





FirstTeam[®]

REAL ESTATE

FirstTeam Real Estate is a destination brokerage that prides itself on a 48-year tradition and the distinction of being #1 in total unit sales and #1 in luxury unit sales.

Since 1976, FirstTeam[®] Real Estate has been trusted to represent over 250,000 home buyers and sellers as the largest privately held family-owned company in Southern California.

LP LUXURY
PORTFOLIO
INTERNATIONAL[®]
REAL ESTATE

You have questions. We have answers.

Who are we?
How are we different?
How long will it take to sell?
How do we market your home?
How much is your home worth?
How do we achieve maximum sales price?

We Understand You

We understand how to position and maximize exposure with a tailored marketing strategy.

We Hear You

Hundreds of thousands of families have trusted FirstTeam® with the sale or purchase of their home.

We Get Results

You want your home to sell quickly and for an optimum price.

Our System Generates Motivated Buyers and Drives Demand,
Resulting in the Quickest Sale for the Most Money

Credentials

Since 1976, we have helped hundreds of thousands of home-buyers and sellers achieve their real estate goals, positioning us as the #1 real estate brokerage in our markets.



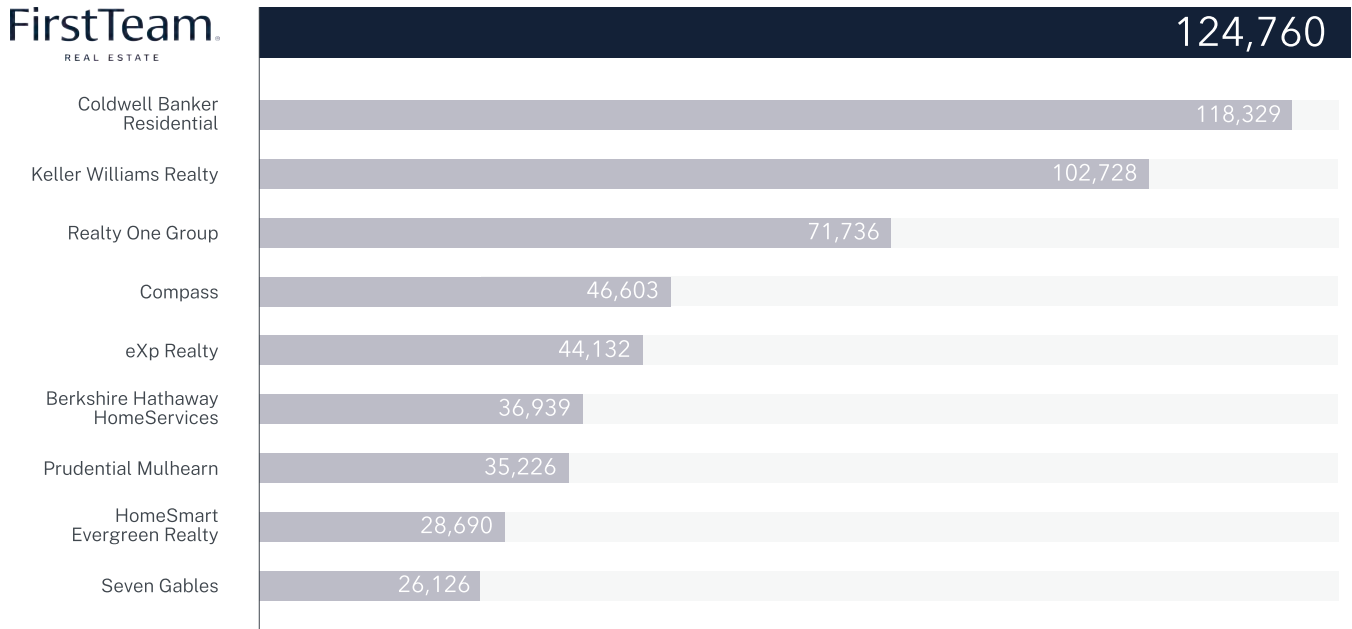


#1 in Southern California Over the Last 15 Years¹

FirstTeam® Sells More Homes Than Any Other Brokerage in SoCal.



TOTAL SOUTHERN CALIFORNIA SALES IN UNITS, 2009-2023*



¹ Top Broker Report published 02/2024 based on data available from 1/1/2009-12/31/2023. ALL CRMLS, All Property Types, All Prices, Aggregated Brokers. As reported by CRMLS participating associations/boards of REALTORS® in California. Graphic representation depicts transactions from 1/1/2009 -12/31/2023.

