las Canas, Solana Beach
292 Chinquapin, Carlsbad
2140 Orinda, Encinitas
7985 La Brusca, Carlsbad
12467 Golden Eye, Poway
3450 Corte Sonrisa, Carlsbad
3588 Corte Castillo, Carlsbad
3471 Paseo Ancho, Carlsbad
7995 Paseo Emerado, Carlsbad
350 Luiseno Avenue, Oceanside
4786 Beaumont, San Diego
3453 Bumann, Encinitas
235 Lolita, Encinitas
3187 Lone Jack, Encinitas
652 Matagual, Vista

2959 Lone Jack, Encinitas
3584 Avenida Pantera, Carlsbad
2150 Whisperwind, Encinitas
5151 Bella Collina, Encinitas
7948 Paseo Esmerado, Carlsbad
3436 Cameo Drive, Oceanside
7987 Paseo Esmerado, Carlsbad
5216 Maynard, San Diego
3250 Venado, Carlsbad
3033 Camino Serbal, Carlsbad
1499 Cascadia Lane, Encinitas
4094 Mississippi, San Diego
1645 Willowhaven, Encinitas
1961 Avenida Joaquin, Carlsbad
1434 Lauren Court, Encinitas
1416 Wildmeadow, Encinitas
3408 Camino Corte, Carlsbad
1350 Las Flores, Encinitas
2348 Summerwind, Encinitas
8003 Paseo Esmerado, Carlsbad
3566 Avenida Pantera, Carlsbad
1959 Misty Circle, Encinitas
3524 Avenida Pantera, Carlsbad
2892 Camino Serbal, Carlsbad
6959 Via Mariposa, Encinitas
2363 Casa Hermosa, Encinitas
7961 Via Orilla, Carlsbad
8016 Paseo Esmerado, Carlsbad
2525 Burgener, San Diego
3425 Camino Corte, Carlsbad
554 Cole Ranch Road, Encinitas
7996 Paseo Esmerado, Carlsbad
1952 Galveston, San Diego
508 Kristen Court, Encinitas
606 Stanley Street, Oceanside
3419 Corte Sonrisa, Carlsbad
2414 Summerhill Drive, Encinitas
2238 11th Street, Encinitas
3537 Corte Esperanza, Carlsbad
8004 Paseo Alisa, Carlsbad
2167 Avenida Toronja, Carlsbad
7878 Paseo Almendro, Carlsbad
3587 Corte Castillo, Carlsbad
830 Jamaica Court, San Diego
3450 Corte Sonrisa, Carlsbad

2968 Avenida Ciruela, Carlsbad
2996 Camino Serbal, Carlsbad
1629 Willowhaven Road, Encinitas
3383 Avenida Nieve, Carlsbad
2843 Camino Serbal, Carlsbad
43976 Alencon Court, Carlsbad
7954 Sitio Nispero, Carlsbad
24539 Del Amo Road, San Diego
2921 Via Pepita, Carlsbad
2918 Sombrosa Street, Encinitas
3377 Avenida Nieve, Carlsbad
2912 Via Pepita, Encinitas
8050 Calle Pinon, Carlsbad
7912 Via Ensenada, Carlsbad
3220 Corte Del Cruce, Carlsbad
3286 Avenida Del Alba, Carlsbad
3594 Corte Luisa, Carlsbad
1610 Avenida La Posta, Carlsbad
3554 Camino Arena, Carlsbad
1658 Avenida La Posta, Carlsbad
2968 Avenida Ciruela, Carlsbad
8067 Avenida Secreto, Carlsbad
2843 Camino Serbal, Carlsbad
3250 Venado, Carlsbad
1520 Calle Narcisos, Carlsbad
1345 Eolus, Encinitas
1211 Windstar, San Diego
1321 Calle Goya, Carlsbad
2216 Summerhill, Encinitas
3491 Camino Corte, Carlsbad
3314 Avenida, Anacapa Carlsbad
6193 Wolfstar, San Diego
2334 Keats Place, Carlsbad
2614 Half Dome, Carlsbad
3727 Linda Vista, San Marcos
3301 Avenida Anacapa, Carlsbad
3376 Lone Hill, Encinitas
7928 Avenida Diestro, Carlsbad
2200 Camino Robledo, Carlsbad
2979 Lone Jack Road, Encinitas
3418 Circulo Adorno, Carlsbad
468 Sandalwood, Encinitas
7915 Corte Cardo, Carlsbad
4247 Arden, Encinitas
3468 Corte Curva, Carlsbad

3321 Corte Verso, Carlsbad
2440 Pamo, Ramona
3273 Rim Rock, Encinitas
1411 Willowgreen, Encinitas
2289 Eastbrook, Vista
7946 Sitio Vaquero, Carlsbad
2711 Socorro Lane, Carlsbad
3433 Lone Jack Road, Encinitas
13097 Dressage Lane, Carmel Valley
3602 Corte Luisa, Carlsbad
3425 Camino Corte, Carlsbad
2247 Via Tiempo, Encinitas
435 Dunsmore, Encinitas
3338 Camino Coronado, Carlsbad
4575 Vereda Mar Ponderosa, CV
5462 Coach Lane, Carmel Valley
7976 Paseo Esmerado, Carlsbad
4706 Caminito Eva, Carmel Valley
2320 La Costa Avenue, Carlsbad
3468 Paseo Ancho, Carlsbad
352 Winsome, Encinitas
2855 Vista Mariana, Carlsbad
3554 Camino Arena, Carlsbad
677 Camino De Orchidia, Encinitas
2906 Avenida Castana, Carlsbad
3266 Avenida De Sueno, Carlsbad
3319 Cabo Court, Carlsbad
3372 Avenida Nieve, Carlsbad
1742 Bella Laguna, Encinitas
3574 Camino Arena, Carlsbad
Highway 79
7341 Calle Conifera, Carlsbad
1155 Larksong Ln, Encinitas
804 Woodside Ln, Encinitas
3583 Corte Castillo, Carlsbad
3371 Calle Tres Vistas, Encinitas
3313 Avenida Anacapa, Carlsbad
3338 Cadencia, Carlsbad
703 Pascali Ct, San Marcos
922 Sealane #C, Encinitas
255 Horizon, Encinitas
940 Sealane #2, Encinitas
3478 Lilac Summit, Encinitas
6722 Bluepoint, Carlsbad
669 Sea Ridge, Encinitas

What It's Worth?

BY RAYMOND BROWN



You Can Avoid Needless Haggling Over Sale Prices

A real estate agent I know recently asked me if I had time for “one quick question.” I realize quick questions usually aren’t, but I said okay, anyhow. Big mistake. That was the last thing I said for five minutes. She launched into a rambling monologue about how hard she’s been working, how many houses she has to show buyers because they’ve become even more picky and how difficult the market has gotten lately.

“So what’s your question?” I asked when she paused ever so briefly to catch her breath.

“I’m really frustrated. How can I get people to write buying offers? There’s so much more haggling today. Running back and forth with offers, counter offers and counter-counter offers is driving me nuts.”

