Uniquely Qualified to Assist You
David and Marlene Macbeth, GRI
Our Heritage

- A world-renowned and historic name since 1744
- A keen eye in property valuation and sale
- From fine collectibles to fine properties
- 260-year reputation based on expertise and service
Sotheby’s International Realty Today
David and Marlene Macbeth, GRI
Old-Fashioned Service Using Today’s Technology
Today

- 53 offices in prominent markets
  - Manhattan
  - San Francisco
  - Carmel
  - Santa Barbara
  - Malibu
  - Beverly Hills
  - Westchester
  - Hamptons
  - Greenwich
  - Cape Cod
  - Palm Beach
  - Jackson Hole
  - Sun Valley
  - Santa Fe
  - London
  - Santa Ynez Valley/Los Olivos
Today

- Membership in a global network of affiliated real estate firms
Today

- We have the resources of a global organization: marketing, advertising, exposure, cutting edge technology, industry leaders

- We uphold the high standards of expertise and service on which Sotheby’s was founded

- We are passionate about real estate and the communities we live in and work in
Today - Significant Sales 2006-2007

- **$100,000,000+**
  - Rancho El Cojo, Santa Barbara, CA

- **$50,000,000+**
  - Architectural Masterpiece, New York, NY
  - 1,000+ Acre Ranch, Jackson Hole, WY

- **$35,000,000+**
  - Jalama Ranch, Santa Barbara, CA
  - Italian Style Tuscan Farmhouse, Santa Barbara, CA

- **$30,000,000+**
  - Unparalleled Southampton Oceanfront, Southampton, NY
  - Ocean and Bay Front, Southampton, NY

- **$30,000,000+ cont.**
  - Bel Air Estate, Beverly Hills, CA
  - Mayfair Mansion, Mayfair, London

- **$25,000,000+**
  - 810 Fifth Avenue, New York, NY
  - Casa Del Mar, Palm Beach, FL
  - John Lautner, Architect, Malibu, CA
  - Rancho Carinoso, Santa Barbara, CA

- **$20,000,000+**
  - 3-Acre Ocean Bluff Estate Site, Summerland, CA
  - Mediterranean-style Manor, Santa Barbara, CA
  - Soho’s Crowning Jewel, New York, NY
Today

- **Expertise in all price ranges:**
  - Our 2007 results make the point:
    - 53% of all transactions were for properties priced under $1 million
    - Average worldwide selling price: $1.7 million.
Today

- Expertise in all price ranges
Today

- Expertise in all price ranges
  - What the properties we represent share is not a particular price but a distinctive character
  - Our standards of service remain constant regardless of the listing price
What Sets Us Apart

Professionalism, Integrity and Expertise
What Sets Us Apart

- 260 year heritage
- Global network of leading agents
- Highest quality marketing materials
- Targeted distribution
- Access to qualified buyers
- Website that gets attention
- Cross-selling opportunities with Auction House
- Access to publications that are uniquely our own
- Unparalleled exposure and attention for our listings
What Sets Us Apart

- The advantage of a global company
  - We are positioned to reach the right buyers, regardless of where they’re based
  - Your property will have added visibility and credibility beyond the local community

THROUGH FAR-REACHING REPRESENTATIVES AND SPECIALIZED MARKETING EFFORTS, WE PROVIDE MAXIMUM EXPOSURE FOR OUR LISTINGS, ATTRACTING INTEREST FROM CLIENTS UNKNOWN TO LOCAL BROKERS.
What Sets Us Apart

- The advantage of a global company
  - We can attract interest from clients unknown to local brokers
  - In 2007, closings from referrals to our offices totaled nearly $2 billion
What Sets Us Apart

- Coast-to-coast experienced in-house marketing teams
- Local, national and global marketing strength
- We tailor the marketing program to best represent your property
What Sets Us Apart

- The exposure and attention to successfully sell your property
- Placement on both our locally and globally focused web sites
- Property brochures and proprietary publications distributed to all of our offices
- Advertising locally, nationally and internationally
What Sets Us Apart

- A comprehensive web strategy
  - All of our properties are placed on 3 proprietary sites.
  - The recognition and credibility of our brand helps our sites stand out from the on-line clutter.