F T
R E

FirstTeam is a 1997 Founding Member of Leading Real Estate Companies of the World®, the Largest Global Network of Leading Independently Owned Real Estate Companies

\$405 Billion in Annual Sales with 1.2 Million Annual Transactions¹

550 Firms in 70 Countries and all 50 States with 130,000 Sales Associates

Offices Located in Over 800 Major Cities

We work with more than 70 relocation management companies and have earned the trust of many well known companies

Largest relocation network with over \$350 million in relocation sales volume in 2021²

This exclusive partnership contributes to maximizing the exposure of your home to motivated buyers looking to relocate

Providing Assistance To Companies Like These



#1 Independent Brokerage in the #1 Real Estate Network

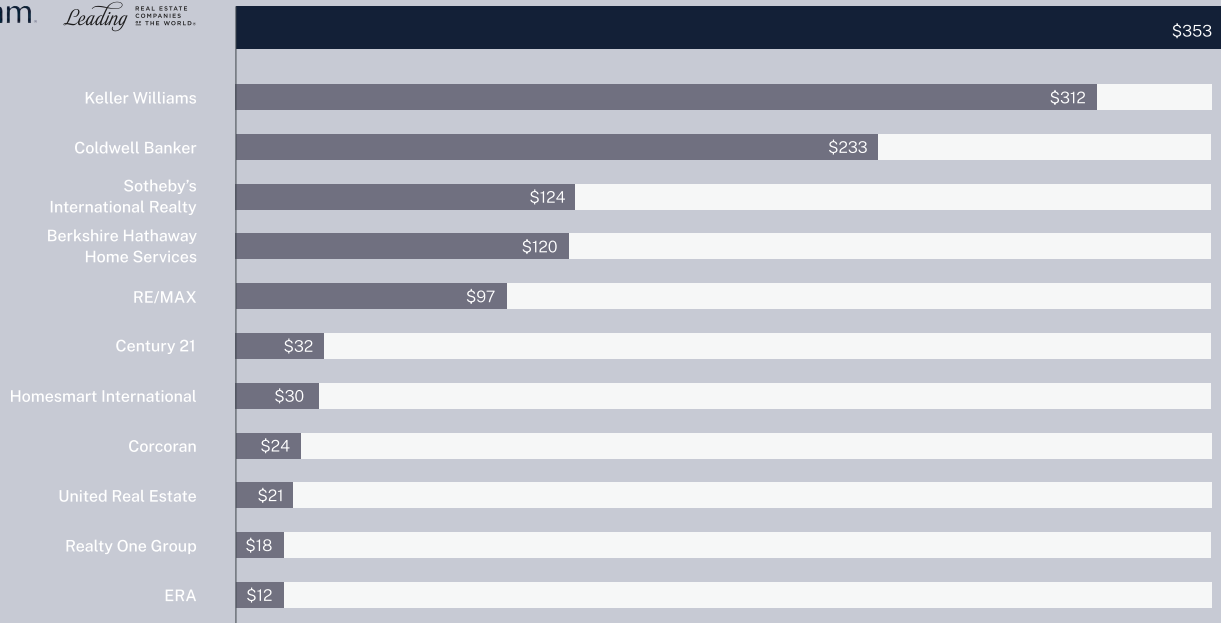
Leading
REAL ESTATE COMPANIES
OF THE WORLD®

More Sales Volume than Any Other Real Estate Network,
National Brand or Franchise

U.S. SALES VOLUME IN BILLIONS OF DOLLARS*

FirstTeam.
REAL ESTATE

Leading REAL ESTATE COMPANIES OF THE WORLD®



*This bar chart is sourced from REAL Trends 500 for 2022, realtrends.com. © 2024 Leading Real Estate Companies of the World®. All rights reserved.

Luxury Partnerships

Through our exclusive luxury partnerships, we provide an unmatched level of international exposure to the world's most affluent home buyers.

*Reserved for qualifying properties only



First
Team[®]
REAL ESTATE



Prestigious Partnerships

FirstTeam partners with the brokerages within these top luxury networks to market your home to the most wealthy people in the world.

 LUXURY
PORTFOLIO
INTERNATIONAL[®]
REAL ESTATE

Largest international network of the most powerful independent brokerages

 WHO'S WHO IN
LUXURY
REAL ESTATE.

A collection of the finest real estate firms in the world showcased on LuxuryRealEstate.com

As the luxury division of Leading Real Estate Companies of the World[®], our network connects us, and you, to the luxury experts and buyers in 800+ major cities from Bangkok to Barcelona — not just within one brand or company, but among the finest and most well-known leaders in each market. These relationships generate thousands of client introductions and billions in sales each year.