Fine-tuning a contract’s terms of sale generates counter offers and counter-counter offers. It’s an unavoidable consequence of true negotiation.

Ironically, some sellers provoke needless counter offers by their unwise pricing. These sellers insist on leaving room to negotiate in the asking price when their house first goes on the market because they “know” buyers never pay full asking price. This practice becomes a self-fulfilling prophecy.

Today’s buyers are extremely price sensitive. They spend months touring property to educate themselves on the difference between asking prices and fair market value. Educated buyers don’t need agents

to tell them which houses are priced to sell and which are overpriced. They know.

When educated buyers write up an offer on an overpriced house, their offering price is usually on the low side so they’ll have room to negotiate with the sellers. What goes around, comes around.

Suppose, for instance, a house’s fair market value is \$300,000. If the seller put it on the market at \$330,000 to give themselves a 10 percent negotiating cushion and the buyers offer \$270,000 for the same reason, the buyers and sellers start out \$60,000 apart. It takes a lot of extra negotiating to bridge such a huge gap.

If you want to avoid needless haggling over price, don’t create a price gap. Smart sellers don’t leave room to negotiate. They price their house to sell as soon as it hits the market. They know educated buyers will snap it up. Their defense against buyers who insist on making a low-ball offer is to categorically reject the offer.

Smart buyers do the same thing. Instead of coming in low to leave room to negotiate, they make an buying offer right off the bat. If the sellers refuse to accept hard evidence in the form of recent sales of comparable houses in the neighborhood, don’t waste time negotiating. They aren’t sellers, they’re property owners masquerading as sellers.



FIRSTTEAM®
REAL ESTATE

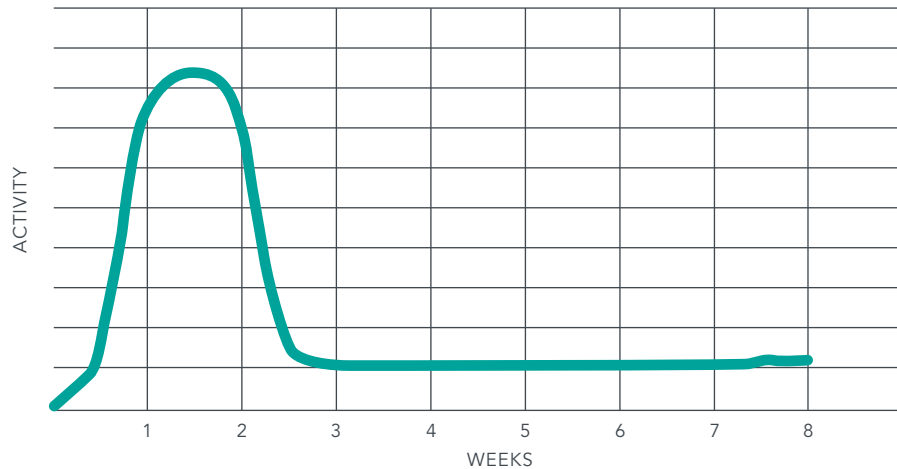
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Selling Price **vs** Timing

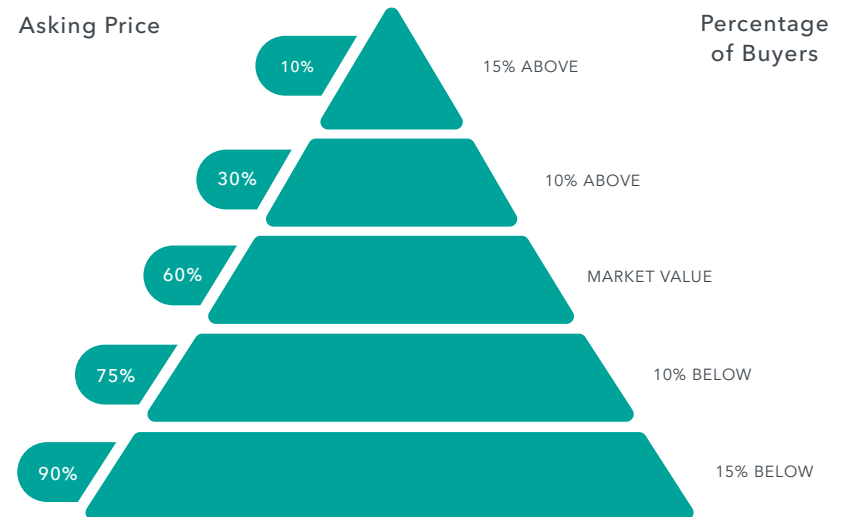
TIMING IS EXTREMELY IMPORTANT IN THE REAL ESTATE MARKET.

The graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chances of a sale when it is new on the market.



THE IMPORTANCE OF INTELLIGENT PRICING

As the triangle illustrates, more buyers purchase their properties at the market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.



The Market Value of Your Home

IS DETERMINED IN SEVERAL WAYS



THE MARKET VALUE OF YOUR HOME IS NOT:

1. What you have in it.
2. What you need out of it.
3. What you want.
4. What it is appraised for.
5. What you heard your neighbor's house sold for.
6. What the tax office says it is worth.
7. How much it is insured for.
8. Based on memories and treasures.
9. Based on prices of homes where you are moving.

THE TRUE MARKET VALUE OF YOUR HOME IS:

What the buyer is willing to pay for your property

1. Based on today's market
2. Based on today's competition.
3. Based on today's financing.
4. Based on today's economic condition.
5. Based on the buyer's perception of condition.
6. Based on location.
7. Based on marketing time.

PROPERTIES THAT SELL IN TODAY'S MARKET:

On a scale of 1-10, the "10's" are the ones that are selling.

How can your property be a "10"?

1. By improving the condition.
2. By improving the way the home shows.
3. By adjusting the price.

AS YOU ADVANCE THROUGH YOUR MARKETING PERIOD, YOU MAY OBSERVE SOME WARNINGS:

1. REALTOR® elimination - if the REALTORS® are not previewing it or if they preview and do not show it, they are eliminating it.
2. BUYER elimination - if it is being shown with no results, the BUYERS are finding better properties to buy and they are eliminating the property.

In either case, this is usually an indication that your home is not priced at market value.

REMEMBER:

Price overcomes all objections

Testimonials

See What Zillow is Saying About Patty Keck

Five stars aren't enough for Patty Keck and Rachel O'Doherty. There were a seamless team that kept me constantly updated with progress through escrow. They interfaced extremely well with the seller party to get agreements on my requirements and to get my questions answered. The most critical factor for me was FINDING the right home in a limited time period. Patty delivered. The market was hot for sellers and a buyer had to act aggressively to get an offer in quickly. Patty and her team facilitated this perfectly. Her extensive experience allowed her to advise me of important decisions during the offer writing and escrow. And once escrow closed, she and Rachel made sure I knew they would stay very accessible to me so that I could ask questions about anything real estate. This includes contractors and other services recommendations. The process of buying a house can be a lengthy one, but Patty ensures her clients are always taken care of. There is always a person on her team that will answer questions if she is not personally available (although her availability is stellar!). Patty came highly recommended to me, and I will also highly recommend her to anyone I know selling or buying property.

