



**DANIELLE
LAZIER**
+ ASSOCIATES

vivre
REAL ESTATE

(vē'vr') v. [Fr.] to live; to experience.

DanielleLazier.com · VivreRealEstate.com

Meet Danielle Lazier + Associates & Vivre Real Estate



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Let's get to know each other.

We have one goal: to deliver superior results and a five-star experience when buying or selling a home. We are a team of real estate pros who focus on what we do best: consult, negotiate, oversee the transaction and advocate for our clients.



Danielle Lazier, Josh Ortiz, Carter Chase, Javier Nuñez-Jusino, Ashley Bledsoe, Luis Mamayson

Meet the Team

DANIELLE LAZIER

Senior Broker Associate, Vivre Real Estate Founder

Danielle focuses on the big picture, always innovating and improving marketing concepts and client services. She is an industry pioneer, creating SF's first real estate blog in 2002 and adapting early to the team concept and specialization. Danielle's roles include lead consultant, negotiator, and director of marketing. She spends her time fiercely advocating for the team's clients and devising the most strategic ways to win bids and market homes.

JOSH ORTIZ

Senior Sales Associate

Originally from Boston, Josh has called San Francisco home since 2012. As a lead buyer specialist, Josh is a shrewd negotiator and true team player with a competitive streak: a winning combination in real estate sales. He constantly studies the market to locate the best opportunities for his clients. Josh attributes his success to the relationships he builds and his transparent approach. He is persistent and dedicated to achieving his clients' goals.

CARTER CHASE

Creative Director

Property Marketing, Copywriting and Creative Campaigns

JAVIER NUÑEZ-JUSINO

Business Manager

Operations, Systems and Agent Support

ASHLEY BLEDSON

Marketing Director

Side, Inc. Director of Growth and Agent Marketing

LUIS MAMAYSON

Marketing and Operations Manager

Listing Coordination, Marketing, Operations and Administration

IN-HOUSE MARKETING

Every home is unique, and we think property marketing should be the same. Instead of cookie-cutter content that paints every listing in the same light, our full-time marketing staff crafts a custom message just for your home.

From email to snail mail, our talented group of writers, designers, email gurus and social wizards will promote your listing to thousands of qualified buyers in San Francisco and beyond.

We leverage a network of experienced vendors like painters, stagers and photographers to get your home ready for sale, and we help you cover associated costs until closing through Side Concierge. Even before hitting the market, we push your property to the city's best agents via Top Agent Network and Side Coming Soon.

All bespoke and made to order in a sophisticated, exclusive and “limited edition” style. We don't use the same recipe as everyone else, and you'll find that the results are even sweeter—no cookie cutter required.

OPERATIONS & SUPPORT

Spinning plates, herding cats: Whatever the metaphor, there are a lot of moving parts in a real estate transaction. Especially in the high-stakes San Francisco Bay Area market, it's important to stay organized, on-track and on-schedule.

That's why we employ a skilled team of transaction coordinators and operations managers who know how to guide your real estate transaction from start to finish. We coordinate vendors, schedule showings, and file paperwork so that you can rest easy knowing it's taken care of.

Our team has decades of combined experience, which means we've seen it all. From milestones to minutiae, every step of your transaction is handled with expert care. We are vigilant, thorough and responsive, because we deeply value the trust you place in us to manage your transaction.



About Danielle Lazier + Associates

Danielle Lazier + Associates is a team of seasoned real estate agents who understand that buying or selling a home is a complex, sophisticated and deeply personal endeavor.

Every step of the way, the team provides intelligent, friendly, and strategic guidance. Their goal is to deliver results and a five-star experience.

RESULTS AND EXPERIENCE:

AGENT RANKING

Top 1%

ESTABLISHED

2002

Honored to be Included on the Real Trends List of
America's Best Real Estate Professionals

+ ABOUT

vivre

REAL ESTATE

We created **Vivre Real Estate** so you would not have to choose between a small boutique out on their own or a one-size-fits-all corporate brand where your listing may get lost in the shuffle.

