



# Your Trusted Real Estate Advisors





# Your Transaction Timeline

A swifter sale means a more seamless seller experience and greater value for you.

## 1 POSITION

Evaluate comparable homes  
Analyze market trends  
Competitively price  
Discuss closing costs

## 2 PREPARE

Create Marketing strategy  
Listing preparation (staging, floorplan, photography)

## 3 LAUNCH

MLS and syndication  
Networking  
Signage

## 4 MARKET

Prepare marketing material

## 5 SHOW

Broker events  
Open houses  
Lead follow-up  
Gather prospective buyer feedback

## 6 UPDATE

Client progress reports  
Listing statistics  
Price assessment

## 7 OFFER NEGOTIATIONS

Initial contact  
Review offer  
Appraisal  
Contingency removal

## 8 ESCROW

Inspections  
Title  
Disclosures

## 9 CLOSE

Sales report

# Phase One



## BEFORE WE LIST

### **DISCUSS**

Pricing strategies  
Preparing your home for sale  
Broad to narrow market review  
Comparable homes  
Market Trends

### **CREATING YOUR PROPERTY'S STORY**

Prepare property  
Professional photography (Chris Snitko, Chad Mellon)  
Create compelling copy and design  
Prepare marketing collateral for review and approval  
Strategically introduce your home to the market

### **MARKETING**

Brochure  
Doorknocker  
Digital advertising campaigns  
Property video (property dependent)  
Direct mail campaign  
Custom designated property website



# Preparation & Presentation



# The Influence of Minor Modifications



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**



**BEFORE**



**AFTER**





# Phase Two

## OFFICIALLY LIST

### LAUNCH OF LISTING INTO THE MLS

#### ACTIVITY

Broker Previews  
Open Houses  
Private Showings  
Calls with Brokers  
Calls with Buyers

#### ACCESS | NO LOCKBOX USED

Our team will accompany all showings

#### FEEDBACK AND PROGRESS REVIEW

Weekly Updates  
• Showing Log  
• Insights  
Monitor comparable activity  
Monitor market activity

## MARKETING

### BROKER

Eblast to brokers and agents throughout  
Southern California  
Broker Preview

### NEIGHBORHOOD

Door-knock surrounding community

### EVENTS

Open House Event  
Evening Soiree

### PRINT

Orange County Business Journal  
Coastal Real Estate Guide  
LA Times: Daily Pilot  
(based on availability)

### PR EXPOSURE

(based on availability)

