



Brian Merrick

BRIAN MERRICK
ESTATES GROUP



COLDWELL BANKER | REALTY



BRIAN MERRICK

YOUR REAL ESTATE TEAM

Founded in 1993, Brian Merrick Estates Group has maintained a high level of real estate production and client service over four decades in the Southern California real estate market.



BRIAN MERRICK

CalRE #01204107



JUDY MERRICK

CalRE #01359690



VERONIKA BAN

CalRE #02129802

ABOUT US

NEIGHBORHOOD KNOWLEDGE, INTERNATIONAL REACH

We are a team of real estate professionals – composed of Brian Merrick, his wife Judy Merrick and Veronika Ban – who represent clients at all stages of their lives in Malibu, Pacific Palisades, Calabasas, Agoura Hills, Topanga, California and surrounding areas. Our group is led by Brian, who has spent the last 30 years as one of Malibu's premier real estate professionals, with a history of selling many of its beachfront estates and legacy family properties.

Together, we offer clients a combined 50+ years of experience and a track record of proven success. We have transformed the process of buying and selling real estate into a seamless lifestyle experience tailored to our clients. Every element – from staging to advertising – is tailored to the individual client. The breadth of our experience means we are uniquely qualified to sell the “California Lifestyle” at all price points. Our team philosophy is that **luxury is an experience, not a price point.**

Fueled by our love for the climate, coastal beauty, rich history, and vibrant culture, we wholeheartedly invest in our local community. We stay closely attuned to market trends to provide sellers with authentic and detailed real estate advice. Our unique approach involves embracing the latest digital technologies creatively, while also drawing on the strength of our personal connections and membership in exclusive luxury real estate networks. This combination gives us a special advantage in connecting with ultra-high-net-worth buyers, both within our local community and around the world.

In the realm of real estate, our team stands out with a uniquely personal touch. We bring a multi-layered blend of classic and modern strategies to market and sell properties, a signature approach that truly sets us apart. But it's our unwavering dedication to providing exceptional service to each client that makes us unparalleled in the local scene.

50+ YEARS OF COMBINED EXPERIENCE

With a legacy of experience and knowledge in the luxury real estate market that spans decades, we continue to stay at the cutting edge of the industry today.

TRUE INTERNATIONAL REACH

Exclusive network affiliations with the Coldwell Banker Global Luxury® program and the invite-only International Luxury Alliance, among others.

REAL ESTATE'S MOST TRUSTED NAME

A rich heritage, spanning 117+ years, distinguishes the Coldwell Banker® brand as a true leader in representing the world's finest estates.





WHAT SETS US APART?

OUR VALUES

At the heart of our interactions with each client and every transaction is a commitment to authenticity and openness. This core value isn't just a principle; it's woven into the fabric of our client relationships. They experience firsthand our sincerity, constant availability, confidentiality, and collaborative spirit. We're not just about making sales; our entire focus is on crafting a personalized and enriching experience for each individual we serve.

OUR EXPERIENCE

What sets us apart is the profound understanding, familiarity, and insight we have about this community, a level of connection that few agents can match. Our track record isn't just a list of successes; it's a testament to the personal expertise we bring to every transaction. With this wealth of experience, we guide our clients through challenges with a personal touch, ensuring their journey is not just smooth but uniquely tailored to their needs.

OUR CONNECTIONS

Bringing a lifetime of personal connections and a professional network that extends from principals, attorneys, and business managers to the nation's leading agents and brokers in exclusive referral networks such as the International Luxury Alliance, we have the ability to connect high-net-worth buyers with the most exquisite estates.

OUR SERVICE

We address the unique needs and concerns of every individual client, whether it involves safeguarding their confidentiality, narrating the distinctive story of their property, or finding a suitable replacement. Our commitment to client service is unwavering throughout the entire transaction; you won't be left on your own once the contract is signed. We stay with you every step of the way, seeing each transaction through to closure and beyond. Our personalized approach means that we are exclusively focused on achieving results and outcomes that prioritize our clients.

OUR MARKETING

We don't just market properties; we create an immersive experience from every angle. Imagine a tailored stage for your home that unfolds across diverse platforms – from personalized web and social media campaigns to classic print media and exclusive VIP events. We go the extra mile by bringing in the best in the business – top-notch architectural photographers, creative home stagers, web experts, social media maestros, and savvy publicists. Our approach is not just about selling; it's about curating an intimate narrative for your home. With the powerful Coldwell Banker Global Luxury platform and our in-house expertise, we ensure your home's beauty captivates a discerning global audience.



