



MARKETING PLAN

PROPERTY

- ✧ Pre-Market evaluation of the estate, interior, and exterior design
- ✧ Open house Tuesday for Westside brokers
- ✧ Open house Sundays for public, if desired
- ✧ Professional photography of the property
- ✧ Estate signage placed on property
- ✧ Drone photography of the property

“Steve Frankel is one of the most successful realtors in the nation, with \$2.2 billion in residential sales over a distinguished 25-year career.”

DIGITAL MEDIA

- ✧ Dedicated website and url domain for the property
- ✧ Property will be featured on all real estate websites including: SteveFrankel.com, realtor.com, coldwellbanker.com, trulia.com, redfin.com, Caimeiju, and others

PRINT MEDIA

- ✧ Full page color ad in Los Angeles Times
- ✧ Full page color ad in The View magazine
- ✧ Just Listed Mailer sent to over 10,000 homes in the area
- ✧ Full page ad in The MLS Guide, weekly magazine for all brokers
- ✧ Dedicated email brochure that include; top real estate brokers and ultra high net worth clients
- ✧ Professional color brochure will be created and given to prospective buyers
- ✧ Variety Magazine Ad, Haute Living Ad, Hollywood Reporter Ad
- ✧ Ad placed in Wall Street Journal - Asia Edition & Latin America Edition

PUBLIC RELATIONS

- ✧ Available for architecturally significant homes, notable owners and ultra luxurious properties

SOCIAL MEDIA

- ✧ Instagram, Facebook & LinkedIn Network with current events and property updates



INTRODUCTION

“An award-winning, top-producing agent, Steve is consistently ranked in the top 1% of agents locally, nationally and internationally.”



STEVE FRANKEL

Steve Frankel is one of the most successful realtors in the nation, with \$2.2 billion in residential sales over a distinguished 25-year career. An award-winning, top-producing agent at Coldwell Banker Beverly Hills, the #1 producing office in the world, Steve is consistently ranked in the top 1% of agents locally, nationally and internationally.

Steve has represented some of the most prominent residents and public figures of Los Angeles in the sale and purchase of their luxury homes and fine estates; with record-breaking sales spanning Beverly Hills, Bel Air, Beverly Park, the Hollywood Hills and the entire Westside.

His many high-net-worth and celebrity clients value his discretion, reliable perspective and market expertise. They appreciate and value his dedication to finding creative solutions that make each transaction come together with a positive result. His vast knowledge of architecture and design and his keen understanding of industry trends, along with a stellar reputation for first class service and exceptional counsel, has allowed Steve to be an invaluable asset to his clients.

With Steve as your agent, you'll have decades of luxury real estate prowess and elite service by your side, successfully procuring your every goal.

INDUSTRY AND COMMUNITY ACHIEVEMENTS

- Member of Coldwell Banker's Society of Excellence, ranking among the top 1% of Coldwell Banker Sales Associates internationally for 20 years in a row.
- Consistent top L.A. producer, ranked in the top 1% at Coldwell Banker nationally.
- Annually ranked a top real estate Agent in the U.S. by REAL Trends in the Wall Street Journal
- Certified Luxury Property Specialist with Coldwell Banker Global Luxury program
- Board Member of The Friends of Hebrew University
- Board Member of The Friends of The Israel Museum.



NOTABLE SALES

60 Beverly Park	Beverly Hills	\$45,000,000	1433 Devlin Drive	Sunset Strip	\$9,850,000
706 Summit Cove	Palm Desert	\$42,000,000	15000 Altata Drive	Pacific Palisades	\$9,800,000
1140 Tower Road	Beverly Hills	\$28,450,000	3001 Arrowhead	Hollywood Hills	\$9,750,000
624 Nimes Road	Bel-Air	\$22,000,000	512 N Roxbury Drive	Beverly Hills	\$9,480,000
979 Bel-Air Road	Bel-Air	\$20,000,000	517 Beverly Drive	Beverly Hills	\$8,950,000
551 Chalette Drive	Beverly Hills	\$18,750,000	2170 Stradella Road	Bel-Air	\$8,850,000
720 N Elm Drive	Beverly Hills	\$18,000,000	1551 Viewsite Drive	Sunset Strip	\$8,500,000
777 Sarbonne Road	Bel-Air	\$16,500,000	38 Beverly Park Circle	Beverly Hills	\$8,500,000
603 North Bedford	Beverly Hills	\$15,700,000	3364 Stoneridge Lane	Bel-Air	\$8,350,000
627 North Palm Drive	Beverly Hills	\$15,550,000	3316 Clerendon Road	Mulholland Estates	\$7,995,000
1278 Angelo Drive	Beverly Hills	\$13,000,000	1894 Carla Ridge	Trousdale	\$7,950,000
1290 Angelo Drive	Beverly Hills	\$12,900,000	9555 Lime Orchard	Beverly Hills	\$7,895,000
1288 Angelo Drive	Beverly Hills	\$12,000,000	13951 Durham Road	Mulholland Estates	\$7,650,000
1030 Benedict Canyon	Beverly Hills	\$10,900,000	3364 Stoneridge Lane	Bel-Air	\$7,500,000
825 N Roxbury Drive	Beverly Hills	\$10,900,000	10464 Sunset Blvd	Bel-Air	\$7,250,000
The Californian PH	Wilshire Corridor	\$10,800,000	1114 Sutton Way	Beverly Hills	\$6,995,000
250 S Bristol Ave	Brentwood	\$10,260,000	10428 Sunset Blvd	Bel-Air	\$6,995,000
410 Doheny Road	Beverly Hills	\$10,500,000			





NOTABLE SALES

10858 Portofino Place	Bel-Air	\$6,995,000	509 23rd Street	Santa Monica	\$5,125,000
1117 N Beverly Drive	Beverly Hills	\$6,900,000	1134 Angelo Drive	Beverly Hills	\$4,995,000
611 N Rexford Drive	Beverly Hills	\$6,750,000	613 N. Hillcrest Road	Beverly Hills	\$4,995,000
22407 Carbon Mesa	Malibu	\$6,595,000	525 Warner Avenue	Holmby	\$4,995,000
8366 Sunset View Drive	Sunset Strip	\$6,250,000	1201 Bel-Air Road	Bel-Air	\$4,895,000
624 N Hillcrest Road	Beverly Hills	\$6,000,000	1273 Stone Canyon Road	Bel-Air	\$4,850,000
2492 Mandeville Canyon	Brentwood	\$5,995,000	1150 Brooklawn Drive	Holmby Hills	\$4,800,000
2178 Castillian Drive	Hollywood Hills	\$5,995,000	704 N. Arden Drive	Beverly Hills	\$4,775,000
2456 Astral Drive	Hollywood Hills	\$5,625,000	2706 Club Drive	Cheviot Hills	\$4,500,000
718 Roxbury Drive	Beverly Hills	\$5,499,000	2530 Astral Drive	Hollywood Hills	\$4,375,000
2620 Benedict Canyon	Beverly Hills	\$5,475,000	1643 Rising Glen Rd	Sunset Strip	\$4,350,000
506 N Crescent Drive	Beverly Hills	\$5,450,000	8476 Cole Crest Drive	Sunset Strip	\$3,995,000
704 23rd Street	Santa Monica	\$5,450,000	21370 Rambla Vista	Malibu	\$3,525,000
1417 N Doheny Dr	Sunset Strip	\$5,280,000	10865 Savona Road	Bel-Air	\$2,995,000





TOP AGENT MAGAZINE

For Steve Frankel, entering real estate on Los Angeles' highly coveted Westside proved the perfect opportunity for him to learn his new town. Armed with a degree from NYU, and experience working on Wall Street, Steve arrived in LA in the early 1990's. "I wanted to create roots in this town." Working in real estate provided the perfect opportunity. Steve became an Estates Director at Coldwell Banker Previews International in Beverly Hills, and focused his attention on selling homes in Beverly Hills, Bel Air, Santa Monica, and the Sunset Strip.