### DIGITAL: TARGETED BANNER CAMPAIGN

Instagram  
Facebook  
Adwerx  
Email Newsletter  
Orange County Register

### WEBSITE

Custom Property Website with designated URL

### SYNDICATION

Property is syndicated to over 100 luxury  
and property media outlets

# Digital Marketing



## FACEBOOK IMAGE

1200x628

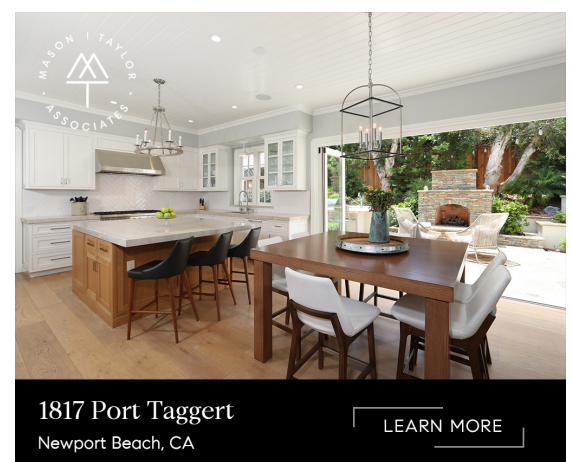


## LEADERBOARD

728x90

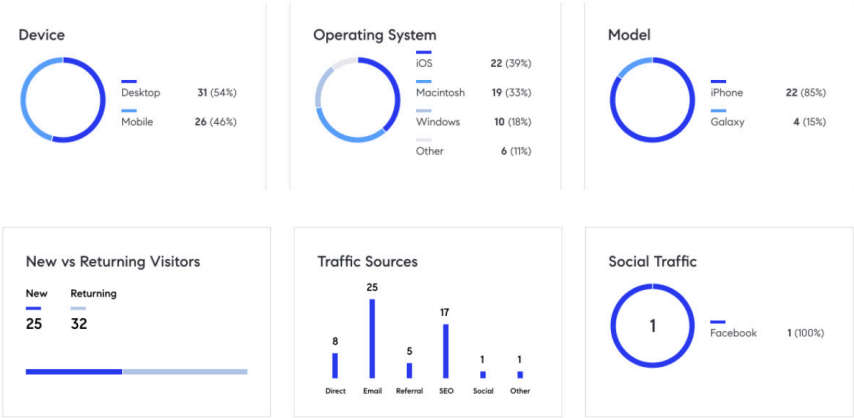
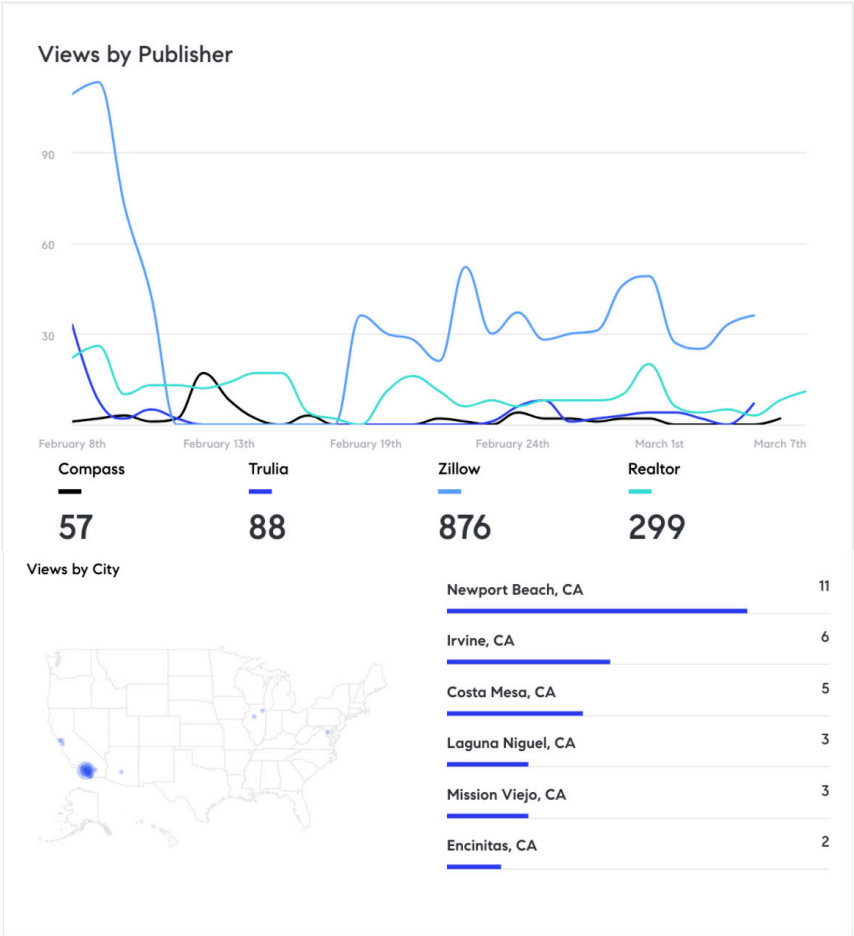


