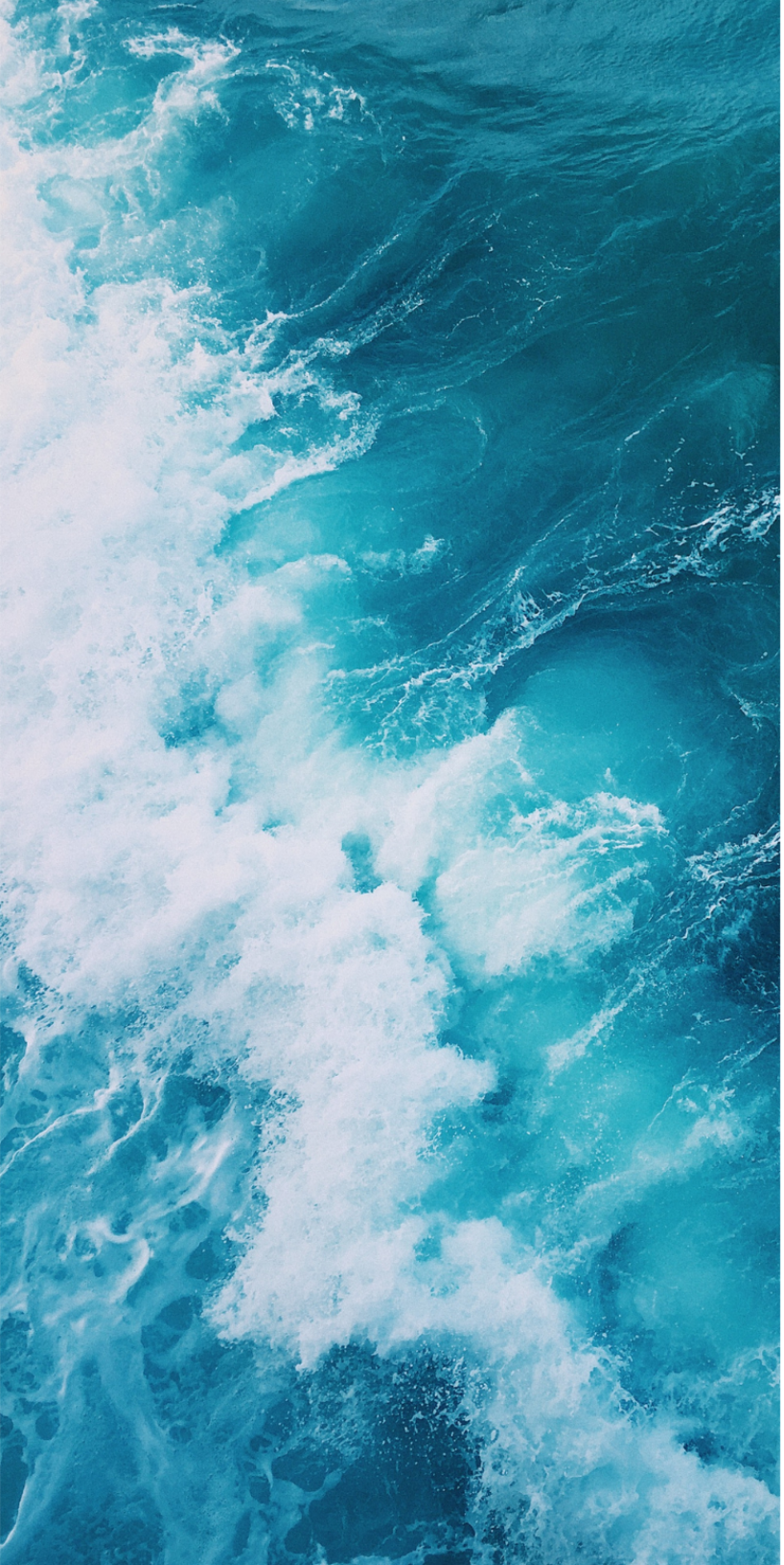
SELLING THE MONTECITO & SANTA BARBARA LIFESTYLE

MAUREEN MCDERMUT



Throughout the following pages you will get an inside look at our strategies. We believe in bringing transparency to our clients. We invite you to discover how we work, and we believe you will like what you find. Our cutting edge high tech approach is balanced with strong human connection. We are committed fully to our clients. We value service, we value your story, we value you.

Fondly,

Maureen

Maureen McDermut

Meet Maureen

Broker Associate | Sotheby's International Realty

maureen.mcdermut@sothebys.realty

Having sold residential real estate in Santa Barbara for over 20 years, Maureen McDermut initiated her career in Los Angeles selling commercial real estate and was the daughter of real estate investors, so she has been around the industry for a lifetime. Her business is based on the core values and ethics taught to her at a very young age - integrity, honesty and the importance of being a great communicator. These qualities, coupled with a tenured background in private banking, having in-depth community and market knowledge, providing cutting-edge marketing in the latest technologies and being an effective negotiator is a critical skill set in being an excellent real estate professional.

"I want my clients to feel special, because they are. Each client has an individual need, and I want them to always feel that need is being met," says Maureen.

She resides in Montecito with her husband, Martin. They are the proud parents of three, daughter, Maggie, presently attending CU Boulder, son, Christopher, currently working for a tech company in Los Angeles, and their third (fur)child, Mila, a rescue mix who will probably never leave the nest.

Passionate about community and giving back, Maureen stays always active in philanthropy. She currently serves on the Board of Directors for Habitat for Humanity, the Eucalyptus Hill Improvement Association and in an advisory role for La Casa De Maria. She formerly held positions on the Cal Berkeley Parents Campaign and volunteered for Meals on Wheels and Catholic Charities food pantry.

