

REICHLING \
PICKARD
TEAM

New
Development
Portfolio

LOS ANGELES



Offering developers
and financial institutions
the best guidance, strategy,
and execution for the sale
and marketing of multi-unit
residential projects.

A Coalition of Talent with a Single Vision

We work side by side with developers from project acquisition to building sellout, ensuring that our strategic approach delivers a consistent voice throughout the sales and marketing program.



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**REICHLING \
PICKARD
TEAM**

A Proven Track Record of Success in Los Angeles



THE BROADWAY HOLLYWOOD
96 Units, Sold Out February 2009



LOFTS AT HOLLYWOOD & VINE
60 Units, Sold Out January 2011



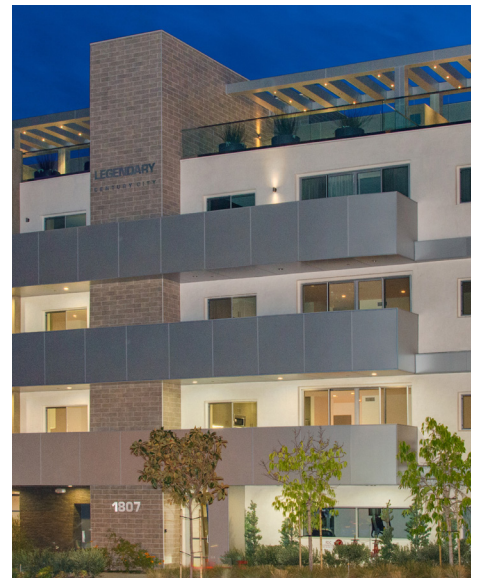
SUNSET SILVER LAKE
23 Units, Sold Out June 2009



LEGENDARY PLACE
23 Units, Sold Out October 2013



ROW 3
19 Units, Sold Out June 2014



LEGENDARY CENTURY CITY
14 Units, Sold Out 2015

Our team has a collective 30+ years of experience spanning research and analysis, pre-development planning, branding and marketing, and pre-development sales and operations. We have successfully closed out over 20 small lot and new development communities since 2009.



