

ALAIN PINEL REALTORS

PURVEYOR OF RESIDENTIAL REAL ESTATE



APR THE TRUE TEST OF SUCCESS IS THE TEST OF TIME

Since 1990, Alain Pinel Realtors has consistently adhered to the principles that have made us stable and strong.

- Founded in 1990
- 32 prestigious and luxurious office locations
- Member of Leading Real Estate Companies of the World™
- Charter Member of Luxury Portfolio International
- Member of Who's Who in Luxury Real Estate
- Board of Regents Member (San Francisco, Marin & Sonoma Counties)
- 2012 Sales Volume – \$8.8 billion
- Fifth largest real estate company in the nation based on sales volume*
- Largest independent real estate firm in the Bay Area based on sales volume
- Highest average sales price per sold property**
- Highest office productivity and agent productivity by sales volume**



Luxury Properties

APR is one of the nation's leading real estate firms for luxury properties, sharing affiliate relationships with:

LEADING REAL ESTATE COMPANIES OF THE WORLD™

- \$272 billion in home sales with over one million transactions
- Ranks first in market share in more of the top U.S. markets than any other national brand
- As a member, we can market your property to 120,000 associates in more than 40 countries

LUXURY PORTFOLIO INTERNATIONAL

- APR is a founding member
- Nearly 200 member companies, 28 of which are outside the U.S.
- Listings span 45 states and 27 countries
- LuxuryPortfolio.com receives over 1.2 million visits per year
- More \$1+ million properties than Christie's, Sotheby's, and Coldwell Banker Previews websites

LUXURY REAL ESTATE

- Represents a global network of more than 1,000 luxury real estate brokerages and provides exposure to luxury homes around the world
- Thousands of affluent potential buyers visit LuxuryRealEstate.com each day

LEADING
REAL ESTATE
COMPANIES™
of THE WORLD

LUXURY
PORTFOLIO
INTERNATIONAL™



Marketing Your Home

Your home's marketing plan is carefully designed and skillfully executed. While your home is listed, we monitor buyer interest and activity, adapting tactics—if necessary—to deliver the results you seek in a timely manner. Successfully marketing a home in today's real estate environment requires a firm with experience and flexibility. Your APR agent provides both.



UNDERSTANDING FAIR MARKET VALUE

Fair market value can fluctuate, depending on a range of factors, including the area's current economic situation and perceived desirability. Other factors include:

- Size, age, style, and condition of the home
- Size, shape, and topography of the lot
- Quality of construction
- Desirability of the city, school system, community activities, and proximity to shopping and entertainment
- Safety and security
- Sale prices of comparable properties