Results

Statistically Significant

SELLING THE MONTECITO & SANTA BARBARA LIFESTYLE

TOP 1K
Out of 24K
at NRT

TOP 1%
Of Santa Barbara
Agents

$800M
Total
Sales

TOP 1/2 of 1%
of Sotheby's
California Agents

Q3 | 2021

NAMED AMONG THE

Top 100

SOTHEBY'S INTERNATIONAL REALTY
COMPANY-OWNED BROKERAGE
SALES ASSOCIATES

I am honored to be named among Sotheby's International Realty Company-Owned Brokerage's Top 100 Sales Associates. My amazing clients make this possible and I am incredibly grateful. They say you are known by the company you keep and I am privileged to keep company with the exceptional.

Q4 | 2021

NAMED AMONG THE

Top 100

SOTHEBY'S INTERNATIONAL REALTY
COMPANY-OWNED BROKERAGE
SALES ASSOCIATES

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Q1 | 2022

NAMED AMONG THE

Top 100

SOTHEBY'S INTERNATIONAL REALTY
COMPANY-OWNED BROKERAGE
SALES ASSOCIATES

I am honored to be named among Sotheby's International Realty Company-Owned Brokerage's Top 100 Sales Associates. My amazing clients make this possible and I am incredibly grateful. They say you are known by the company you keep and I am privileged to keep company with the exceptional.

Q2 | 2022

NAMED AMONG THE

Top 100

SOTHEBY'S INTERNATIONAL REALTY
COMPANY-OWNED BROKERAGE
SALES ASSOCIATES

I am honored to be named among Sotheby's International Realty Company-Owned Brokerage's Top 100 Sales Associates. My amazing clients make this possible and I am incredibly grateful. They say you are known by the company you keep and I am privileged to keep company with the exceptional.

2022 Sales

MAUREEN McDERMUT
& ASSOCIATES

Exceptional Service | Proven Results

Congratulations
Maureen McDermut

For being named among Sotheby's International Realty Company-Owned Brokerage's Top 100 Sales Associates of Q1 & Q2 2022

2021 Sales Continued

MAUREEN McDERMUT
& ASSOCIATES

Exceptional Service | Proven Results

Congratulations
Maureen McDermut

For being named the #1 individual Sotheby's International Realty Agent in Montecito and Santa Barbara in 2021.

2021 Sales

Exceptional Service | Proven Results

MAUREEN McDERMUT
& ASSOCIATES

2020 Sales Continued

Exceptional Service | Proven Results

MAUREEN McDERMUT
& ASSOCIATES

HEAR WHAT OUR CLIENTS HAVE TO SAY:

We have purchased and sold seven homes around the country in our lifetime and wish Maureen could have represented us on all of them.

She is the best of the best!

- Kent Franke

2020 Sales

Exceptional Service | Proven Results

MAUREEN McDERMUT
& ASSOCIATES

2019 Sales

Exceptional Service | Proven Results

MAUREEN McDERMUT
& ASSOCIATES

HEAR WHAT OUR CLIENTS HAVE TO SAY:

"We Cannot Give A High Enough Recommendation for Maureen"
- Eric Graewingholt

"Maureen is the Ultimate Professional"
- Gail and Richard

"Her Personalized Service Was A Great Relief To Me"
- Anita Visser

2018 Sales

Exceptional Service | Proven Results

MAUREEN McDERMUT
& ASSOCIATES

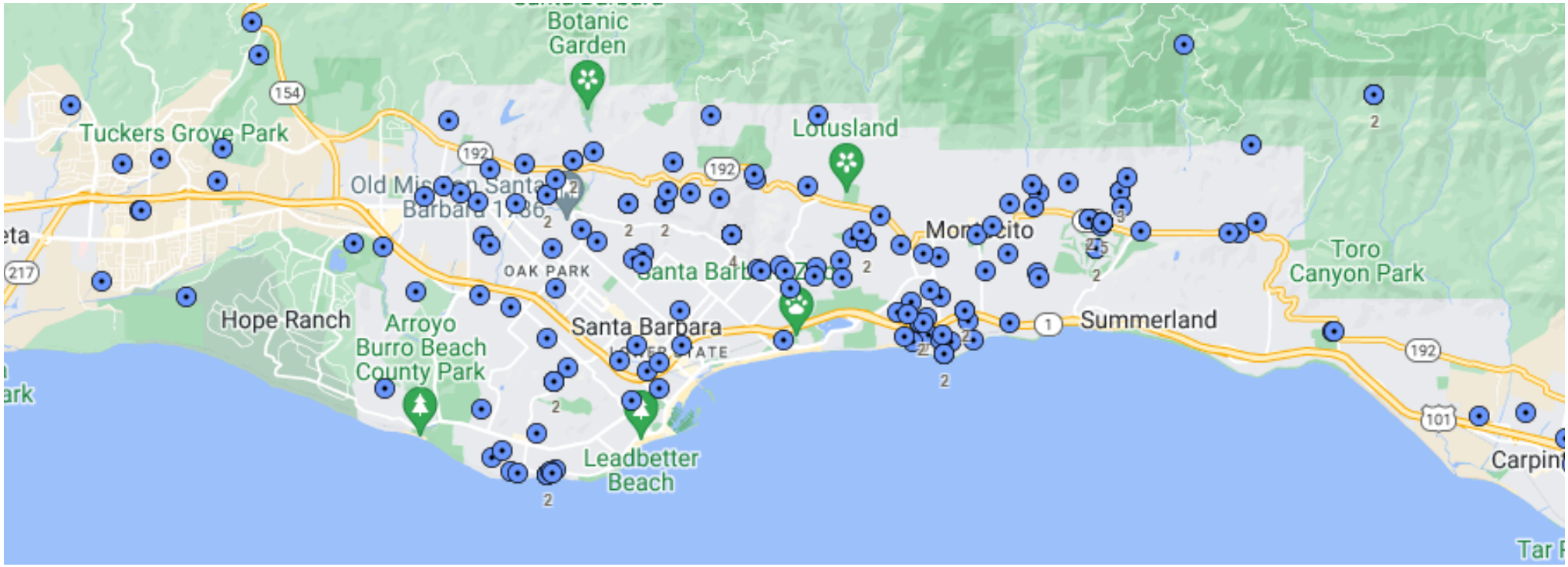
HEAR WHAT OUR CLIENTS HAVE TO SAY:

"Tenacity and Connection in Real Estate"
- Warren Suh, M.D., M.P.H., and Heather Suh

"A Sellers Dream"
- Joyce Brock

"Extraordinary Dedication in Santa Barbara Real Estate"
- Professor Ken Hiltner

Map of Maureen McDermut's Sold Properties



MAUREEN McDERMUT
& ASSOCIATES

Sotheby's Affiliation

SOTHEBYSREALTY.COM AND SIR MOBILE

Imagine what the world's most visited luxury real estate website can do for you.

Our website engages more visitors from all around the world, with 65% of traffic coming from mobile users. We deliver a world-class presentation of your property on both mobile and desktop, with editorial-style content and exquisite photography. There's simply never been a better way for buyers to find your property.

VISITS PER MONTH
3.1M+

WEB TRAFFIC UP, YEAR OVER YEAR
8% ▲

VISITORS FROM OUTSIDE U.S.
52%

LANGUAGES
15

GLOBAL EXPOSURE

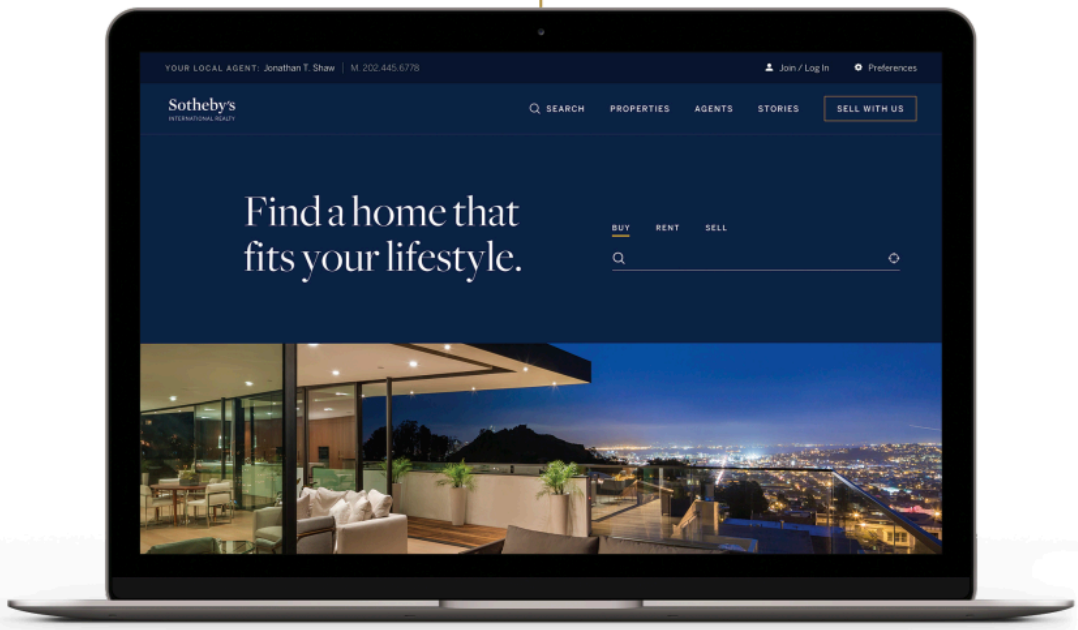
Worldwide reach with measurable impact.

Property Distribution: We set the standard by distributing our listings to the most relevant websites globally. Our global partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. The impact is measured with a variety of analytics and reporting tools.

Sotheby's International Realty Apple TV: The app brings the home search experience to anyone with Apple TV displaying high-definition photography and videos of your property on a large-format screen allows us to showcase your property with even more impact.

International Buyers: Only Sotheby's International Realty has the global network and digital marketing power to promote your property to real estate consumers everywhere through our dedicated syndication and exclusive media placements.