FOUNTAIN + GOWER

11 Units, Sold Out February 2016



HABITAT

6 Units, Sold Out March 2017



ALEXANDRIA 4

4 Units, Sold Out July 2017



TOLUCA 17

17 Units, Sold Out August 2017



THE LAS PALMAS FOUR

4 Units, Sold Out February 2018



THE FULLER FOUR

4 Units, Sold Out March 2018

A Proven Track Record of Success in Los Angeles



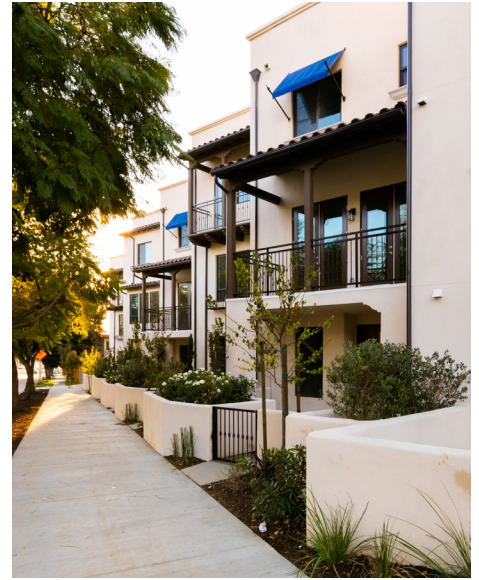
ATWATER UNION

10 Units, Sold Out 2020



WILTON COURT

4 Units, Sold Out 2020



MARATHON 12

12 Units, Sold Out 2020



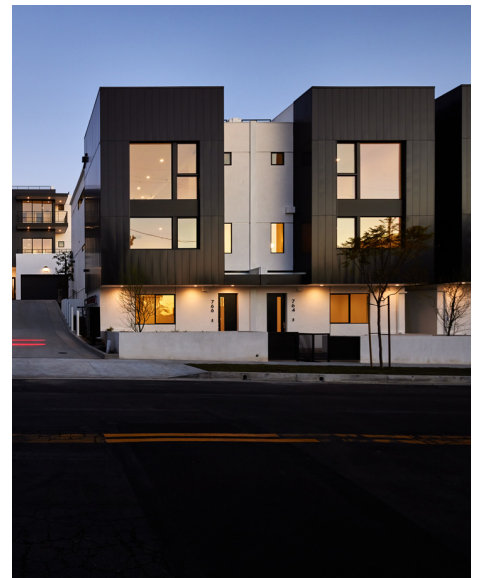
QUIN SILVER LAKE

5 Units, Sold Out 2022



WILLOW BROOK

5 Units, Sold Out 2023



TERRA SILVER LAKE

14 Units, Sold Out 2024

\$250M+

IN NEW DEVELOPMENT SALES
BY REICHLING \ PICKARD TEAM



RIDGE SILVER LAKE

10 Units, Sold Out 2020



LUCILE 3

3 Units, Sold Out 2020



CANYON 5 HOMES

5 Units, Sold Out 2021



THE DONNA

7 Units, Leased 2023



CLIFFORD

5 Units, Leased 2023



VISTA DEL MAR

6 Units, Leased 2024

I cannot say enough good things about Courtney Pickard and Joe Reichling's team. They epitomize the concept of professional full service brokers. Throughout construction and all the way through the last closing sale of a five house development the team performed flawlessly. They were always working towards maximizing the value of each home and were able to sell out the entire project in less than six months. I highly recommend this firm.

— **STEVEN GAON, LAC D'ARGENT**

From start to finish Reichling\Pickard was the perfect real estate brokers to sell my 4-unit Hollywood condominium project. Joe and Patrick were always professional. They were courteous, punctual, creative and thorough. In this time of difficult bank loan situations and cumbersome closings they made all of that go smoothly and on my part effortlessly. I appreciated their experience and wisdom in setting the asking price and in settling on the sold price. You could not ask for better service from a seller's agent.

— **EILEEN BROWN, HUDSON GREEN HOMES**

Reichling\Pickard represented Legendary Place, a 23-unit condo project near West Hollywood. He and his team stayed the course through the sales process, alternating from patience to urgency as needed. Overcoming objections and despite some hurdles, his team was able to sell the units at the top of the price range for the area. His market knowledge, strategies and professionalism represented our brand to the high standard we hold it. We consider Joe a valuable asset and look forward to working with his team on future projects. I highly recommend his services to any developer.

— **DILIP BHAVNANI, LEGENDARY DEVELOPMENTS**

This is the team you need to know in Los Feliz/Silver Lake/Hancock Park. They were involved early on in our development process so when the units were completed we were ready to go. Our project was unique, they understood that and created the right marketing approach. I wish we had more homes to sell with them! I've since recommended them to multiple friends looking to buy homes in the area and all have been satisfied.