~ JACKSON & ERIN



When it came time to sell our house, we knew Patty was the perfect realtor for the job. Given her knowledge of the area and her experience, she knew just how to market our house and get the exposure we needed to sell the house. Patty had 5 offers on our home in 3 days! That pretty much speaks for itself! She negotiated a higher price than we had even imagined (a record for the neighborhood!) and after a fourteen day escrow, the house was SOLD. Patty and Rachel communicated with us every step of the way and made whole process so very easy. She then proceeded to help us find the perfect new place! We were very specific in wanting a house that was in a coastal location, but that needed renovation so we could make it our own. It truly is a talent to have the vision to be able to find a "diamond in the rough". She showed us exactly one house, and that was that! Again her negotiation skills came into play, so we were able to purchase and remodel within our budget. Patty and Rachel went above and beyond all our expectations on both the sell and purchase of our house.

~ BRYON & KIM



We hired Patty and her team to sell our house in the Santa Fe Trails area. We had an amazing experience for a quick and highly profitable sell! Patty explained in details all the steps of the process to us and was highly knowledgeable about the local market. We found out during the process that she is supported by a team of very efficient and highly dedicated professionals, in particular Rachel. Patty showed excellent negotiation skills which capped a very satisfying experience. I would highly recommend Patty and her team.

~ FRANCOIS



We are first time home buyers and I like planning. In effort to find a realtor that would be right for us, we set a goal to speak with or meet at least a dozen realtors that were referred to us by friends and narrow the search to a final three. My wife met Patty in passing at an open house and she heard our story and ended up dropping off information to our house shortly after. After my conversation with her and reading her reviews, I decided she would be one of the three that I would like to "interview" in person. By the end of our conversation, we decided that we wanted to work with her and actually made an offer right then on a house that she was the listing agent for which I would have never imagined would have happened! Can't say enough great things about her. Caring, knowledgeable, honest, responsive, good listener, great assistant (Rachel), represented us extremely well with the seller (amidst being the seller's agent), thoughtful, encouraging. We just closed last week and she still stays in touch and responds quickly to questions we have! Would highly recommend!

~ MATT & JESSICA



Patty Keck and Rachel and her team did a amazing job on selling our house and finding the perfect family to move in and continue are great memories of the ranch in Carlsbad Patty and her teams expertise can help you make the process and closing go very smooth They even set me up with a great loan expert mike cal pacific professional to help with both my loans and even found me a mover that was great They can do the whole package and more!

~ HOWARD & NINA



Listed and sold our house within a week - found excellent home to move into. Thank you Patty and Rachel - we wouldn't trust our house to anyone else. =)

~ PORCELAINPORTCULLIS



Patty and her team are consummate professionals. Always available, helpful and personable. They sold our house in a record time while we could not sell it for six months with another broker. They know the area well and their marketing skills are superb. We would recommend them very highly to anyone.

~ AL & JEAN



Testimonials

My wife and I bought our first house years ago from Patty and then sold our last house 14 years later through Patty. She's honest, ethical, and truly has your best interests in mind. Buying and or selling a home is never easy, yet there seems to be a level of calmness that Patty provides. Would we use her again? Yes. And again and again.

~ CHARLIE & TERI



I recently had the pleasure of working with Patty Keck to sell our single family house. Patty brought encyclopedic knowledge of the real estate market and exuded confidence as she guided us step-by-step through the process from listing to closing. In contrast to several of her peers with whom we met, she came in to the interview process with a comprehensive marketing plan and pricing strategies that were tailored to our specific circumstances. Dealing with her as well as her colleague, Rachel, was an absolute pleasure! They operated seamlessly and tirelessly to provide great resources, listen carefully and respond quickly whenever we needed to talk... always. In the end, Patty sold our house just one day after the initial open house. I have bought and sold several properties over the years and Patty is unequivocally the best realtor I have ever dealt with. I give her my highest recommendation!

~ LISA



My husband and I have bought and sold five homes over the past 35 years and we've never encountered a better real estate agent than Patty Keck. We fell in love with a home and put in an offer contingent on the sale of our house before we even listed it. We interviewed three agents and from the moment we met Patty, we knew we had found the right person. She is smart, professional and honest; an awesome negotiator who knows the real estate business. We had two full price offers from extremely qualified buyers in four days. Patty's assistant Rachel is awesome as well; available whenever we had a question or concern. Look no further than Patty Keck and team if you want a smooth and stress free real estate experience!

~ RON & NOREEN



I have purchased and sold homes several times in my life, but nobody, I mean nobody, even comes close! Patty is totally awesome! She sold our home without even having to list it and for a really good price! No open houses, no disruption. She was honest and direct and kept our expectations within the "reasonable zone". I am blown away by her brilliant mind and mastery of her profession. She also helped us find and buy our new home. She kept in touch and was there whenever we needed her. Should I decide to buy/sell any other properties in North County San Diego, there is no one else I would even consider. She is exceptional and a real doll too, as is her very capable and lovely associate Rachel!

~ STEPHANIE & HOWARD



Patty Keck recently completed the highly successful sale of our La Costa Condo. . . Again validating our family's prior real estate sales confidence in Patty's ability to assess market conditions and apply her proven Sales negotiation and closure skills. Aided by her capable assistant, Rachel Burger, in coordinating and completing the necessary contractual documents, they form an effective Real Estate "Team". We highly recommend Patty Keck, a "Top Drawer" Real Estate Professional.

~ ART & LOIS



We found Patty through a recommendation from another friend that used Patty to sell their home so we listed with her and never regretting that decision. We were so pleased with her service we used her to purchase our next house and she went above and beyond to make sure the transition was smooth, finding us a fully furnished rental to stay in until the remodel on our new house was complete. I would not hesitate to recommend Patty and her group to anyone looking for real estate in the North County coastal area.

~ BRAD & TRACY



Patty and her team completed the sale of our home and executed flawlessly on the plan they presented to us. From the marketing plan, negotiation phase and through completion of the transaction, we felt that she and her team truly protected our interest and were the consummate professionals. I would highly recommend her team.

~ MARLA & ROBERT



If you really want, or have to sell your house in coastal North County San Diego, this is the girl! She will do everything in her power to assure a smooth, hassle free process. No pressure, and great attitude.

~ STEVE



Patty was the ultimate professional. Since we are both busy professionals and parents, she managed the process of selling two houses and buying a third with ease. She and her team took care of our interests and needs from A-Z- from staging to repairs, negotiations to closing. While moving is never a breeze, her professionalism and team made it as painless as it could be. We are hopefully never moving again, but if we do, we'll call Patty.