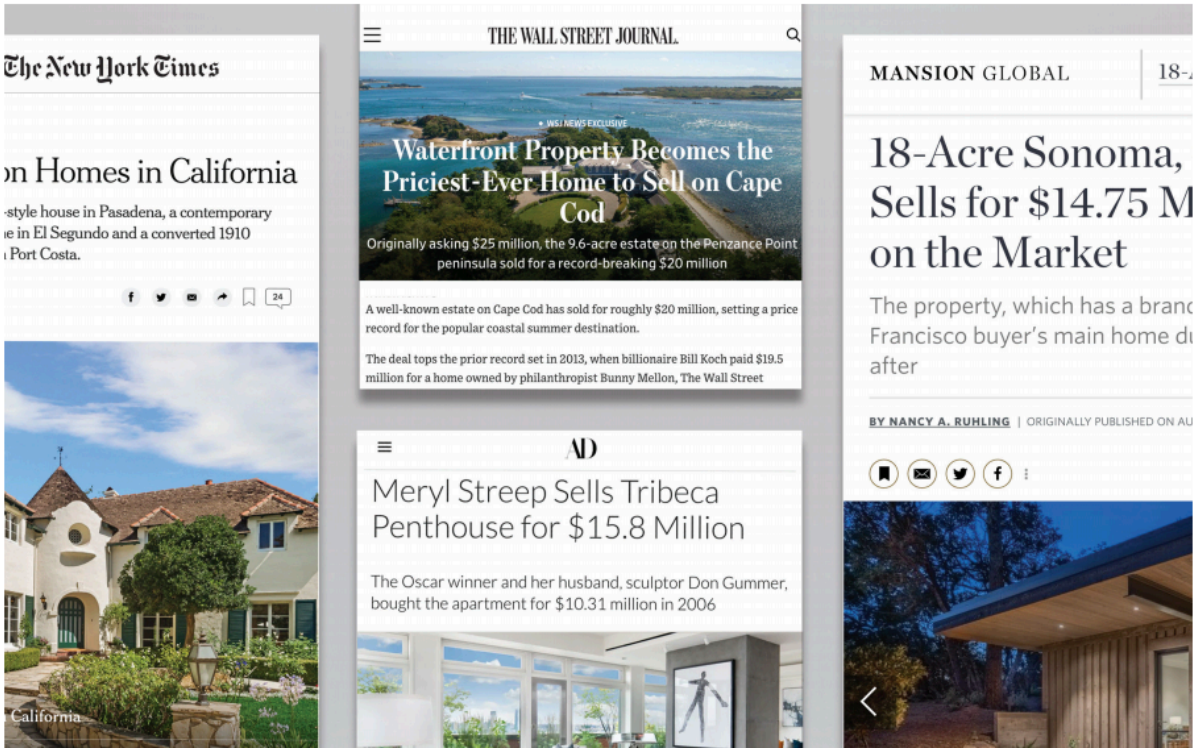
THE WALL STREET JOURNAL. Bloomberg
FINANCIAL TIMES PropGOLuxury.com
LUXURYESTATE MANSION GLOBAL
realtor.com Homes.com Nextdoor
HomeFinder.com COUNTRY LIFE HOUSE
JamesEdition EXPANSION Real-Buzz Global Real Estate
NIKKEI Z-Property 居外 Juwai.com

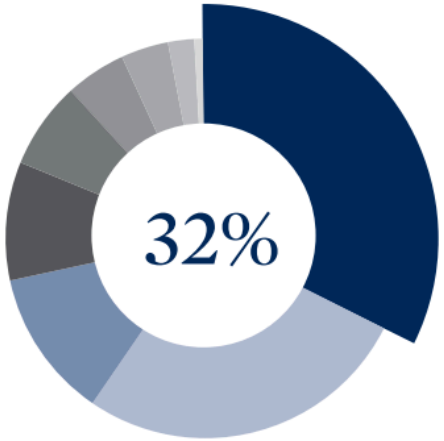


PUBLIC RELATIONS

Our reputation is your advantage.

We drive the conversation like no other luxury real estate company can. Our public relations team fosters relationships with leading media outlets to generate consistent press coverage for our brand. We deliver media placements around the globe every day and are mentioned in the press **an average of 10 times a day, 365 days a year**.

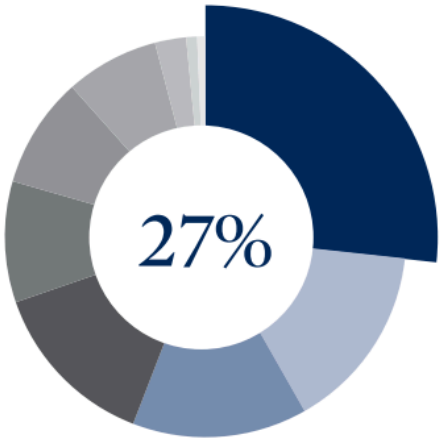




REACH

Estimated number of people reading about Sotheby's International Realty exclusive listings.

Other real estate companies:
27%, 12%, 10%, 7%, 5%, 4%, 2%, 1%



VOLUME

Number of press articles that mention Sotheby's International Realty.

Other real estate companies:
15%, 14%, 14%, 10%, 9%, 8%, 3%, 1%, 1%

Exclusively Showcased

PROPERTY WEBSITE

Every distinctive property deserves its own website, and we will create one dedicated exclusively to the presentation of your home. Showcasing high-quality photos, descriptive copy, and, if available, video, virtual reality, floor plans, and press mentions, the website will be an invaluable resource to a prospective buyer.

DISTINGUISHED EMAIL CAMPAIGNS

An electronic brochure will be sent via e-mail to our proprietary lists. Fully responsive, these sophisticated campaigns are designed to be just as engaging on mobile devices as they are on desktop browsers.

MAUREEN McDERMUT
& ASSOCIATES

Local Publications

The campaign for your home is only complete when we reach the audience in your backyard. We have relationships with the most visible and respected lifestyle and news outlets in your local market.