CLIENT TESTIMONIALS



"I cannot say enough positive things on how supportive, loyal, and trustworthy Brian and his team were during our recent home buying experience. He was always available to answer any questions and put us at ease without any pressure through the entire process. Brian does his homework and has vast knowledge of the real estate market. I highly recommend using Brian and his team and look forward to involving them in all our future real estate transactions."



"Brian has all the qualities you would want in a realtor: He is honest, professional, hardworking, and he truly cares about his clients. He recently sold our house in Malibu for the asking price and walked us through the process with patience and clarity. He was always available to answer questions and to respond to our needs and went way above and beyond to simplify the process for us. Brian has deep roots in the Malibu community, and his commitment to his hometown shows. I can't thank Brian enough for all his hard work on the sale of our home."



"Brian and his team did an awesome job selling our house for us. Judy did a great job staging and making the property stand out for photography and for live showings. His advice for getting the house ready for showing and after receiving offers was greatly appreciated. Brian's local knowledge is unsurpassed, coming from having lived his whole life in Malibu. If you are thinking of selling or buying a home in Malibu or the surrounding areas, I highly recommend his services."



"Take it from me: If you want a hands-on realtor, look no further than Brian Merrick. He was there for us on every step of the journey of selling our home in Malibu. He is a legend in Malibu and knows the ropes."

READ ALL OF OUR 5-STAR GOOGLE REVIEWS:







AWARDS & COMMUNITY INVOLVEMENT

LOS ANGELES MAGAZINE

Brian Merrick was selected as a Real Estate All-Star by Los Angeles Magazine – the chronicle of the people, food, culture, arts, and entertainment of America's second-largest city.

MALIBU MAGAZINE

Listed as one of Malibu's most influential real estate agents, Brian Merrick is consistently sought out for his insight on local market trends.

MALIBU BOARD OF REALTORS®

Serving as a Director from 2009-2013, Brian Merrick helped govern the local Board of REALTORS® and improve the real estate experience for agents and clients.

CITY OF MALIBU

For almost a decade serving as Public Works commissioner and now as a Public Safety commissioner, Brian Merrick makes it a priority to give back to his community. Giving back to the community is a family affair; Judy Merrick is a past board member and docent with the Historic Adamson House State Park in Malibu and now volunteers her time teaching at the Malibu Senior Center.

WALL STREET JOURNAL

Brian Merrick has been featured and quoted numerous times as the go to source for local real estate trends by the definitive source of news, information for business, finance, economics, and money.

AWARDS

#1 Sales Volume, Coldwell Banker Realty Malibu, 2022

Top 1% of Coldwell Banker Agents worldwide, 2000-2022

Top 10 Sales Associate, 1998-2022

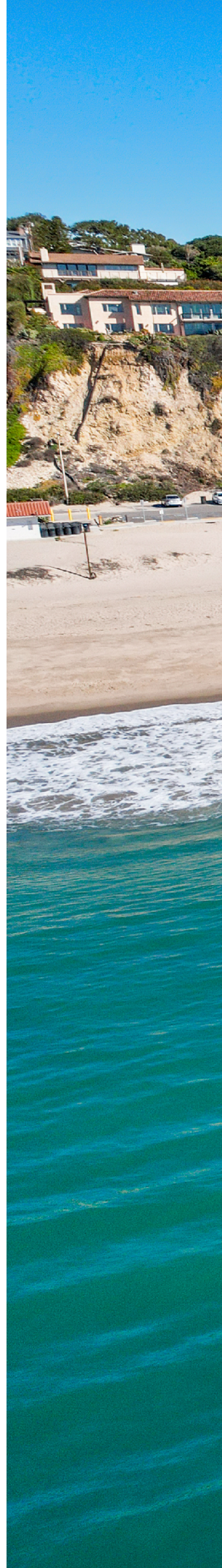
International Luxury Alliance, 2019-Present

