



Sotheby's
INTERNATIONAL REALTY



NICK ROSHDIEH GROUP



PHILOSOPHY

Specializing in selling homes in Orange County's coastal communities, many of the homes Nick lists were previously listed by other Realtors who were unsuccessful at closing escrow. Nick firmly understands that it's not always the price that determines whether your home sells. He has a proven buyer system to successfully sell your home for top dollar in the least amount of time. Nick uses creative marketing campaigns along with continually networking with affiliates around the world; Nick is able to bring buyers for your home both nationally and internationally.

Nick would consider it a privilege to welcome you to his family of successful sellers of 2016.

WHO YOU WORK WITH DOES MATTER

KEY DIFFERENCES

- Our Sellers receive 3.25 percent more from the sale of their home.
- Our Listings sell 1.5 times faster than with the average MLS agent.
- Our 17-Point Proven Seller Service Plan ensures each property sells for the client's price.
- Long term agreements? Not required.
- Online Listing Distribution? Our innovative Global Marketing strategy is unsurpassed.
- Time is of the essence; we respond to all property inquiries in 10 minutes or less.
- Exposure on the largest and most effective international real estate website:
SothebysRealty.com



IT'S ALL ABOUT EXPOSURE

SOTHEBYSREALTY.COM: Each of our listings is showcased on SothebysRealty.com. Attracting more highly-qualified consumers to search, view and inquire than any other real estate website monthly.

7 Million Unique Visits | 60 Million Page Views

21 Million Individual Property Detail Pages Viewed

45 Percent of Visits are from Outside of the US | 15 Translated Languages

50 Currencies Converted and Updated Four Times Daily



UNSURPASSED MARKETING PLAN

ONLINE LISTING DISTRIBUTION: All of our listings appear in local multiple listing services and are distributed to our vast online global network. 89 percent of buyers begin their home search online, making our innovative platform essential for serious sellers.

TECH SAVVY: With technology on the rise our goal is to be simple, mobile and global. One in every 5 property searches is generated from a mobile device.

SOCIAL MEDIA: More and more consumers prefer the ever-changing world of social media. With Facebook.com having more than 400 million users, of which 70 percent reside outside of the US, it's critical we employ social media efforts as a part of each client's sales strategy. Our brand's less is more philosophy is channeled through Sotheby's dedicated Facebook and Twitter handles, showcasing extraordinary properties and lifestyle. Additionally, with the power of video on the rise, we regularly stream our premium property profiles through our growing You Tube Channel.

PRINT ADVERTISING: Through our strategic media partners we will develop and implement a robust print advertising campaign featuring your property. These aggressive visual campaigns are designed to capture the attention and interest of targeted buyers where they live and work.

CUSTOMIZED PROPERTY BROCHURE: Each of our listings has a full color, highly customized brochure created for it which highlights unique amenities and property features. This distinct collateral piece is designed by our in-house team of graphic experts who specialize in designing effective visual presentations.

DIRECT MAIL: Our team develops an aggressive direct mail campaign for each of our featured listings. After creating an impactful, full color marketing piece, targeted distribution is determined. This portion of each property's marketing campaign is produced and executed within the first month.

SIGNATURE EMAIL CAMPAIGN: We actively market each of our listings to our well qualified database through email marketing. With a proven track record, this method continues to be extremely valuable in gaining targeted exposure for each of our listings.

UNSURPASSED MARKETING PLAN CONTINUED

PHOTOGRAPHY: Presentation is everything. Recent studies show that 98 percent of home buyers ranked photography as the most important feature on a real estate website. This is precisely why we work with the best photographers in the industry who specialize in capturing your property at its finest. Their extensive experience with residences is reflected in their cutting edge imagery.