SANTA BARBARA NEWS-PRESS
» INSERTIONS: Weekly
» REACH: 21,757 Copies

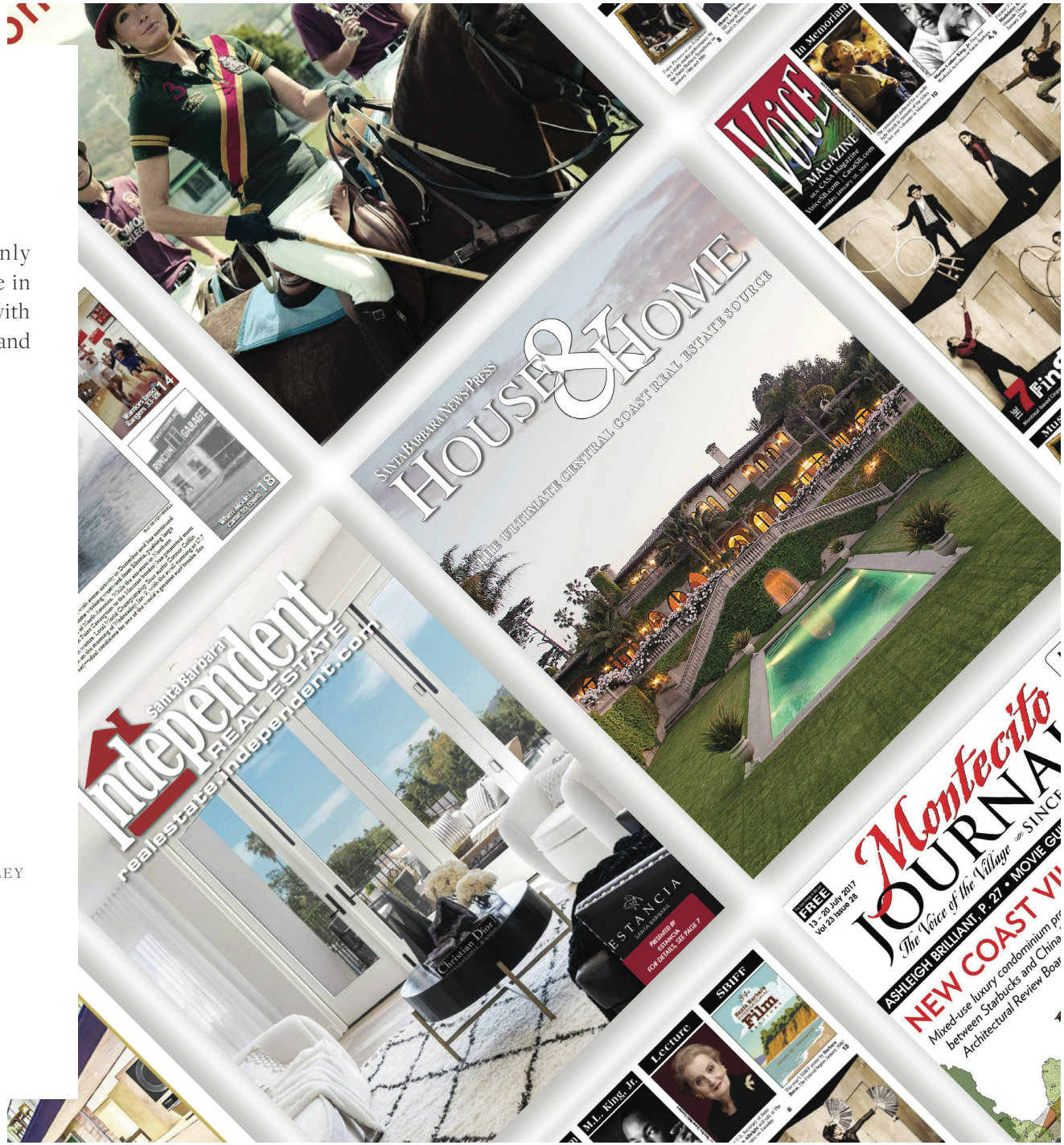
MONTECITO JOURNAL
» INSERTIONS: Intermittent
» REACH: 12,000 Copies

SANTA BARBARA INDEPENDENT
» INSERTIONS: Intermittent
» REACH: 40,000 Copies

VOICE MAGAZINE (FORMERLY CASA)
» INSERTIONS: Intermittent
» REACH: 12,000 Copies

LOS ANGELES TIMES | SAN FERNANDO VALLEY
» INSERTIONS: Intermittent
» REACH: 148,000 Copies

LOS ANGELES TIMES | WESTSIDE
» INSERTIONS: Intermittent
» REACH: 665,738 Copies



White Glove

The Sotheby's International Realty White Glove program is designed to provide luxurious and comprehensive home preparation services with **professional project management and no upfront costs.**

White Glove offers you value at every stage of the home selling or buying process with an exclusive suite of seamless home preparation services powered by notable brands and partners, such as Zoom Casa, Sotheby′s, and Sotheby′s Home.

These services include professional staging and design, high-impact upgrades, landscaping, packing and moving, and temporary housing, plus strategic home renovations, valuation services, and furniture consignment.

White Glove is the ideal solution for elevating your property and your experience.