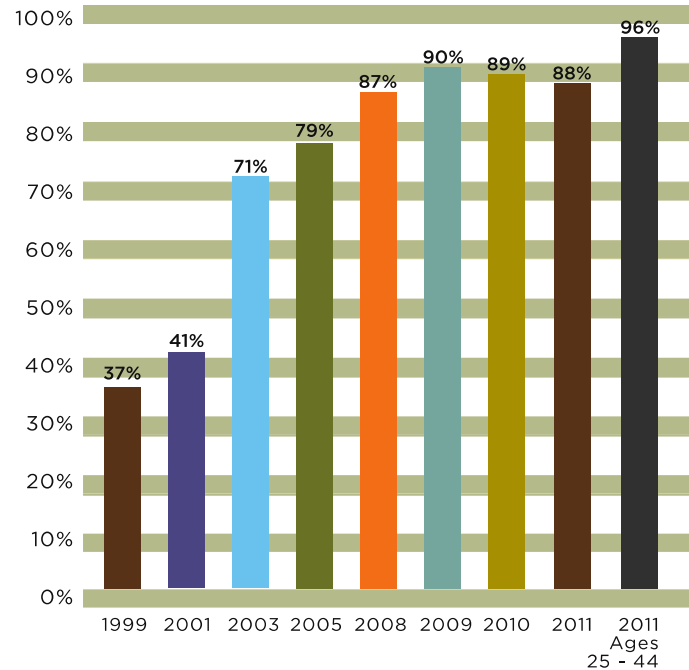




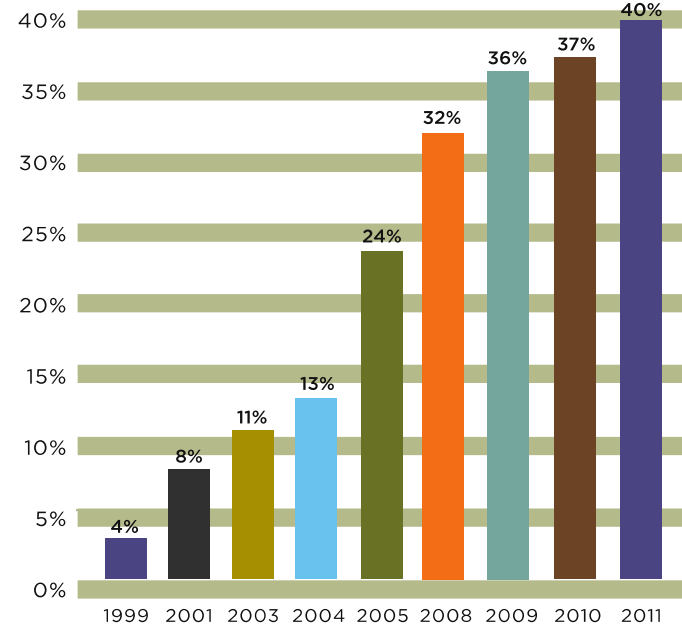
ONLINE MARKETING

Why Online Marketing?

The Internet has completely changed the way residential properties are marketed. In the past, newspaper and magazine advertising formed the backbone of a home's marketing plan. To reach potential buyers today, your property must be easily accessible online. At APR, the Internet is a key element of your home's marketing plan.



**USE OF INTERNET
TO SEARCH FOR HOMES**



**BUYERS WHO FIRST FOUND
THEIR HOME ON THE INTERNET**

Property Values

Your property's market value is determined by the home itself, comparisons with other homes of similar age, quality and location, and financial market conditions. The main factor in determining your home's market value is the home's specific attributes and its location such as:

- Number and type of rooms
- Amenities such as a pool, spa, or guest unit
- Curb appeal and landscaping
- Condition of interior and exterior
- Remodeling, updating, or special features
- Lot, location and view
- School district
- Proximity to shopping, recreation areas, and parks

Another determinant of your home's market value is the pricing and days on the market of comparable properties as well as economic conditions can also play a significant role in the pricing of your home.

Buyers Look Online First

ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS:

- 88% of buyers search for homes online
 - Among buyers aged 25 to 44, 96% use the Internet to search for a home
- Internet buyers' incomes are 39% higher than traditional buyers
- More buyers find their homes on the Internet than through signs, home builders, or print ads combined
- 40% of buyers found the home they ultimately purchased on the internet



AS REPORTED BY HARRIS INTERACTIVE:

- 62% of U.S. home buyers use online sites to find open houses, while only 31% use print sources
- Online sources are the primary vehicle for 41% of home buyers looking for open house information

Online Marketing for Luxury Properties

APR lists a wide range of luxury properties on apr.com and on sites dedicated to these unique homes, such as LuxuryPortfolio.com and LuxuryRealEstate.com.

LUXURYPORTFOLIO.COM

- Nearly 200 member companies with listings spanning more than 45 states and 27 countries
 - Over \$38 billion in inventory is listed on LuxuryPortfolio.com
 - Total traffic: Over 1.2 million visits/year
 - Average traffic/month: 100,000
 - Time spent on site by viewers: 12 minute average
 - Features more properties valued over \$1 million than are listed on Christie's, Sotheby's, and Coldwell Banker Previews websites



LUXURYREALESTATE.COM

- Global network of more than 1,000 luxury real estate brokerages
- Provides exposure to luxury homes around the world
- Thousands of affluent, potential buyers visit the site each day
- All APR listings priced at \$1+ million appear on LuxuryRealEstate.com

The APR Online Marketing Strategy

APR uses the Internet to support a range of marketing capabilities, including:

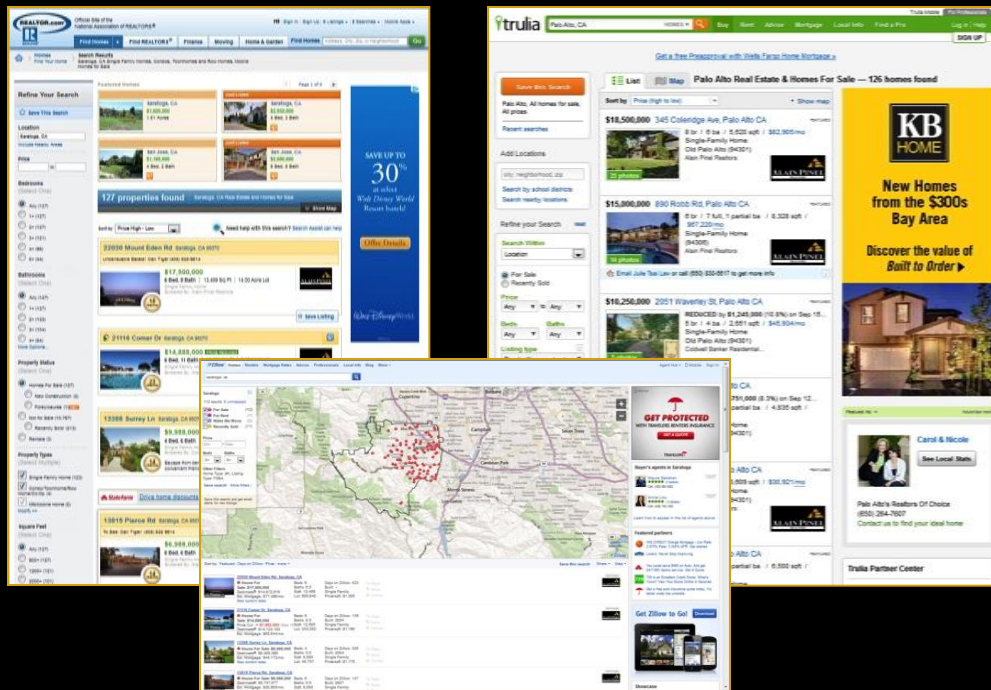
- Posting properties on dozens of websites
- Providing dedicated single property websites
- Offering virtual and video tours
- Capturing traffic analytics

To maximize your listing's visibility, we post our listings on a wide range of websites:

- FrontDoor.com
- LeadingRE.com
- LuxuryPortfolio.com*
- LuxuryRealEstate.com*
- PropGOLuxury.com** (Asia)
- Realtor.com
- Trulia.com
- Yahoo.com
- Zillow.com
- ContraCostaTimes.com
- Countrylife.co.uk** (UK & Europe)
- InsideBayArea.com
- MercuryNews.com
- MontereyHerald.com
- PaloAltoOnline.com
- RealEstateJournal.com**
- SFExaminer.com
- SFGate.com
- Homefinder's network of 130 newspaper websites across the country, including:
 - LATimes.com
 - ChicagoTribune.com
 - MiamiHerald.com

Enhanced Listing Syndication

APR has partnered with REALTOR.com® to secure a strategic marketing position on the Internet's #1 real estate website. All APR listings on REALTOR.com® are Company Showcase Listings – which increases your property's exposure on the Search Results Page and Listing Detail Page by giving us the ability to:

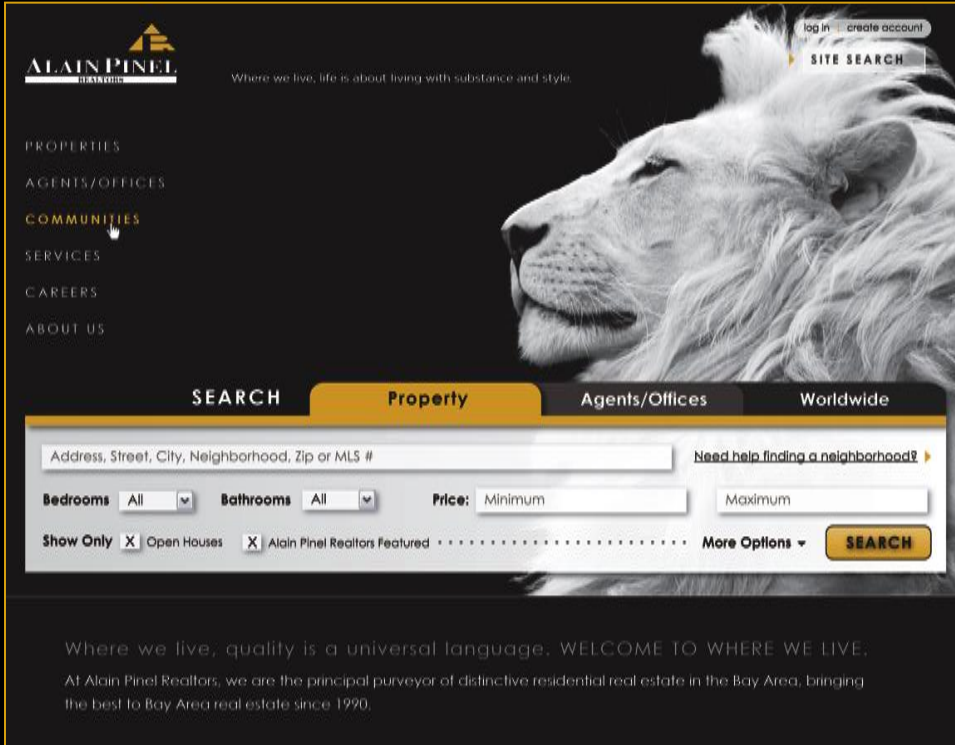


- Feature up to 25 jumbo photos of your property
- Create Open House Alerts to inform potential buyers when your home is being held open
- Generate email reports to show you how many views your property is receiving
- Differentiate and enhance your listing with custom descriptions, animated headlines and full-motion video

REALTOR.com, Trulia and Zillow are the top three real estate search sites on the Internet. In order to secure a strategic marketing position and increase your property's exposure online, APR has partnered with all three, providing "Featured" placement for all APR listings, as well as enhanced visibility by prominently displaying your agent's name, their contact information, and the APR logo.

apr.com

All APR listings appear on our website, apr.com, which is designed to promote our listings and help visitors focus their search efforts through our innovative property search features.

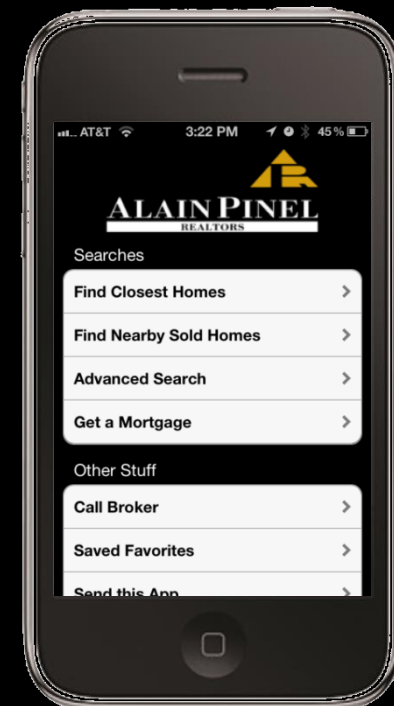
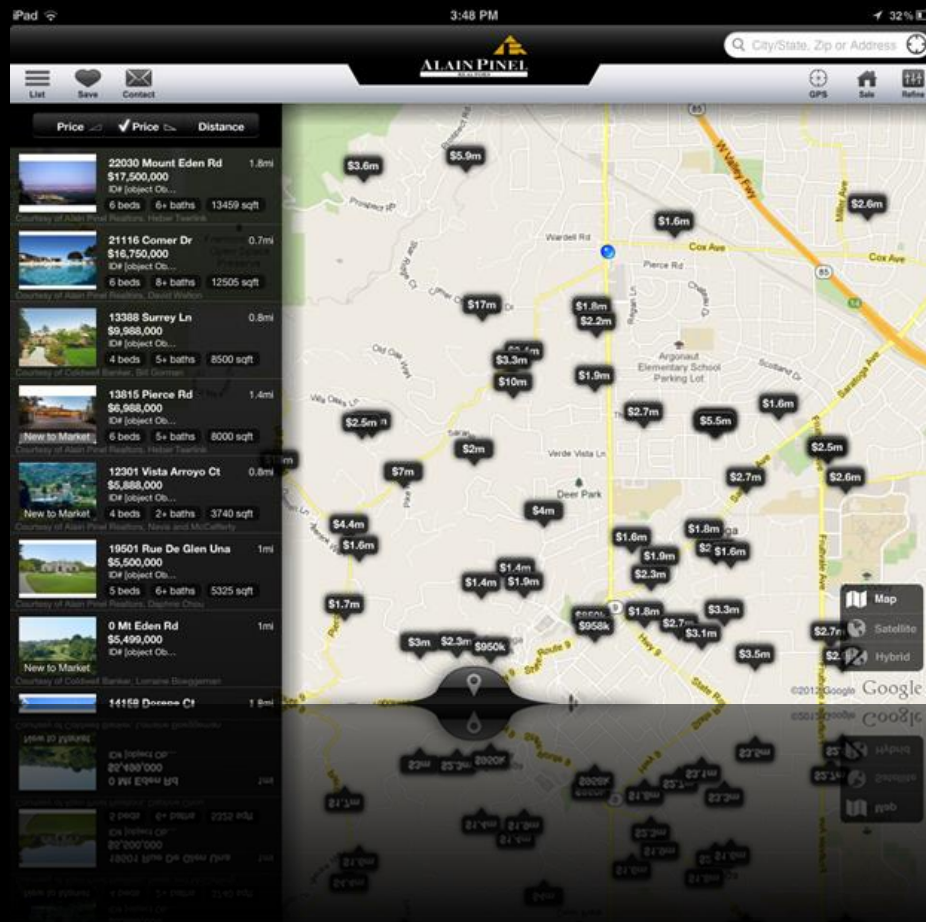
The screenshot shows the apr.com website. At the top left is the Alain Pinel Real Estate logo with the tagline "Where we live, life is about living with substance and style." Below this is a vertical navigation menu with links: PROPERTIES, AGENTS/OFFICES, COMMUNITIES (highlighted), SERVICES, CAREERS, and ABOUT US. In the top right corner, there are links for "log in" and "create account", and a "SITE SEARCH" button. The main content area features a large background image of a lion's head in profile. Overlaid on this is a search bar with the placeholder text "Address, Street, City, Neighborhood, Zip or MLS #". To the right of the search bar is a link "Need help finding a neighborhood?". Below the search bar are filters for "Bedrooms" (set to "All"), "Bathrooms" (set to "All"), and "Price" (with "Minimum" and "Maximum" input fields). There is also a "Show Only" section with checkboxes for "Open Houses" and "Alain Pinel Realtors Featured". A "More Options" dropdown and a "SEARCH" button are at the bottom right of the search section. At the bottom of the page, there is a text block that reads: "Where we live, quality is a universal language. WELCOME TO WHERE WE LIVE. At Alain Pinel Realtors, we are the principal purveyor of distinctive residential real estate in the Bay Area, bringing the best to Bay Area real estate since 1990."