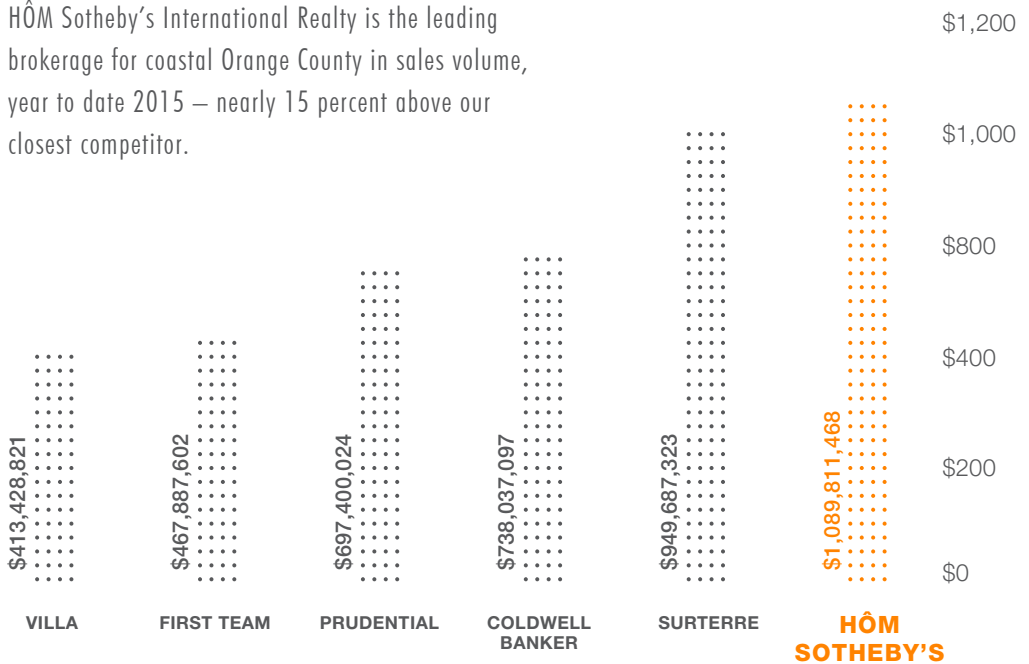
RELATIONSHIPS + REFERRALS: Recent studies from the National Association of Realtors reveal that 42 percent of all properties sell because of agents and their community relationships. Our connection with the local community and tenured relationships with other agents has resulted in the highest amount of 5 star reviews being posted on Zillow, and our consistent ranking in the top 1 percent of agents nationwide.

REAL-TIME REPORTING: Clients can access online marketing reports to review valuable data such as website traffic, property views, inquiries on the property and source location of the property visitors. By request, our team is happy to email or print individual listing reports for your home any time.

COASTAL ORANGE COUNTY MARKET SHARE

HÔM Sotheby's International Realty is the leading brokerage for coastal Orange County in sales volume, year to date 2015 – nearly 15 percent above our closest competitor.

[DOLLARS IN MILLIONS]



CLIENT REVIEWS ON ZILLOW

**NICK IS THE #1 LISTING AGENT IN ORANGE COUNTY
WITH OVER 95 FIVE STAR REVIEWS ON ZILLOW!**

LAGUNA BEACH, CA

My wife and I absolutely loved our experience with Nick Roshdieh as our Realtor. We were in a bit of a hurry to purchase a house and were also coming from out of state. Nick previewed about 30 homes for us based on a series of questions that he asked us about what we value most in a home. He narrowed our search down to seven houses that all matched what we were specifically looking for. This made our search very easy and we had picked our new home within three days of arriving from out of town. The negotiating process went well as Nick was in contact with the sellers' agent constantly and he was very good at communicating with us so that we were all on the same page. His excellent communication ranged from phone calls to texts to emails. He was in contact with us every day checking on us and giving us updates. Since the sale closed, Nick has still been in contact with us as a friend and advisor. He is such a great person on top of everything else. We highly recommend working with Nick Roshdieh!

★★★★★ HIGHLY LIKELY TO RECOMMEND

LAGUNA BEACH, CA

Nick is a consummate professional. All aspects for the sale were performed top notch. At a time while emotions and nerves ran high, Nick maintained a calm, professional approach. Nick also helped to get us a record high price for our area of Laguna Beach!

★★★★★ HIGHLY LIKELY TO RECOMMEND

NEWPORT BEACH, CA

Nick was highly recommended to me by a friend and after reviewing his website I moved forward with him and Sotheby's International Realty to help me sell my current home and look for my new home. Nick has extensive knowledge about the real estate market in Southern Orange County California and that was a big help in my home purchase. His hands on approach and knowledge also made the difficult loan process much easier than expected. Nick is always responsive and goes way beyond the call of duty for his clients. He sold my house, helped me buy my dream home and treated me like I was a family member. Nick always had time for my questions and he made me feel like I was his only client. Nick Roshdieh is the ultimate professional and he is highly recommended.