More than 3 million affluent consumers visit the flagship website, LuxuryPortfolio.com, every year to browse in a setting dedicated solely to significant properties and a discerning lifestyle.

Luxury Portfolio International

Targeting the World's Most Affluent Buyers

Luxury Portfolio syndication partners totaled more than 2.4 billion page views in just 5 months of 2023 (January–May 2023)

Marketing approximately 50,000 properties annually

Traffic from 200 countries/regions per month

Globally, LuxuryPortfolio.com visitors have liquid assets of \$10.3 million and 69% own a second home

LP LUXURY
PORTFOLIO
INTERNATIONAL®
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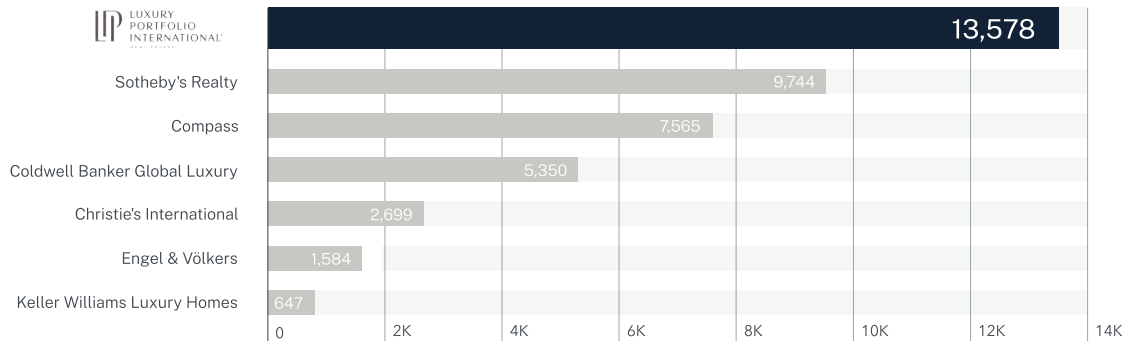


Luxury Portfolio International

Reaching High-Net-Worth Buyers
Through **LuxuryPortfolio.com**



More U.S. Listings Over \$1 Million Than Any Other Network*



* Scott Business Consulting June 2023. Chart compares brands with luxury positioning and a dedicated website with the ability to determine the difference between company exclusive properties and IDX listings.





Showcase Your Home on the #1 Portal for Luxury Properties



As exclusive partners of Who's Who in Luxury Real Estate™, the homes we represent receive premium placement on LuxuryRealEstate.com, the #1 portal for luxury properties online presenting more multi-million-dollar estates than any near-peer.*

LuxuryReal Estate.com

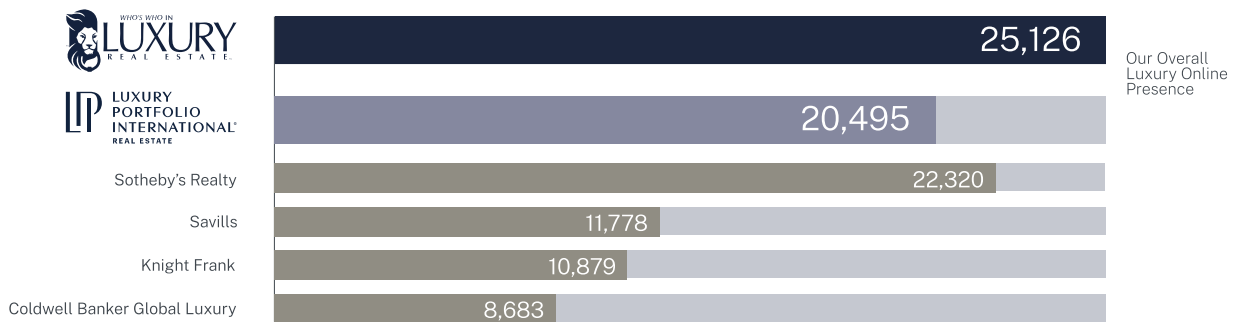
LUXURYREALESTATE.COM™
WHO'S WHO IN LUXURY REAL ESTATE

Showcase Your Home on the
#1 Portal for Luxury Properties

Only With FirstTeam Can Your Home Be Marketed on Two of
the Top Online Destinations for Luxury Properties



Multi-Million Dollar Properties Represented



Consisting of more than 130,000 professionals with properties in over 60 countries, this global network collectively sells over \$300 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.

How Price is Maximized

We invest millions of dollars into creating proprietary tools and partner with the industry's best technology to capture the most buyers and maximize the value of your home.