Additional capabilities of apr.com include:

- Translate property descriptions into 43 languages to cater to an international audience
- Perform lifestyle and keyword searches to located ideal communities and properties
- Search for international properties
- Promote all APR and MLS open houses (via open.apr.com)
- Display multiple photos and virtual tours
- Schedule an appointment to view a property
- Explore community overviews featuring local market statistics, unique photos and area demographics

APR App for Mobile and iPad

You can access apr.com from anywhere, at anytime, through our Alain Pinel Realtors app. Our app gives you the ability to access property information on the go, directly from your phone or iPad. Additionally, you can perform GPS property searches or find homes based on your specific criteria, and view all of the listing details including price, square footage, features, descriptions, multiple photos, maps and much more.



Customized Online Marketing

To further your listing's online exposure, your property can be showcased through marketing platforms such as virtual tours, mobile and single property websites.

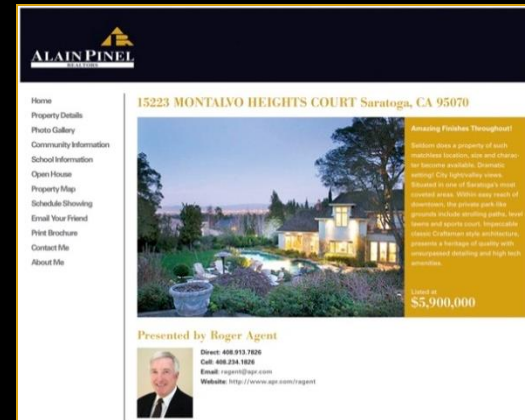
Virtual Tours

Virtual tours provide an interactive view of a property, highlighting a home's unique features, and enable consumers to experience the feeling of being in a home more effectively than still photos alone.