WE ARE:

Not a large corporate brokerage, with agents at all ends of the competence spectrum.

The best way to describe our team is curated. Top to bottom, **Vivre** is composed of intelligent, street-smart, full-time real estate and marketing professionals. We dedicate our hearts and minds to studying the market, identifying opportunities, expanding our network, and honing our skills to negotiate the best deal for you, whether you are a home buyer or seller.

Not a cookie-cutter copy of what you've seen before, with hundreds of agents marketing homes in the same way.

At corporate real estate companies, dominant “market share” really means as much as 40% of local agents using the same fonts, colors and design templates to market listings. We operate independently and creatively. Our small-batch, self-determined structure allows us the freedom to market properties in a more bespoke and exclusive way that is custom-tailored to your property.

Not a start-up.

While our **Vivre** brand is relatively new, our agents and

staff are anything but. We are deeply networked industry veterans with the reputation, contacts, behind-the-scenes support, and decades of San Francisco Bay Area real estate experience that it takes to exceed your goals — even in challenging market conditions or complicated transactions. And we have a long track record of client success and hundreds of 5-star reviews to prove it.

A boutique experience with powerful behind the scenes support.

It took some time to find the right fit. After decades in the San Francisco Bay Area real estate market, our goal was to combine the benefits of a boutique agency with the robust support and network of a bigger company.

Side is the only real estate technology company that exclusively partners with high-performing agents, teams and independent brokerages to transform them into market-leading boutique brands and businesses. Side partners are a diverse group with different models and business specialties. We have worked with a number of brokerages over the years. The community and network at Side are top-notch.

Why Work With Us

Clients deserve the full service, negotiating power, and patient hand-holding that only a team of specialists can consistently provide. We are San Francisco's premier real estate team with a lengthy track record of superior results and happy clients.

YOU BENEFIT FROM OUR EXPERIENCE

Our team is in the top 1% of all agents. This means we have more negotiating experience than over 99% of our competition! What we're most proud of is our level of client satisfaction. We have been called the "pro's pro" of real estate agents, and we have the 5-star reviews to prove it.

YOU BENEFIT FROM OUR RELATIONSHIPS

Let's cut to the chase. If you are represented by our team, your offer is more likely to be accepted, and your listing is more likely to be at the top of the list with buyer agents. For sellers, we offer access to get early feedback to refine our positioning before we present to the public. For buyers, you get access to the best inventory, on and off market. Working with us gives you the competitive advantage.

YOU GET MORE THAN YOU PAY FOR

When you work with us, our whole team works for you. No individual agent can offer this combination of knowledge, network, design savvy, and attention to detail.

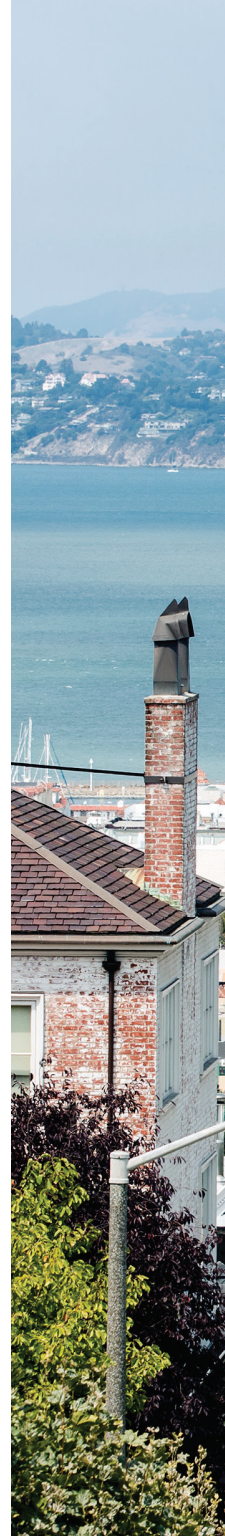
WE KNOW SAN FRANCISCO

We live, work, and play in SF. We know the city from north to south and east to west and take great pride in helping our clients find their way home.