## MEDIUM RECTANGLE 300x250





# Compass Insights



# Custom Print Material



## CUSTOM BROCHURES





# Custom Print Material

## HAND-DELIVERED POSTCARDS



## DOOR HANGERS




## PROPERTY MAILERS




# Custom Website



## 41OCEANVISTA.COM




AboutPhotosCommunityNeighborhoodContact

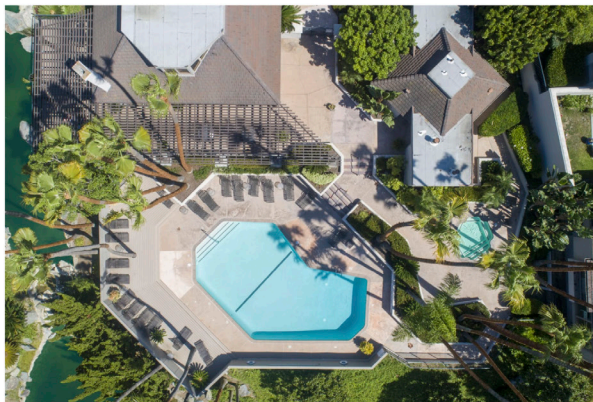


### Newport Beach Paradise

41 Ocean Vista | \$1,595,000



Welcome to the 24-hour guard gated community of Sea Island, conveniently located near Fashion Island, the beach, and all things Newport Beach...



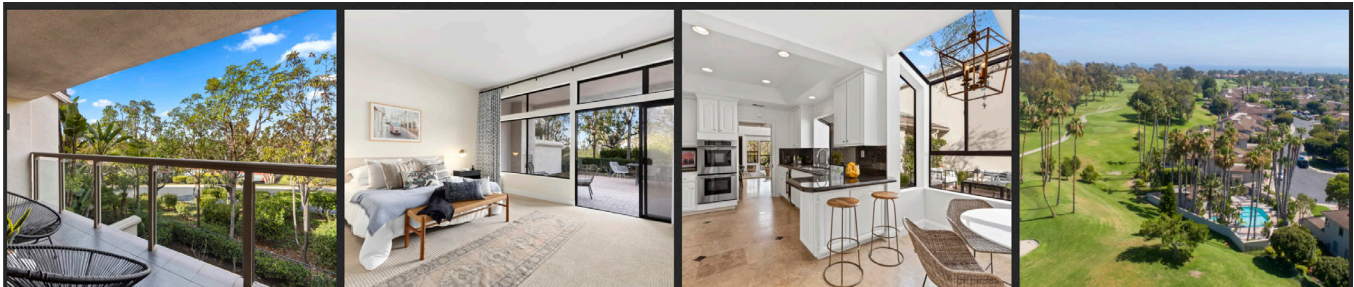
Don't miss the opportunity to own a piece of paradise.

41 Ocean Vista Newport Beach, CA 92660

This updated Mediterranean floor plan residence includes nearly 2,300 SF of peaceful living space with 2 bedroom suites, an office, and two and one-half bathrooms...

The vaulted ceilings and elevated windows create a light and bright great room area with expansive back bay and sunset views...

[Read More](#)



#### Community Amenities

Amenities include a 24-hour guarded gate, tennis courts, pools and spas, and a newly remodeled clubhouse

#### Luxe Master Suite

The lower level features a master suite with a private patio, dual walk in closets and a spa-inspired bathroom showcasing a large jetted soaking tub and glass shower

#### Chef's Kitchen

The chef's kitchen is adorned with granite counters and stainless steel appliances

#### Exceptionally Located

Ideally located in the heart of Newport Beach framing the Newport Beach Country Club golf course



# Syndication

## DOMESTIC SYNDICATION

Greater exposure for your property increases the chance of sale with over 60+ domestic portals.

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AdWerx  
All Acres  
Back At You Media  
Close2Homes.com  
CommercialSearch  
DreamHomeList  
Find The Best Homes  
FreedomSoft  
Global Network  
HomeFacts  
HomeFinder.com  
Homes.com  
Homes&Land  
HomeSpotter  
HomeStarSearch  
HomeWinks  
Hotpads  
Househappy  
HouseHunt.com  
Houses.net  
HREO  
Investability  
Joyful Home  
Juwai  
Kahping  
Keyboom  
LakeHomesUSA  
LandAndFarm  
Lands of America  
LandWatch  
Lifestyled Listings