Single Property Websites

A single property website allows you to provide interested buyers with a comprehensive representation of a home and includes features, such as:

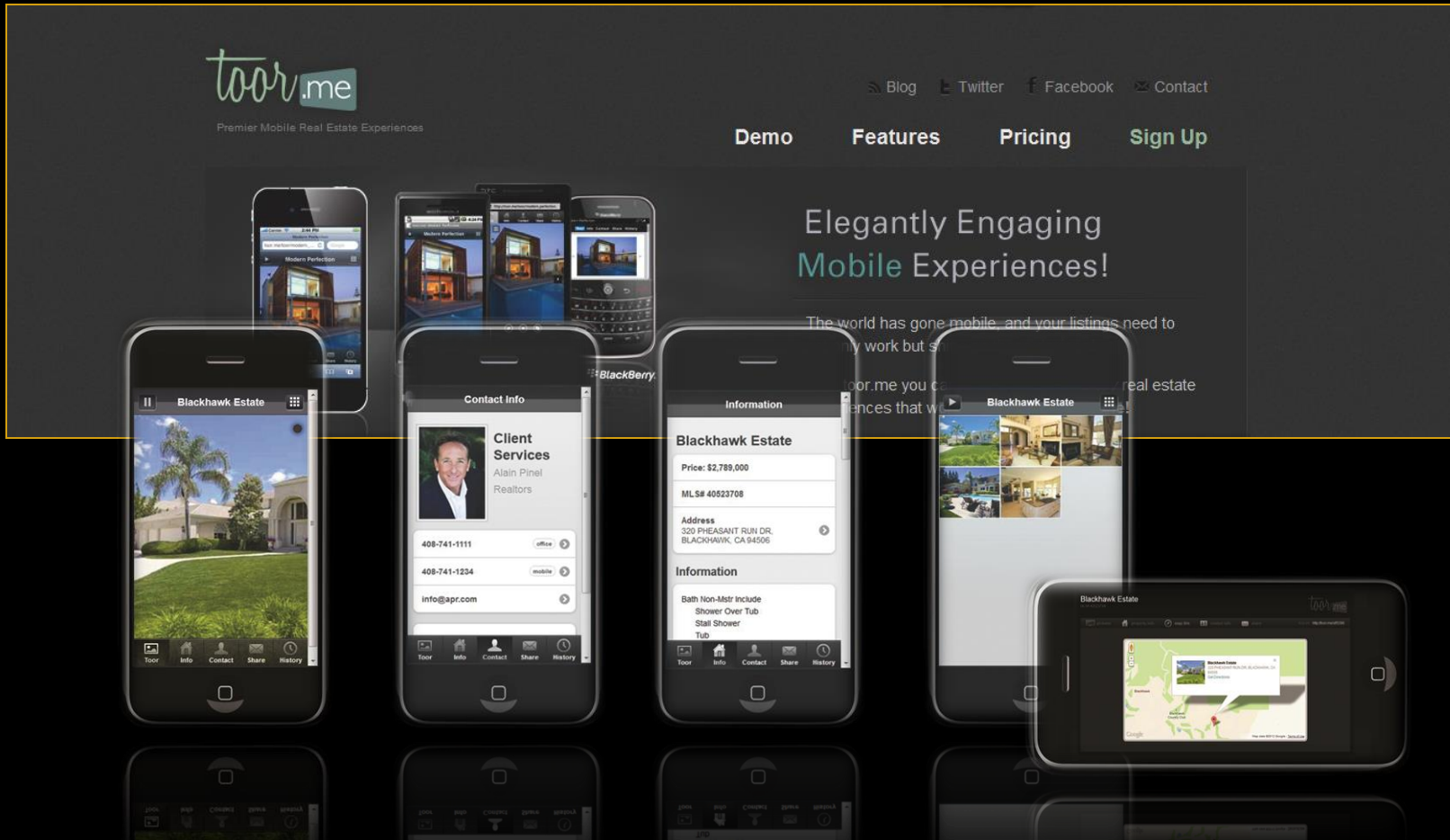
- Unlimited photos and detailed property descriptions
- Printable flyers
- Property map
- School and census information
- Ability to schedule a viewing
- Downloadable property documents, such as plot maps, floor plans, disclosures, etc.



Mobile Property Websites

Mobile Property Websites

Every APR listing can be turned into an elegant, APR-branded mobile website featuring a beautiful slideshow of photos, detailed property information, and your APR agent's contact information — enabling potential homebuyers to view your listing and easily connect with your agent from anywhere in the world.