— **LEEOR MACIBORSKI**

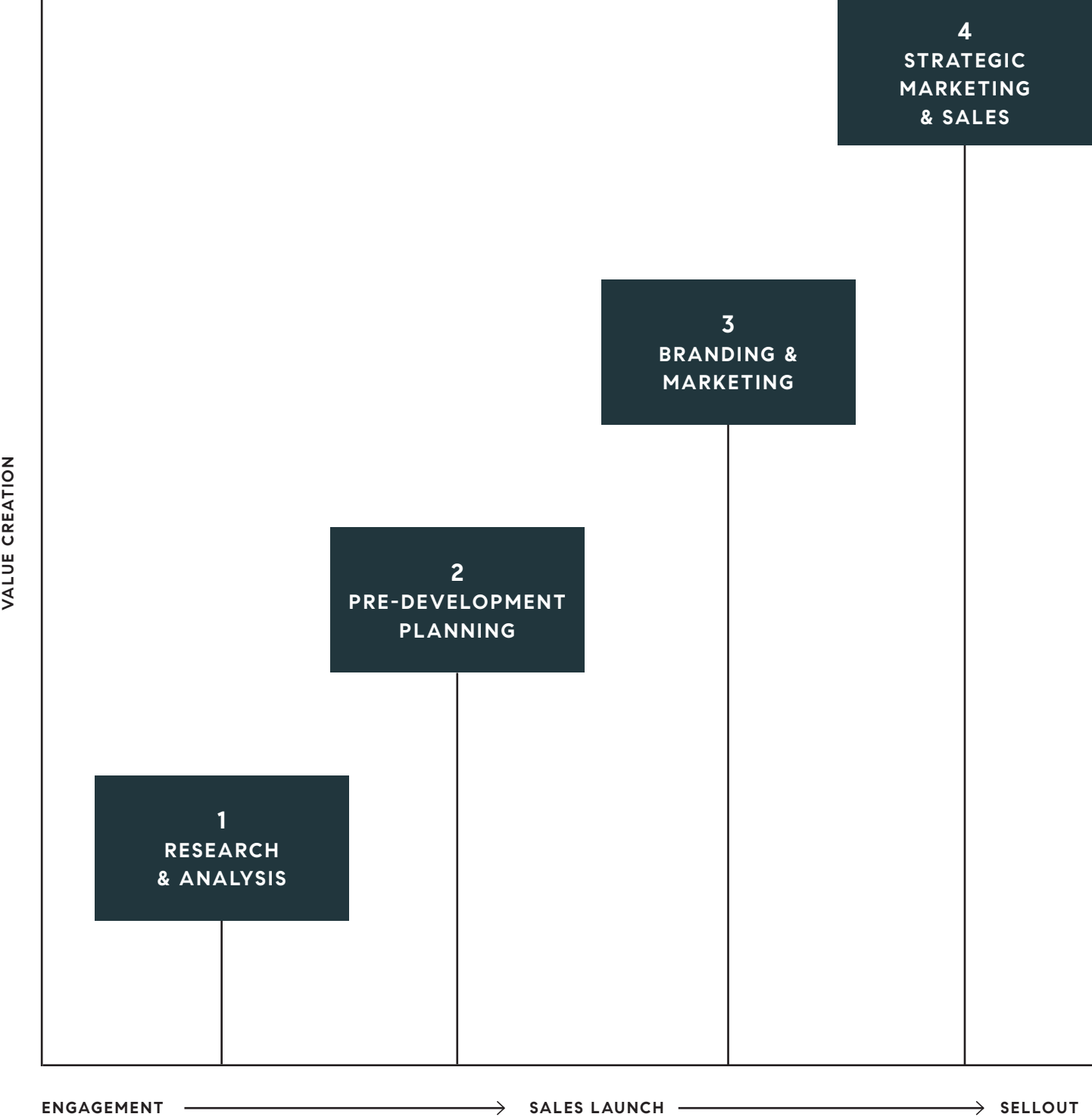
From our first interview with Reichling\Pickard we knew we had found the perfect sales team. The team provided Intracorp excellent service with sales, marketing, escrow and closing coordination. The team sold and closed out 19 unique small lot homes at the Row 3 community in 9 months, exceeding our business plan by several months.

Joe's team also excelled in meeting the challenges of learning and applying the developer's sales policies and procedures. They were great about attending all sales & construction meetings and worked extremely well with the seller's preferred lender, escrow and title companies. Reichling\Pickard worked closely with the Intracorp construction team to keep buyer's informed with closing and move-in dates. We hired Joe and his team for their expertise in the West Hollywood area. They met and exceeded all of our expectations and were a pleasure to work with.

— **GEORGIA ROMERO, INTRACORP**

A Process that Creates Value at Every Step

From development inception to building sellout, Compass Development partners with clients through the lifespan of the project.