***Malibu Times* Woolsey Fire Heroes, 2018**

International Society of Excellence

International President's Elite

International President's Premier





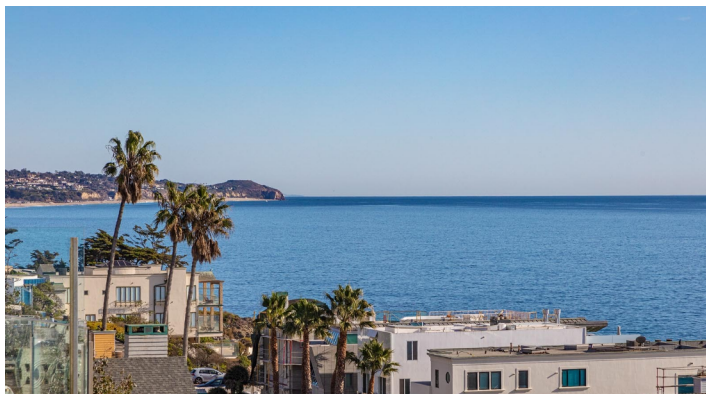
GETTING YOUR HOME SOLD

OUR PROVEN STRATEGY

01.

A PERSONALIZED PLAN

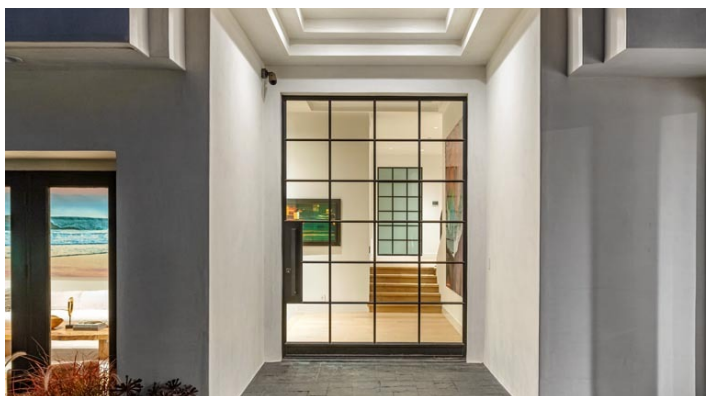
In our journey to create a successful listing strategy, we start by having heart-to-heart conversations with you to truly grasp your individual aspirations. We value your unique goals. Following that, we equip you with the freshest market insights and trends relevant to your property. This empowers us to craft a custom marketing blueprint that resonates perfectly with your personal objectives and the ever-evolving real estate landscape.



02.

TELLING THE STORY

Every home has its own story waiting to be shared. Does your home boast a rich history, a distinct location, or unique architectural pedigree? Through our comprehensive approach, from staging to copywriting and graphic design, we aim to elicit emotions by crafting a vivid depiction of how a potential buyer could embrace life within your home at every step of our marketing journey. Whether it's the creation of a custom website, the crafting of vibrant brochures, or the orchestration of compelling social media campaigns, our mission is to connect your home with the perfect buyer.



03.

PREP THE PROPERTY

As we embark on the journey of storytelling, the opening chapter involves preparing your home for its virtual debut, often a buyer's initial encounter with your property. Our team of skilled staging professionals, architectural photographers, videographers, landscapers, and craftsmen all collaborate closely with you to ensure that your home not only stands out among the competition but also provides potential buyers with a tantalizing glimpse, leaving them eager to discover more.



04.

GOING LIVE ON MARKET

Our dynamic marketing strategy ensures that every home is exposed to the right audience, at the right moment, and for the right duration. We understand that each listing is distinct, and we believe in tailoring our marketing strategy to fit your property. Some properties benefit from broad exposure to qualified buyers, while others may require a more discreet approach to maintain their allure. Once your property makes its debut on the MLS, it enjoys immediate syndication across a vast network of renowned real estate websites. In addition, we actively share new listings with our extensive personal database through the Coldwell Banker Global Luxury® and the International Luxury Alliance networks. To extend our reach even further, we leverage the power of social media and traditional media coverage, working tirelessly to magnify your property's presence in a way that's as unique as your home itself.



05.

SHOWINGS

At the heart of our approach lies the belief that showings are an art form, not a mere scientific process. We take tremendous care in making sure that a potential buyer first walking in the door is embraced in a welcoming and warm environment. We do not believe in using lockboxes; we personally accompany every showing, eager to share the unique qualities and special charm of your property and surrounding community. Our ultimate goal is for the buyer to leave with a deep sense of connection, already picturing themselves living and thriving within the space, making it their own.



06.