PRINT MARKETING

While the Internet has significantly altered the way consumers search for real estate, we continue to utilize print advertising, primarily as a means to drive traffic back to our online platforms and initiatives. To maximize the visibility of your listing, we place property ads in:

- Most Major and Local Newspapers
- Regional Real Estate Guides
- Lifestyle Publications
- Luxury Home Publications

Where ads are placed depends on the home's location, unique attributes, and other factors.

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Direct marketing plays a key role in the promotional strategy for most homes. At APR, we utilize print and e-mail marketing to reach a wide audience of potential buyers.

april.com

573 Paris Drive, Saratoga

ALAIN PINEL
REALTOR

Headline

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem, qua voluptas est, aspernatur aut odit aut fugit.

- Quis ab illo inventore veritatis et quasi beatae vitae dicta sunt.
- Totam rem aperiam eaque ipsa, quae ab illo inventore veritatis et quasi architecto beatae.
- Quisquam est, qui dolorem ipsum, qui dicitur sit, amet, consectetur, adipisci velit.
- Consequatur repudi dolores eos, qui ratione dolores eop, qui ratione.
- Ipsa, quae ab illo inventore veritatis et quasi architecto beatae vitae.
- Voluptem, qui voluptas est, aspernatur aut odit aut fugit, sed quia consequuntur magni.

OFFERED AT \$2,500,000

AGENT ONE

REALTOR

AGENT TWO

REALTOR

OFFICE 650.376.1111 ext.102/104

DIRECT 1 850.931.2003 | DIRECT 1 850.931.2004

CELL 1 850.931.2003 | CELL 1 850.931.2004

april@alainpinel.com | apinell@att.net

www.alainpinelrealty.com

Equal Housing Opportunity has been issued for this property. Each information has been verified by Alain Pinel Realty, it is being issued as is, based on the information provided and is not intended to be used for any other purpose.

LOS GATOS | 750 University Avenue, Suite 150

573 Paris Drive, Saratoga

Headline!

Sed ut perspiciatis, unde omnis iste natus error sit voluptatem accusantium doloremque laudantium.

Offered at \$637,000

AGENT ONE
REALTOR
AGENT TWO

OFFICE 650.375.1111 and 130.704
 DIRECT 650.931.2053 DRAFT 650.931.2034
 CELL 650.931.2053 CELL 650.931.2054
wwwone@par.com wwwtwo@par.com
www.personalinreal.com

ALAIN PINEL

12772 Saratoga Somersville Rd.
 Saratoga, California 95076
 agent.com

PREPARED
 BY
 LISA PINEL
 SARATOGA, CA
 95076

Equal Housing Opportunity indicates that race, national origin, sex, or marital status does not constitute a basis for discrimination in housing. Equal Housing Opportunity does not constitute an offer, and it is not a contract. Please Read Rules. Properties shown, buyers must contact their own realtor for investigation.



We were one of the first local real estate brokerages to deploy QR Codes in our print marketing and advertising. By simply scanning a QR Code with their smart phone cameras, potential buyers can be linked directly to a website with more robust and interactive data.



YOUR PROPERTY

Staging Your Home

Maximizing your home's appeal can have two powerful effects. First, it can increase the selling price of your home. Second, it can shorten the time that your home is on the market. Here are a few tips to consider when staging your home:

- Unclutter and organize your home
- Play soft music in the background
- Place fresh flowers throughout the house
- Light a fire in the fireplace, if seasonally appropriate
- Eliminate unpleasant odors with potpourri or scented candles
- Leave lights on and open room doors to create a spacious feel
- Stage your home to help potential buyers visualize living in your home





APR SERVICES

Relocation Services

Bay Area residents come from every corner of the world. We can match potential buyers to your property through our Relocation and Corporate Services Division and its relationships with:

- Leading Real Estate Companies of the World®
- Relocation Directors Council
- Worldwide Employee Relocation Council
- HR departments of major corporations



Home Mortgage Services

Alain Pinel Realtors has teamed with the Private Banking division of Wells Fargo Home Mortgage to form Private Mortgage Advisors and provide APR clients with one-stop mortgage lending convenience.





Alain Pinel Realtors
Experience the difference for yourself.