Outside SF? Let us connect you to the best agent for the job.

BEHIND THE SCENES

Our professional marketing and operations team keeps things running smoothly and ensures that we spend time on what's most important: providing a 5-star experience for our clients.







Client Services for Buyers

We use our resources to find a home that fits your lifestyle and budget.

COUNT ON US TO

- Be your consultant, negotiator, project manager, and advocate.
- Conduct a thorough assessment of what's most important to you about buying a home.
- Educate you about current market conditions and the home-buying process.
- Provide you with a list of reputable lenders for your loan pre-approval.
- Communicate with you regularly. Promptly return phone calls, emails and texts.
- Search for, preview, and schedule showings of relevant properties.
- Help you to visualize cosmetic updates and strategic opportunities to improve the home.
- Provide a price opinion and experienced counsel when writing an offer.
- Utilize our network to get you the inside scoop on what it will take to get your offer accepted.
- Negotiate fiercely on your behalf.
- Coordinate inspections and contingency removals. Oversee the process from A to Z.
- Always tell you the truth.
- Always be available to answer questions and concerns before, during, and after the sale. You are our clients for life!



Client Services for Sellers

Our intelligent approach to real estate delivers superior results and a more enjoyable experience. We maximize your return on investment.

COUNT ON US TO

- Be your consultant, negotiator, project manager, and advocate.
- Conduct a thorough needs analysis of what's most important to you about selling your home.
- Educate you about current market conditions and how the process works.
- Prepare a professional competitive market analysis with a strategic pricing plan.
- Recommend the pre-sale enhancements, inspections, and home staging that will maximize your ROI. Devise a custom plan to fit your needs.
- Implement an aggressive marketing plan, including photography, video, custom graphic design, floor plans, professional copywriting, a property-specific URL, photo-rich website, and high-quality print materials.
- Implement an aggressive marketing and advertising campaign.
- Communicate with you regularly. Promptly return phone calls, emails, and texts.
- Negotiate fiercely on your behalf. We will treat your money like it is our own and work diligently to make or save you money whenever possible.
- Oversee a smooth escrow and closing schedule. If there's an issue, we stay calm, steer the ship, and provide solutions. With more than 1,250 negotiations under our belt, we will save you time and money.
- Always tell you the truth.
- Always be available to answer questions and concerns before, during, and after the sale. You are our clients for life!





Testimonials

Working with Danielle was such a pleasure. We decided to sell our condo and were worried how the COVID market would affect the sale. Danielle came in and took the reins. She developed a staging and listing plan to give us the best possible chance of success. She also advised us to use an aggressive pricing strategy to increase interest. All of her decisions created a best case scenario for us. On the day offers were due we were thrilled to have multiple competitive offers well above our asking price to choose from. After accepting a great offer, we were then so impressed with the communication and efficiency of Danielle and her team during the closing process. Trusting her strategy was one of the best decisions we've ever made. We can not recommend Danielle enough!

— **Meredith R.**

As a first time buyer in San Francisco, and having heard many horror stories about every facet of home buying here—including the agents—I was expecting the worst. From our initial introduction, where Josh ran me through the entire process and talked through neighborhoods, through to post-close questions, every fear has been thoroughly slain. Josh is a tremendous and highly enthusiastic agent with masterful judgment of client taste as well as negotiation tactics. Josh found the home that I ended up falling in love with and got me through the front door early. Every one of the homes he curated for me had potential but this

was the one. Josh explained the bidding process to me and my partner—within 24 hours of seeing the place we had our very first offer accepted! This was all thanks in large part to Josh's counsel around bidding strategy. He has always been extremely responsive and helpful in absolutely everything we've requested, from securing a parking spot in a lot that was "full" to assisting us on move date by holding a spot with his car. Josh is nothing short of that rare unicorn, an exceptional agent in every dimension—finding us our dream home and executing at every step flawlessly—he comes wholeheartedly recommended.