MAUREEN McDERMUT
& ASSOCIATES

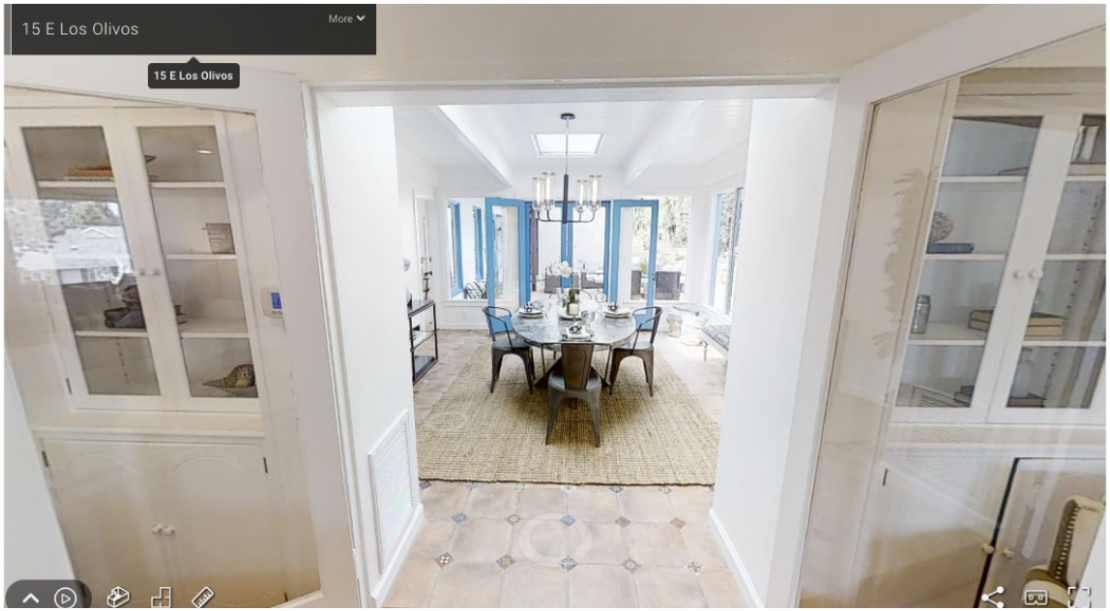
Marketing Strategy

PROFESSIONAL STAGING

PROFESSIONAL PHOTOGRAPHY

DIGITAL MEDIA

Our custom productions provide a visual edge above other competitors on the market. We create a unique digital story highlighting the special features of your home. Drone photography and videography is an invaluable marketing tool we share across all media platforms.



3D MATTERPORT VIDEO TOURS

3D virtual tours are cutting edge, allowing Buyers to virtually tour your home from the comfort of theirs.

This fantastic interactive technology is our industry standard.

CUSTOM PROPERTY WEBSITE

Your personalized property showcase website is an invaluable resource to both you, our client, and perspective buyers. Filled with professional photography of your beautifully staged home, the inclusion of virtual tours and all descriptive property details, the website displays a powerful impression of your home.

MARKETING MAILERS

Whether it's a custom invitation to a Twilight Open House or our Market Newsletter Update, we are diligent about keeping in touch with the community and maintaining a spotlight on your listing.

MAUREEN McDERMUT
& ASSOCIATES

Real Estate Market Update Q1 2021

at a glance (Q1 2021)

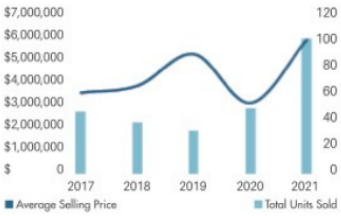
89% Change in Average Selling Price (2021 v 2020)

106% Change in Units Sold Units Sold (2021 v 2020)

101 Units Sold

$5.9m Average Selling Price

Average Selling Price | Total Units Sold



Q1 Change (2021 v 2020)

	Average List Price	Average Selling Price	Average Days on Market	Total Units Sold
Change	78%	89%	-27%	106%
2021	$6,008,401	$5,859,963	82	101
2020	$3,379,831	$3,092,735	112	49
2019	$6,039,961	$5,232,061	134	32
2018	$4,258,658	$3,845,388	125	38
2017	$3,891,217	$3,538,363	126	46

Featured Listings

2084 East Valley Road, Montecito, CA 93108
6 Bd | 5.5 Ba | $6,950,000

81 Depot Lane, Montecito, CA 93108
3 Bd | 2.5 Ba | $1,625,000

5168 Walnut Park Lane, Santa Barbara, CA 93111
3 Bd | 2 Ba | $1,195,000

Featured Q1 Sales

87 Seaview Drive, 93108
Represented Seller
$2,450,000

3010 E 1st St., Long Beach
Represented Buyer
$2,045,000

1585 Overlook Lane, 93103
Represented Seller
$2,020,000

215 Vernal Avenue, 93105
Represented Buyer
$1,700,000

645-647 Grand Ave., Long Beach | Represented Buyer
$1,675,000

45 Greenwell Lane, 93105
Represented Seller
$1,571,650

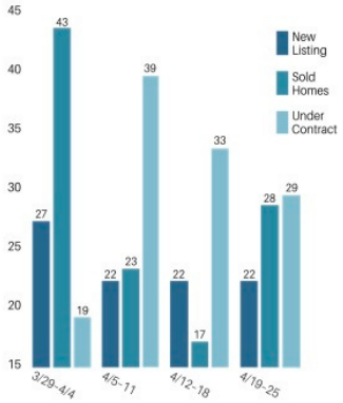
1300 Plaza De Sonadores, 93108 | Represented Buyer
$1,515,000

131 Vernal Avenue, 93105
Represented Buyer
$1,250,000

Numbers Don't Lie.

If you are considering selling, I would be happy to discuss your property and provide a property value analysis. You may be surprised how much your home equity has grown. Please feel free to call or email me to schedule.

Santa Barbara Week by Week March–April Market Update



**********ECRWSS****
Local
Postal Customer

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

Featured Sold

1399 Plaza Pacifica, 93108 | Represented Seller | $3,600,000

Unsure if it's the Right Time to Sell?

Montecito and Santa Barbara buyers remain enthusiastic as we experience a high demand for properties on the market, while inventory continues to be low. Call or email to schedule a time to discuss whether selling now is right for you.

Sotheby's
INTERNATIONAL REALTY
1165 Coast Village Rd., Suite A
Santa Barbara, CA 93108

MAUREEN McDERMUT
& ASSOCIATES

Maureen McDermut
Selling the Montecito and Santa Barbara Lifestyle
Maureen.McDermut@sothebys.realty
805.570.5545 • MaureenMcDermut.com

Follow Us On

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POSTCARD MAILERS

These postcard mailers are our unique way of sharing your property and keeping in touch with the demographics most likely to appreciate your home as much as you do!

