

# TEAM Bjorkman

Your Hometown Advantage Since 1990

It's a **big job** for just one person!

You need a **Team** of Experts on your side!

## Marketing Presentation



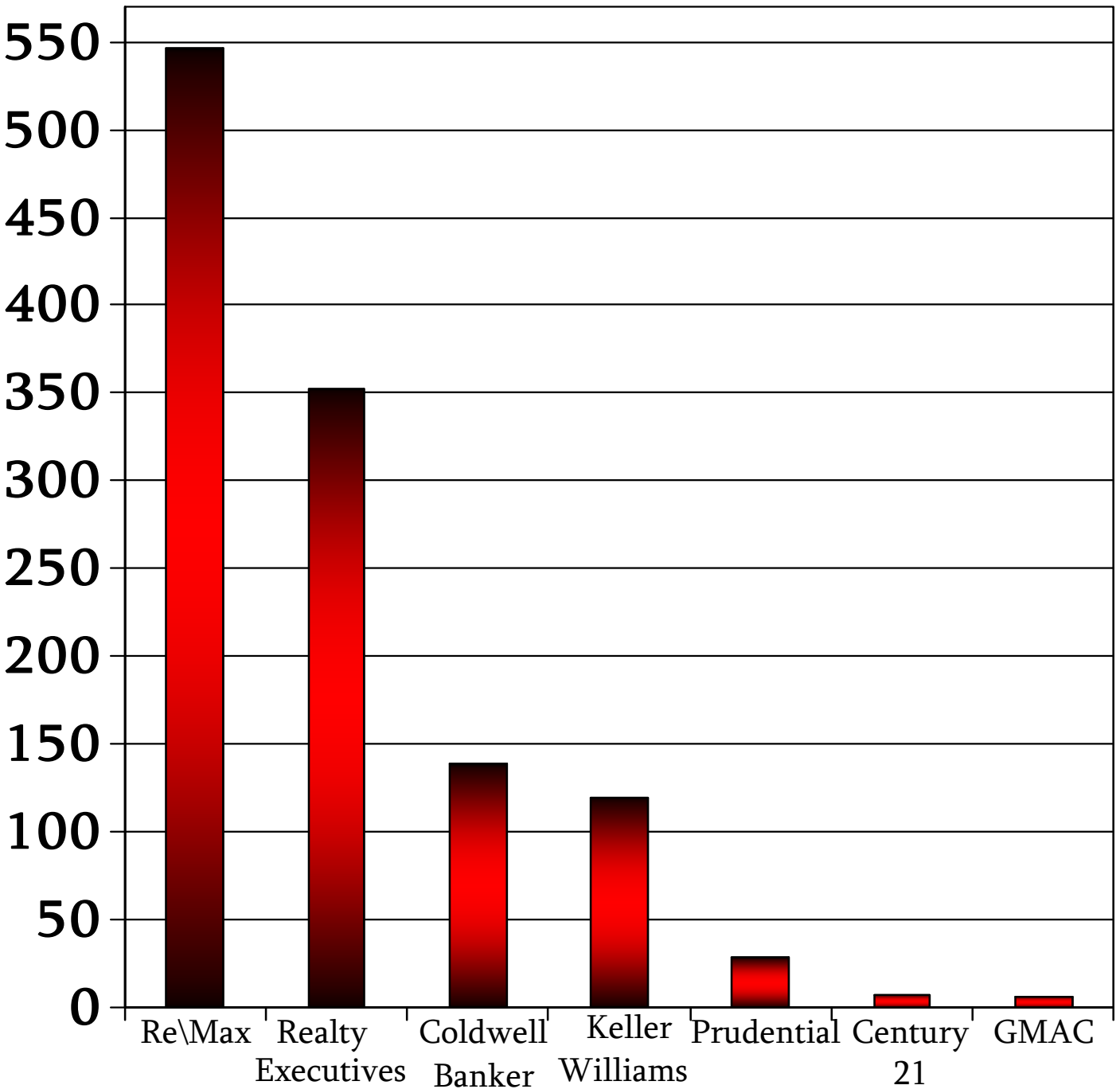
22720 Dickason Drive, Valencia CA 91355

Each office is independently owned and operated

*Direct: (661)702-4700*



# Listings Sold by Offices Affiliated with Real Estate Brands 06/2008 – 06/2009



**RE/MAX®**

22720 Dickason Drive, Valencia CA 91355

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# ONLINE MARKETING PLAN OBJECTIVES

- Reach the widest audience of potential buyers
- Produce activity to attract the best buyer willing to meet your terms, price and desired closing date
- Monitor traffic that results from our online marketing plan
- Study the results and adjust accordingly and get your home **SOLD**



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# Nobody Sells More Real Estate than **RE/MAX**<sup>®</sup>

## 2009 **remax.com** Website Statistics in California

2009 Website Stats	Totals	1/31/2009	2/28/2009	3/31/2009	4/30/2009	5/4/2009
Unique New Visitors	1,035,882	234,761	235,940	280,984	259,732	24,465
Total Visitors	2,268,373	478,467	456,853	633,920	613,771	85,362
Listing Views	20,088,482	4,678,987	4,534,302	5,395,681	4,783,513	695,999
Lead Requests	38,928	7,563	7,951	11,286	10,449	1,679

### Interesting Home Buyer Facts:

- More than 92% of home buyers under 44 used the internet to search for a home in 2008.
- 8 out of 10 buyers 45-64 years old used the internet to search for homes.
- By 2008, 87% of all home buyers used the internet to search for a home.
- 3 out of 4 home buyers drove by or viewed a home they saw online.
- 81% of buyers said the internet was a very useful tool to search for a home.
- In fact, more buyers find their new home through the internet than newspaper, home books, direct connection with seller and yard signs combined.
- Over 78% of all homes use broadband.



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# How does **remax.com** compare to our competitors websites?

Daily Pageviews (percent)