~ KRISTIN & RUSS



PATTY KECK | REALTOR® | Lic# 00849378

760.681.6081 | Patty@PattyKeck.com | PattyKeck.com | 2146 Encinitas Boulevard, #110 | Encinitas, CA 92024



Testimonials



My wife and I bought and sold homes in the US, Puerto Rico, and Australia over several decades. In all honesty, in all these different places we have never experienced such a high level of professional real estate service as provided by Patty Keck and her dedicated team and in particular Rachel Burger.

Our home in Encinitas presented a challenge in terms of fully understanding the local real estate market, knowing the spectrum of buyers, and having the negotiation skills required for a swift and successful transaction. Patty managed to handle that challenge with the ease and the calm that is so particular to her. The home in Encinitas is located in a typical subdivision, but it has several features that one would associate with more upscale custom-built homes, including two acres of land and a 360 degrees panoramic view.

Patty's skills and knowledge, I should say "art and science" has helped us to find the right buyer and sell the house in record time.

It is important for us to thank our trusted friend (also very knowledgeable in real estate matters) who referred us to Patty as the "rising star" in her profession.

My wife and I highly recommend Patty Keck and her team to anyone looking for real estate in the North County Coastal Area of San Diego and beyond.

~ ILSE & UGUR



Patty Keck has her finger on the pulse of the South Carlsbad neighborhoods. She was so knowledgeable on what the demographics of the previous buyers in our neighborhood were and knew exactly how to prepare our home to appeal to those types of buyers. We sold our home in 1 day AND at top dollar! Also, Patty made filling out all the seller paperwork painless and quick---guiding us through and answering questions on the spot. Patty Keck and her team, Rachel & Monica, were a joy to work with.

~ DAWN & DON



Patty and her team developed and executed the right plan to sell our Carmel Valley house, which included staging, amazing photos and the correct pricing strategy. Within the first week we had four offers and were in escrow above the asking price. Patty and her team were very attentive and professional and a pleasure to work with. We could not be happier with how things turned out.

~ CHRIS & FELICE



Your understanding of the real estate market, your timing and your years of experience came together and orchestrated a seamless transaction.

~ KARIN



It was the most awesome experience buying my new "launch pad" home. Patty's brilliant expertise and negotiating skills helped me get into a beautiful home with not much effort and zero stress. I love Patty and recommend her to anyone who is buying/selling a home. She knows the market, the players in the market, and works tirelessly to ensure the best outcome for her clients.

~ SUSAN



Patty is a highly proficient real estate professional. She represented me on both the purchase of my new home, and also for the sale of my existing home. Both transactions progressed smoothly and she gave very sound advice during the negotiations process. She accurately predicted the market conditions as we assessed the sale of our home and was very helpful in staging our home for maximum sale price. She is well connected with other people in the business (stagers, painters, electricians, plumbers, movers, and lenders) to name a few, which meant that whenever an issue came up, she had a reliable contact to help solve the problem. I would definitely use Patty again and recommend her very highly.

~ GREG & JONELL



Patty Keck is the best! We highly recommend Patty for properties from the high to low end for her expertise and wisdom in real estate. Always positive and insightful, Patty Keck is a Master Realtor.

~ MIKE & LYDIA



Not only does Patty have an acute handle on the real estate market, but as a human being, she is tender, compassionate, and one of the most benevolent individuals I know.

~ SHAYNE



I highly recommend Patty Keck for your real estate needs. We have worked with Patty now on 2 home purchases and 2 home sales. Each time we wanted to sell our home, we were able to sell quickly and for absolute top dollar. The thing that differentiates Patty is her highly professional approach and her vast experience doing what she does.

~ JODY





Building Buyer Emotion Through Skilled Copywriting

ESTABLISHING CONNECTIONS BETWEEN YOUR HOME AND BUYERS
WITH DETAILED AND ENGAGING DESCRIPTIONS



COMMON ERRORS

- Poor grammar, typos, unnecessary abbreviation
- Unimportant features
- Missing searchable criteria
- Limited showing/access information
- Missing contact information
- Incorrect mapping
- Missing virtual tours
- Missing agent remarks
- Poor photography with inaccurate captions



OUR COMMITMENT

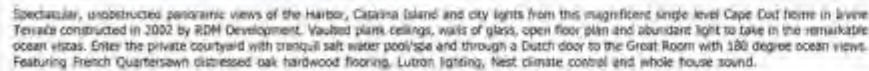
- Skilled copywriting
- Detailed and accurate features
- Complete all searchable fields possible
- Up-to-date open house and/or showing information
- Complete agent contact information
- Correct tract information, HOA amenities
- Custom virtual tours
- Complete agent remarks
- Professional photography with photo captions



ACTIVE • Single Family Residence

12345 Main St • Encinitas 92024

254 days on the market
 NL# OC15124358



- Listed on 06/08/2015
- One Level Home
- 2 Garage spaces/Attached Garage

- Lot Features: Access via City Streets, Ocean Side Of Highway 1
- Security Features: Carbon Monoxide Detector(s), Security System, Smoke Detector
- Sewer: Sewer In Street
- Other Exterior Features: Barbecue Private, Lighting

- Standard sale
- Parcel # 05033302



Virtual Tour Link

Detached	Status: ACTIVE	Alt Price: \$1,725,000
MLS #: 1906039412	Short Sale: NO	Days on Mkt: 14
APN: 264-562-06-05	COE Flats:	HT: 14
Address: 7942 Silver Vagabond	Est. Costs: 8/30/2019	WS/Sch: \$474.03
City, St: Carlsbad, CA	Mod Date: 8/30/2019	WS/Sch:

Electrons: 3	Full Bath: 3	Harding Garage Spaces: 3
Outside BR: 1	Half Bath: 1	Harding Non-Garage Spaces: 4
Year: 4	Year: 4	Harding Space (Total): 7
Est. Wgt: 3,639		Year Built: 1999
Community: CARLSBAD SOUTH		
Neighborhood: The Ranch in Carlsbad		

Condition:	Living Type:	Roof:
Restrictions: N/A	ER:	Covered, Slab
View: Parklike		Yes
Pool: N/A		Age Restrictions: N/A
		Stories: 1 Story

Handwritten Name Known:



Surrounding single story of tile and of spark culminate, on ever more crystal clear blue sky, all the high ceilings, wonderfully large dining room, grand entry & spacious master suite. This spacious yard is private and has views to the west. Drought resistant landscaping is beautiful and so effective with putting green, vegetable garden, walking path, courtyard, fountain & entertaining patio. Room for guest house, pool & sport court. Solar energy! Walking distance to top rated schools including OPE and LLC.

