



# OUR JOURNEY

## CHANGING THE FACE OF REAL ESTATE

The environment is our most valuable resource. Caring and nourishing our world is the right thing to do for ourselves and future generations. We want to make our company a leader by demonstrating our commitment to protecting and nourishing the environment. Our 25 Point Plan represents tangible changes to our business practices that make us the most eco-friendly representative of our industry. A portion of every commission earned is contributed to our environmental foundation which goes to support a variety of local ecological projects.

Each office is independently owned and operated.

Ewing &  
Associates

Sotheby's  
INTERNATIONAL REALTY



# OUR MISSION

## **PASSION, EXPERIENCE AND REPUTATION**

The agents, management and staff of Ewing and Associates Sotheby's International Realty are innovative leaders in the real estate industry, conducting business with genuine care and respect. Every day we strive to establish a unique environment of teamwork. Together, we ensure the collective success of our agents by providing the professional support necessary to exceed our clients expectations. By seeking creative opportunities to innovate, and by constantly improving our marketing platform including internet marketing, we remain on the cutting edge of the full service home buying and selling experience. Our primary focus is to establish a client-centric framework, with effective communication and a commitment to take the "high road" as the foundation of every business relationship.

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# THE BRAND

**SOTHEBY'S INTERNATIONAL REALTY®**

The year is 1976. Sotheby's recognizes that the firm can serve its auction clients in a valuable new way with a complete package of estate disposition services. Founded on the same commitment to exceptional service that characterized the firm's dealings for more than two centuries, the *Sotheby's International Realty* brand is born and soon becomes known around the world for the distinctive properties it represents. Today we continue that focus by employing our brand's vision of **artfully uniting extraordinary homes with extraordinary lives.**

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# SIGNIFICANT SALES

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ADDRESS		LIST PRICE
2500 White Stallion	Thousand Oaks, CA	\$15,900,000
15166 Rancho Valencia	Rancho Santa Fe, CA	\$10,500,000
6853 Rancho Valencia	Rancho Santa Fe, CA	\$ 7,725,000
6450 Camino De La Costa	La Jolla, CA	\$ 9,700,000
32636 Pacific Coast HWY	Malibu, CA	\$ 8,814,500
1581 Sorrento Drive	Pacific Palisades, CA	\$ 8,400,000
25202 Prado Del Grandioso	Calabasas, CA	\$ 7,500,000
23808 Long Valley Road	Hidden Hills, CA	\$ 7,250,000
10321 Woodbridge St.	Toluca Lake, CA	\$ 6,395,000
10313 Woodbridge St.	Toluca Lake, CA	\$ 6,199,000
24310 Little Valley Road	Hidden Hills, CA	\$ 5,995,000
10648 Woodbridge St.	Toluca Lake, CA	\$ 5,880,000
5565 Bonnevile	Hidden Hills, CA	\$ 5,575,000
25252 Prado Del Grandioso	Calabasas, CA	\$ 5,550,000
25919 Dark Creek Road	Calabasas, CA	\$ 5,500,595
2138 Marshbrook Road	Thousand Oaks, CA	\$ 5,495,000
232 W. Stafford Road	Thousand Oaks, CA	\$ 5,400,000
1096 Lakeview Canyon	Westlake Village, CA	\$ 5,175,000
13219 Dobbins Place	Los Angeles, CA	\$ 5,100,000
469 Cold Canyon Road	Calabasas, CA	\$ 4,995,000
700 W. Potrero Road	Thousand Oaks, CA	\$ 4,875,000
10064 Toluca Lake Ave.	Toluca Lake, CA	\$ 4,495,000
5555 Dixon Trail Road	Hidden Hills, CA	\$ 4,350,000
4671 Middle Fork Circle	Thousand Oaks, CA	\$ 4,300,000
5545 Dixon Trail Road	Hidden Hills, CA	\$ 4,299,000
5955 Annie Oakley	Hidden Hills, CA	\$ 4,290,000
1801 Westridge	Brentwood, CA	\$ 4,000,000
23703 Long Valley Road	Hidden Hills, CA	\$ 4,000,000
25071 Abercrombie Lane	Calabasas, CA	\$ 4,000,000
4703 Louise Ave.	Encino, CA	\$ 3,335,000
4187 Oak Place Drive	Westlake Village, CA	\$ 3,299,000
80765 Vista Bonita Trail	La Quinta, CA	\$ 3,200,000