Steve understands precisely why real estate in Los Angeles is so distinctive compared to other markets. "In L.A., you must prove the value of a property beyond aesthetics. You're often asking a person to commit a large portion of their net worth into a property. You need to be able to explain to your clients why they are making a sound investment," he says.

To that end, being highly educated and having worldly experience is extremely useful in helping clients to pursue prudent investments. But Steve also says that his understanding and love of architecture, his eye for a good deal and his dedication to learning about new, upcoming pockets of Los Angeles are additional reasons he has been propelled to the top of the list of Los Angeles' biggest deal makers. Moreover, this has earned him a global reputation amongst international buyers in countries including Indonesia and China who are "looking for a climate and a lifestyle that mirrors that of other emerging markets," Steve explains. "They are looking at New York, Miami, and now Los Angeles."

“Los Angeles has grown up to become a major international destination. We are in the midst of a revitalization. There is a vibrancy, and energy here that wasn’t here when I arrived. We have incredible museums, hotels, restaurants and cafes. L.A. is on a trajectory few other cities are on, and people are excited to be here. They want to enjoy this wonderful lifestyle, by owning a home here,” he says.

Because real estate in Los Angeles is expensive, Steve holds himself to incredibly high personal and professional standards, resulting in unparalleled service. “I really take good care of my clients, because I take my business very seriously. I am a focused and passion driven person. I work hard, diligently and with integrity. I give the utmost respect to my clients and to the real estate community. Clients and colleagues know they can trust me and rely on me. They can always get me on the phone, and other agents know I’ll say, “Bring me an offer. Let’s work together to get this deal done.”

Steve’s record of success serves as evidence of this focus on integrity and service. He has broken price barriers year after year in areas including, Bel Air, Santa Monica, Sunset Strip, and the Beverly Hills Flats. He is consistently one of the top agents in his office, which is the #1 Coldwell Banker producing office in the world. Steve closed more than 50 transactions in 2013, and is on track to exceed the number of transactions this year. Over the past two decades, Steve has closed more than \$1 Billion in volume.

Not surprisingly, his marketing is reflective of his diligence, and his success. “I am very hands on. I spend a substantial amount on marketing, both print and internet, every photo of my properties is hand-selected. The homes I list are more than \$1 Billion in volume. Not surprisingly, his marketing is reflective of his diligence, and his success. “I am very hands on. I spend a substantial amount on marketing, both print and internet, every photo of my properties is hand-selected. The homes I list are impeccably represented,” he says. “When there is a showing on one of my properties, you get me. I’m at the property early, lighting candles, turning on music and making every detail look perfect. You get one chance to make the house look and feel perfect, it’s show time, and after all, this is Hollywood!” he says with a laugh.



60 BEVERLY PARK | BEVERLY HILLS



SALES

*"Record-breaking sales spanning
Beverly Hills, Bel Air, Beverly Park, the
Hollywood Hills, Sunset Strip, and the
entire Westside."*



BEVERLY PARK
Beverly Hills

*Magnificent World-Class Italianate Estate. Expansive
Gardens, Rolling Lawns & Park-Like Grounds.*

16BD | 10BA | 11,204 SQUARE FEET







SUMMIT COVE
Palm Desert

*One of the most spectacular estates ever built.
Unparalleled in size, scale and design.*

7BD | 11.5BA | 20,667 SQUARE FEET



NIMES ROAD

Bel-Air



*Stunning Traditional Tennis Court Estate with
Rolling Lawns and Hampton's Style Swimmer's Pool*

6BD | 9BA | 10,172 SQUARE FEET





BEL-AIR ROAD

Bel-Air

*Gand Estate Surrounded by Some of the Most
Significant Trophy Properties in the Area*

5BD | 7BA | 7,500 SQUARE FEET



CHALETTE DRIVE
Beverly Hills



*Trousdale Premier Contemporary Estate Featuring
Sublime City & Ocean Views*

6BD | 7BA | 7,430 SQUARE FEET





ELM DRIVE
Beverly Hills



*A trophy property located on one of the best streets
in Beverly Hills.*

8BD | 10.5BA | 11,202 SQUARE FEET





BEDFORD DRIVE
Beverly Hills Flats

*European Villa with Exemplary Volume,
Luxurious Amenities & Beautiful Finishes*

6BD | 11BA | 10,111 SQUARE FEET



NORTH PALM DRIVE
Beverly Hills



*Surrounded by Olive Trees, Hand-Laid Basalt
Cobblestone, and a Peaceful Landscape*

5BD | 8BA | 8,500 SQUARE FEET





ANGELO DRIVE
Beverly Hills



Flawless Modern with panoramic city and ocean views designed by James Magni.