— **Mehmet S.**

Danielle Lazier and her team sold our family home of 12 years and well exceeded our expectations. Danielle met with us, toured our home, saw the potential and the obstacles, and came back with a solid plan. Once we agreed, things started to move very quickly. I have to tell you: trust her process. She's backed by an amazing team of people that know this business. Once the house was ready to go on the market, it was beautiful—made me wonder why we were selling! Then Danielle's marketing campaign kicked in! Wow! Extremely impressive—great collateral, lots of buzz, and she kept us in the loop all the time.

— **Evan D.**

Testimonials

We sold a house with Danielle and bought one with Josh, and thoroughly enjoyed working with both of them. Our sale was for over appraisal, and our purchase was for under appraisal, so we're very comfortable that they got us the best possible deal. They also made sure we were comfortable every step of the way. Josh took the time to understand what kind of property we actually wanted, and was willing to give us difficult feedback when we were getting excited for something that wasn't quite right. He was very patient and had great insights about SF neighborhoods. We liked him so much we recommended him to one of our best friends, who worked with him to purchase a great place with over a dozen competing offers. Danielle and team made sure everything was in place for our sale to fetch top dollar. I could barely recognize our house after the staging, it looked better than I'd ever seen it. Thanks to her efforts we got 100+ showings, multiple offers, and a final sale price over the appraisal. The whole process was super smooth, and Danielle helped us make it a stress-free experience.

— **Valentin B.**

My wife and I worked with Danielle and her team on selling our old house and buying our new one. We highly recommend them. These folks are pros.

They're also genuinely good people. Several years ago, we went through the process with an on-line self-service broker and having the team representing us was a huge help this time around.

— **Jesse P.**

Josh is both genial and candid, approachable and professional. He didn't just help us find homes, he helped us discover our needs and wants and clarify our vision for our first home. Buying in the Bay Area in a historic seller's market is no easy feat. Josh tactfully delivered honest feedback when we set our expectations too high and was spot on in his assessment of each property—he provided an expert, unbiased opinion. He was also hugely patient and supportive when we adjusted our priorities midway through the process. He struck the perfect balance of providing space to think and encouraging action when we finally found the home. Josh was a skillful advocate and negotiator, and secured a deal that was perfect for both the sellers and us. Josh isn't just a real estate agent—he's a sounding board, a coach, and a trusted advisor. We are lucky to now call Danielle and Josh friends, and could not be more grateful to have worked with the entire team!

— **Robert L.**





Testimonials

I've sold more than 20 homes over the past 50 years. This was the best transaction so far. Danielle sold my home in two days, escrow closed in 25 days, and she negotiated a price above asking. I couldn't be in SF for the duration, so Danielle or members of her team provided access to window washers, house cleaners, a plumber and others. Every text was answered promptly and all my questions got quick replies. Danielle understands the SF real estate market, is an astute pricing strategist, and her people skills are excellent. You would be wise to contact her if you're a buyer or a seller.

— **Lee C.**

Danielle supported us during the escrow/closing process of the sale of our house and we couldn't be happier with the outcome! The escrow process can be nerve-racking when you're on a tight schedule like my family was. So many little details and milestones to be attentive to. Danielle made the whole experience smooth, providing us with all the information we needed, when we needed, guiding us step by step. The focus on client experience and dedication was amazing. Danielle and her team were fantastic partners to work with.

— **Camila K.**

Danielle is a badass and a smooth operator! Loved working with her to sell our Mission condo. She was

supportive, effective, reliable and just plain cool to work with. She got us an awesome price, with two months free rent-back while we search for our next home. She was flexible and informative (how in the living heck can one person know so much about this market and real estate in general?). I think the best adjectives to describe Danielle as a professional are Driven & Cool. We are fans!

— **Pamela W.**

Danielle and her team recently helped our family sell a house in the Central Sunset. Her expertise in SF neighborhoods, her connections, top-flight and elegant marketing, and her attention to all the many details involved in preparing and listing a home for sale all made her a true treasure. We received many offers from highly qualified buyers, most of them far exceeding the neighborhood comps. Her negotiating skills brought us an amazing price. The best decision we made was the hire Danielle.

— **JC Z.**