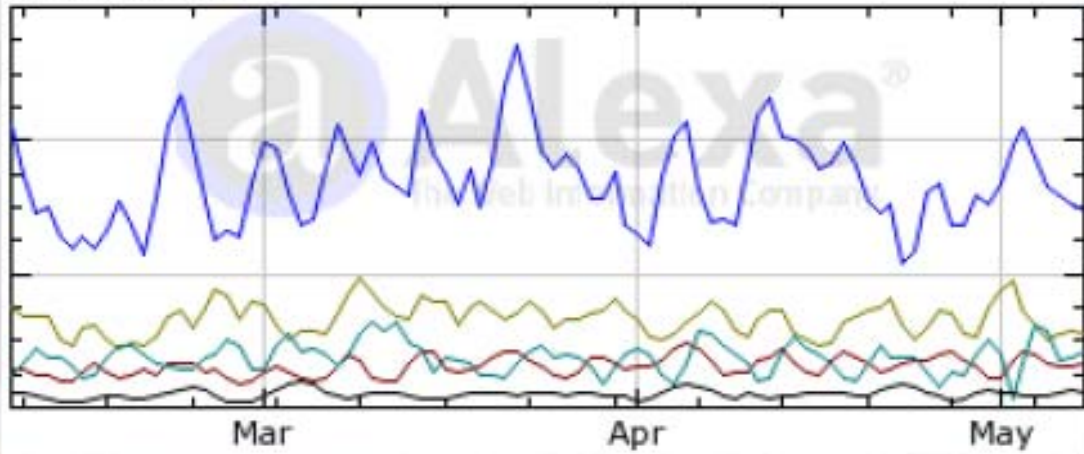
remax.com

century21.com

sothebys.com

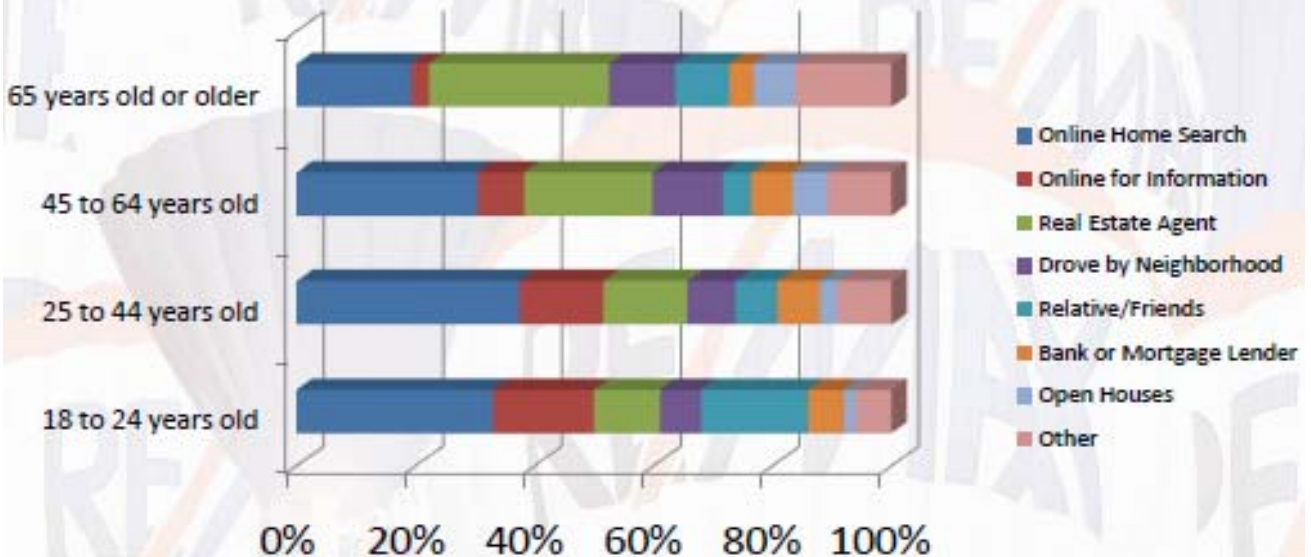
coldwellbanker.com

kw.com



Source: alexa.com Three Months – March 10, 2009 to May 10, 2009

## First step taken during home buying process, by age group



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# Why list a home with a RE/MAX® agent?

## MORE EXPOSURE TO BUYERS

RE/MAX Agents Enhancing Your Listing on remax.com

Distinguish Your Home From the Competition

## LEAD GENERATION

RE/MAX Agent Notified Immediately of Buyer Interest While They are Still Shopping Online

Reduce Competition by Getting Buyer in Your Home Instead of Others on the Market

## THE BEST, MOST QUALIFIED AGENTS

Nobody Sells More Real Estate than RE/MAX

RE/MAX Agents are the Most Educated and Experienced of Any National Franchise Company

If you need a new home sold, a traditional resale, short sale or foreclosure; then **RE/MAX** is the company for you!



**RE/MAX**   
Outstanding Agents.  
Outstanding Results.

**RE/MAX**®

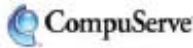
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# DISTRIBUTION PARTNERS



<a href="http://WNBC.com">WNBC.com</a>	NBC	New York, NY	<a href="http://TheIndyChannel.com">TheIndyChannel.com</a>	ABC	Indianapolis, IN
<a href="http://Telemundo47.com">Telemundo47.com</a>	Telemundo	New York, NY	<a href="http://NBCSanDiego.com">NBCSanDiego.com</a>	NBC	San Diego, CA
<a href="http://NBC4.tv">NBC4.tv</a>	NBC	Los Angeles, CA	<a href="http://10News.com">10News.com</a>	ABC	San Diego, CA
<a href="http://TelemundoLA.com">TelemundoLA.com</a>	Telemundo	Los Angeles, CA	<a href="http://WSOCTV.com">WSOCTV.com</a>	ABC	Charlotte, NC
<a href="http://NBC5.com">NBC5.com</a>	NBC	Chicago, IL	<a href="http://NBC30.com">NBC30.com</a>	NBC	Hartford, CT
<a href="http://Telemundochicago.com">Telemundochicago.com</a>	Telemundo	Chicago, IL	<a href="http://WFSB.com">WFSB.com</a>	CBS	Hartford/New Haven, CT
<a href="http://NBC10.com">NBC10.com</a>	NBC	Philadelphia, PA	<a href="http://WSMV.com">WSMV.com</a>	NBC	Nashville, TN
<a href="http://TheBostonChannel.com">TheBostonChannel.com</a>	ABC	Boston, MA	<a href="http://TheKansasCityChannel.com">TheKansasCityChannel.com</a>	ABC	Kansas City, MO
<a href="http://WMUR.com">WMUR.com</a>	ABC	Manchester, NH	<a href="http://TheMilwaukeeChannel.com">TheMilwaukeeChannel.com</a>	ABC	Milwaukee, WI
<a href="http://NBC11.com">NBC11.com</a>	NBC	San Francisco, CA	<a href="http://ChannelCincinnati.com">ChannelCincinnati.com</a>	NBC	Cincinnati, OH
<a href="http://KTVU.com">KTVU.com</a>	FOX	San Francisco, CA	<a href="http://WYFF4.com">WYFF4.com</a>	NBC	Greenville, SC
<a href="http://NBC5i.com">NBC5i.com</a>	NBC	Dallas, TX	<a href="http://KSAT.com">KSAT.com</a>	ABC	San Antonio, TX
<a href="http://Telemundodallas.com">Telemundodallas.com</a>	Telemundo	Dallas-Ft. Worth, TX	<a href="http://WPBF.com">WPBF.com</a>	ABC	Palm Beach, FL
<a href="http://NBC4.com">NBC4.com</a>	NBC	Washington, DC	<a href="http://WGAL.com">WGAL.com</a>	NBC	Lancaster, PA
<a href="http://WSBTV.com">WSBTV.com</a>	ABC	Atlanta, GA	<a href="http://WDSU.com">WDSU.com</a>	NBC	New Orleans, LA
<a href="http://Click2Houston.com">Click2Houston.com</a>	NBC	Houston, TX	<a href="http://ChannelOklahoma.com">ChannelOklahoma.com</a>	ABC	Oklahoma City, OK
<a href="http://Click2Weather.com">Click2Weather.com</a>	NBC	Houston, TX	<a href="http://KOAT.com">KOAT.com</a>	ABC	Albuquerque, NM
<a href="http://ClickonDetroit.com">ClickonDetroit.com</a>	NBC	Detroit, MI	<a href="http://WXIA12.com">WXIA12.com</a>	NBC	Winston Salem, NC
<a href="http://MoreTV32.com">MoreTV32.com</a>	IND	Tampa, FL	<a href="http://KVUU.com">KVUU.com</a>	FOX	Las Vegas, NV
<a href="http://KIROTV.com">KIROTV.com</a>	CBS	Seattle, WA	<a href="http://WLKY.com">WLKY.com</a>	CBS	Louisville, KY
<a href="http://KPHO.com">KPHO.com</a>	CBS	Phoenix, AZ	<a href="http://News4Jax.com">News4Jax.com</a>		Jacksonville, FL
<a href="http://Channel4000.com">Channel4000.com</a>		Minneapolis, MN	<a href="http://WHOTV.com">WHOTV.com</a>	CBS	Dayton, OH
<a href="http://NewsNet5.com">NewsNet5.com</a>	ABC	Cleveland, OH	<a href="http://TheHawaiiChannel.com">TheHawaiiChannel.com</a>	ABC	Honolulu, HI
<a href="http://WeatherNet5.com">WeatherNet5.com</a>	ABC	Cleveland, OH	<a href="http://KCCI.com">KCCI.com</a>	CBS	Des Moines, IA
<a href="http://NBC6.net">NBC6.net</a>	NBC	Miami, FL	<a href="http://WMTW.com">WMTW.com</a>	ABC	Portland, ME
<a href="http://Local10.com">Local10.com</a>	ABC	Miami, FL	<a href="http://KETV.com">KETV.com</a>	ABC	Omaha, NE
<a href="http://Telemundo51.com">Telemundo51.com</a>	Telemundo	Miami, FL	<a href="http://Channel3000.com">Channel3000.com</a>	CBS	Madison, WI
<a href="http://TheDenverChannel.com">TheDenverChannel.com</a>	ABC	Denver, CO	<a href="http://WAPT.com">WAPT.com</a>	ABC	Jackson, MS
<a href="http://KCRA.com">KCRA.com</a>	NBC	Sacramento, CA	<a href="http://WPTZ.com">WPTZ.com</a>	NBC	Plattsburgh, NY
<a href="http://WB58TV.com">WB58TV.com</a>	WB	Sacramento, CA	<a href="http://WJACTV.com">WJACTV.com</a>	NBC	Johnstown, PA
<a href="http://WESH.com">WESH.com</a>	NBC	Orlando, FL	<a href="http://KFOXTV.com">KFOXTV.com</a>	FOX	El Paso, TX
<a href="http://WFTV.com">WFTV.com</a>	ABC	Orlando, FL	<a href="http://TheHometownChannel.com">TheHometownChannel.com</a>	ABC	Ft. Smith, AR
<a href="http://Local6.com">Local6.com</a>	CBS	Orlando, FL	<a href="http://FOXReno.com">FOXReno.com</a>	FOX	Reno, NV
<a href="http://WPXI.com">WPXI.com</a>	NBC	Pittsburgh, PA	<a href="http://TheKSBWChannel.com">TheKSBWChannel.com</a>	NBC	Monterey, CA
<a href="http://ThePittsburghChannel.com">ThePittsburghChannel.com</a>	ABC	Pittsburgh, PA	<a href="http://TurnTo23.com">TurnTo23.com</a>	ABC	Bakersfield, CA
<a href="http://KPTV.com">KPTV.com</a>	FOX	Portland, OR	<a href="http://WTOV9.com">WTOV9.com</a>	NBC	Steubenville, OH
<a href="http://TheWBALChannel.com">TheWBALChannel.com</a>	NBC	Baltimore, MD			