4BD | 6BA | 5,541 SQUARE FEET





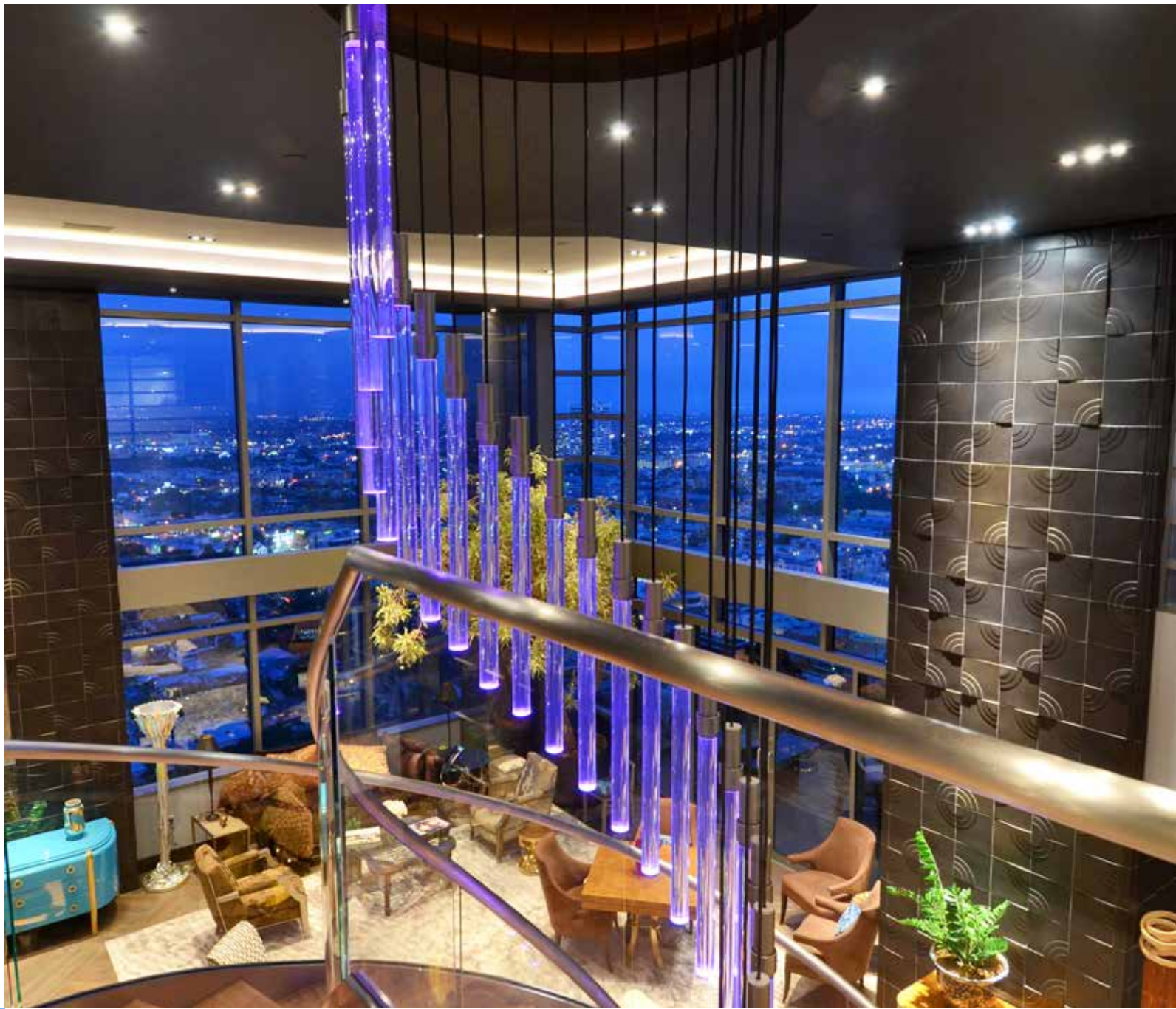
ANGELO DRIVE
Beverly Hills

*Mind-Blowing Gated Architectural With Panoramic
Jetliner City Views and Voluminous Warm Spaces*

4BD | 2BA | 6,898 SQUARE FEET



THE CALIFORNIAN
PENTHOUSE
Wilshire Corridor



*Museum Quality Duplex Penthouse with Panoramic
City and Ocean Views at The Famed Californian.*

4BD | 4.5BA | 6,500 SQUARE FEET





S BRISTOL AVE
Brentwood



*Rare timeless 1926 California Spanish located in prime
Brentwood Park.*

5BD | 7.5BA | 6,430 SQUARE FEET





*Stunning Contemporary Home with
Ultra-Luxurious Finishes and Breathtaking Views.*

4BD | 5.5BA | 5,671 SQUARE FEET

DEVLIN DRIVE
Sunset Strip







ALTATA DRIVE
Pacific Palisades

*Magnificent newly remodeled Monterey Colonial
in the heart of the Palisades.*

5BD | 7BA | 15,040 LOT



MULHOLLAND ESTATES
Beverly Hills



*Magnificent Mulholland Estates Provence Home with
Dramatic 2-Story Stone Entry & Panoramic Views.*

6BD | 7BA | 9,814 SQUARE FEET





CARLA RIDGE
Trousdale

*Sensational Contemporary & Elegant Regency
Beverly Hills' Sought Area of Trousdale Estates*

4BD | 7BA | 6,193 SQUARE FEET



SUTTON WAY
Beverly Hills



*Glamorous, And Sophisticated Renovation of a
Circa 1966 John Woolf-Inspired Hollywood Regency*

4BD | 4.5BA | 3,767 SQUARE FEET





REXFORD DRIVE
Beverly Hills

*Elegant 1920's Mediterranean Home
Beverly Hills Flats*

5BD | 4.5BA | 4,346 SQUARE FEET

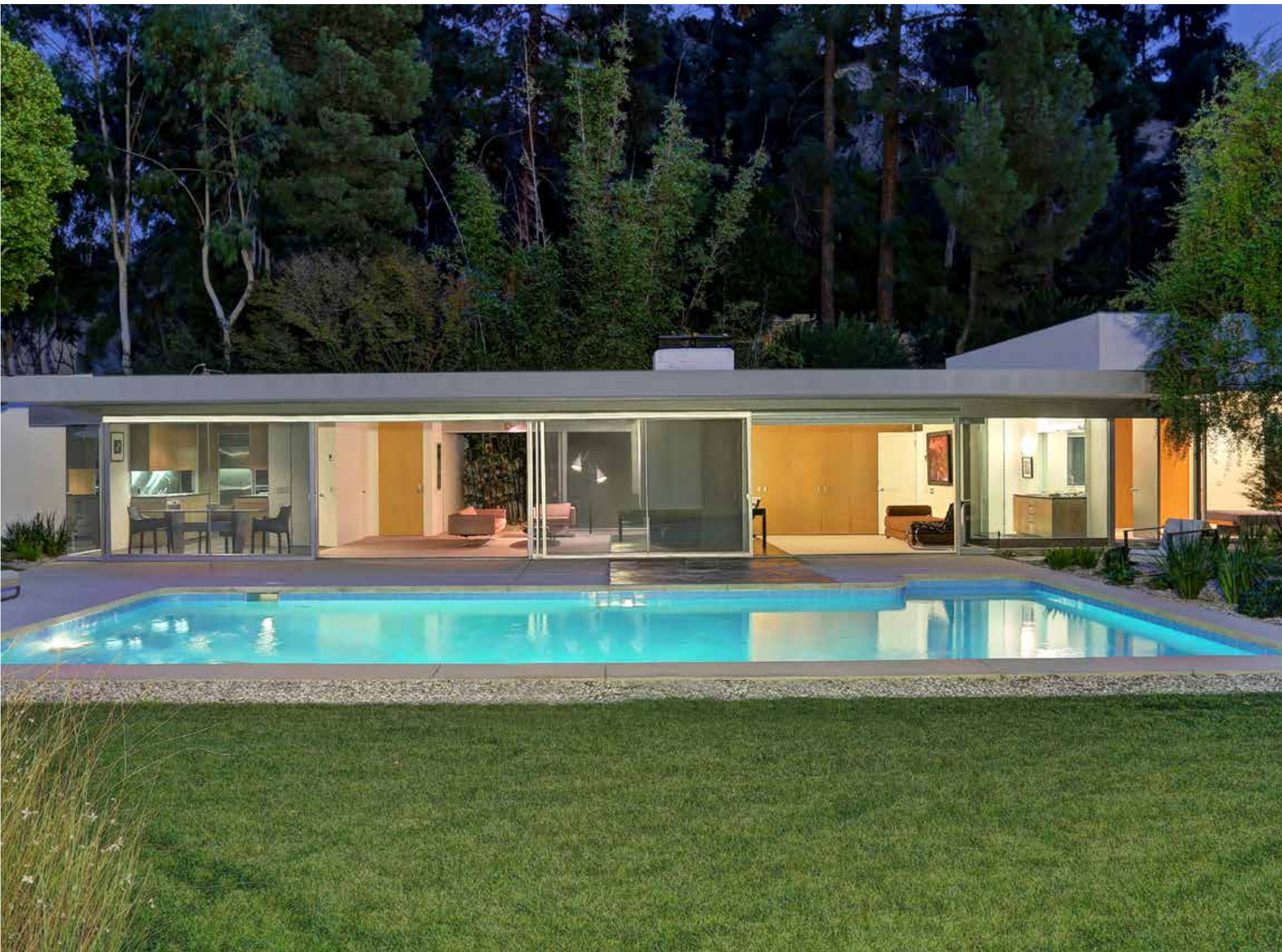


THE LORING HOUSE
BY RICHARD NEUTRA
Hollywood Hills



The Loring House Offers The Ultimate 1950'S LA Lifestyle With Mid-Century Boxcar Design.