ESCROW & CLOSING

Once you have accepted a buyer's offer, we work to ensure a smooth and worry-free transaction by meticulously overseeing the entire escrow process, contract documents, crucial deadlines, while insulating you from the rollercoaster of emotions that occur in every transaction. Our commitment to you does not stop at closing. We are here for the long haul. We firmly believe in cultivating lasting relationships with our clients, extending far beyond the conclusion of the transaction.



BRINGING THE RIGHT BUYERS TO YOUR DOORSTEP

OUR LAYERED APPROACH TO MARKETING

PHOTOGRAPHY & VIDEOGRAPHY

Striking visuals captured by premier architectural photographers and videographers.

HOME STAGING & SPECIAL EVENTS

Through skillful staging and exclusive events, potential buyers can envision your home as their own.

WEB & SOCIAL MEDIA

Tailored websites with a designer touch, a global reach through digital syndication, and engaging social media campaigns designed just for you.

PRINT & ADVERTISING

Establishing lasting impressions through vibrant brochures and focused print advertising.

NETWORK & GLOBAL REACH

Influential recommendations spread through well-connected experts held in trust globally.

PUBLIC RELATIONS

Strategically positioned narratives in premier media outlets generate immediate buzz for your property in the market.











PHOTOGRAPHY & VIDEOGRAPHY

We work with a range of professional photographers and videographers to consistently deliver stunning visuals that capture the unique beauty of your property. Your property images, both moving and still, have the same quality you would find in high-end magazines and architectural books. The goal is to highlight the uniqueness of your property and show the buyer just enough to entice them to schedule a private tour with us.



HOME STAGING

The Merrick Estates Group utilizes home staging to improve the ambiance of your home. Staging your home is important for photography and for buyers. Buyers need to feel as though they are walking into their future home rather than someone else's home. Judy Merrick's background in interior design lends itself to the "Design to Sell" mantra we take with every listing. We assist with everything from decluttering to replacing items to transform your home into a welcoming, neutral space that buyers can visualize themselves relaxing in. Drawing on Brian's previous experience as a builder and access to the area's finest tradesmen, we may suggest updates or repairs when necessary, enhancing the overall presentation of your property.