sothebysrealty.com

sothebyshomes.com

sothebyshomes.com/[Location]
What Sets Us Apart

- **A comprehensive web strategy**
  - A range of powerful resources are used to drive traffic to these Web sites:
    - [sothebys.com](http://sothebys.com) – banner ad link and property search capability from the home-page of the auction site
    - Google, Yahoo, MSN – advertising and search promotion by geographic location and luxury real estate in general
    - [REALTOR.com](http://realtor.com) – all listings featured as “Showcase” listings and link back to local sites
    - [NYTimes.com](http://nytimes.com) – listings over $400,000 posted daily. Those over $1 million featured on Great Homes section and link back to sothebyshomes.com
    - [IHT.com](http://iht.com) – Select listings over $1 million posted weekly and link back to local sites
    - [Primelocation.com](http://primelocation.com) – all listings have a link to drive traffic to sothebyshomes.com
    - National ad campaigns – full-page url promotion in top lifestyle publications
    - Local/Regional advertising – promotes area-specific web sites.
What Sets Us Apart

- Cross marketing opportunities with the Auction House
  - Advertising and editorial coverage in Sotheby’s publications
  - Joint internet marketing initiatives
  - Property brochures, poster and Web Kiosk displays in high traffic areas at Sotheby’s Auction headquarters
  - Special events
  - Property brochures, poster and Web Kiosk displays in high traffic areas in Sotheby’s headquarters
  - Referrals from Auction House clients
What Sets Us Apart

- **Access to publications that are uniquely our own**
  - Sotheby’s *Preview*
    - A fine art and real estate magazine
    - Circulation of 80,000
    - Mailed to key Sotheby’s and Sotheby’s International Realty clients and available by subscription
    - Available in all Sotheby’s International Realty® locations and Sotheby’s auction locations as well as hotels in cities such as Paris, London and New York
What Sets Us Apart

- **Access to publications that are uniquely our own**
  - **Regional Collections**
    - Circulation ranging from 25,000 to 50,000
    - Frequently published catalogs showcasing properties in particular market areas
    - Distributed to active and potential clients within your local market
    - Distributed to all brokerage offices for display
    - Available at Sotheby’s auction headquarters
What Sets Us Apart

- Access to publications that are uniquely our own
  - Reside
    - Semi-annual magazine featuring lifestyle editorial and current listings from the Sotheby’s International Realty® worldwide network
    - Circulation of 135,000
    - Mailed to select subscribers of Architectural Digest
    - Poly-bagged with Preview and mailed to Sotheby’s auction clients
    - Distributed to all brokerage offices
    - Available at Sotheby’s auction headquarters
What Sets Us Apart

- Unparalleled exposure
Advertising
Advertising

- **Our advertising strategy and resources**
  - The level of visibility generated by Sotheby’s International Realty® through advertising is unmatched by real estate companies.
  - Potential clients will come to us even if your property is not directly advertised.
  - Visibility with this qualified audience generates interest that all sellers benefit from.
Advertising

- **Property advertising**

- **Brand Image advertising**
  - *Robb Report Collection, Architectural Digest, Departures, Wine Spectator, Four Seasons, Gourmet, Western Interiors & Design, Condé Nast Traveler*
Advertising

- **International Brokerage Campaign:**
  - **January 08:** *International Herald Tribune, The Resident*
  - **February:** *Prime Location*
  - **March:** Condé Nast UK (*Vogue, Tatler, House & Garden, GQ, International Herald Tribune*)
  - **April:** *International Residence, LP - Luxury Properties*
  - **May:** *The New York Times Magazine, Prime Location*
    - *International Herald Tribune* Cannes wrap and Moscow Fine Art Fair wrap
  - **July:** *International Herald Tribune - Wimbledon wrap, LP - Luxury Properties*
  - **September:** Condé Nast UK (*Vogue, Tatler, House & Garden, GQ, Architectural Digest Russia*)
  - **October:** *The New York Times Magazine, LP - Luxury Properties*
  - **December:** *Billboard*
  - **January 09:** *LP - Luxury Properties*
Local Advertising

- Santa Barbara News Press
- Santa Ynez Valley News
- Santa Ynez Valley Journal
- Santa Barbara “CAS A” Magazine
- Homes and Land Magazine
- Homes Magazine
- Destination Wine Country
- Farm and Ranch Magazine
Expertise
Positioning your property appropriately will create maximum interest and help produce the highest possible financial return.

Factors not within your control include:
- Your property’s location
- Recent property market values
- Current economic conditions and indicators
- The number of similar properties currently on the market

Factors within your control include:
- Your property’s distinctive and compelling attributes
- The physical condition of your property (home and grounds)
- Your preferred closing date
- Ready access to your property for showing
- Selection of the right real estate professional (the agent who provides the broadest exposure is likely to bring the best price)
Expertise

- **An advocate for your objectives**
  - Realistic pricing based on a well-prepared CMA will achieve the maximum price in a reasonable time
  - A property priced correctly from the beginning typically achieves the highest proceeds
  - Houses that remain on the market for a long time often stop being shown
  - The market sets the price, not the sellers or the real estate agents
Expertise

- Sotheby’s International Realty has more than 485 offices worldwide of which 336 are based in the United States. Our 9500+ agent body has an impressive international referral system that gives our network access in some 35 nations around the globe.