5BD | 5BA | 1,834 SQUARE FEET





BROOKLAWN DRIVE
Holmby Hills

*A Piece of La Modernist History, Ground-Up Remodel
Featuring Famed Luis Barragan Pool & Fountain.*

4BD | 6BA | 5,500 SQUARE FEET



CLUB DRIVE

Cheviot Hills



*Innovative Architectural Showpiece Features Ultra
High-End Finishes & Ingenious Touches Throughout.*

4BD | 4BA | 4,173 SQUARE FEET





THE JOHNSON HOUSE
Hollywood Hills

*Buff and Hensman's Classic Post & Beam Styles
Meticulously Restored and Expanded.*

3BD | 3.5BA | 2,723 SQUARE FEET



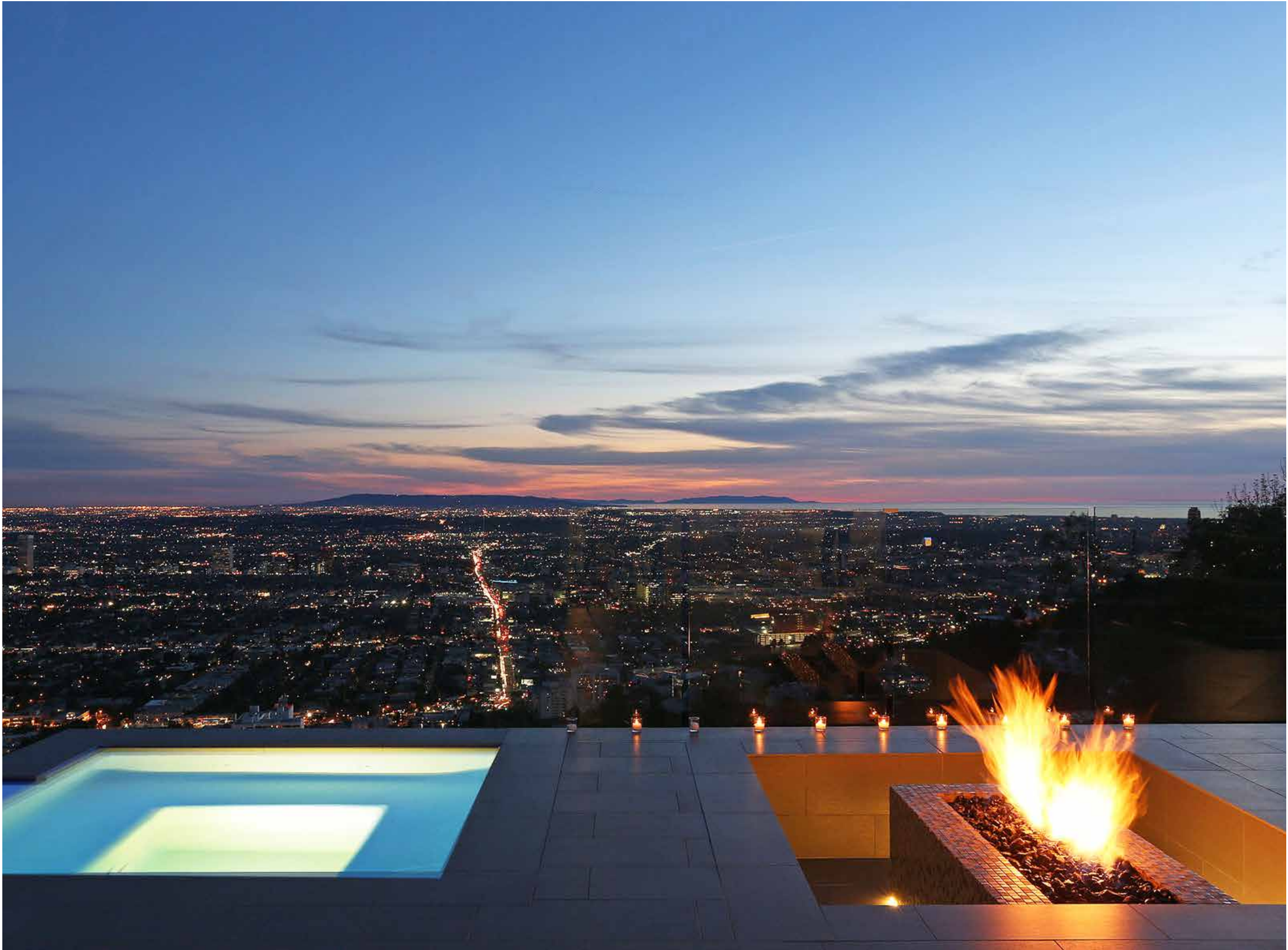


COLE CREST DRIVE
Sunset Strip



*Private, Breathtaking Serene Canyon and City Views.
A Magnificent Pavilion Creates a Zen-Like Retreat.*