DOI: 10.1002/for

Invoice Number:	Carta Castilla	Mail Code:	114883	ISBN:	2.50	ISBN:		CYB:	N
Directions To Property:									

Group: Please list Party C's for an administrator; please provide as much detail as possible. 750-861-6081

Assigned: Owner	Client: Public Records	Assigned From: 760-881-6081	Access: No
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Army Agent: Patty Kerk - 700-683-5081. GSI License: 00048176

2nd Agent:
Lately LTR's First Team Real Estate - Office: 762-444-1113

Trk Market Status:	Closed (Landed)	Financing:	Corporate:
Selling Agent:			Selling RM (Landed)
Selling Office:			Take Price:
			Box Office:

Job Code: ELEVENHAIN MUNICIPAL WATER	Shift: (Day)	SARD	Exemption	Dishwasher, Disposal, Fire Sprinklers, Garage Door Operator, Microwave, Refrigerator, Sump Pumps, Built In
	HQ Fee Includes	Electricity Area Maintenance		

North Ocean Pk. 228.90
 Other Fees: 8.80
 CFS/Media-Rate: 400.00
 Total Monthly Fees: 261.
 MGA: **Lividity Management**
 MGA Phone: 760-436-2144.
 Ring Point Co.
 Web Agent In:

Paid: Monthly
 Paid:
 Fee: Annual
 Assessment:
 Other Fee Type:
 MGA: 8-1529618
 Entry Level Inv:
 Credit Fee: M/M

Heating: Cast, Conventional, VA
 Cooling: Central Forced Air
 Heat Source: Natural Gas
 Heat Equip: Forced Air Unit
 Floorplan Ltr: FP in Living Room, Gas Starter

Dimensions (ft)			
Living Room:	22x18	Master BR:	17x16
Dining Room:	20x18	Bathroom 3:	13x12
Family Room:	15x13	Bathroom 1:	12x11
Kitchen:	22x13	Bathroom 4:	
Breakfast Area:	COMBO	Bathroom 5:	
Entry Room 1:	11x11	Garage Room 1:	
Entry Room 2:			

Soft Source	Assessing Record	Log Date	S to 1 AE	Factor	0..
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Link	Size	Source(s)	Assessor Record	Links / Building
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Let Soft Approx: **20,130** Units/Complete

Laundry Locker Laundry Room Elevator
Reception Room Reception Desk Office in Building

Report/Topic: **Answer Connected** **Utilities of Building**



7942 SITIO VAQUERO, CARLSBAD, CA 92009

3 BD | 4 BA | 3,639 SQ. FT. | 0.6 ACRE LOT

\$1,725,000



ABOUT THIS PROPERTY

Sprawling single story at the end of quiet culdesac on over half acre! Beautiful floor plan w/high ceilings, wonderfully large dining room, grand entry & spacious master suite. This spacious yard is private and has views to the west. Drought tolerant landscaping is beautiful and cost effective with putting green, vegetable garden, walking path, courtyard, fountain & entertaining patio. Room for guest house, pool & sport court. Solar energy! Walking distance to top rated schools including OPE and LCC.

3
BED



4
BATH



3,639
SQ. FT.

0.6
ACRE LOT



PATTY KECK

First Team Real Estate

BRE# 00849378

m: (760) 681-6081 | o: (760) 681-6081

e: patty@pattykeck.com

w: www.pattykeck.com

Patty Keck
Unlocking The Door To Your Future

2145 Encinitas Blvd Suite 110, Encinitas, CA 92024

7942 SITIO VAQUERO, CARLSBAD, CA 92009

3 BD | 4 BA | 3,639 SQ. FT | 0.6 ACRE LOT



FATTY KECK

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patty@pattykeck.com

www.pattykeck.com

AREA REPORT



CONVENIENT

This home is in a **convenient** area. Some errands in this location require a car and most major services are within 2 miles.



COFFEE
1.2 MI



CLEANERS
1.3 MI



GYM
1.3 MI



MEDICAL
1.3 MI



GROCERIES
1.3 MI



ATM
1.7 MI



PHARMACY
1.7 MI



GAS
3 MI



MOVIE THEATER
5.1 MI

MOST
SERVICES
WITHIN

2

MILES

SCHOOL REPORT



SCHOOLS IN YOUR AREA

The assigned schools are **above average** for the area. There are also 17 private schools and 3 charter schools within 5 miles.

10
RATING

K-6
OLIVENHAIN PIONEER
ELEMENTARY SCHOOL
ASSIGNED

9
RATING

7-8
DIEGUENO MIDDLE
SCHOOL
ASSIGNED

9
RATING

9-12
LA COSTA CANYON
HIGH SCHOOL
ASSIGNED



OUTDOOR REPORT



THE GREAT OUTDOORS

This home is located near a variety of outdoor activities.

POPULAR



PARK
STAGECOACH PARK
(0.7 MILES)



DOG PARK
SUN VISTA PARK
(1.1 MILES)



GOLF COURSE
BRIDGES AT RANCHO SANTA
FE
(2.3 MILES)



LAKE
LAKE HODGES DAM
(5.7 MILES)



FOOD REPORT



NEIGHBORHOOD EATS

This home is located near 121 moderately priced restaurants and has an above average variety of cuisines.

BY CATEGORY

AMERICAN	27	JAPANESE	7
FAST FOOD	20	CAFES	
MEXICAN	17	COFFEE AND TEA HOUSES	6
PIZZA	13	VEGAN AND VEGETARIAN	6
INTERNATIONAL	12	OTHER	12
SEAFOOD	8		