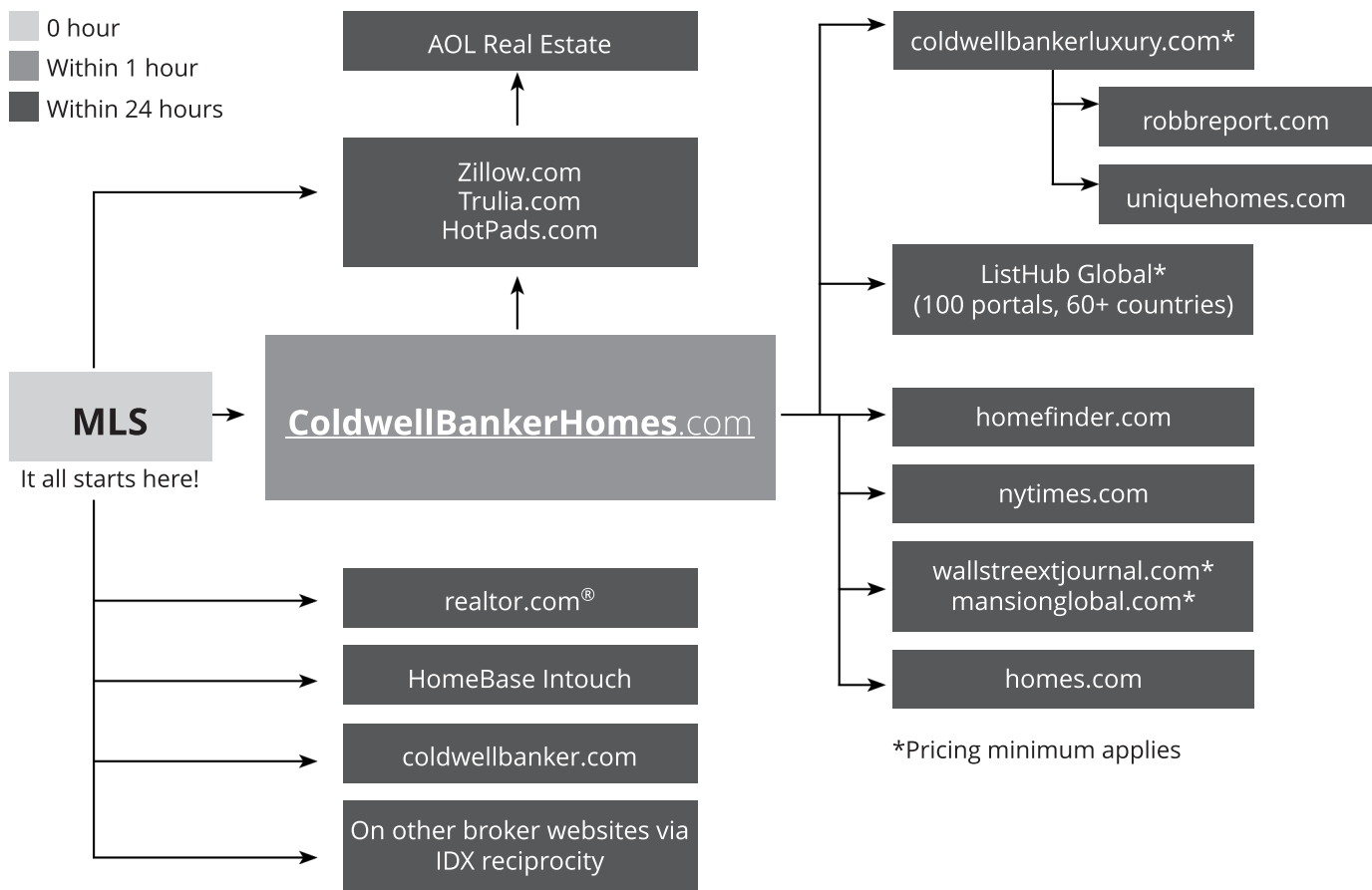


STUDIES SHOW THAT
STAGED HOMES SELL
73% FASTER AND UP
TO 15% MORE THAN
NON-STAGED
HOUSES.



WEB & SOCIAL MEDIA

Crafting a standout online presence is vital in today's competitive real estate landscape. Whether we're conceptualizing an imaginative ad campaign or developing an appealing property website, we wield the ability to showcase your property uniquely to a targeted online audience. With original photography and video content, we extend our influence across platforms like Instagram, Facebook, YouTube, LinkedIn, and beyond, ensuring a personalized and impactful digital presence for your property.



SOCIAL

 [@MalibuMerrickRealEstate](https://www.instagram.com/MalibuMerrickRealEstate)
 [Facebook.com/MalibuBrian](https://www.facebook.com/MalibuBrian)
 [IN/MalibuRealEstate](https://www.linkedin.com/company/MalibuRealEstate)

 [BrianMerrick.com](https://www.BrianMerrick.com)
 [@MalibuBrian](https://twitter.com/MalibuBrian)
 [@MalibuRealEstate](https://www.youtube.com/@MalibuRealEstate)

PRINT & ADVERTISING

In the era of widespread digital content, print media continues to be a cornerstone of our fundamental marketing strategy for luxury properties. Print, with its tangible presence, conveys quality, craftsmanship, care, and professionalism. A thoughtfully designed print marketing campaign has the power to resonate with buyers in a way that digital platforms cannot.

TAILOR-MADE MAILERS

A full-color, full-sized postcard mailing campaign is developed and mailed to neighboring properties and selected high net worth groups of buyers.

PROPERTY BROCHURES

A beautifully designed brochure tells the story of your property through high-resolution photography with online links, delivered in person, via direct mail or virtual link.

MAGAZINE ADVERTISING

We have the capability to craft magazine and print advertisements that showcase your property, reaching audiences from local publications to prestigious national and global magazines tailored for high-net-worth individuals.

PUBLIC RELATIONS CAMPAIGN

For the property with a unique backstory or detail of significance, public relations press releases are available. A PR press release adds to the credibility of the home and third-party credence to the unique quality of the home. Brian Merrick Estates Group and Coldwell Banker Global Luxury have media relationships with some of the biggest media outlets serving the global affluent. Upon listing, we will keep your property front and center on the minds of buyers from start to finish. We will continue to make an effort on the part of your property to present it in the highest form possible from listing to sale.