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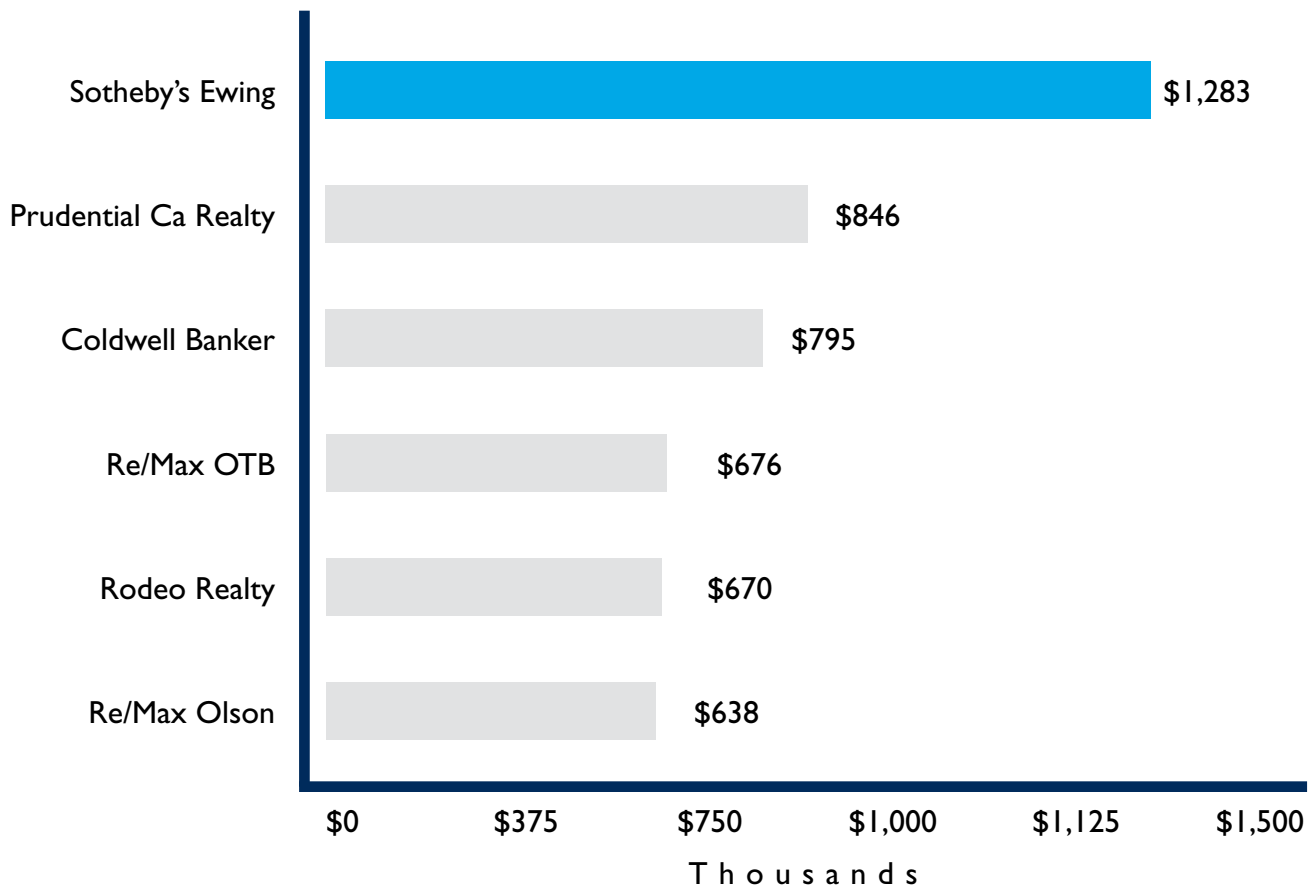
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# AVERAGE LISTINGS SOLD

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## Average Listings Sold Price of Leading Firms in Southland Regional Association of Realtors

*April 1, 2007 - March 31, 2008*



Based on data supplied by Southern California Multiple Listing Service and its member Associations of REALTORS, who are not responsible for its accuracy. Analysis dates are April 1, 2007 through March 31, 2008. Some offices may have been acquired after the analysis period. Does not reflect all activity in the marketplace. Copyright © 2007. All rights reserved.

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Successfully marketing unique properties  
**REQUIRES UNIQUE SKILLS.**



# ANNOUNCING YOUR HOME

## SKILLFUL MARKETING

Typically, the greatest interest in a property happens within the first weeks that it's on the market. To effectively capitalize on this attention, I will create a **customized direct mail campaign to bolster interest in targeted key areas** within your local neighborhood and surrounding area. By employing a consistent, unique and customized direct mail campaign, we will be able to skillfully market your home to make the impact it deserves.

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# SOTHEBY'S INSTITUTIONAL MEDIA SCHEDULE

## BEST OF CLASS

**Seen in:** *Architectural Digest, Conde Nast Traveler, Departures, WSJ, Gourmet and Wine Spectator*

Our brand advertising campaign is aligned with the “best of class” media partners found on newsstands today, in an effort to effectively attract and engage a target audience that has the greatest propensity to buy your home. These publications have been carefully chosen because they all tie into passion points of the “Connoisseur of Life”. Their cumulative effect **delivers over 100 million media impressions** which ultimately builds our brand’s awareness and drives leads to our global network of offices.