147



WITHIN 5 MILES



Growing Demand Before Going Live

OVER 2,300 SELLERS STARTED THEIR SELLING PROCESS IN 2018
THROUGH OUR SNEAKPREVIEWSM PLATFORM*

BUYER DELIVERY SYSTEM

Listing Appointment

SNEAKPREVIEWSM

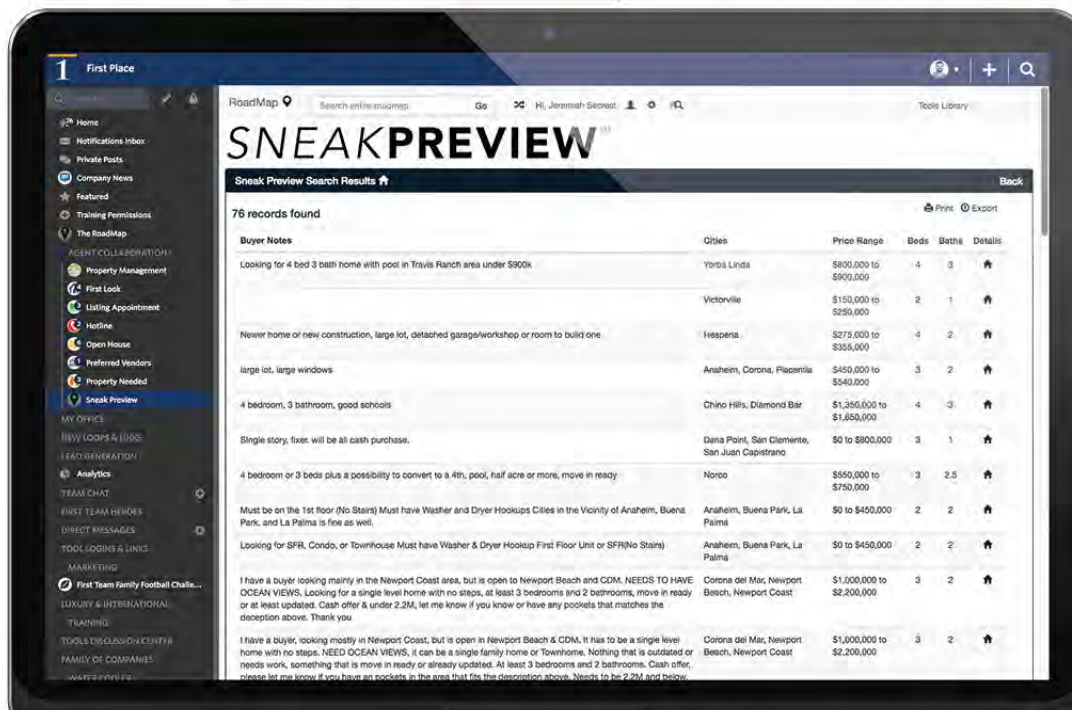
First Look

Property Needed

THE ADVANTAGE

As part of First Team's Buyer Delivery System, our proprietary SNEAKPREVIEWSM platform pre-markets exclusive First Team properties that are preparing to go live.

Other sellers of properties within this platform may also be looking to buy a replacement property, maximizing buyer demand for the homes we represent.



*Based on internal reporting for SNEAKPREVIEWSM for date range 01/01/2018 - 12/31/2018.



An Eager Audience Gets Its First Look

REAL-TIME ALERTS TO FIRST TEAM AREA SPECIALISTS
BEFORE HITTING THE MARKET

BUYER DELIVERY SYSTEM

Listing Appointment

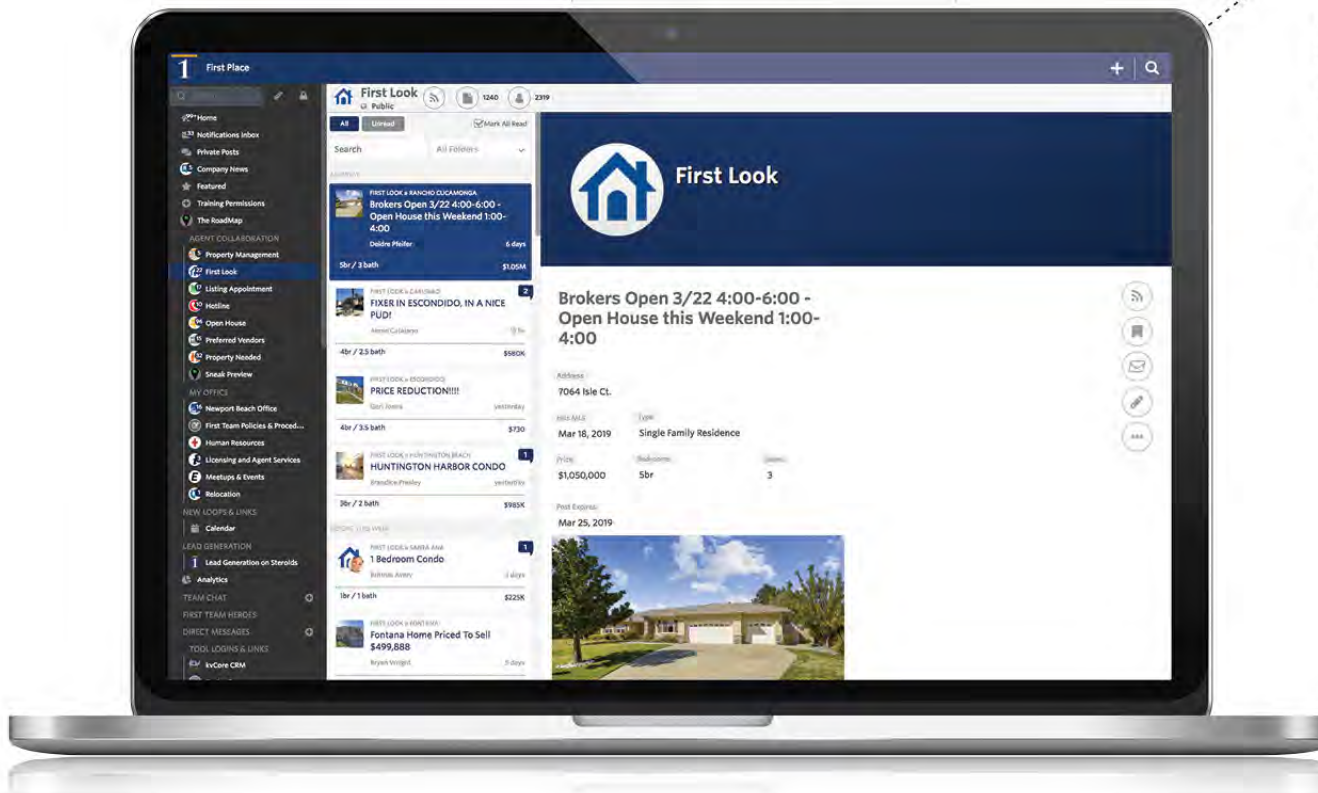
SNEAKPREVIEWSM

FIRST LOOK

Property Needed

THE ADVANTAGE

As part of First Team's Buyer Delivery System, our exclusive "First Look" platform provides a final push to pre-market your home with photography and more details, further generating buyer interest.



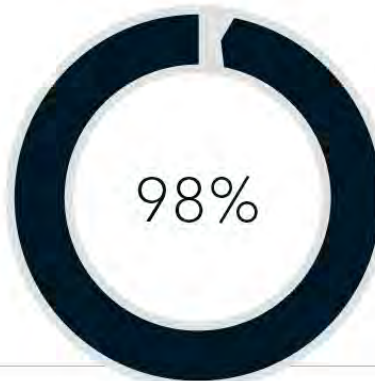


Be Where the Buyers Are

98% OF BUYERS USE THE INTERNET IN THEIR HOME SEARCH PROCESS*



67% OF BUYERS
walk through the home
they viewed online.*



98% OF BUYERS
use the internet in their
home search process.*



50% OF BUYERS
buy the home they
found online.*

START GENERATING REAL-TIME LEADS AS SOON AS YOU HIT THE MARKET

We guarantee that just 15 minutes after listing your home on the MLS, it will accurately appear across the top real estate websites where buyers are searching.



Unprecedented Reach and Exposure

YOUR HOME SYNDICATED TO THOUSANDS OF WEBSITES



Other company and product names may be trademarks or trade names of their respective owners.