LuxuryRealEstate.com  
NestBuilder  
Nestigator  
New Home Source  
New York Times  
Open Real Estate Community  
PocketListings  
Point2 Homes  
Property Shark  
Property Simple  
RealSavvy  
RealStir  
Realtor.com  
RealtyStore  
RealtyTrac  
Redfin  
Showing Suite  
SoCal Homes  
StreetEasy  
The Real Estate Book  
Trulia  
Vast  
Vercaity  
WSJ  
WikiRealty  
Ylopo  
Zillow  
ZiptoHome  
Zonda  
Zumper

# Syndication

## INTERNATIONAL SYNDICATION

Syndicating your listing in more than 70+ international real estate portals that span 40+ countries.

### Algeria:

Lkeria

### Australia:

Homesales.com.au  
Real Estate World  
Rentbuy  
Willhaben.at

### Bulgaria:

Imot.bg

### Cambodia:

Realestate.com.kh

### Canada:

Kangalou

### Chile:

Icasas.cl

### China:

Fang.com  
Sodichan  
Juwai.com

### Colombia:

Icasas.com.co

### Estonia:

City24.33

### Fiji:

Housingparadise.com

### France:

Acheter-louer.fr  
Cotelittoral.fr  
Immostreet.com  
Seloger.com  
Zezoom.fr

### Germany:

Sz-immo.de

### Greece:

XE

### Hong Kong:

Property852.com

### India:

99acres.com

### Indonesia:

Rumah123.com

### Ireland:

Homehippo.com  
Myhome.ie  
Propertysteps.ie

### Italy:

Homeglobally  
Immobiliare.it

### Japan:

Realestate.co.jp

### Kenya:

Buyrentkenya.com

### Latvia:

City24.lv

### Lithuania:

City24.lt

### Luxembourg:

Immotop.lu

### Macau:

Go853.com

### Malaysia:

lproperty.com.my

### Morocco:

Mubawab  
Selektimmo.com

### Mexico:

Icasas.mx

### Myanmar:

Shweproperty.com

### Nigeria:

Privateproperty.com.ng  
Propertyindex.com.ng

### Pakistan:

Zameen

### Papua New Guinea:

Hausples.com.pg

### Philippines:

lproperty.com.ph  
Myproperty.ph  
Perquare.com.ph

### Poland:

Domy.pl  
Morizon  
Oferty.net

### Portugal:

Kamicasa.pt

### Romania:

Magazinul De Case

### Russia:

Arkadia  
Domofond.ru

### Senegal:

Senegalcity.com

### Serbia:

Imovina.net

### Singapore:

lproperty.com.sg

### Slovakia:

Reality.sk

### South Africa:

Privateproperty.co.za

### Spain:

Globaliza.com  
Kamicasa.com  
Pisos.com

### Switzerland:

Immostreet.ch

### Tanzania:

Dar Property

### Thailand:

Thailand-property.com  
Thailand-property-gate.com

### Tunisia:

Sokna.tn

### Turkey:

Emlaktown

### UAE:

Bayut

### Ukraine:

Mesto.ua

### United Kingdom:

Bestpropertiesoverseas.co.uk  
Edenway.co.uk  
Rightmove.co.uk  
The House Shop  
Zezoom.co.uk

### WORLDWIDE:

Bestpropertiesoverseas.com  
Realtyindexer.com

70+ 40+  
INTERNATIONAL COUNTRIES  
REAL ESTATE  
PORTALS



# Phase Three

## **NEGOTIATION, ESCROW AND SUCCESSFUL CLOSE**

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### **OFFER NEGOTIATIONS**

Initial Contact  
Offer Details  
Request for repairs  
Appraisals  
Contingency Removal

### **COMMUNICATION DURING ESCROW**

Scheduling of inspections  
Discuss agreed upon repairs and scheduling  
Lender Communication

### **PREPARING FOR THE MOVE**

Utilities  
Movers  
Cleaners  
Disposal

### **KEY AND REMOTE TRANSFER**

### **BREATHE DEEP AND CONGRATULATIONS!**



## Proven Performers at Exceeding Expectations



### HOME PREPARATION

You don't get a second chance to make a first impression and with Mason | Taylor Associates you won't need one. A custom strategy is created to minimize expenses and maximize presentation through staging, cosmetic remodels, repairs, landscaping, and cleaning. Compass Concierge is available to cover all upfront costs of improvements allowing you to sell your home faster and for a higher price.