2BD | 2BA | 2,962 SQUARE FEET







*Stunning Contemporary Home with
Panoramic Ocean and Whitewater Views!*

3BD | 4BA | 3,295 SQUARE FEET

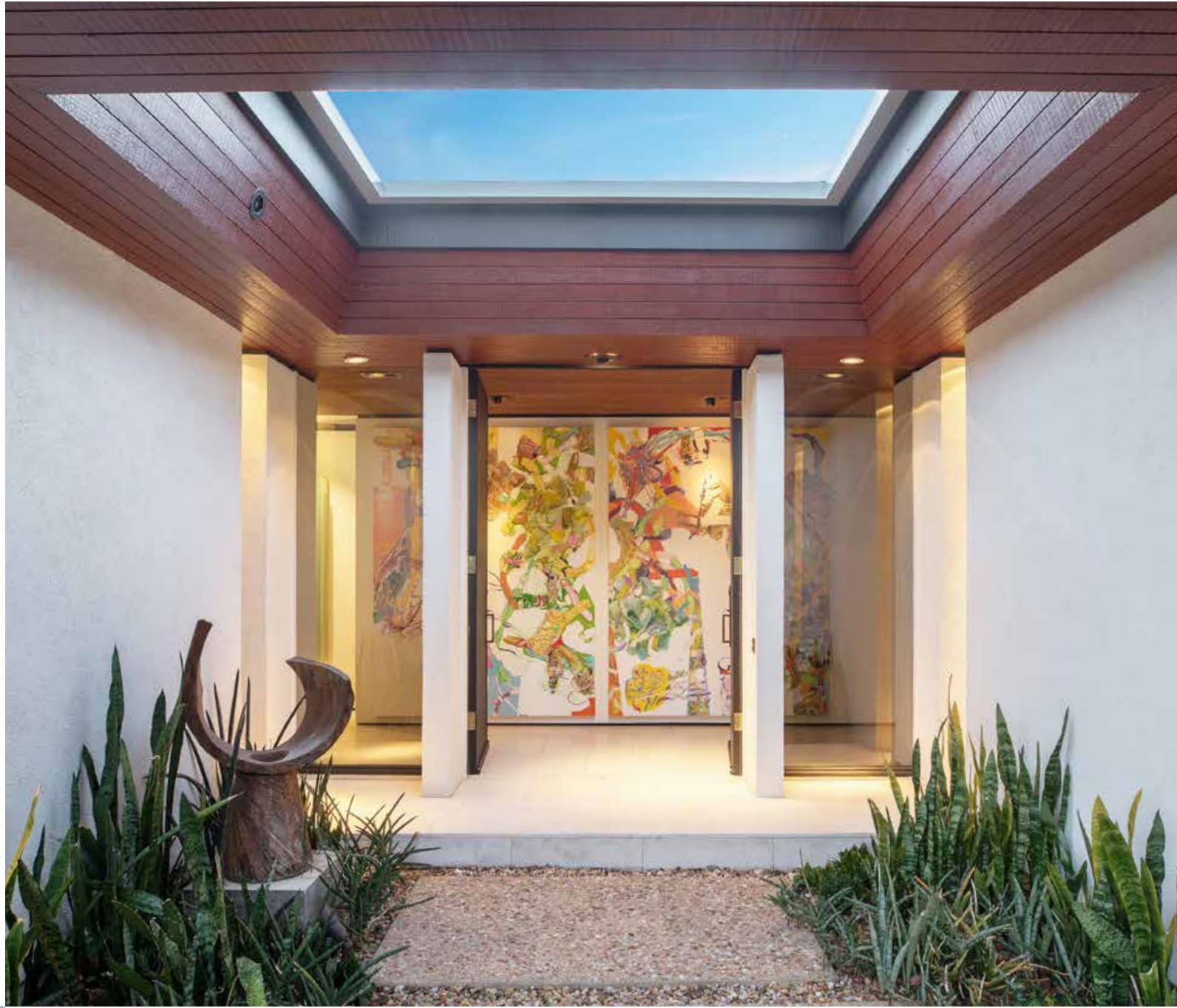
RAMBLA VISTA

Malibu





SAVONA PAVILION
Bel-Air



*One of the Finest Examples of a Pavilion-Style House
Architectural Purity, Unspoiled and in Pristine Condition*

3BD | 2.5BA | 2,802 SQUARE FEET



SOCIAL & PR

"Steve Frankel's many high-net-worth and celebrity clients value his discretion, reliable perspective, creative solutions and market expertise."



