

Engel & Völkers: Bringing the

With the advent of new, innovative technology, the real estate industry continues to expand its reach. Savvy property owners, buyers and investors look beyond their own backyards and into the global marketplace. Today's real estate market requires a truly distinct brokerage whose distinguished brand and philosophy embraces the international arena and delivers nothing short of phenomenal results and exceptional service. Engel & Völkers Santa Monica brings the world to Santa Monica and showcases their properties to the world.

Recognizing the need for a premium, consumer-centric brokerage in the Santa Monica area, Principal Broker and License Partner Sandra Miller jumped at the chance to bring the first Engel & Völkers Property Shop to Santa Monica. "I was looking for a way to give my clients more exposure globally. As the world shrinks, the future lies in companies with a true international model," shares Sandra, whose

personal achievements as a top producer and entrepreneur made her a perfect fit for the company's business model which incorporates professionalism and local market expertise.

Founded in Hamburg in 1977, Engel & Völkers is now one of the leading companies in the industry. Approximately 3,300 highly qualified employees work under the Engel & Völkers umbrella brand. Their proven license partner system forms the basis for continuous growth, ensuring international presence and specialization in sub-markets. Located in prime positions and conceived in the Company's standard corporate design, the residential property shops create a clear profile and familiarity in the mindsets of clients and potential clients. The cornerstone of their success is experience, professionalism and integrity. Whether a client wants to rent or let, buy or sell, invest or develop a project—whether it's a matter of acquiring land or a turnkey property,



World to Santa Monica

by Michelle Llamas

renovation or new construction, apartment, mansion or holiday home—the Engel & Völkers portfolio is extensive. The company harnesses the power of its vast global network spanning twenty-nine countries on four continents to provide a perfect showcase for all of its high echelon clients' properties.

Sandra comments, "When you walk into a Tiffany's you expect quality service and distinguished products no matter what locale you are in. It is the same with the Engel & Völkers brand. I felt that real estate was missing that consumer experience." Another unique feature of the E&V brand is the fact that each storefront functions as a local gateway to the world, from Santa Monica to South Africa, Majorca, Dubai or Phuket each store offers the same world class service. Each storefront is positioned in the heart of the main thoroughfares of the world and is always fully staffed with highly qualified agents. At E&V, clients never have to wander the lobby looking for available agents. Professional and personal service is the company's highest priority. "We are also an emotional company, because we truly care about the success and well being of our associates as well as our clients, and our clients are clients for life," shares Sandra.

In the area of marketing, E&V's professional and savvy marketing material is tailored to fit each distinct property and is consistent with the brand's integrity. Their property brochures are circulated around the world through each storefront. E&V publishes its own architecture/lifestyle magazine GG in German, English, French, Russian, and Spanish in which it highlights the most prestigious properties and dream homes of interest to exclusive target groups. It is also available in bookstores. Engel & Völkers also has a strategically selected circle of clients among whom it markets properties. Furthermore, the company uses the benefits of the entire global client base to find the right clients and new target groups for properties.

Another quality that sets E&V agents apart from their peers is that one of the company's tenets is: advancement through knowledge. At the Engel & Völkers Real Estate Academy in Hamburg, Germany, agents and staff members that join the company attend a mandatory six day training course that familiarizes the individual with the E&V brand and high class marketing portfolio. They are also educated on the ever changing dynamics of the global real estate marketplace and attend practice-oriented sales seminars. With regards to what the brand offers its agents, the marketing material made available and technology is second to none. "The support we offer and the technology made available to agents is simply amazing," says Sandra.

Ultimately, the brand's success is due to the consistently excellent service and values of innovation, co-operation, professionalism and reliability that each real estate professional and staff member at E&V is instilled with. Sandra shares, "Everything in this company is geared towards offering our clients the most outstanding service and real estate experience. I am excited and honored to have this opportunity to launch this amazing and fabulous brand in Santa Monica!"

Sandra Miller

Principal Broker/License Partner

Engel & Völkers Santa Monica

1123 Montana Avenue

Santa Monica, CA 90403

310-460-2525