### TRACK RECORD

You're only as good as your last transaction. In 2019, Mason | Taylor Associates sold every single listing taken for a 100% conversion rate. A total of 26 homes sold in an average of 45 days, a sale-to-list ratio of 97.8%. In addition to unparalleled performance, hear about the client experience with their testimonials.

### NEGOTIATION

Never split the difference. Mason | Taylor Associates train extensively with former head FBI Hostage Negotiator, Chris Voss, and continually hone their craft. Tactical empathy, mirroring, and labeling is implemented to maximize results with every negotiation. The results come in the form of record setting sales and favorable terms for sellers and winning multiple offer negotiations at great value for buyers.

### TEAM MODEL

No one can whistle a symphony. It takes a whole orchestra to play it. The modern home buyer and seller deserves excellence from every aspect of managing complex transactions. Through division of tasks each member of Mason | Taylor Associates is able to execute at the highest level ensuring the expectations of every client are not only met, but exceeded.

### THE DIFFERENCE

To achieve a certain result you must do certain things in a certain way. We believe that an excellent real estate transaction is the result of a clearly defined goal and detailed execution. Our focus is built upon a foundation of systems tailored to create extraordinary and reliable results.

### NETWORKING

Mason | Taylor Associates has built a strong foundation of strategic relationships within the local real estate community that are leveraged to provide exclusive access for their client base. This network is nurtured daily through phone calls, meetings, door knocking in the community, property tours, and open houses. Whether you are looking to buy, sell, lease, refinance, repair, improve, or protect your real estate you can rest assured they have a trusted referral for you.



# Client Testimonials

"We gave Mason Taylor Properties a nearly impossible task: to find a large lot in a very small radius and with strict parameters. To be honest, we felt as though it might be an impossible dream. However, they worked tirelessly on our behalf. They door knocked, sent letters to homeowners and worked consistently with his network of realtors. Over the course of nearly a year, they worked unceasingly to find us our dream lot. They were able to find us exactly what we dreamed of. It hasn't stopped there! The Mason Taylor Team has made the buying process incredibly smooth and efficient and have helped us every step of the way, even anticipating our needs. We truly couldn't be more appreciative. We would highly recommend the Mason Taylor Team to anyone looking to buy or sell a home. Their customized solutions, work ethic and customer service are absolutely industry best."

*- Buyers of 413 E. 20th Street, Costa Mesa*

"The entire Mason Taylor team is incredible. After our home spent months on the market without a single offer, we parted ways with our old realtor and hired the Mason Taylor team. They quickly and confidently stepped in with recommendations to make the house more attractive, and they arranged for and oversaw staging to modernize the house. They used their digital marketing connections to spread the word, and they were able to secure a FULL PRICE OFFER before they could even officially relist the house. During the escrow process, the Mason Taylor team handled all of the day-to-day business, making our lives much easier. The transaction closed without issue, and we are forever grateful to the Mason Taylor team. To top it off, they worked tirelessly to locate our next house, door-knocking and scouring the market for opportunities. Ultimately, those efforts paid off, as they helped us identify and secure our new home, with which we could not be happier.