HIGH NET WORTH INDIVIDUALS
REAL ESTATE PROFESSIONALS,
& INFLUENCERS

DEDICATED NETWORK OF BUYERS &
TOP VOLUME AGENTS IN THE
BEVERLY HILLS AREA & ABROAD

VAST NETWORK OF LOCAL,
NATIONAL AND INTERNATIONAL
FRIENDS, CLIENTS & COLLEAGUES

STEVE FRANKEL

COLDWELL BANKER

4,000 +

85,000 +



10,000 +

80,000 +



3,000 +

230,000 +



PRIVATE & EXTENSIVE NETWORK OF MILLION-BILLIONAIRES

PAID CROSS PROMOTIONS WITH ACCESS TO MILLIONS OF FOLLOWERS

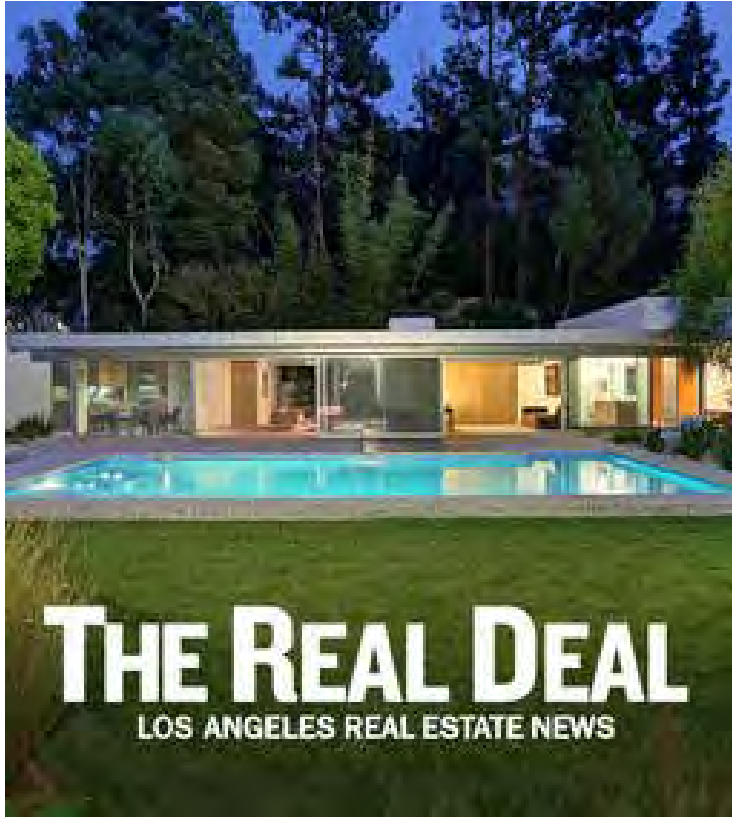
TARGET DEMOGRAPHIC PAID ADVERTISING AVAILABLE

EXPERT SOCIAL MEDIA MARKETING RESOURCES

PROVEN RESULTS INCLUDING \$10M+ SALES



VARIETY



FINANCIAL TIMES



THE
Hollywood
REPORTER







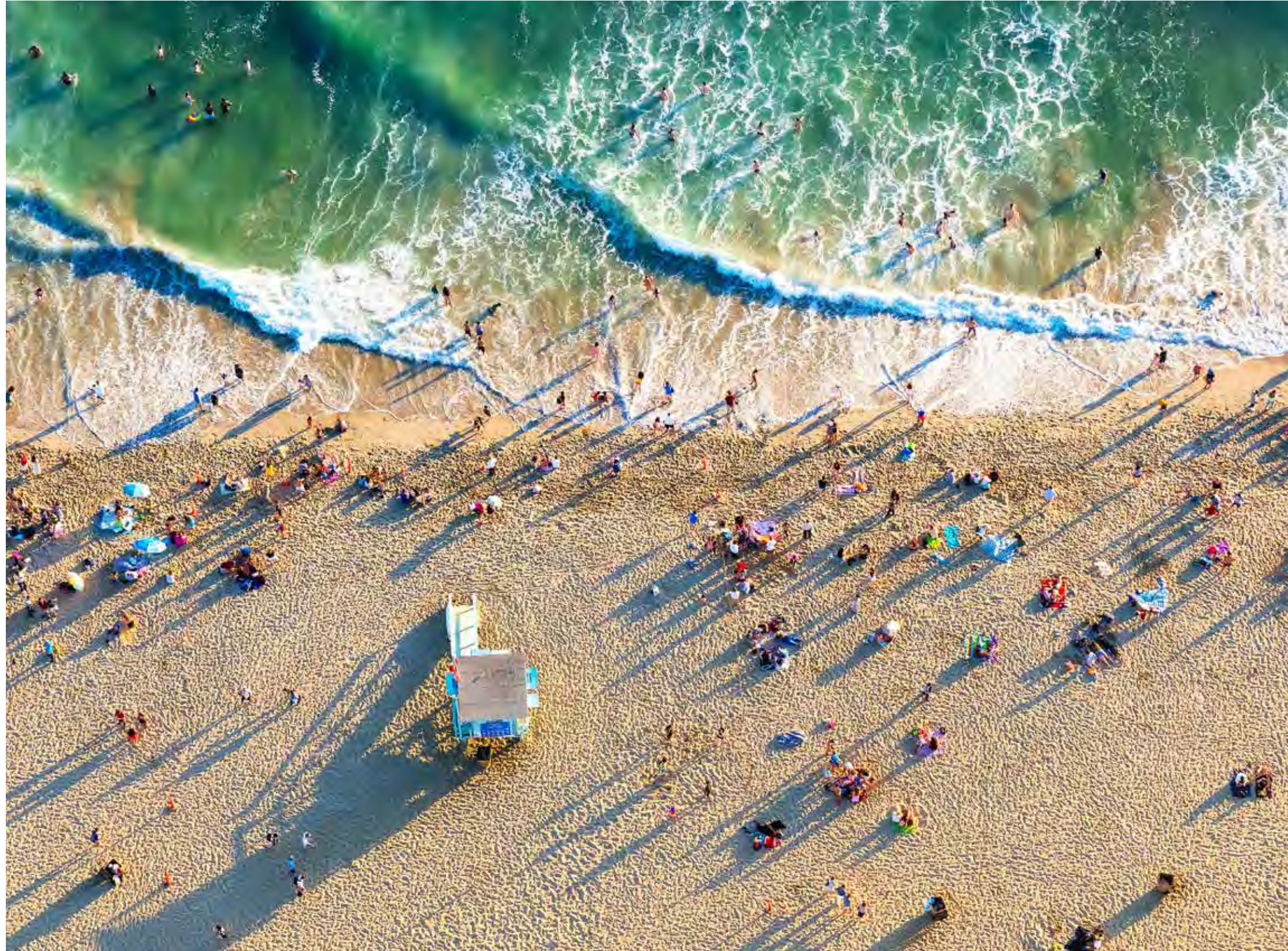
DIGITAL

"Steve provides vast knowledge of architecture, design, keen understanding of industry trends, and maintains a stellar reputation for first class service."

**MARKETING MASTERS
EXPANSIVE ONLINE
SYNDICATION**

Finding a discerning buyer for a one-of-a-kind property takes ingenuity and an expert command of today's on line arena. The Coldwell Banker Global Luxury program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, NYTimes.com, RobbReport.com, UniqueHomes.com, and international websites through ListHub Global.





DIGITAL PROPERTY DISTRIBUTION NETWORK

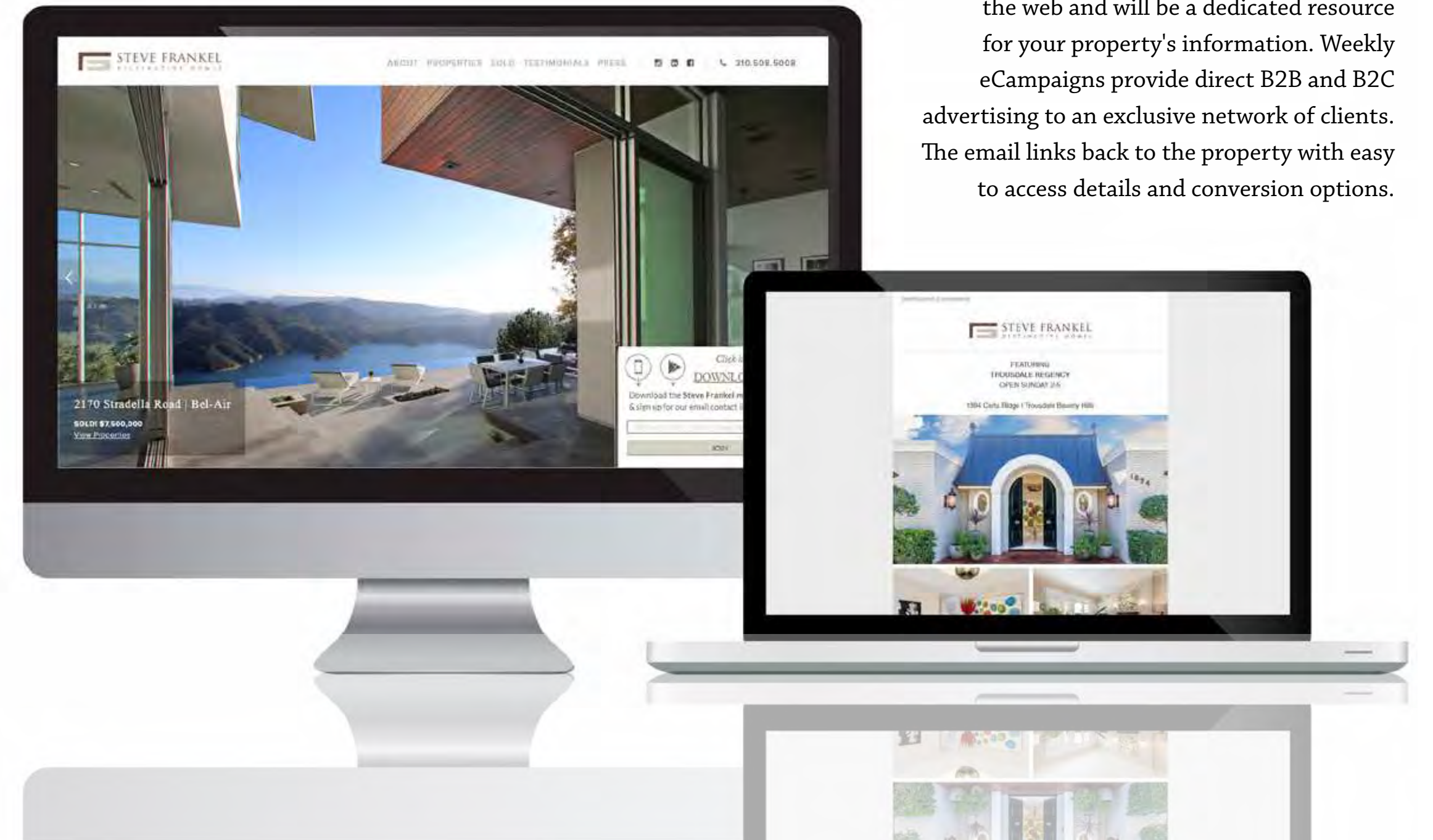
In addition to a powerful network of hundreds of websites, Steve has access to an exclusive program on seven of the world's most dominant real estate websites and more, including Trulia, Zillow, Realtor.com, Homes.com, HGTV Front Door and more!