★★★★★ HIGHLY LIKELY TO RECOMMEND

SAN CLEMENTE, CA

We listed and sold our house with Nick Roshdieh in June 2012 in San Clemente. Nick and his team were able to guide us at every stage of the home selling process. We had several showings within the first 5 days of listing and subsequently had a contract within 2 weeks. We had a lot of moving parts to the home selling due to our being in and out of the country and us moving out of state, and Nick and his team were able to pull everything together with such ease...thank you eVantage Team - it has been a pleasure to work with you! The Arnold family.

★★★★★ HIGHLY LIKELY TO RECOMMEND

NEWPORT COAST, CA

Nick and his team did a great job with the sale of our home. We were amazed at the amount and quality of marketing his team does. Within hours of our home being listed I was able to see it on every local real estate website. He had our home in escrow within weeks of meeting with him. It was a refreshing experience to meet an agent as honest and sincere as Nick.

★★★★★ HIGHLY LIKELY TO RECOMMEND

DIGITAL STRATEGIES

Nick Roshdieh Group and HÔM Sotheby's offer unparalleled online listing distribution. Working closely with an elite team of web developers, our listings are featured on hundreds of relevant, highly trafficked international real estate and business websites. Consistently monitoring the latest online activity, our web team works to ensure prime exposure online daily. These distinctive online placements are designed to ensure each listing is presented effectively to a well qualified audience.



STAGING DOES MATTER

- First impressions are everything, a professionally staged home creates an amazing first impression for the buyer and a significant financial advantage to the seller.
- It is estimated that only 10% of home buyers can visualize the potential of a home. That means 90% are not going to be able to look past dirt, clutter, and imperfections.
- According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3% of the home's asking price, which generates a return of 8 to 10%.
- Staged homes spent 83% less time on the market than non-staged homes. (HomeGain.com)



BEFORE



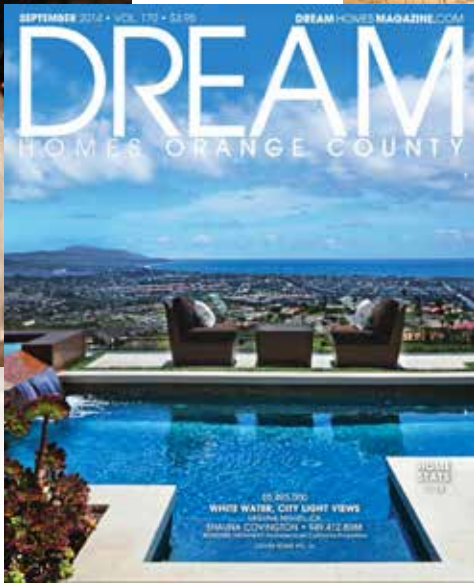
AFTER



AFTER



BEFORE



STRATEGIC PRINT

PARTNERS DELIVERING 800 MILLION IMPRESSIONS

Rounding out each property's marketing campaign, Nick Roshdieh Group utilizes the power of print through carefully selected advertising partners. These strategic placements allow our featured properties to be showcased effectively to their targeted demographic through influential media. Ensuring optimized results, these relationships provide us with the opportunity to maximize our resources on each and every listing. Additionally, our public relations team works diligently with our print partners and their respective editorial teams to cultivate innovative editorial coverage.