JUST SOLD

Honored to sell this Braemar Ranch home with the most spectacular ocean views. So happy for this lovely seller!
Sold for $4,025,000.

Sotheby's INTERNATIONAL REALTY
MAUREEN McDERMUT & ASSOCIATES

SELLING THE MONTECITO & SANTA BARBARA LIFESTYLE

TOP 1K	TOP 1%	$400+ M	TOP ½ of 1%
Out of 47K at NRT	of Santa Barbara Agents	Total Sales	of Sotheby's California Agents

THINKING OF SELLING OR BUYING A HOME?

Schedule a one on one talk with Maureen. She takes great pride in the relationships she builds and will work relentlessly to help you achieve your goals.

Maureen McDermut • DRE #01175027
Maureen.McDermut@SIR.com
805.570.5545 • MaureenMcDermut.com • Sotheby's International Realty
1165 Coast Village Rd., Suite A • Santa Barbara, CA 93108

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**********ECRWSS****
Local
Postal Customer

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

"**Maureen McDermut** is definitely the best real estate agent that I have ever dealt with. She is knowledgeable, sincere, attentive, and one of the nicest people I have ever met. She is our 'forever' realtor." —*Happy Client*

Coming Soon 4519 Via Maria Santa Barbara CA, 93111
3 bedrooms | 3 full baths. Offered at $2,495,000

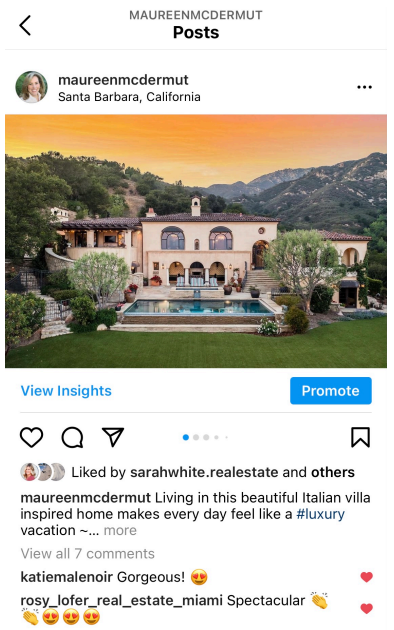
Follow Us On

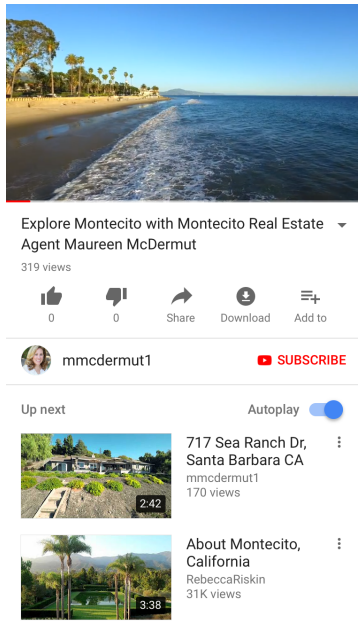
SOCIAL MEDIA

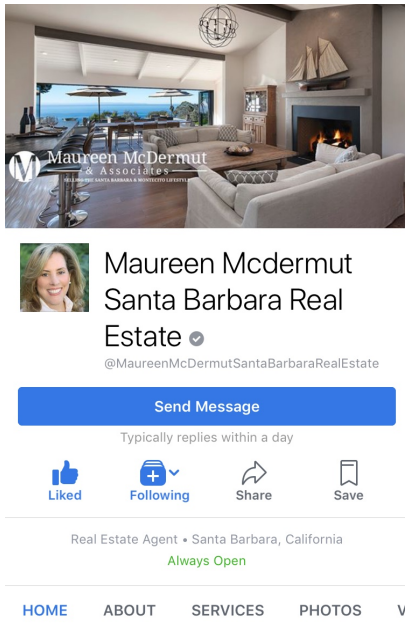
Creating exclusive content to promote your property to interested buyers utilizing Facebook, Instagram, LinkedIn, and YouTube, allow us to connect the real estate community globally. We're lucky to have thousands of followers and subscribers that interact with our content daily.

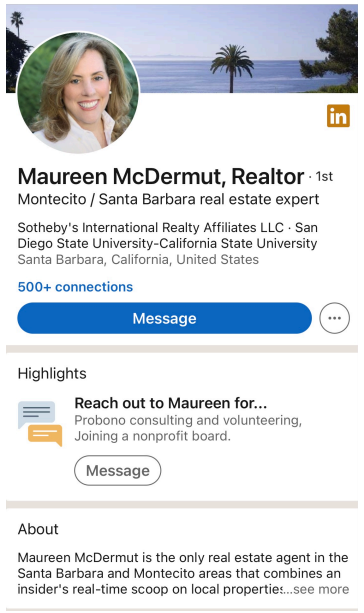
> Social media is not a media. The key is to listen, engage, and build relationships.