- Within Santa Barbara County Sotheby’s International Realty is a full-service real estate company combining the professional expertise of over ___ full time agents with hometown service that reaches from the Santa Ynez Valley to anywhere in the World. Sotheby’s International Realty has a long and storied history in the Santa Ynez Valley with connections to some of the Valley’s oldest and most prestigious firms including Sunset Realtors and Pitts and Bachmann Realtors
Expertise

- Connecting with a client can be at the speed of E-mail but there is nothing more important than that "take your time" personal service David and Marlene offer their clients. Listening and understanding the needs of each client and providing them with the knowledge to make a good decision is how you know they are "on-line" with your needs.

- Expertise, Integrity, Commitment and the Desire to do the job well: These aren't just words; they are an attitude that exemplifies their standards. They believe success in your profession is determined not only by your longevity in the business but by extensive knowledge of real estate and the marketplace. With a combined 50+ years of real estate experience David and Marlene have been given many accolades by the companies for whom they have worked and their fellow agents. In 1994 David was named Realtor Associate of the Year. Marlene has held both broker-agent and management positions at several large real estate concerns in the Santa Ynez Valley. Their professionalism among their peers and many satisfied clients has rewarded them with referral and repeat business which is the best true measure of how they "take care of business."

- David and Marlene fell in love with the Santa Ynez Valley in the mid 70's and worked together to achieve their goal of moving here. They were convinced it was the best place to live and raise their children in a beautiful and caring atmosphere where "help your neighbor" is a way of life. They learned the valley by riding their children around on the back of their bikes before they were big enough to cycle alone. It gave them a tremendous insight into the out of the way places and a “grass roots” education on the valley environment and their neighbors.

- They continue that communication today by sending out a bi-monthly letter that includes information about real estate offerings in the Valley, schools, basically what’s going on here. They say, “It’s the things you learn after you have lived here. It helps people get a feel for what we’re about and what life is the Valley is like. The biggest problem is getting them to give it up after they’ve purchased. Some of their clients have been on the list for years.” David and Marlene are not just trying to sell a piece of property, you are becoming their neighbor. They are not just finalizing the transaction; they are building a relationship.
Expertise

Our objective:
- To sell your property in a timely manner at the highest price possible
- To help facilitate a seamless transaction
- To ensure that you look forward to working with us again
Expertise

Top 50 Agents by Volume*

- 3 Roger Erickson  New York, NY  $177,758,820
- 7 Harald Grant  Southampton, NY  $145,106,100
- 11 Tom Evans  Jackson, WY  $139,379,035
- 18 Meredith Hull Smith  New York, NY  $112,488,000
- 33 Beate Moore  Bridgehampton, NY  $93,184,637
- 35 Royce Pinkwater  New York, NY  $91,176,610
- 40 Suzanne Perkins  Santa Barbara, CA  $82,375,000
- 43 Andrew Saunders  Bridgehampton, NY  $78,040,000
- 46 Shelly S. Tretter  Greenwich, CT  $77,652,500
- 48 Louise Beit  New York, NY  $77,135,000

*Data from lore's The 200: The Real Estate Top Two Hundred Professionals 2007
Expertise

- Marketing plan of action

- **1st week on market**
  - Enter listing into MLS system
  - Prepare property brochure
  - Write ads
  - Place listing on our site
  - Put up “For Sale” sign
  - Install lock box
  - Review showing tips

- **2nd week on market**
  - Invite local Realtors to tour home
  - Mail property postcards to top agents and neighbors
  - Review status with clients

- **3rd week on market**
  - Sunday Open House

- **On-going**
  - Report weekly to clients on activity and market updates
  - Assist in the negotiation of a seamless transaction
  - Help buyer obtain the best possible financing
  - Provide buyer’s bank with the most up-to-date comparables to aid in the mortgage appraisal
  - Coordinate necessary inspections and permits
The Value To You

- 260 year heritage
- Brand recognition
- Marketing opportunities with the Auction House
- Access to publications that are our own
- Access to qualified buyers
- In-house marketing teams
- Targeted distribution
- Prominent visibility
- Consistency of service
- Results in all price ranges
Thank You