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# YOUR HOME WILL APPEAR ON ... (99,000,000 UNIQUE MONTHLY USERS)












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# SCV NETWORK GROUP

 Neal Welch 284-5080 	 Evelyn Taibi 250-0026 	 Mike Bjorkman 284-5424 	 Mike Leback Tracy Hauser 284-5030 284-5034 	 Rod McIntosh 259-1100 	 Kathy Watterson 284-5066 
 Mike & Linda Hrezo 713-6469 	 Patty Skinner Mari Wood 284-5048 284-5046 	 Debbie & Dwight Hawkins 280-8072 	 Lou Fricke 964-1640 	 Veronica & Bob Liffing 714-7387 	 Mary Funk 280-8635 
 Cat & Paul Humphries 254-1650  TOP PROPERTIES	<p><b>THERE IS NO SUCH THING AS A SLOW MARKET WHEN YOU HAVE A GREAT AGENT!</b> (Networking since 1992)</p>			 Frank Ball 298-2255 	 Michael Rescigno 259-5960 
 Brian Palmer 702-4663 	 Helen LaPrarie 253-2112 	 Pam & Steve Ingram 291-1726 	 Nate Butcher 290-3701  TOP PROPERTIES	 Joyce Blackburn 964-1675 	
CALL ANY OF US TODAY.					
<b>Local Real Estate Area Specialists</b>					
					
Relocation • 1031 Tax Exchange • Investments					

For the past ten years, the top producers on this page have networked their buyers and sellers to provide successful real estate transactions. They all work together to help their clients get sold and/ or purchase a property. As a group, they are involved in nearly 25% of all the sales annually in the Santa Clarita Valley. It's safe to say that if you list with Team Bjorkman, you list with all the top agents in town.



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# MAXIMUM MLS EXPOSURE

To ensure maximum exposure we are the only agents who will enter your home in three MLS systems, versus other agents who only list your home in one MLS.

- So-Cal MLS with 55,000 agents
- Ventura County MLS with 3,264 agents
- Antelope Valley MLS with 4,000 agents



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# Massive Agent Emails

Every Monday morning, 1,500 top producing agents will receive an E-mail of all my listings. These top producing agents are from all companies, not just RE/MAX. Week after week, the agents who are unfamiliar with our area will learn my name and send their buyers to us. This raises the chances of our buyer's agents selling your home. These agents can also preview your property using Virtual Tours!

<p><b>RESIDENTIAL</b></p>	<p><b>RESIDENTIAL</b></p>	<p><b>RESIDENTIAL</b></p>	<p><b>ACREAGE</b></p>	<p><b>RESIDENTIAL</b></p>
<p><b>Fabulous French Country Mansion!</b></p> <p><b>\$1,999,999</b></p> <p>26777 MacMillan Ranch f Canyon Country, CA 91321 8 bed, 9 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Spectacular French Country Mansion</b></p> <p><b>\$1,999,999</b></p> <p>26612 MacMillan Ranch f Canyon Country, CA 91321 5 bed, 6.5 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Stunning Custom Placerita Canyon</b></p> <p><b>\$1,499,999</b></p> <p>21345 Placerita Canyon Newhall, CA 91321 4 bed, 4 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Custom Placerita Estate!</b></p> <p><b>\$1,499,900</b></p> <p>21827 Placeritos Blvd Newhall, CA 91321 5 bed, 4 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Spectacular Estate Located In The</b></p> <p><b>\$989,000</b></p> <p>24825 Bella Vista Drive Newhall, CA 91321 4 bed, 4.5 bath</p> <p><b>Mike Bjorkman</b></p>
<p><b>RESIDENTIAL</b></p>	<p><b>RESIDENTIAL</b></p>	<p><b>RESIDENTIAL</b></p> <p><b>PENDING</b></p>	<p><b>RESIDENTIAL</b></p> <p><b>PENDING</b></p>	<p><b>RESIDENTIAL</b></p> <p><b>PENDING</b></p>
<p><b>Placerita Canyon Home</b></p> <p><b>\$699,900</b></p> <p>24933 Hacienda Ln Newhall, CA 91321 4 bed, 2.5 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Gorgeous Palazzo-Alta Vista</b></p> <p><b>\$525,000</b></p> <p>24356 El Molina Valencia, CA 91355 3 bed, 3 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Gorgeous Home w/Upgrades Galore</b></p> <p><b>\$449,900</b></p> <p>21181 Cimarron Way Saugus, CA 91390 4 bed, 3 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Fabulous Single Story!</b></p> <p><b>\$319,000</b></p> <p>27903 Redwood Glen Dr Valencia, CA 91354 3 bed, 2 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Fabulous 4 Bedroom Townhome!</b></p> <p><b>\$314,000</b></p> <p>1225 Ramona Drive Newbury Park, CA 91321 4 bed, 2 bath</p> <p><b>Mike Bjorkman</b></p>
<p><b>RESIDENTIAL</b></p> <p><b>PENDING</b></p>	<p><b>RESIDENTIAL</b></p> <p><b>PENDING</b></p>			
<p><b>Fantastic Single Story Home In</b></p> <p><b>\$310,000</b></p> <p>28237 Newbird Drive Saugus, CA 91350 3 bed, 2 bath</p> <p><b>Mike Bjorkman</b></p>	<p><b>Westridge Townhome For Sale</b></p> <p><b>\$299,000</b></p> <p>27032 Fairway Lane Valencia, CA 91381 2 bed, 2 bath</p> <p><b>Mike Bjorkman</b></p>			



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# Virtual Tours


92% of buyers surveyed wanted a virtual tour. 54% of buyers will not view a home online without a virtual tour.