DEDICATED WEBSITE & EMAIL CAMPAIGN

Our up-to-date website platform will increase your property's search engine results across the web and will be a dedicated resource for your property's information. Weekly eCampaigns provide direct B2B and B2C advertising to an exclusive network of clients. The email links back to the property with easy to access details and conversion options.

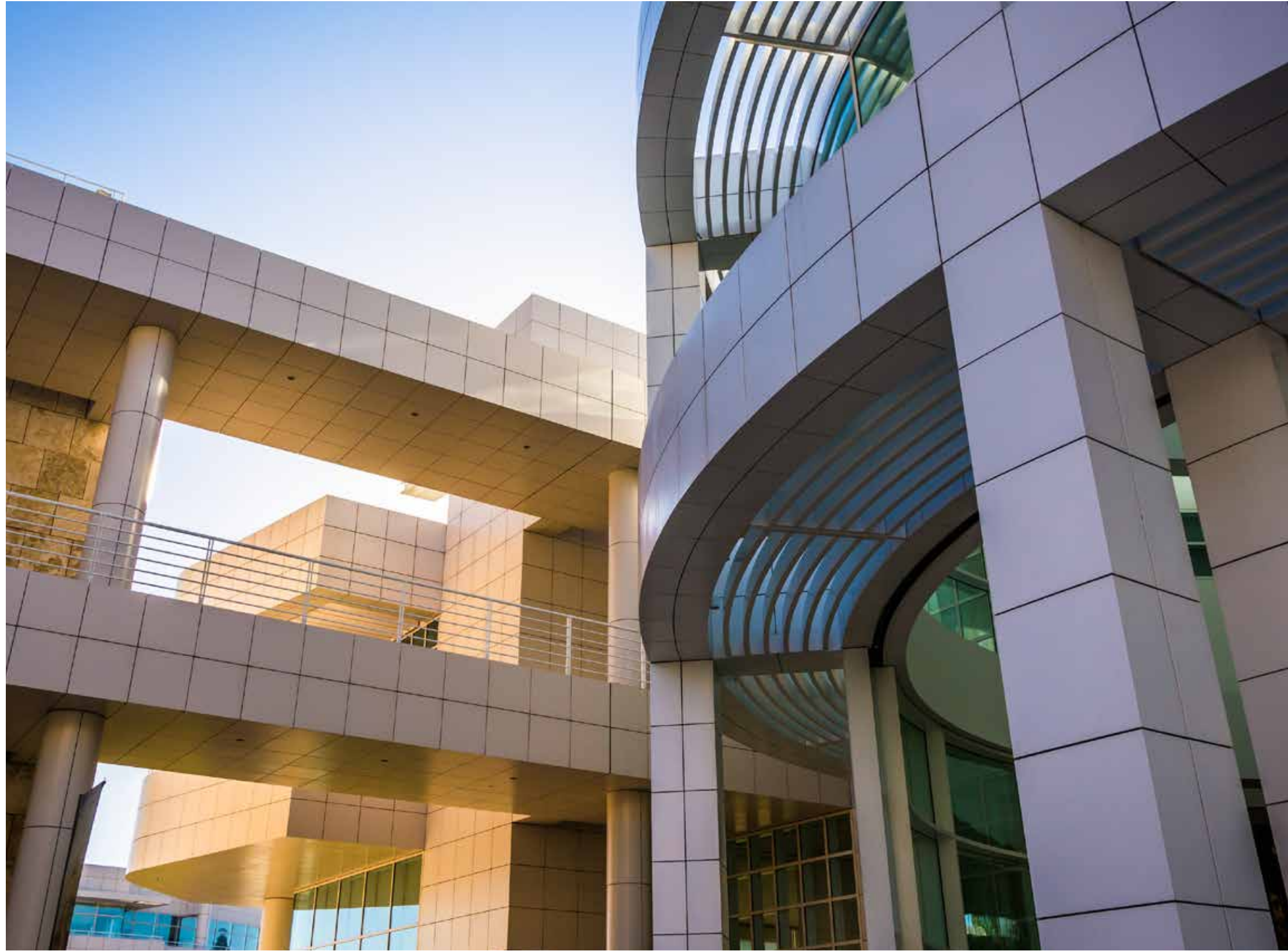




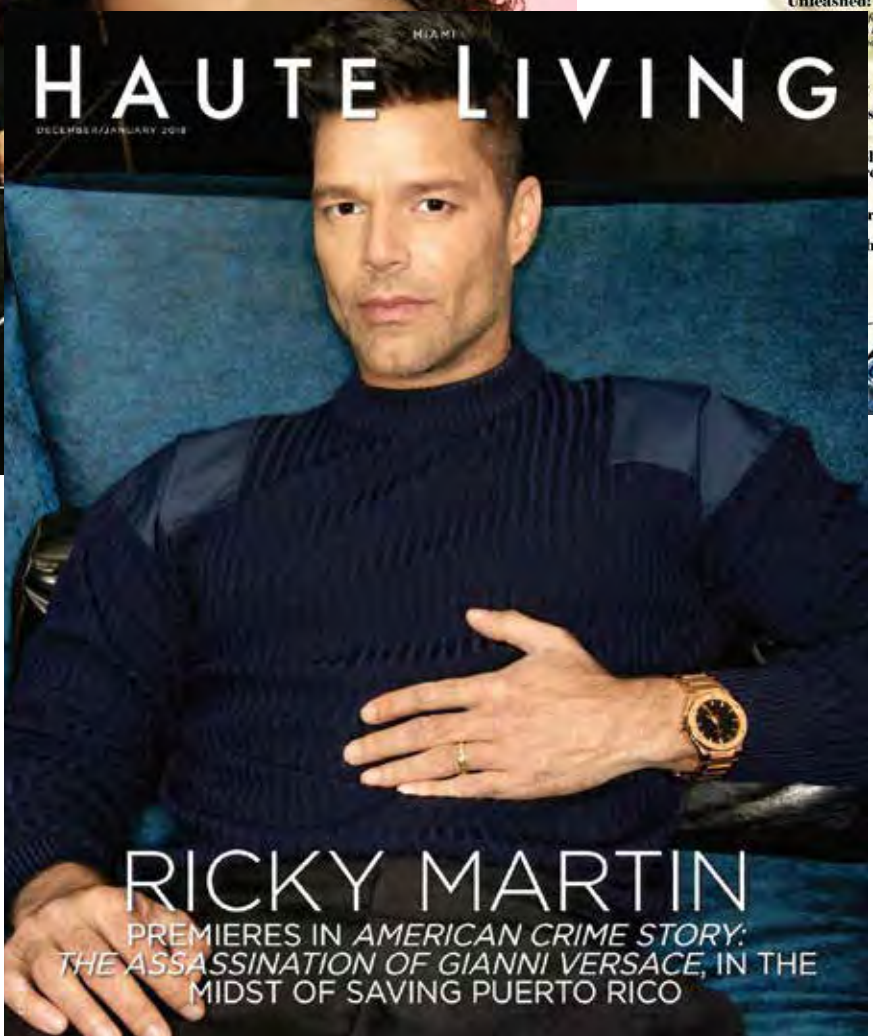


PRINT

*"Steve Frankel is annually ranked a top
real estate Agent in the U.S. by REAL
Trends in the Wall Street Journal"*