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sothebysrealty.com

**MONTREAL, QUEBEC**  
 This is one of the few luxury homes in the area of the city's downtown. The property is located in the heart of the city, just a short walk from the city's most famous landmarks. The property is a rare find in this area. Call us today for more information.

**BOULDER, CO**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

**PAGOSA SPRINGS, CO**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

**TELLURIDE, CO**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

**NEW CANAAN/WILTON, CT**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

**RIDGEFIELD, CT**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

**LONGBOAT KEY, FL**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

**LONGBOAT**  
 This is a beautiful property located in the heart of the city. The property is a rare find in this area. Call us today for more information.

How Language Text May Alter the Brain  
 Ballmer Unlikely To Back Off Yahoo  
 Horse Racing's Royal Bloodline

**THE WALL STREET JOURNAL**

FRIDAY, MAY 2, 2008 • VOL. CCLII NO. 183

What's News—  
 Business & Finance • World-Wide

**Dutch Bank Funded U.S. Tax Shelters**  
 Robobank Supplied Cash for Structures Under Investigation

**Bush Pushes Shift In U.S. Food Aid**  
 President Proposes \$770 Million Boost

**Profit Gusher**  
 Exxon's well sites get rights, but rising energy prices are making offshore stresses on Big Oil

# THE WALL STREET JOURNAL

HELPING READERS UNDERSTAND THE WORLD

Circulation: 1,878,927 • Average Income: \$315,548 • Audience: US 91% / Asia 4% / Europe 5%

The Wall Street Journal successfully reaches global wealthy individuals seeking to buy or sell exceptional properties of worth. The Journal connects your home to the world's most affluent buying audience by offering: global reach, geographic flexibility and unique showcasing on wsj.com.

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# LOCAL ADVERTISING

## INDIVIDUAL, LOCAL AND CUSTOM-TAILORED

An individual plan will be custom-tailored to market your home and will include a combination of key elements. Our reach is local, national and international and it is a proven approach that our **cumulative marketing and advertising efforts will generate results for you** regardless of a specific advertisement.

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# OFFERINGS

## ADDITIONAL EXPOSURE WITHIN OUR COMPANY MAGAZINE

**Circulation:** 25,000 • **Average Income:** \$250,000 • **Audience:** Targeted Zip Codes in the San Fernando and Conejo Valley

Our approach to successful marketing consists of multiple channels to get your property the most exposure. Selected properties from our portfolio will appear in *Offerings*, which reaches a wide and targeted list of homeowners featuring representative properties in your market area. Each property featured in *Offerings* has been hand-picked so that it can carefully compliment the other remarkable listings found in this exclusive selection.

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Property search



Agents



Property Websites



Ecofriendly



Offices



blog



Affiliates



Contact



Community

# EWINGSIR.COM

**A LEADER IN THE DIGITAL MARKET**

EwingSIR.com was designed with the forethought and vision that has kept our company on the cutting edge of new media and marketing. Combining sleek, eye-catching visual style with ease of navigation, EwingSIR.com **exposes your property to both a local and international market, transforming casual buyers into serious ones.**

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# ONLINE SEARCH ENGINE

## SEARCHING FOR PROPERTY HAS NEVER BEEN EASIER

Our online search engine at EwingSIR.com has made looking for a property a fun, interactive experience. Internet users can now browse for properties by type, area, and price as well as filter their results to their liking. **By staying at the forefront of the web's interactivity we've been able to cultivate an internet presence that brings users back again and again allowing us to promote your property to a loyal audience.**

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The Sotheby's International Realty® luxury real estate network. Offering a collection of luxury homes, estates and properties for sale throughout the world.