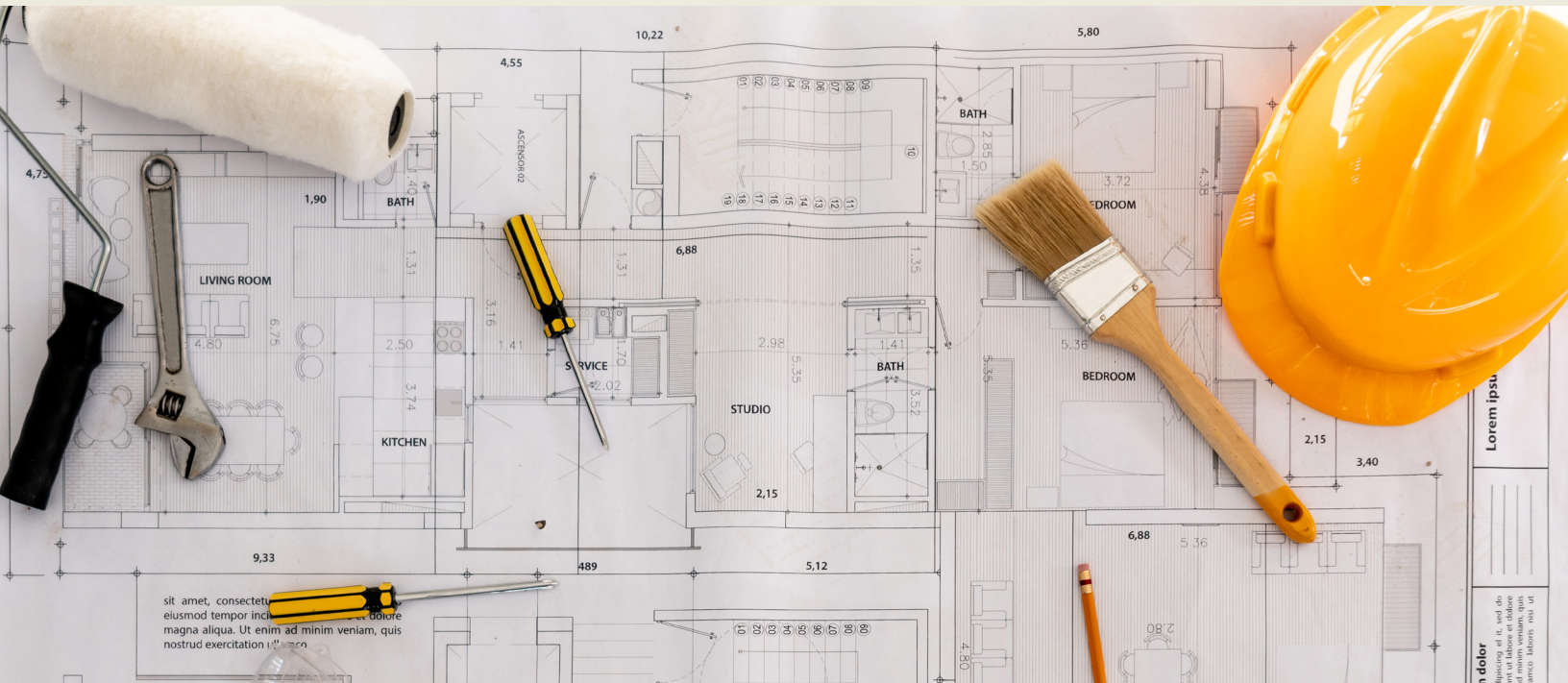
Research & Analysis



Compass Development provides the most in-depth and robust research and data analytics in the industry. Our team of more than 40 world-class engineers, led by Google and Twitter alumni, have created proprietary software that allows our research team to better mine and analyze data than any other firm.

- Focused comparables
- In-depth market studies
- Pipeline intelligence
- Target unit mix
- Pricing strategy and modeling
- Carrying-cost analysis

Pre-Development Planning



From decades of combined experience selling to the luxury buyer, we know how they live and what they demand. We advise, comment on, and refine all aspects of programming—floor plans, amenities,

and finishes—as well as offer strategic advice on acceptable value engineering to maximize value and minimize budget.

KEY ADVISORY SERVICES

- Architect selection
- Interior designer selection
- Massing and core placement
- Unit mix placement and room dimensions
- Residence features
- Amenity package
- Refine layouts and finishes
- RCP review
- Value engineering

KEY DELIVERABLES

- Moment of arrival and lobby design
- Refine unit mix and layouts
- Optimal room dimensions
- Establish “look and feel book”
- Finishes, fixtures and appliances
- Amenities and services
- Landscaping, lighting and art
- Value engineering

Branding & Marketing



We know what resonates with buyers. It takes a hands-on marketing team to craft a comprehensive plan that informs all creative ideation from brand identity to website design to digital campaigns. We work with

developers to create a marketing timeline and budget to ensure all vendors deliver on time with meaningful, consistent brand messaging that resonates with the target market.

KEY ADVISORY SERVICES

- Brand identity
- Print marketing collateral
- Brochure and housing
- Marketing floor plans
- Fact sheets
- Website architecture
- Rendering shot list and direction
- Photography shot list
- Neighborhood and building
- Media and advertising
- Industry partnerships
- Marketing events and PR story ideation

KEY DELIVERABLES

- Positioning and brand identity
- Website and digital presence
- Printed collateral
- Social media
- Rendering and photography direction
- Film
- Public relations
- Media and advertising

Strategic Marketing & Sales



Our design development, marketing, and sales divisions all converge to advise on the tools and environment necessary to capture the imagination of the buyer.

We collaborate with the designer and architect to ensure that the sales gallery presentation properly displays the key selling attributes of the project while strategically laying out the critical path in order to sell the buyer at every step.

KEY ADVISORY SERVICES

- Sales gallery presentation critical path
- Sales gallery presentation tools
- Final pricing
- Inventory control and release strategy
- Local and international buyer and broker outreach

KEY DELIVERABLES

- Sales gallery experience
- Local and global outreach
- Launch and momentum strategy
- Pricing and inventory management
- Consistent feedback reporting and accountability
- Live developer access to CRM / sales and inventory management tool

Thank You.
We look
forward to
being of
service.

**REICHLING \
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COMPASS

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