FABULOUS FRENCH COUNTRY MANSION! ~ \$1,999,999  
 26777 MACMILLAN RANCH ROAD, CANYON COUNTRY, CA, 91387 | MLS #F1761377 | TOUF















MIKE BJORKMAN  
 661-702-4700  
 RE/MAX of Santa Clarita




MAIN
















AUDIO ON



-  PROPERTY INFO
-  SEND TO A FRIEND
-  PRINT MATERIALS
-  DOWNLOAD VIDEO
-  PROPERTY MAP
-  CALCULATOR
-  SCHOOL INFO
-  AGENT INFO

## PROPERTY INFORMATION

PROPERTY DETAILS		PROPERTY FEATURES <span style="float: right; border: 1px solid red; padding: 2px;">X</span>	
Price	\$1,999,999	Alarm System	Garage - Attached
MLS Number	F1761377	Bathroom on Main Floor	Gated Community
Bedrooms	8	Bedroom on Main Floor	Outdoor Kitchen
Bathrooms	9	Ceiling Fans	Sprinkler System
Garage Size	8	Central Air	Tile Floors
Year Built	2008	Cul-de-Sac Location	Utilities on Main Floor
Square Feet	10000	Fireplace	View Property
Lot Size	6 Acres	Forced Air	



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You will be emailed the statistics to see how many people viewed your property.

## WEEKLY SELLERS REPORT



Do you know someone wanting to sell a home? I just love referrals! Forward this email to them to show them the powerful tools being used to market your house!

Mike Bjorkman  
661-702-4700  
mike@santaclaritarealestate.com

### LISTING SUMMARY

AS OF 6/25/2009

Price: \$1,999,999

MLS #F1761377  
26777 MacMillan Ranch Road  
Canyon Country, CA 91387  
www.tourfactory.com/415842



### WEEKLY PHOTO TRAFFIC FROM INITIAL TRACKING DATE TO PRESENT

Day	Date	Views	Percent
Thursday	6/18/2009	39	8%
Friday	6/19/2009	6	1%
Saturday	6/20/2009	94	20%
Sunday	6/21/2009	44	9%
Monday	6/22/2009	44	9%
Tuesday	6/23/2009	39	8%
Wednesday	6/24/2009	185	41%
TOTALS		451	100%



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# THE **ultimatetour**

**THE VIRTUAL TOUR THAT HAS IT ALL.**



## The Difference Between Marketing Property and Closing it.

The Ultimate Tour is the most powerful and comprehensive means of showing your home to the most potential buyers. Below are a few reasons why the Ultimate Tour is the most clicked Virtual Tour on the Internet today.

- Distributes to Millions
- Easy Agent Contact
- Graphically Rich Interface
- Buyer-Friendly Navigation
- Powerful Mapping Feature
- Complete Descriptive Content
- Hidden Hit Counter
- Can be Emailed to Other Buyers
- New Widescreen and Fullscreen Viewing Modes Promote your Property Larger than Life
- Eliminate Drag with EasyGlide
- Print Flyers Directly from the Tour










# tourtools

EVERYTHING A BUYER NEEDS TO KNOW.



## A More Informed Buyer is a more Interested Buyer.

From the location of the home to the inventory of the agent, the Ultimate Tour provides a complete set of tools for buyers to learn everything about your property. This means buyers can spend less time asking questions and more time making offers. Just look at what they'll find in every Ultimate Tour:

-  Email Tour to a Friend
-  Printable Flyer
-  Printable Tour Packet
-  Mortgage Calculator
-  Map/Location
-  School Info
-  Email the Agent
-  Agent Website
-  Agent Inventory
-  Area Info

# propertyflyers

**INSTANT CURB APPEAL.**

Norm Williams  
Phone: 800-555-1234  
norm@tourfactory.com

**ARC QUALITY**

**\$2,700,000**  
4 Beds, 3.25 Baths  
18560 204th Ave. NE,  
Woodinville, WA 98077

- Beautiful Custom Home
- Huge 3 Car Garage
- Expansive Garden
- Olympic Sized Swimming Pool
- Tennis Courts
- Riding Stables
- Hot Tub
- Vinyl Fencing Surrounds Property
- 3 Level Custom Cedar Deck
- Theater Room with Leather Chairs
- Incredible Stone Fireplaces
- Hiking Paths with Creek
- Stainless Steel Kitchen
- Luxurious Spa
- Two Walk-in Closets
- Magnificent Water Features
- Marble Floors
- Gigantic Sunroom
- Private Dock
- Complete Guest House
- A Fantastic Dream Home!

## **First Impressions are Everything.**

Offering a wide choice of beautiful natural settings and custom color themes, TourFactory's Property Flyers are sure to leave a lasting impression in the minds of potential buyers. Each flyer provides the photography that they love with the information they need so your home stands out as the clear winner in their property search.

- **Multiple Layouts and Natural Color Settings**

- **Prominent Placement of Agent Contact Information**

- **Each Flyer Features the Large Photos that Buyers Crave**

- **List of Features or Property Description**

- **Displays URL to the Ultimate Tour**

**PUT YOUR PROPERTY IN THE HANDS OF MILLIONS.**



## **A Good Agent is Always on the Lookout for Emerging Markets.**

With the explosion of the Internet and the ingenuity of the cell phone, it was only a matter of time before the two technologies united. Using the same forward thinking, TourFactory has established an exclusive relationship with Sprint® to provide all real estate content for their Vision Network. This puts your home in the hands of millions wherever they go.

- **Can be Viewed on any of Today's Internet-Enabled Cell Phones**
  - **One-Button Access to your Agent from the Cell Tour**
  - **Partnership with Sprint® as the Exclusive Real Estate Content Provider for the Vision Network**
  - **Over 7 Million Subscribers on the Vision Network**
- According to Sprint's 2005 US Consumer Wireless Usage Study:**
- **56% of People Surveyed Use their Phone for Additional Purposes (other than calling)**
  - **43% of People Surveyed Use their Phone for Internet Access**

# tourdistribution

REALTOR.COM



## The Big Boy on the Block.

REALTOR.com® is the largest real estate web site nationwide and is the official site for the National Association of Realtors (NAR). When marketing a home on the web, REALTOR.com® is a must for your overall marketing strategy.

- Most Visited Real Estate Portal on the Internet
- Over 5 Million Unique Visitors per Month
- Average of Over 500 Views per Listing
- Over 870 Markets Covered
- Homes on REALTOR.com® with a Virtual Tour receive 40% more Views

• Your Home will also Appear on REALTOR.com® Content Partners: AOL, Netscape, MSN, Wall Street Journal, Excite, Net Zero, and Many regional Content Providers

# tourdistribution

GOOGLE.COM



## A Big Name means Big Exposure.

Google is one of the most visited and well known search engines on the planet. If you're serious about getting a home in front of the masses, Google is an obvious choice. Combining the sophistication of a TourFactory Virtual Tour and the exposure that Google provides, you can now show your house to the world.

- Cutting Edge Mapping System
- Satellite and Hybrid Viewing Modes
- Clear Property Location Indicator with a Link to the Virtual Tour
- Millions of Visitors Daily

Our content can be found on

Google™

 **tourfactory**  
VIRTUAL TOURS

# tourdistribution

## HOME DEBUT



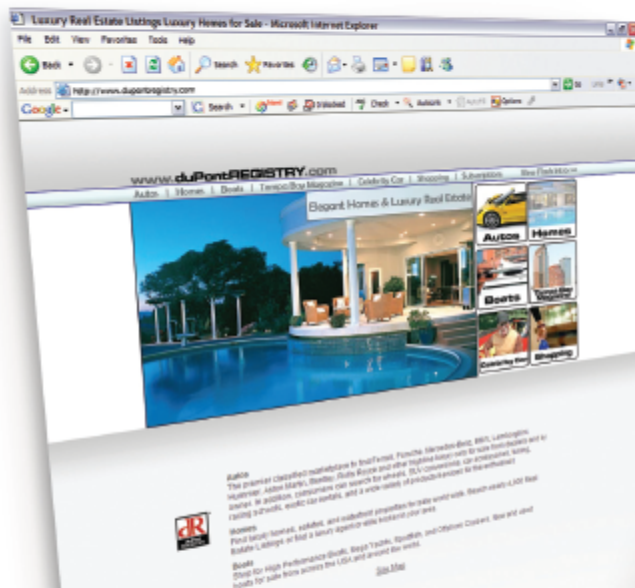
### Where Every Property is a Virtual Tour.