NETWORK & GLOBAL REACH

At Brian Merrick Estates Group, we leverage our extensive personal network cultivated over four decades in the high-end real estate industry. Teaming up with Coldwell Banker Global Luxury allows us to extend our reach worldwide through effective marketing and promotion. As a privileged member of the invite-only International Luxury Alliance, Brian Merrick has the opportunity to elevate your property to the discerning members of Coldwell Banker®, Corcoran, and Hampton International's most accomplished agents.



The International Luxury Alliance is an elite network of professionals focused on the highest level of client service and business integrity. The Alliance comprises individuals from 48 key markets in the U.S. and abroad. This group closes over \$13.4 billion* annually with an average sales price of \$5 million. The Alliance allows Brian and our team to instantly broadcast your property beyond the Southern California market to established global centers of affluence such as New York and London. Brian has developed personal friendships with each of these agents, allowing him and our team to leverage these connections and promote your home to the most exclusive clientele across the globe.



COLDWELL BANKER
REALTY

The Coldwell Banker Global Luxury program redefines the world of luxury real estate marketing. The prestige of the Coldwell Banker name, combined with state-of-the-art technology, bespoke marketing strategies and one of real estate's most robust global networks encompassing 100,000 independent sales associates in 41 countries and territories, culminates in extraordinary representation that crosses oceans, continents, and language barriers.

*Jan. 1-Dec. 31, 2022 production for International Luxury Alliance agents.









POWER OF THE BRAND

Enhancing our unmatched local market knowledge is the substantial backing of the Coldwell Banker® brand and the Global Luxury marketing platform.

POWER IN NUMBERS

Spanning thousands of offices across 41 countries, the Coldwell Banker brand stands as a genuine global powerhouse, possessing the ability to spotlight exceptional properties and connect with affluent buyers worldwide in multiple languages.

RICH IN CONTENT

Driven by a skilled social content team, the platforms affiliated with the Coldwell Banker Global Luxury banner rank among the most widely visited today. They provide a unique perspective on luxurious living and exceptional homes across the globe.

MORE CLICKS ON YOUR PROPERTY

Get best-in-class domestic and global listing syndication across prestigious destinations in print and online. Dedicated platforms like the elegant coldwellbankerluxury.com website, Homes & Estates Magazine, the Curated Blog, and unique thought leader content create real influence and connections. More home buyers are interacting with the Coldwell Banker brand online than any other company, which in turn can lead to more qualified buyers for your property and greater exposure.

NAVIGATING THE TRANSACTION

UNPARALLELED SERVICE

At Brian Merrick Estates Group, our experience selling some of the most prestigious real estate in Malibu, Calabasas, and Pacific Palisades lends itself to every transaction negotiation. Our long-term dedication to professional client services dealing with affluent buyers and sellers gives us a track record of success that is hard to match.

Making sure your experience as a home seller is free of the emotional roller coaster of selling a family home is always job one. Our communication lines are always open to you, and we strive to respond to every inquiry in a timely manner. From the moment you list with us we make certain to address your concerns and needs prior to any offer. Our white glove service doesn't stop with escrow we continue to be by your side through the sometimes-difficult escrow process as we move toward the ultimate goal of closing the sale on your property.

NEGOTIATIONS

Everyone at Brian Merrick Estates Group is an experienced licensed Realtor who understands the negotiating process. With 5 decades of combined real estate experience our team has the ability to see the pitfalls of every transaction before they occur. We strive to create a worry-free transaction that covers every detail and contingency.

CLOSING THE SALE

Our team takes care of the client by following through with lenders, title, and escrow officers to keep the transaction on schedule. We track all necessary administrative paperwork and upon completion provide a complete file of all paperwork, both hard copies and digital for your records.







ACCOLADES

- 30 YEARS OF EXPERIENCE IN SALES AND MARKETING
- TOP 1% COLDWELL BANKER REALTY AGENTS WORLDWIDE
- THE CLIENTS' NEEDS ALWAYS COME FIRST
- USING THE LATEST IN CUTTING-EDGE MARKETING
- CONSISTENT TOP PRODUCER WITH PROVEN SALES RECORD
- MEMBER OF ONE OF MALIBU'S FOUNDING FAMILIES
- PEPPERDINE UNIVERSITY GRADUATE AND ALL-AMERICAN VOLLEYBALL PLAYER
- AVID SURFER, WATERMAN, GARDENER, MOUNTAIN BIKER