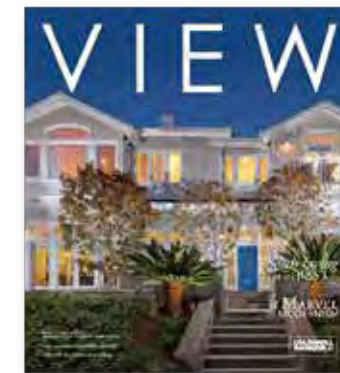
PRINT MEDIA
PARTNERS





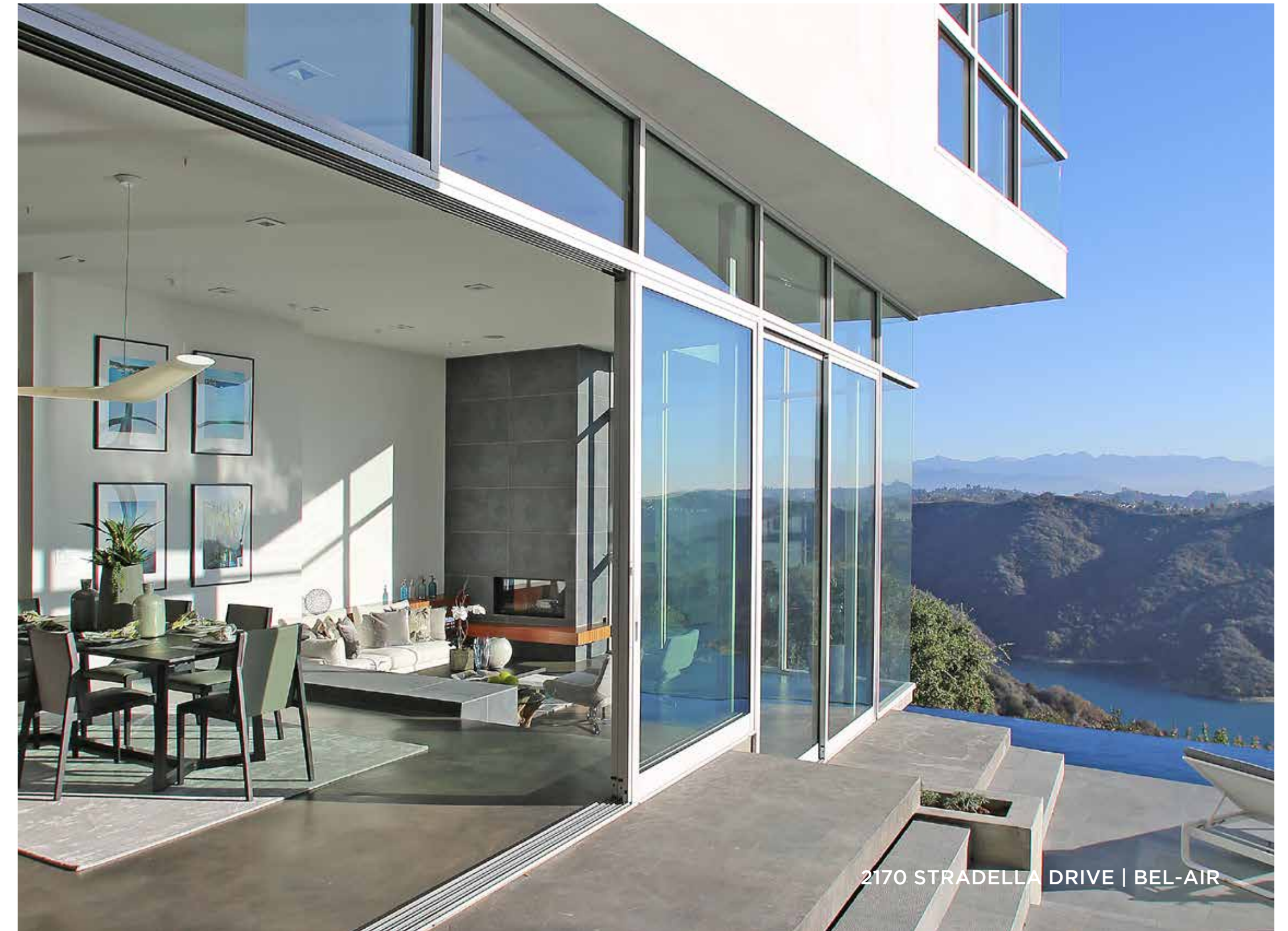
HOMES & ESTATES MAGAZINE

There is something special about capturing the essence of a property in print. The intricate details, the design, the art, the craftsmanship, the light of a home - all of it lives in a state of permanence through classic storytelling and beautiful photography in Homes & Estates, the proprietary publication of the Global Luxury program. Distributed four times a year and paired with two leading publications, Unique Homes and The Wall Street Journal, Homes & Estates offers stories of lifestyle inspiration in a range of luxury pursuits, including real estate, architecture, design, art, fashion, culture and travel.



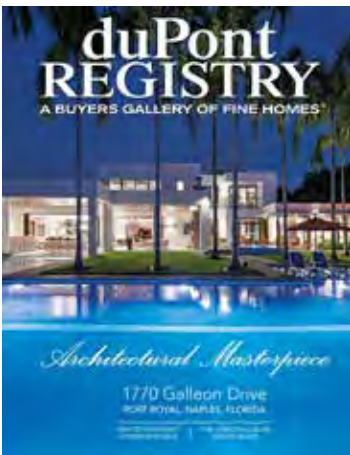
VIEW MAGAZINE

Coldwell Banker Residential Brokerage has the ability to showcase properties at a vast regional level through View, a magazine exclusive to Coldwell Banker Residential Brokerage in Arizona and Southern California. The visually engaging, full-color magazine is distributed to consumers through news publications each month, reaching hundreds of thousands of potential buyers in targeted ZIP codes.





ADDITIONAL PRINT MEDIA PARTNERS



LUXURY REAL ESTATE

Homes & Estates
Ocean Home
Unique Homes
Conde Nast Luxury Group
Architectural Digest
The New Yorker
Vanity Fair

LUXURY LIFESTYLE & INTEREST

Caviar Affair
Dupont Registry
Elite Traveler
Haute Living
Robb Report Home & Style
Robb Report Collection
Town & Country

FINANCIAL & NEWS

Chief Executive Officer
Financial Times
Forbes
International New York Times
The New York Times
The Wall Street Journal

CITY LIFESTYLE & INTEREST

Niche Media
International
International Robb Report
London Daily Telegraph
Luxury Properties
Millionaire Asia
Unique Homes Asia



GLOBAL LUXURY

"Coldwell Banker Global Luxury offers an impressive global stage from which to showcase your home to a borderless affluent audience across the world."





Steve Frankel Luxury Estates

301 North Cañon Drive
Beverly Hills, California 90210

Mobile +1 310.508.5008

SteveFrankel.com | homes@stevefrankel.com

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