HomeDebut.com is another extremely popular distribution channel for your home. With an elegant interface and large inventory of virtual tours, this site attracts buyers by showcasing your home in a beautiful way.

- All Properties are Virtual Tours
- Advanced Search Functionality Helps Buyers Easily Locate Your Home
- Your Home Can Be Stored in a Buyer's Favorites List
- Instant Delivery of your Home to Buyers that are searching for a House like yours through email (and now via RSS)

# tourdistribution

## DUPONT REGISTRY



### Champagne Wishes and Caviar Dreams.

The DuPont Registry name is synonymous with providing a wide variety of luxury items for sale and for creating a "luxury marketplace." They lead the high-end real estate community with their strong brand name recognition, and always strive to keep the customer's needs first.

- This elite site attracts high-end clientele from all over the world.

- With our exclusive partnership, preferred placement is guaranteed.

- As an additional benefit of advertising with the DuPont Registry, you may qualify for additional placement with:  
[www.uniqueglobalestates.com](http://www.uniqueglobalestates.com)

# sellersreport

STAY IN THE KNOW.



## Know The Buyer.

Tourfactory virtual tours keep you informed with the most current developments regarding your Internet marketing. Each week, you will receive an email giving you detailed statistics concerning the number of buyers viewing your home. This will give you invaluable insight into the online activity of perspective buyers.

- Displays Internet Activity Specifically Related to your Home
- Arrives in your Email Every Week
- Shows Daily Hits Each Week
- Reveals Where Buyers Discovered your Home Online
- Displays Which Rooms in your Home Attract the Most Visitor Interest
- Shows 3 Month History of Internet Traffic
- Demonstrates Accurate and Tangible Marketing Results

## 32% OF BUYERS FOUND A HOME VIA THE INTERNET - UP FROM 8% IN 2001

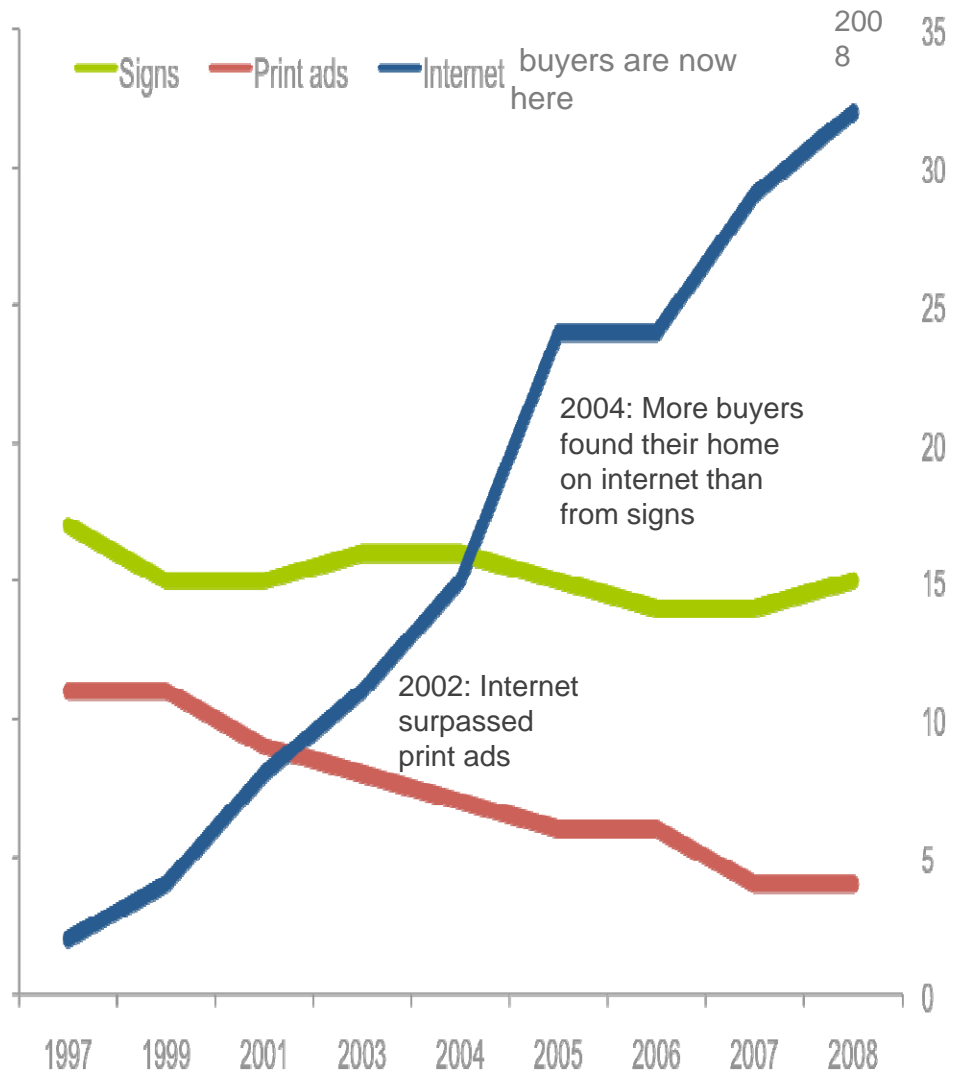
### WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2008

	2001	2003	2004	2005	2006	2007
Real estate agent	48%	41%	38%	36%	36%	34%
INTERNET	8	11	15	24	24	29
Yard sign/ open house sign	15	16	16	15	15	14
Friend, relative or neighbor	8	7	7	7	8	8
Home builder or their agent	3	7	7	7	8	8
PRINT ADS newspaper advertisement	7	7	5	5	5	3

Source: National Association of REALTORS®, Profile of Home

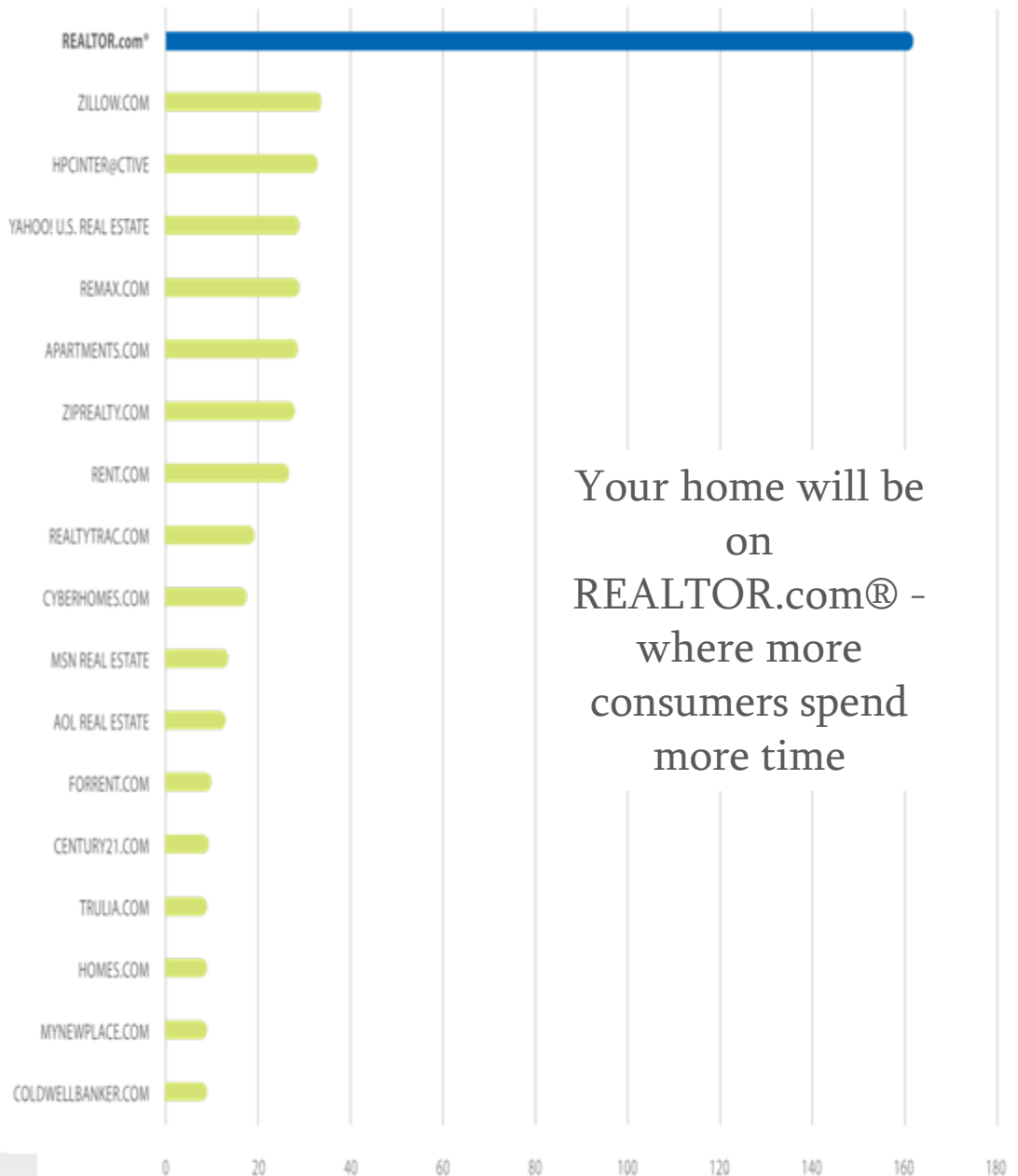
# NAR 2008 PROFILE OF HOME BUYERS & SELLERS