- David Alston
Founder of Marketswell
Forbes Top 50 in Social Media









Success Stories

Client Success Stories

"WE CANNOT GIVE A HIGH ENOUGH RECOMMENDATION FOR MAUREEN"

"Maureen was fantastic! My husband renovated his parents retirement home. Not much had been done since it was build in the early 70s. He did high end upgrades, and asked a higher sell price than was normal for the area. Everyone said we would never get the money that we wanted. Maureen, within less than a month had 5 open houses. She brought a professional photographer to take pictures and had a video made. She put us on the internet. By the end of the month, not only had she sold our house, but for MORE than the asking price. We cannot give a high enough recommendation for Maureen." Eric Graewingholt, 2016

"STRAIGHTFORWARD MONTECITO REAL ESTATE"

"We were interested in the area around Montecito, CA and were exploring the possibilities with a couple of agents who, although nice, were ineffective. We happened upon Maureen McDermut at an open house she was holding and found her to be remarkably straightforward, sincere and extremely diligent.

We discussed with Maureen our wants, needs, and limitations which rapidly led to a series of showings that were all appropriate for us, in that they were in our price range, of the correct square footage, in our desired neighborhood and school district.

The negotiations were handled smoothly and professionally with a rapid positive outcome. Maureen is the ultimate professional she managed to make the process of buying a home stress free and actually enjoyable.

We highly recommend Maureen to anyone buying or selling their home." Gail and Richard

Client Success Stories

"TENACITY AND CONNECTIONS IN REAL ESTATE"

"Maureen McDermut was absolutely instrumental in helping us purchase our first home in Santa Barbara. With her patience and expertise, she guided us skillfully through our house-hunting process which ended up being a three year long journey! And, ultimately, 100% of the credit goes to Maureen for finding the right home for us, which we are very happy with. Because of her tenacity and connections in the real estate community, Maureen found an off-market property which we were able to purchase. She went above and beyond her call of duty as our realtor, to make our house purchase dream come true. We would not hesitate to recommend Maureen to all of our associates and friends." - W. Warren Suh, M.D., M.P.H., and Heather Suh

"MAUREEN GOES ABOVE AND BEYOND"

"Maureen McDermut helped my father in every aspect of selling our family home and making his transition to a retirement home as smooth as possible. In addition to her expertise in the Santa Barbara real estate market, Maureen was communicative, compassionate, and caring to my Dad and our family throughout preparing for and completing the sale. She even helped Dad clear his house and assisted with tasks required for closing. Maureen went above and beyond, and her personalized service was a great relief to me, living on
the East Coast, and to our other family members who are out of town and could not be there day by day. I wholeheartedly recommend Maureen to anyone thinking of buying or selling a home in the Santa Barbara area." - Anita Visser

MAUREEN McDERMUT
& ASSOCIATES

Client Success Stories

"A MOST DEDICATED AGENT"

"Maureen is hardworking, efficient and a very dedicated agent. We were looking for a very specific location and estate type in Montecito for a long time and Maureen has been wonderful in finding off-market listings. With tact and discretion, Maureen found us exactly what we were looking for. She has always been very responsive to our calls and emails, which we also greatly appreciated. Maureen fully deserves the trust we gave her."
- Charles & Karen V.

"MAUREEN TAUGHT US"

"We learned a lot from Maureen when we sold one house and bought another in Montecito in late 2008. She taught us that selling is about preparation, presentation, right-pricing for the real world, good marketing and closing with the right buyer. Buying is about careful comps, the right property, good cultivated relationships with the sellers' agents, and smart offers and counters. Maureen listened to what we wanted, suggested what we needed, and led us through the campaigns. Optimistic but no Pollyanna, tough in the trenches, organized, hard-working, and helpful in all sorts of unexpected ways, Maureen was an ally in the challenge and became a friend to our family." - ChubbCo Film Co.

Client Success Stories

"WE TRUST MAUREEN"

"Without the patient guidance of Maureen McDermut, we would not now own the home of our dreams. Not only has Maureen demonstrated tremendous skill during one of the most difficult real estate markets in history, but she has also shown extreme patience in finding us not only a house, but our ideal situation. She listened to us and paid attention, providing sound advice along the way. After nearly two years of looking for the right opportunity, it would have slipped away save for Maureen's keen sense of the decisive action necessary to close the transaction. As a professional investor, the "art of the deal" is something that I am intimately familiar with. When it comes to finding, assessing and making the right "deal" in Santa Barbara real estate, there is no one we would trust above Maureen McDermut."- Private Equity and Hedge Fund Manager

"A SELLER'S DREAM"

"As a seller in a distressed market and probably the worst time of year for real estate I decided to put my house on the market. After interviewing many of the top real estate agents in Montecito and getting a lot of negativity I choose Maureen for her enthusiasm, her positive attitude, and her energy. Within a matter of weeks, in the worst market in real estate, Maureen brought me a qualified buyer and made selling my property as easy as she could for me. I can't recommend Maureen enough. She truly is a seller's dream." - Joyce Brock

Client Success Stories

"We are extremely satisfied with Maureen"

"We just recently completed the purchase of an amazing home in Montecito, CA. Maureen was instrumental in the process of winning the bidding for this popular home. She was very thorough in her analysis of the property and extremely persistent with the sellers agent and the trustee who was overseeing the sale. We are extremely satisfied with Maureen and would recommend her highly to other buyers looking for the right home and the right price!"

"I would recommend her to anyone and everyone I know."

"Maureen McDermut is definitely the best Real Estate Agent that I have ever dealt with. She represented us for the sale of one property and the purchase of another. She led us through ups and downs, ins and outs and always managed to keep us focused on our ultimate goal (which we achieved happily).
She is knowledgeable, sincere, attentive, and one of the nicest people I have met. She is our "forever" Realtor. I have found she knows a lot of areas and what she doesn't know she is willing to find out about. Having dealt with a LOT of Realtors, both through my job and through personal experience, I appreciate her honesty and integrity above all things. I would recommend her to anyone and everyone I know."

SELLING THE MONTECITO & SANTA BARBARA LIFESTYLE

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