MAGAZINES | NEWSPAPERS:

Bloomberg Magazine | Boston Magazine | Coast Magazine | Coastline Pilot
Country Life | Daily Pilot | Die Welt | Distinctive Homes | Dream Homes
Financial Properties Magazine | Homes and Land
International New York Times | Irvine World News | Laguna Beach
Independent | Listings OC | Los Angeles Times Luxury Properties Magazine
Newport Beach Independent | Newport Beach Magazine
Ocean Space Home Magazine | Orange Coast Magazine
Orange County Business Journal | Orange County Register
Pelican Hill Magazine | Reside Magazine | Reside Magazine Edition
Riviera Magazine | Robb Report Collection | Robb Report Home & Style
Sotheby's Magazine | The Daily Telegraph | The Globe and Mail
The Land Report | Wall Street Journal

SOTHEBY'S INTERNATIONAL REALTY

Hôm Sotheby's International Realty network provides access to real estate and homes for sale along coastal Orange County communities. With our network's experienced agents, you are guaranteed to receive VIP service that leads you to the home, or vacation home, that meets your unique lifestyle. Within the Sotheby's International Realty network, over 150 independent brokerages work together managing more than \$100 billion (USD) in annual real estate sales – by far the most important and successful residential brokerage association in the world.

Our Orange County team of professionals offer the highest level of customer service to our prestigious clientele. We are committed to maintaining our longstanding reputation of unparalleled trust, integrity, and excellence. The possession of these extraordinary values always places our team a step above the rest in the real estate market. This affluent coastal region offers breathtaking ocean and mountain views, world-class golf courses, an array of fine dining establishments, and extravagant shopping. We are committed to helping our clients find the home of their dreams in this exclusive market.

Take advantage of our in-depth local knowledge of the real estate market in the following Orange County areas: Aliso Viejo, Corona del Mar, Coto De Caza, Dana Point, Irvine, Ladera Ranch, Laguna Beach, Laguna Niguel, Newport Beach, San Clemente, Newport Coast, Rancho Santa Margarita, San Juan Capistrano, San Joaquin Hills, Emerald Bay, Crescent Bay, Nellie Gail, Trabuco Canyon, Salt Creek Beach, Quail Hill, Capistrano Beach, Monarch Beach, Monarch Bay, Turtle Ridge, Turtle Rock and more!



INTERNATIONAL REACH

GLOBAL MARKETING REACH

With a reputation for excellence, HÔM Sotheby's and the Nick Roshdieh Group have spent years developing an aggressive global marketing strategy. Through careful market research, our company has identified key foreign markets with buyers who are actively looking to purchase real estate in our region. By partnering with industry leading, residential real estate websites within their native countries, each of our properties can be showcased to a worldwide audience. This comprehensive online strategy has proven to be effective for producing premium leads from qualified buyers.

CHINESE SEARCH ENGINE MARKETING

Our team of seasoned professionals is on the forefront of technology and has developed an advanced online strategy that systematically places each of our featured listings in the Chinese spotlight. Chinese buyers are the fastest growing group of homebuyers in the world; creating a distinctive exposure within the Chinese market has played an integral role in our marketing campaigns. By forging a robust search engine marketing program within China's leading real estate search engine, Baidu, our featured listings are easily accessible to all Chinese buyers.





FOUNDER | NICK ROSHDIEH

Game Changer | Nick Roshdieh's refined approach to buying and selling real estate achieves unrivaled results for both buyers and sellers. His comprehensive experience, spanning more than a decade, has resulted in more than 700 residential sales with 95 percent of his listings selling for an average of 97 percent of their listing price. As a tenured professional, his broad range of knowledge has also afforded him the opportunity to work alongside in-demand developers on several of Southern California's preeminent enclaves. These unique partnerships have allowed Nick to build a diverse network of industry professionals who stand ready to assist clients in the most exclusive coastal communities. Roshdieh's track record of results stems from a dynamic combination of personal and professional hallmarks that include an unwavering commitment to excellence, exceptional negotiating skills and an approachable manner. By investing in relationships and seeking to serve others, Nick has earned a superior level of client loyalty which has resulted in an exemplary rate of referrals and repeat business in this highly competitive industry. Additionally, Nick Roshdieh and his team have established an innovative system that effectively markets properties on a global scale, utilizing strategic internet exposure in countries like China and Australia.

Revolutionizing the experience of selling and acquiring property, Nick's hybrid philosophy combines industry leading best practices with the needs of today's discerning clientele. His profound understanding of the multi-faceted process, combined with careful market research, ensures Nick is poised to educate and advise his clients on their options. Offering first class service, transparent communication, and coveted results, Nick and his team have become a respected authority in the real estate industry.

THANK YOU

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Orange County's Premier Agent as Featured by CNN,
Money Magazine, and ABC World News

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