## FACTS ON WHAT IS WORKING AND WHAT IS NOT



# TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON, in millions of minutes)



Your home will be  
on  
REALTOR.com® -  
where more  
consumers spend  
more time



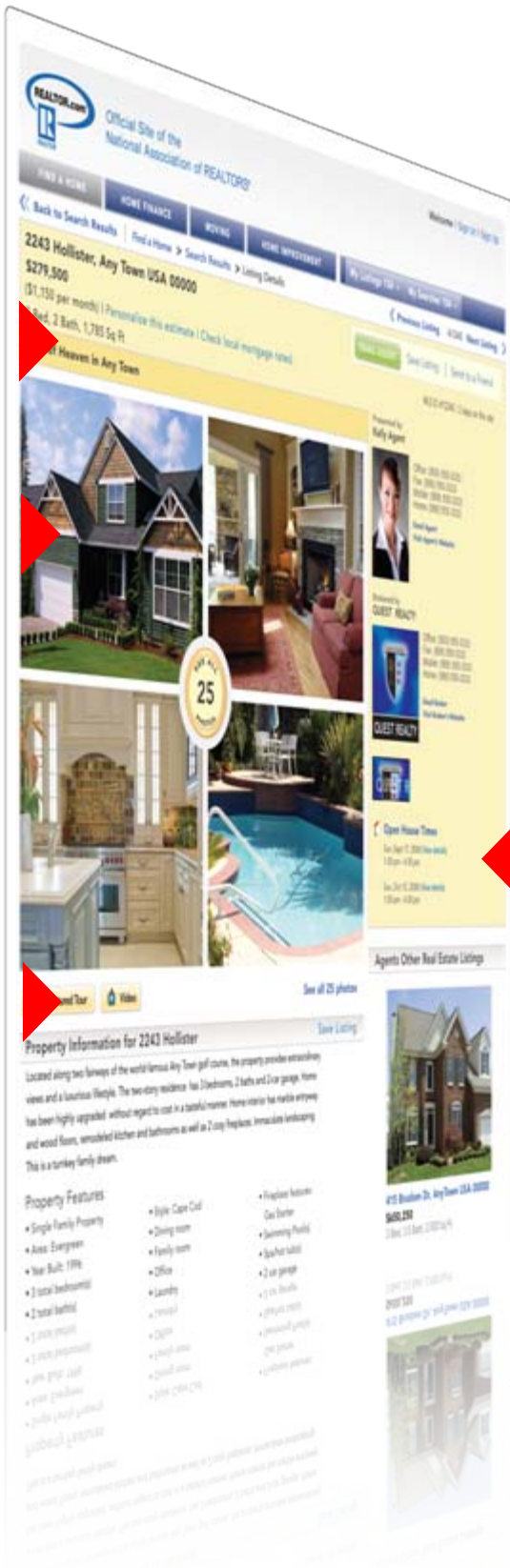
Because REALTOR.com® has millions of listings...

I will make yours stand out

# SHOWCASE LISTING ENHANCEMENTS MARKETING SYSTEM<sup>SM</sup>



- Your home will be more visible to buyers.
- I receive customer leads directly so I can personally respond to buyers.
- There are additional enhancements I can add to your listing to show off the best features.



What **SHOWCASE LISTING ENHANCEMENTS** do to help sell your property.

More exposure for your property

- Up to 25 jumbo photos
- Listing video tours
- Promote open houses

# CAPTURING BUYERS ON REALTOR.COM®

The more buyers we can interest, the better chance we have of finding one who will meet your price, terms and desired closing date.



## FEATURED HOMES™

I have reserved the most visible position for your home in the REALTOR.com® Featured Homes™ Marketing System<sup>SM</sup> – available on an exclusive basis to very few REALTORS® in each market.



# FEATURED HOMES™ MARKETING SYSTEM™



## FEATURED HOMES™

Your home will be selected for rotation in one of these exclusive positions – the most prominent location for your home on the #1 real estate website.\*

# Unique Stylish Flyers

## MacMillan Ranch



26777 MacMillan Ranch Rd ~ Sand Canyon

- ⇒ 9 Bedrooms, 7 Full & 2 1/2 Bathrooms
- ⇒ Just under 10,000 Square Feet
- ⇒ New Construction
- ⇒ Approx. 6 Oak Studded Acres
- ⇒ Paved RV Area w/Hook-Ups
- ⇒ 2,700 sq. ft. 8 Car Garage
- ⇒ 1,500 sq. ft. Bonus Room w/ 24 ft. Long Bar
- ⇒ Granite & Stone Throughout
- ⇒ Kitchen w/ Granite Counter Tops
- ⇒ Craft/Hobby Room, plus Play Room, plus Great Room w/Fireplace!
- ⇒ 300 ft. Veranda & fireplace!
- ⇒ Lot possibly splittable and still room for everything!
- ⇒ Close to Robinson Ranch Golf Course
- ⇒ Close to Freeway

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**Bjorkman**

**RE/MAX**

Direct: (661) 702-4700

See Virtual Tour at [www.SantaClaritaRealEstate.com](http://www.SantaClaritaRealEstate.com)

For price information on this home  
Please call our toll free hotline at  
**(800) 249-9996 Ext 076**



In mailings, flyer boxes, door to door deliveries, delivered to agents. Emailed to our exclusive buyer database and past clients. Flyers are an extremely effective way to market to thousands of buyers a week.

**RE/MAX**

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# DESIGNATED 800 NUMBER FOR YOUR HOME (800) 249-9996

An 800 number will be provided for your home which gives callers 24 hour access to a talking ad. Any time a potential buyer enters your code, a text message, with a phone number is automatically sent to us for immediate response.

The buyer also has the option to get your virtual tour emailed or photos text messaged to their cell phone.

## Give it a try

Dial 1-800-249-9996 and enter Extension 208



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With HomeFeedback.com I email the agents who have recently shown your home and see if their buyers are still interested. You also get their feedback emailed directly to you!