Real Exposure Produces Multiple Showings

OUR EFFECTIVE DIGITAL TECHNIQUES PRODUCE MORE IMPRESSIONS, PROPERTY SELECTIONS, DRIVE-BY VISITS, AND AT-THE-DOOR SHOWINGS FOR TODAY'S ONLINE BUYER

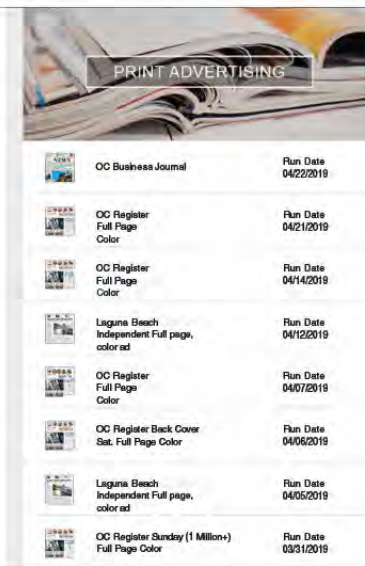
Listing View Summary



Website and Social Media Summary



Other Channel Activity

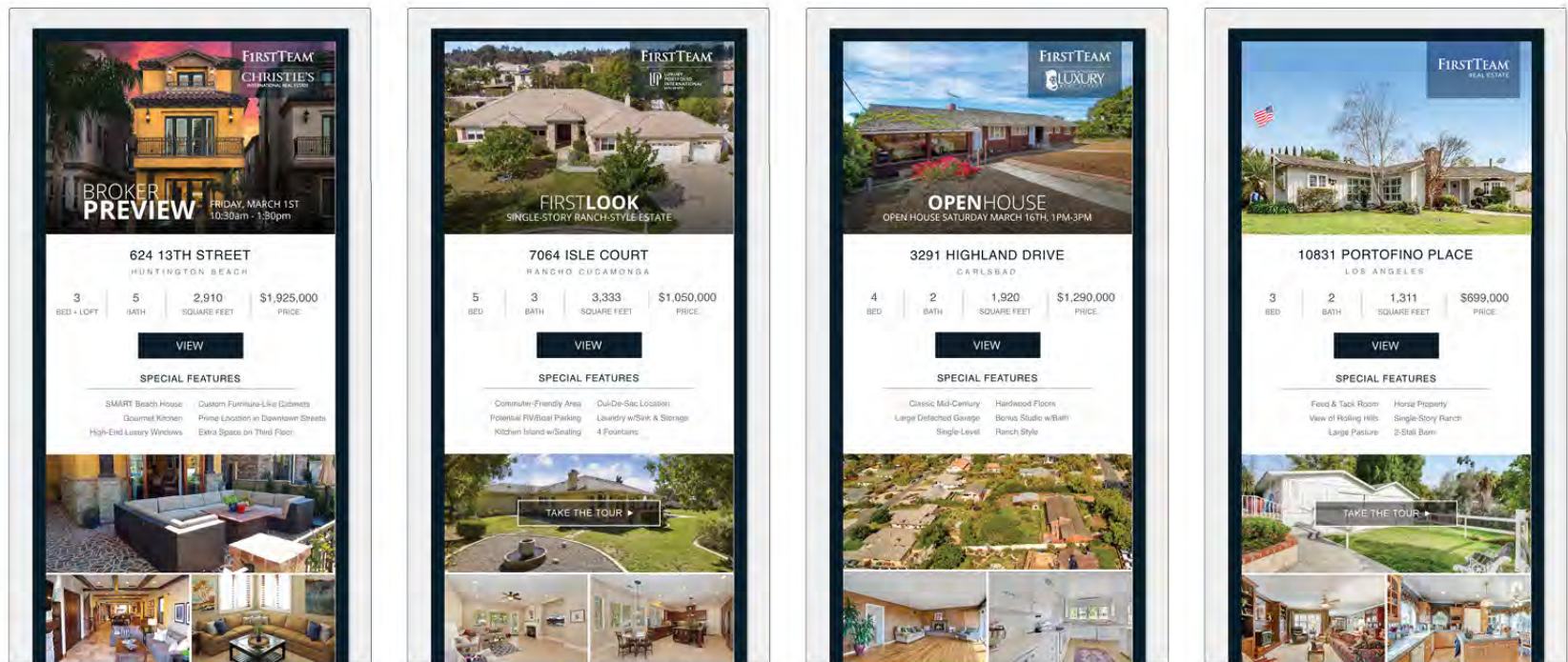


The results of our effective Digital Marketing techniques create more exposure and showings, generating more demand that leads to more money and a quicker sale.

@

Targeted Email Marketing

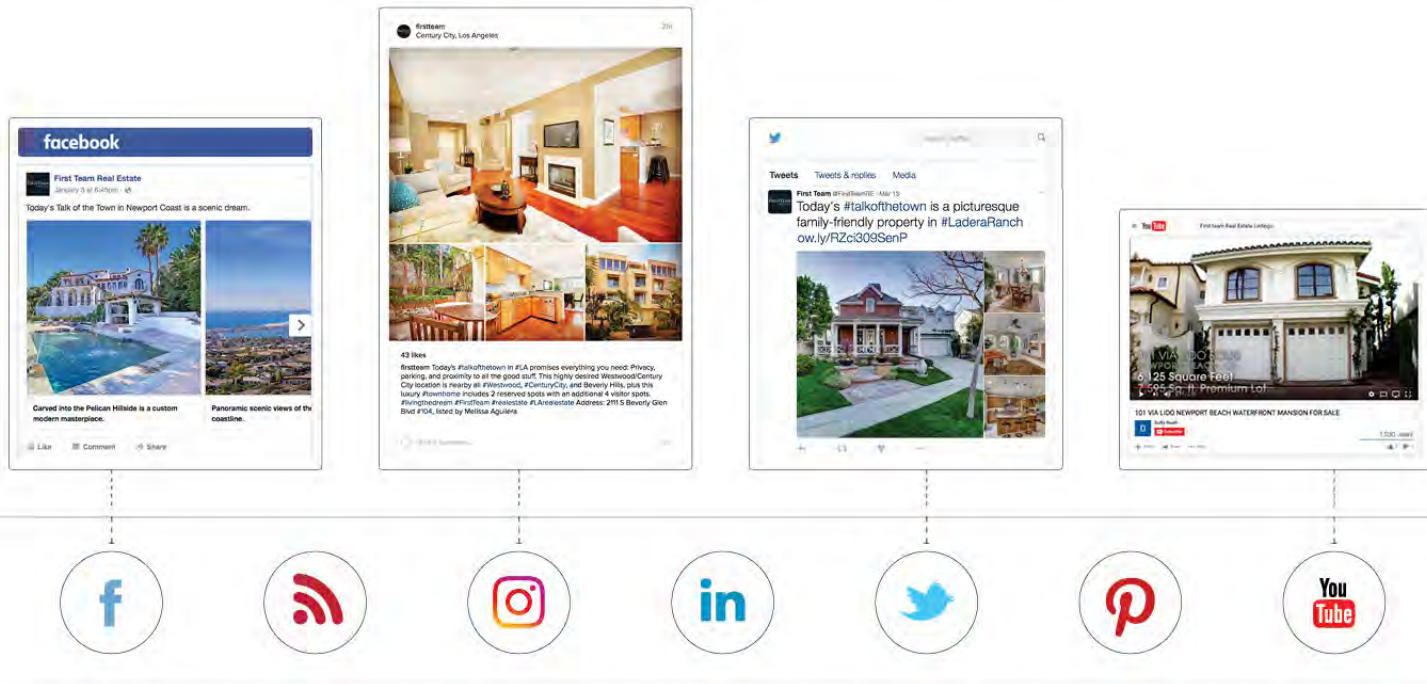
YOUR HOME'S MOST COMPELLING DETAILS IN THOUSANDS OF INBOXES





Property Campaigns Where They Matter Most

2.5 BILLION ACTIVE SOCIAL MEDIA USERS*



- Social media posts optimized with multiple photos, hashtags, videos, and links for lead capture
- Inclusion in weekly Open House posts on all major social media sites to boost attendance

- Social media team stays up-to-date and shares best practices for reaching the largest audience
- Links to social media posts included in weekly Listing Activity Report

*As reported by Statista.