Rancho Mirage, California

BACK STOP NEXT

*For the ongoing collection of life*

VISIT SOTHEBY'S AUCTION HOUSE

# SOTHEBYSREALTY.COM

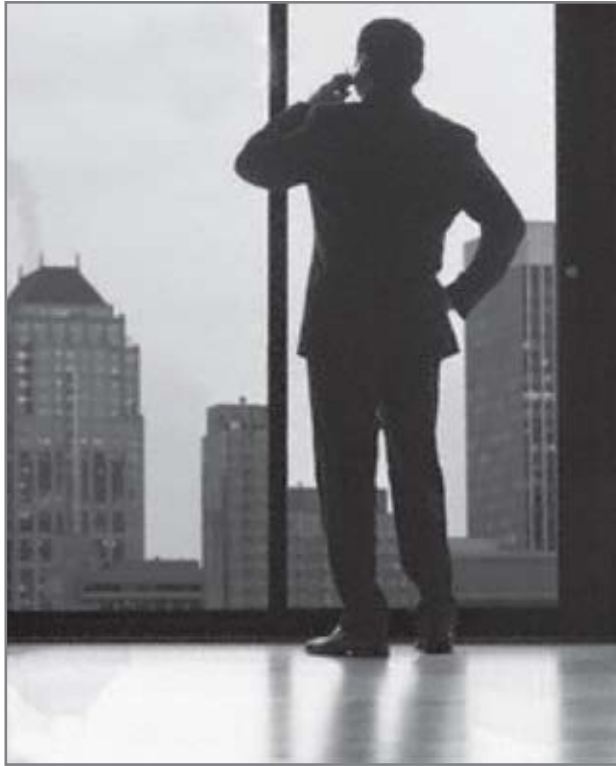
## A TRULY UNIQUE EXPERIENCE

Sothebysrealty.com was meticulously designed to provide an exceptional real estate Web site experience for your home that is unlike any other. As the leader in the luxury online space, sothebysrealty.com will **showcase your property in a light consistent with the beauty and distinction it deserves.** Superior photography, state of the art functionality and enhanced property profiles make this a premiere luxury real estate experience for those seeking extraordinary homes around the corner or around the world.

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# LEADROUTER™

## REAL TIME CONNECTIONS

90 percent of home buyers feel an agent's response time is very important - second only to their knowledge of the buying process\*. Response time to buyer inquiries is greatly enhanced given our firm participates in LeadRouter. Buyers interested in your home reaching out via the internet, phone or by visiting our office will be immediately connected to me at any time of the day, even after normal business hours, which means we can save valuable time and drive interest to your home quickly.

*\*National Association of Realtors® Profile of Home Buyers & Sellers*

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# OUR PLAN TO SUCCESSFULLY MARKET YOUR HOME

- Advertise in publications which target the buyer of your unique home in order to maximize the visibility of your property.
- Professionally-designed custom color brochure
- Catered broker's open house
- All agents of our network will be made immediately aware of your property via our intranet communications in order to maximize the collective selling power of our company.
- Maintain contact with Top-Producing Agents in the market area to continue promoting your property.
- Communicate with you verbally on a regular basis. Review the results of our marketing plan and consult with you to fine tune our strategy.

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# INTERNET EXPOSURE

**85% OF ALL BUYERS START THEIR REAL ESTATE SEARCH ONLINE**

When you list your home for sale with Ewing & Associates Sotheby's International Realty your property becomes integrated into our unique digital partnership program to generate maximum exposure.

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# THE SALES PROCESS

## **SHOWING APPOINTMENTS**

One of the most important aspects of selling your home is allowing potential buyers to view it. As simple a task as this may seem, there are many things a seller can do to turn off these potential buyers. If at all possible, try not to be present when there are buyers viewing your home. It helps them feel more relaxed and they are better able to take in all of the surroundings. If you must be at home, keep conversation to a minimum and let their agent take them around.

## **SKILLFULL NEGOTIATION**

When offers are presented, we will advise and help you obtain the best possible price and terms. Understanding the various contract forms and vast array of contractual issues is key to negotiating the best terms to meet your individual needs.

## **TRANSACTION MANAGEMENT**

In addition to the marketing, staging and pricing of the home, there are many more details that go into the transaction before the sale becomes final. At Ewing & Associates Sotheby's International Realty, we pride ourselves on operating a full-service real estate brokerage.

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# DETERMINING THE VALUE OF YOUR HOME

Your property will need to be uniquely positioned to create maximum interest and help produce the highest possible financial return.

Factors not within your control:

- Your property's location
- Recent property market values
- Current economic indicators

Factors within your control:

- Your property's distinctive and compelling attributes
- The physical condition of your property (home and grounds)
- The closing date you prefer
- The ready access to your property for showing
- The selection of the real estate sales professional you choose to represent you



# SERVICE DURING ESCROW

- Deliver fully-executed contracts to you and the buyers.
- Confirm initial deposit monies received.
- Report sale to the Multiple Listing Search
- Verify funds through applicable parties.
- Keep you informed of events as they occur.
- Confirm mortgage application has been completed with selling agent (if applicable).
- Notify you of, and attend, all inspections.
- Confirm second deposit monies have been received.
- Check on status of purchaser's mortgage loan.
- Assist appraiser by providing recent comparable sales.
- Check that all contingencies of sale have been met within the proper time periods.
- Confirm receipt of written mortgage commitment.
- Confirm that all title reports have been ordered.
- Forward copies of applicable certifications, inspections and disclosures.
- Schedule date and time for final walk through.
- Remove sign and lockbox. Confirm keys, garage door openers, etc are available.
- Follow up to ensure the "Sotheby's Experience" has been completed.
- Provide CD to our clients with copies of all sales documents and tax information at close of escrow.

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