THE TEAM



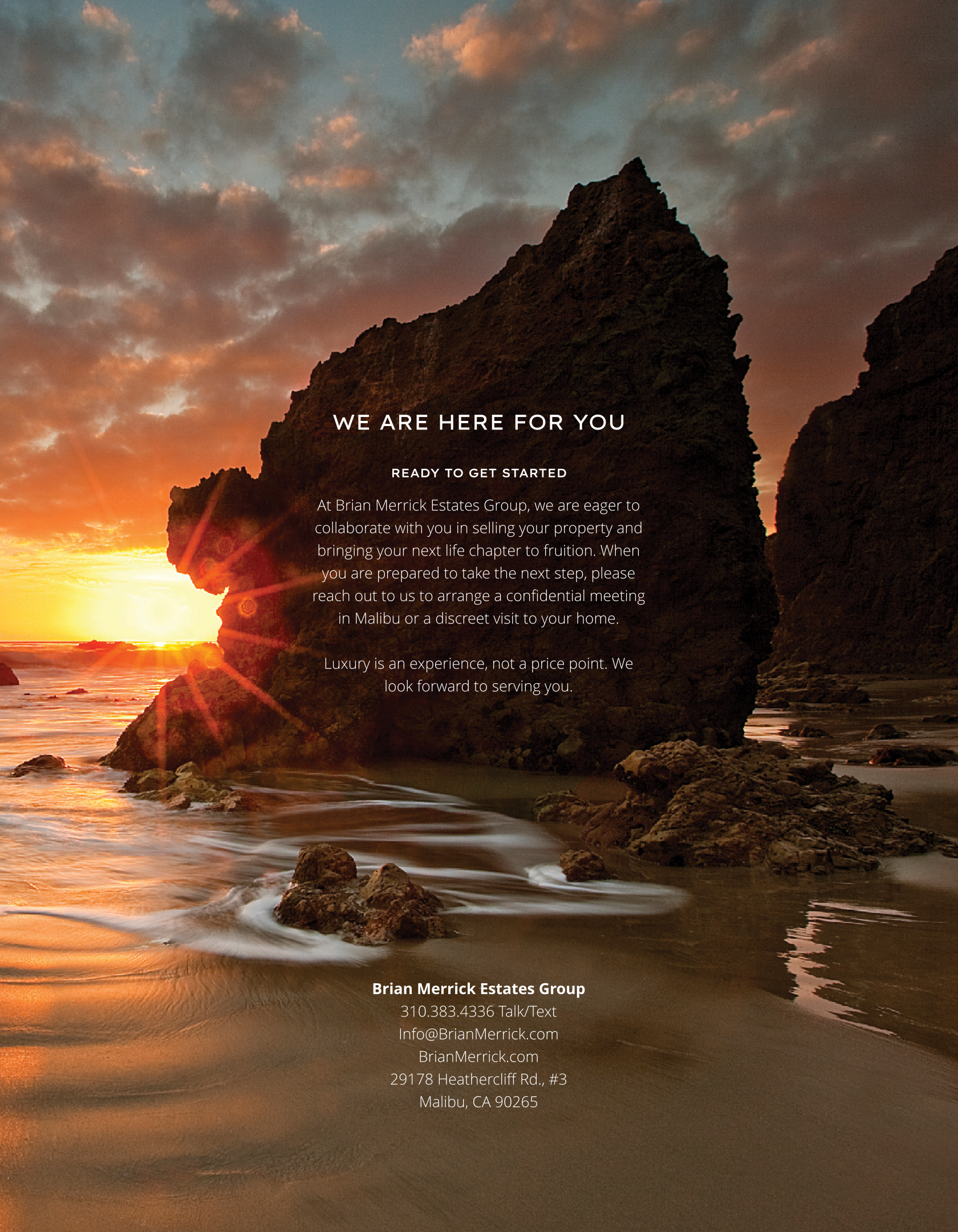
Brian
MERRICK
FOUNDING PARTNER



Judy
MERRICK
CHIEF OF DESIGN/ PARTNER



Veronika
BAN
HEAD OF CLIENT SERVICES



WE ARE HERE FOR YOU

READY TO GET STARTED

At Brian Merrick Estates Group, we are eager to collaborate with you in selling your property and bringing your next life chapter to fruition. When you are prepared to take the next step, please reach out to us to arrange a confidential meeting in Malibu or a discreet visit to your home.

Luxury is an experience, not a price point. We look forward to serving you.

Brian Merrick Estates Group

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