Home Listings Feedback Address Book Showing Calendar HomeFollowup Customization Account

1:46pm (America/Los\_Angeles) - Click Here to Change Time Zone

You are Logged in as mike@santaclaritarealestate.com [ Listing Agent ]

Active Listings Sold Listings Expired Listings Pending Listings Marketing Resources

Search Listings Add Listing

You have 20 Email Errors

View All . # . A . B . C . D . E . F . G . H . I . J . K . L . M . N . O . P . Q . R . S . T . U . V . W . X . Y . Z . View All

Address	Listing Date	Last Showing	Action
24356 El Molina Ave.	05-27-2009	06-17-2009	
24825 Bella Vista Drive	04-08-2008	06-14-2009	
249363 Hacienda Lane	11-10-2008	06-12-2009	
21827 Placeritos	03-02-2009	05-17-2009	
24505 Town Center Drive 7409	03-23-2009	04-13-2009	
27855 Alder Glen Circle	04-02-2009	04-06-2009	
24527 Arcadia Street	09-19-2008	03-13-2009	
22835 Market Street	11-10-2008	03-09-2009	
28237 Newbird	11-05-2008	02-11-2009	
21181 Cimarron Way	02-02-2009	02-11-2009	
26777 MacMillan Ranch Road	04-14-2008	05-07-2008	

Results 1 to 11 of 11

LEGEND

- Request Feedback
- Associate Feedback Questions
- View Showings
- Edit Listing
- View Statistics
- E-Blast
- Seller Comment
- View Showing Calendar
- Delete Listing



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# Mike's Recent Track Record

## *Valencia*

23421 Abbey Glen Pl	23735 Del Monte 157	23147 Napa Dr	23510 Via Chantilly
23465 Abbey Glen Pl	23745 Del Monte 154	25693 Neblina	23308 Via Corto
25655 Alicante	24141 Del Monte 245	24420 Nicklaus J-5	23435 Via Gayo
25670 Alicante	24141 Del Monte 246	21618 Old Orchard	25514 Via Impresso
23967 Arroyo Park 88	25429 Eagle 131	25636 Palma Alta	25459 Via Jardin
23971 Arroyo Park 80	26410 Emerald Dove	26018 Palomita	25534 Via Jardin
24007 Arroyo Park 63	25839 Espinosa Dr	23220 Pelham	26724 Via La Paz
24009 Arroyo Park 52	23102 Frisca Dr	25783 Player Dr	25404 Via Macarena
24001 Arroyo Park 80	25660 Fedala	23312 Portland	23674 Via Maduro
28157 Ashbrook	26123 Galvez	23000 Posada Dr	25523 Via Pacifica
28171 Ashbrook Ln	23819 Garland	23009 Posada Dr	29207 Via Solano
27263 Ashfield	23314 Gleneagle	23040 Posada Dr	25275 Via Sistine
25120 Avenida Rotella	20211 Gratland	28039 Promontory	26880 Via Terraza
23317 Barfield	24990 Greensbrier	25842 Rana	27026 Victoria Ln 90
23808 Bennington	24114 Hayward Dr	23907 Ranney House Ct	26073 Viento Ct
28345 Berylwood	26961 Hillsborough 52	27630 Redwood Place	24126 View Point Dr
23714 Bia Beguine	26545 Huntswood	27026 Rio Pecos	24332 Vista Ridge
23632 Big Horn 43	23115 Kimmore Terrace	28445 Rio Pecos	27108 Sanford
27037 Big Rapids 1	27004 Lamberton	27112 Rio Prado	27907 Skycrest 39
27037 Big Rapids Loop 4	24213 Larkspur	27472 Riverside	25421 Stratford
23608 Big Sky Walk 113	23657 Latana Ct	28037 River Trail	26073 Viento
27510 Bradenton	24760 Laurelcrest	26502 Rock Creek	27420 Weathersfield
28018 Brookside Ct	25723 Letecia	26126 Sabado	27429 Whitefield
23350 Calle Arino	25743 Leticia	24819 Sandwedge	19325 Wilson
22643 Calvello	25749 Leticia	27108 Sanford Wy	27626 Yardley
22649 Calvello	25759 Lochmoor	19426 San Marino	
23744 Cameron	26772 Lugar De Oro	19420 San Marino	
25440 Cariz	25740 Lupita Dr	23751 Sarda	
22902 Cerca	23515 Lyons Ave 235	25686 Serena Dr	
27071 Channel	23515 Lyons Ave 277	26841 Shorebreak Ln	
23551 Chatfield Wy	23515 Lyons Ave 281	26841 Shorebreak Ln 34	
27920 Cherry Blossom	23515 Lyons Ave S-13	26203 Silva Ct	
27480 Cherry Creek	25951 Matel Rd	27839 Skycrest Cir	
27628 Cherry Creek	28420 Mayfair	28730 Star Tree	
27873 Cherry Creek	28442 Mayfair	25211 Summerhill	
25778 Covala Ct	24510 Mc Bean Pkwy 63	22734 Sundance	
25786 Covala Ct	26129 Mc Bean Pkwy 45	27825 Sunset Hills	
25790 Covala Ct	23969 Mill Valley	27537 Sycamore Creek	
25791 Covala Ct	28370 Mirabelle 473	23108 Vista Delgado	
27874 Crown Ct Cir	24433 Mira Vista	27107 Teton Trail 99	
22942 Cuervo	24433 Mira Vista	25477 Via Alcira	
23609 Del Monte 305	26507 Morro Bay Dr	26754 Via Amare	
23633 Del Monte Dr 268	23610 Muir Trail 65	23320 Via Barra	
23705 Del Monte 241	23128 Napa Dr	23646 Via Calma	
	23147 Napa Dr	23647 Via Calma	

## *Saugus*

20234 Adriene  
21680 Agajanian  
28356 Agajanian  
20436 Alaminos Dr  
20444 Alaminos Dr  
21124 Alaminos Dr  
21501 Alaminos Dr  
28402 Alaminos Dr  
25730 Armstrong A  
22562 Arriba  
26943 Avenida Terraza  
22805 Aspen  
22816 Aspen Ct  
22901 Banyan Place 218  
22903 Banyan Place 224  
22913 Banyan Place 245  
22127 Barbacoa  
28112 Bobwhite Cir 23