*You are the best!"*

*- Sellers of 232 Magnolia Street, Costa Mesa*

*- Buyers of 227 Holly Lane, Newport Beach*

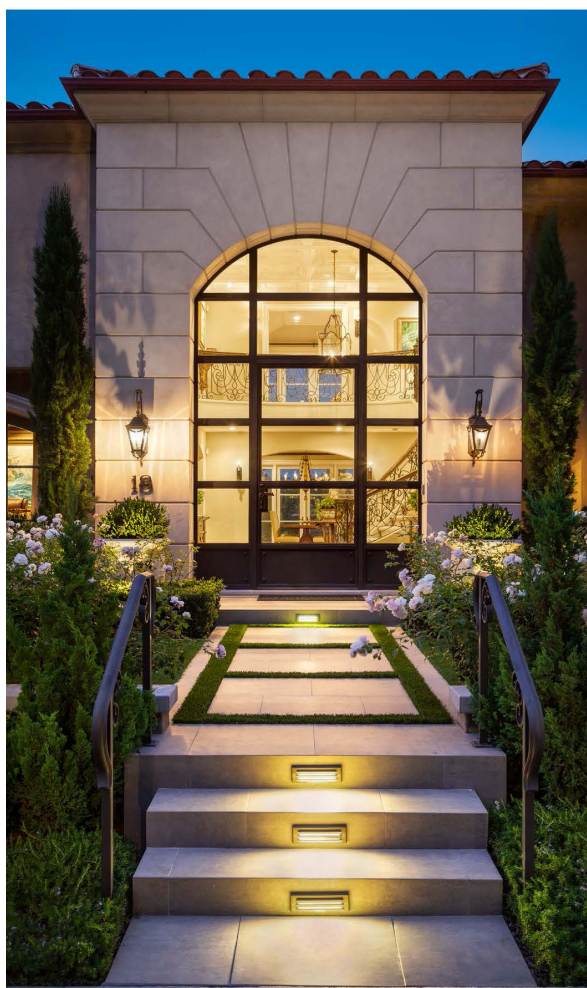
"Mason| Taylor Team have an innate understanding of real estate dynamics and an ability to forge trusted working relationships with their clients, as well as concluding deals regardless of market ebbs and flows. They immediately impressed us with their friendly demeanor and knowledge of the local area. All facets of residential real estate were efficiently and expertly covered resulting in our complete satisfaction. Their continued quality of service is unsurpassed and we have since become personal friends. They offer fresh perspectives and achieve great outcomes for their clients many of whom have sold or bought multiple properties through them over the years. We would not have been able to conclude our recent purchase without their help and have no hesitation whatsoever in recommending their services."

*- Buyers & Sellers of 43 Ocean Vista, Newport Beach*



# Proven Performers

## RECORD SALE | HIGHEST SALE ON FAIRWAY ONE



### 18 Canyon Fairway Newport Beach

#### CASE STUDY

Setting a record sale for remodel.

#### BY THE NUMBERS

183	16	2	1
DAYS ON MARKET	PRIVATE SHOWINGS	OFFERS	RECORD SALE

#### THE CHALLENGE

Creating a pricing strategy for a remodeled home in a location with limited comparable sale activity.

#### THE PLAN

Determine value using two models. First, replacement costs of purchasing property's, exact quality of improvements, and time to complete. Second, comparable sale value based on houses throughout Newport Beach and Corona del Mar.

#### THE EXECUTION

Identified buyer profile, implemented multi-layered marketing plan, and patiently supported value while qualified buyer pursued the property.

#### THE RESULT

A record sale by \$2M after an initial list price that was scoffed at by the local agent community.





# Proven Performers

## RECORD SALE | HIGHEST SALE FOR MEDITERRANEAN MODEL



### 17 Ocean Vista Newport Beach

#### CASE STUDY

Preparation and patience to find the right buyer.

#### BY THE NUMBERS

31

DAYS ON  
MARKET

14

PRIVATE  
SHOWINGS

97.7%

SALE TO  
LIST RATIO

0

PRICE  
REDUCTIONS

#### THE CHALLENGE

Identifying the buyer who valued a turnkey property priced well above the comps.

#### THE PLAN

Create a lifestyle experience for all viewings through premium whole house staging, curated music, and guided tours. Host an evening soiree for neighbors and top local brokers.

#### THE EXECUTION

Focused on consistently presenting the property in its best light during private showings and open houses. Remained calmly optimistic throughout the listing period.

#### THE RESULT

Sold to a buyer who wasn't seriously looking to buy. When they saw 17 Ocean Vista they had to have it. Closed for \$400k+ higher than the last comp.





COMPASS

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