Global Property Syndication

BE FOUND ON THE TOP REAL ESTATE SITES AROUND THE WORLD

The image displays a world map with callouts to various real estate websites. Above the map, six website screenshots are shown, each with a flag indicating its country of origin: Italy, Canada, Spain, Germany, France, and Japan. Below the map, a list of countries is provided, each followed by the name of the syndication partner or website. The list is organized into two main sections: 'COUNTRIES' and 'WORLD'.

COUNTRIES

- Algeria - Hebdoimmobilier
- Algeria - Lkeria
- Australia - RealEstateWorld
- Australia - RentBuy
- Austria - Willhaben.at
- Brazil - Todobrasilimobiliaria.com
- Bulgaria - Imot.bg
- Cambodia - DotProperty
- Cambodia - RealEstate.com.kh
- Canada - Kangalou
- Canada - Publimaison.ca
- Chile - Icasas.cl
- China - Fang.com
- China - East-West Property
- China - MLS.cn
- China - Sodichan
- Colombia - GoPlacelt
- Colombia - Icasas.com.co
- Czech Republic - RealCitycz
- Denmark - Boliga.dk
- Dominican Republic - Venren.com
- Egypt - ListAProperty
- Estonia - City24.Ee
- Fiji - Housingparadise.com
- France - Acheter-Louer.fr
- France - Corsematin
- France - Cotelittoral.fr
- France - ExplorImmo
- France - ImmoStreet.com
- France - Laprovence
- France - Ledauphine
- France - Lejournaldesaeneetloire
- France - Leprogres
- France - Midilibre
- France - Nicematin
- France - Seloger.com
- France - Simply-Move.fr
- France - Surfaceprivee.com
- France - Varmatin
- French Polynesia - Immpof
- Germany - Sz-Immo.de
- Greece - Spiti24.Gr
- Greece - Spitogatos.gr
- Greece - Tospitimou.gr
- Greece - Xe
- India - 99Acres.com
- Indonesia - DotProperty
- Ireland - MyHome.ie
- Ireland - PropertySteps.ie
- Italy - Idealista.it
- Italy - Immobiliare.it
- Japan - RealEstate.co.jp
- Kazakhstan - Homsters.kz
- Kenya - BuyrentKenya.com
- Laos - DotProperty
- Latvia - City24.Lv
- Lithuania - City24.Lt
- Luxembourg - ImmoTop.lu
- Luxembourg - Wortimmo
- Macau - Go853.com
- Malaysia - DotProperty
- Mexico - GoPlacelt
- Mexico - Icasas.mx
- Monaco - Montecarlo-RealEstate.com
- Morocco - LogicImmo.ma
- Morocco - Mubawab
- Morocco - Royaume-Immobilier.com
- Morocco - SelekImmo.com
- Myanmar - Shweproperty.com
- New Caledonia - Immonc
- Nigeria - PrivateProperty.com.ng
- Pakistan - Zameen
- Panama - World Panama Real Estate
- Papua New Guinea - Hausples.com.pg
- Peru - GoPlacelt
- Philippines - DotProperty
- Philippines - Iproperty.com.ph
- Philippines - MyProperty.ph
- Philippines - PerSquare.com.ph
- Poland - Domy.pl
- Poland - Morizon
- Poland - Oferty.net
- Portugal - Idealista.pt
- Portugal - Kamicasa.pt
- Romania - Magazinul De Case
- Romania - Storia
- Russia - Domofond.ru
- Senegal - SenegalCity.com
- Serbia - Imovina.net
- Singapore - DotProperty
- Slovakia - Reality.sk
- South Africa - Persquare.co.za
- South Africa - PrivateProperty.co.za
- Spain - Globaliza.com
- Spain - Idealista
- Spain - Kamicasa.com
- Spain - Pisos.com
- Sweden - Bostadsportal.se
- Switzerland - ImmoStreet.ch
- Tanzania - Dar Property
- Thailand - DotProperty
- Thailand - Thailand-Property.com
- Thailand - Thailand-Property-Gate.com
- Tunisia - Sokna.tn
- Turkey - EmnakTown
- Ukraine - Mesto.ua
- United Arab Emirates - Bayut
- United Arab Emirates - ListAProperty
- United Kingdom - RightMove.co.uk
- United Kingdom - BestPropertiesOverseas.co.uk
- United Kingdom - The House Shop
- Uruguay - GoPlacelt
- Venezuela - GoPlacelt
- Vietnam - DotProperty

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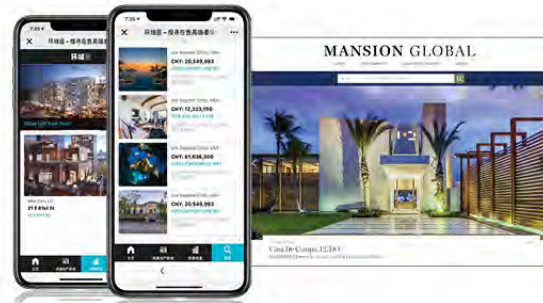
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- BestPropertiesOverseas.com
- Edenway
- GoPlacelt
- HomeGlobally
- ListAProperty Global
- RealtyIndexer.com
- Zezoom

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Engaging with Chinese Buyers

EXPOSURE ON THE MOST POPULAR SOCIAL NETWORKING
AND REAL ESTATE PORTALS IN CHINA



#1 INTERNATIONAL PROPERTY PORTAL IN CHINA

- Ensure exposure behind China's Great Firewall on the highest ranked and trafficked real estate search portal
- Features the largest selection of luxury, international properties to an exclusive audience of 2 million high-net-worth Chinese buyers
- Placement with 20 photos and a professionally translated property description rendered to resonate with Chinese buyers

WECHAT + MANSION GLOBAL

- China's most popular social media and lifestyle app with a user base of more than 1 billion
- Our partnership with Luxury Portfolio International® allows all \$1 million+ listings to be included on the official Mansion Global WeChat account

Patty's MISSION Statement

To continually grow my business through referrals from clients whose expectations are far exceeded in every possible way and to build lifelong relationships with my customers based on trust, integrity and commitment to one another's success.



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