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28119 Bobwhite Cir	28206 Guilford	21821 Seco Cyn Rd 90	23710 La Salle Cyn Rd
28154 Bobwhite Cir 73	28448 Haskell Cyn	28130 Seco Cyn Rd 52	23718 La Salle Cyn Rd
27706 Borage	28975 High Sierra Trail	28142 Seco Cyn Rd 69	23515 Lyons Ave
28797 Bouquet Cyn Rd	28353 Houston	28153 Seco Cyn Rd 65	23515 Lyons Ave 108
30164 Bouquet Cyn Rd	22002 Iron Horse Pl	28153 Seco Cyn Rd 65	17875 Maplehurst
27924 Brookdale	20436 Jay Carroll	28331 Seco Cyn Rd 121	25107 Markel
28338 Brookview Ter	20601 Jay Carroll	28401 Seco Cyn Rd 147	21305 Nandina
28358 Brookview Ter	20627 Jay Carroll	28415 Seco Cyn Rd 123	16332 Oak Bluff
28366 Brookview Ter	24030 Joshua	28421 Seco Cyn Rd	21236 Oak Orchard
20636 Calhaven	28603 Kathleen	28421 Seco Cyn Rd 177	28523 Oak Valley
26817 Camargo Dr	28658 Kathleen	28423 Seco Cyn	25023 Peachland 253
22249 Canones	28054 Kenton	27626 Saffron	16252 Placerita Cyn Rd
21704 Canyon Heights	21027 Kingscrest	27638 Saffron	21060 Placerita Cyn Rd
27561 Caraway Ln	27603 Kristin Ln	27639 Saffron	21077 Placerita Cyn Rd
27842 Caraway Ln	27608 Kristin Ln	20404 Samual	21117 Placerita
28070 Caraway Ln	27663 Kristen Ln	20409 Samual	21827 Placeritos
28143 Caraway Ln	27735 Kristin Ln	28527 Shana	26200 Ridge Vale
21181 Cimarron Wy	27768 Kristin Ln	25530 Sheffield	23215 Sageview Ct
22035 Conway	21608 Kyra	28210 Shelter Cove	19426 San Marino Ct
28336 Contessa	27807 Larkmain	25401 Silvercrest	19432 San Marino Ct
22617 Copperhill 119	22665 Mason Ct	28502 Silverking Trail	19414 San Marino Ct
22633 Copperhill 92	28330 Mist	27762 Spandau Dr	19344 Santa Maria
27709 Crookshank	21603 Newton	28802 Startree Ln	29129 Singingwood
27202 Cross Gate	22745 Norton Dr	28826 Startree Ln	25107 Smokewood
28722 Darrow Ave	28490 Old Spanish Trail	28872 Startree Ln	21314 Trumpet 101
28632 David Wy	28503 Old Spanish Trail	28124 Stonington Ln	24474 Valle Del Oro 203
28655 Deer Springs	19347 Opal	27612 Susan Beth Wy A	18704 Vista Del Canon C
29021 Discovery Ridge	19351 Opal 117	27612 Susan Beth Wy K	18712 Vista Del Canon E
20707 Dot	27917 Oregano Cir	27620 Susan Beth Wy A	18712 Vista Del Canon D
25413 Dry Creek Ct	22466 Paragon	27646 Susan Beth Wy A	18744 Vista Del Canon
28343 Easton Ln	28783 Park Woodland	22224 Tahoe	18816 Vista Del Canon G
28825 Elm Ct	20124 Patricia	22871 Tamarack	18818 Vista Del Canon A
28316 Evergreen Ln	22711 Pear Ct	28211 Tamarack	18820 Vista Del Canon C
28402 Evergreen Ln	28864 Pepper Place	11943 Via Joyce Dr	18826 Vista Del Canon
28440 Evergreen Ln	28662 Placerview Trail	19943 Via Joyce Dr	18826 Vista Del Canon G
28441 Evergreen Ln	20000 Plum Cyn 1022	19944 Via Joyce Dr	18838 Vista Del Canon A
28445 Evergreen Ln	20772 Plum Cyn	28456 Via Joyce Dr	18844 Vista Del Canon C
27549 Falling Star	20778 Plum Cyn Rd	22933 White Pine	27339 Walnut Springs
22662 Fenwall	28760 Ponderosa	28732 Woodside	26213 Whispering
20004 Franks Wy	22843 Raintree Dr	<i>Newhall</i>	<i>Stevenson Ranch</i>
28815 Garnet Cyn Dr	22906 Raintree Dr	23324 Alamos	25803 Anderson
28821 Garnet Cyn Dr	28703 Raintree Dr	19866 Aldbury St	27314 Belmont
28992 Garnet Cyn Dr	28914 Raintree Dr	24839 Apple St H	28027 Frost
29304 Garnet Cyn Dr	27441 Raintree	20008 Ave Of The Oaks	25442 Holmes Pl
26600 Gavilan	27523 Raintree	24234 Cary	25625 Houseman
21205 Georgetown	28470 Rodgers	24746 Choke Cherry	25204 Keats Ln
27916 Gibson	21725 Rose Cyn	25230 Everett	25773 Perlman G
22541 Guadilamar	28525 Row	25078 Fowl	25513 Sinclair Pl
23913 Gilford	27851 Santa Clarita Rd	20907 Judah Ln	25120 Steinbeck
28146 Guilford	28566 Santa Catarina	24277 La Glorita Cir	25124 Steinbeck



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25124 Steinbeck A  
25210 Steinbeck H  
25216 Steinbeck D  
25729 Wilde  
25937 Stafford Cyn D  
26802 Wyatt Ln

### *Castaic*

27616 Apache  
28432 Avion Cir  
27836 Beacon  
27630 Bucksin  
29520 Cambridge  
29524 Cambridge  
30406 Capellero  
28042 Cascade  
28263 Cascade  
32003 Emerald  
30356 Falls  
28015 Fox Run Cir  
32184 Green Hill Dr  
27614 Hartford  
28114 Hayward  
27932 Knight St  
27839 Lassen  
30303 Mallorca Pl  
30469 Mallorca  
30419 Marigold  
30443 Marigold  
28758 Meadowgrass  
27606 Morning Glory  
27736 Morning Glory  
28649 Oak Hill  
29139 Quincy  
29145 Quincy  
29151 Quincy  
29030 Saint Tropez  
28033 Sturbridge  
32810 The Old Rd  
26604 Yosemite  
*Canyon Country*  
30024 Abelia  
15929 Ada St  
27651 Auburn Ct  
27852 Audrey  
20332 Aurora Ln  
19601 Bruces

27718 Camp Plenty  
27870 Camp Plenty  
26857 Claudette 133  
26866 Claudette 711  
26875 Claudette St 106  
20315 Colina  
20332 Colina Dr  
19884 Cottonwood  
20054 Crestview  
24355 Crestview  
27117 Crossglade 1  
27117 Crossglade 2  
27123 Crossglade 5  
32821 Dorama  
14548 Edgeview  
19961 Emerald Creek  
18103 Erik Ct 488  
18105 Erik Ct 471  
18127 Erik Ct 334  
18139 Erik Ct 252  
18143 Erik Ct 232  
19321 Fairweather St  
28316 Falcon Crest  
26908 Flo 467  
26932 Flo Lane  
26956 Flo Ln 337  
18040 Flynn Dr 5201  
27849 Galeton Rd  
29015 Gladiolous  
28427 Hawks Ridge Dr  
27066 Hidaway 6  
27070 Hidaway Ave 3  
26812 Hummingbird Cir  
26816 Hummingbird  
26829 Hummingbird  
27655 Ironstone 3  
23109 Locust Ridge  
23126 Locust Ridge  
26716 Madigan  
29786 Mammoth  
16720 Minter  
16958 Minter  
28445 Monterey  
29808 Monroe  
19114 Newhouse  
19824 Northcliff Dr  
19961 Northcliff Dr

27644 Nugget 2  
28846 Oak Springs Cyn Rd  
25915 Pacy St  
27658 Pamela  
25512 Radbrook  
17908 Rivercircle Dr 1  
17928 Rivercircle Dr 1  
15652 Rosehaven Ln  
15916 Rosehaven  
27119 Saddlepeak  
26508 Sand Cyn Rd  
26862 Sand Cyn Rd  
28039 Sarabande Ln 118  
18028 Saratoga  
17413 Sarita Ave  
17419 Sarita Ave  
28549 Shana  
18309 Shannon Ridge  
18209 Sierra Hwy 25  
11411 Sunburst  
18143 Sundowner 955  
19921 Swallow  
18906 Tenderfoot  
19848 Terri Dr  
19902 Towhee  
27945 Tyler Ln 335  
18610 Utopia  
14600 Water Lily  
18819 Wellhaven  
26669 Whippoorwill  
26671 Whippoorwill  
29561 Wisteria Valley

### *Out of Area*

9206 Aqueduct  
0 Cheseboro  
35101 Cheseboro  
2303 Clear Canyon  
1723 Dawnridge  
5907 Gardendale  
14808 Hagar  
2587 Lebec  
19237 Maclay St  
1629 Tejon



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Mike Bjorkman

Mike Bjorkman  
*Team Leader*  
*Negotiating*  
*Seller Representation*  
*Marketing Specialist*



Wendy Gundry

Wendy Gundry  
*Seller Representation*  
*Buyer Specialist*  
*New Construction*  
*Residential Resale*  
*Specializing in*  
*Foreclosures*  
*Working with Investors*

Joeleena Moore  
*Escrow Coordinator*  
*Listing Coordinator*  
*Office Manager*  
*Customer Service*

Lindsey Saylor  
*Marketing Coordinator*  
*Listing Coordinator*  
*Customer Service*



Julie Roberts

Julie Roberts  
*Seller Representation*  
*Buyer Specialist*  
*Notary*



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- ReMax Platinum Club Member since 2000
- ReMax Top 10 Since 2000
- ReMax International Lifetime Achievement Award

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- Voted Best Realtor Santa Clarita Magazine 2002/2003



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