Achieve Maximum Sales Price

Maximizing marketing exposure creates more demand, leaving no money on the table.

We create alignment to reach a greater percentage of buyers and achieve the highest sales price.



- Build buyer emotion with staging and photography
- Use intelligent pricing and market trends in order to strategically price your home
- Exhaust all marketing exposure opportunities
- Offer buyer and seller incentives



First Impressions Concierge

Upgrade your home now and pay for it later.

We understand that the selling process can be complicated and stressful enough without having to worry about the condition of your home.

**First
Team.**
REAL ESTATE

First Impressions Concierge can help make that whole process of preparing your home for sale a lot easier by deferring the expense of renovations such as flooring, painting, repairs and even services such as moving, storage and staging.

Our agents will help you determine which services can provide the maximum return on your investment and handle the improvements from top to bottom with licensed, insured and vetted contractors. Best of all, you don't have to worry about all upfront costs or fees until closing.



List your home with a FirstTeam agent



Work with your agent to determine services



Design consultation - independent advice



Home improvements begin, no cash out of pocket



Transformation is complete



Home goes on market



Home is sold, repayment for upgrades settled during escrow

**First
Team**
REAL ESTATE

Forward

**A program that enables you
to buy before you sell.**

With the FirstTeam Forward program, you are able to buy your dream home without the stress of a traditional sale.

- Avoid living through renovations and showings
- No more contingent offers
- No double moves or mortgages

We will acquire your property for an initial payment of up to 75% of the current value of your home, unlocking the majority of your equity. Once you move out, we can prepare your home for sale and resell your home for top dollar and you keep all the upside.

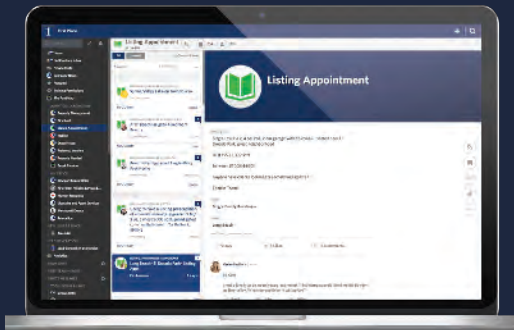


Buyer Delivery System

Our Proprietary Tools Expose Your Home to Buyers Even Before Hitting the Market

Our System Generates Motivated Buyers and Drives Demand

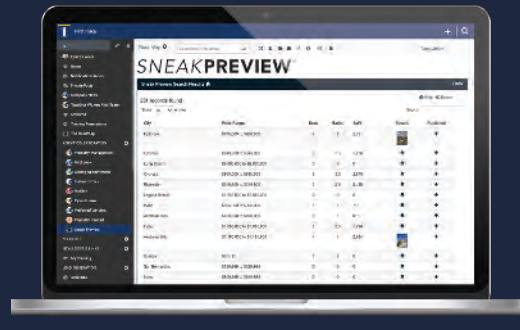
The Result is the Quickest Sale for the Most Money



Listing Appointment

Buyers Are Already at Your Door

The "Listing Appointment" platform allows FirstTeam agents to market your home to our agents representing buyers and generate interest before the listing appointment.



SNEAKPREVIEWSM

Growing Demand Before Going Live

Seller Advantage: As part of FirstTeam's Buyer Delivery System, SNEAKPREVIEWSM is our intranet collection of registered exclusive properties that are preparing to go live on the market allowing you to maximize buyer demand before you even list.

Buyer Advantage: Search for your next home from our robust collection of off-market inventory, giving you the market advantage as a buyer as well. As the first to know about new inventory, you receive priority access to view hundreds of new properties NOT available on Zillow or Redfin.



First Look

An Eager Audience Gets Its First Look

The "First Look" platform provides a final push to pre-market your home with photography and more details, further generating buyer interest.



Property Needed

Buyer Matching System

The "Property Needed" platform matches your property with our company-wide database of buyers inquiring about homes like yours.



FirstTeam Instant Offers

Sell Stress-Free With a Cash Offer

Working with fully vetted, accountable investors, our FirstTeam instant offers can provide a fair and responsible cash offer on your home instantly.

There are more options than ever before for homeowners considering selling their home, and we are proud to offer our clients all options, so you can choose the best path for your unique situation.

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STEP 1

Get a no-obligation FREE cash valuation of your home

- Take control of your sale
- Close in days – not months
- Avoid foreclosure

- No more tenant issues
- Eliminate the stresses of selling
- Quick and easy inherited home sales

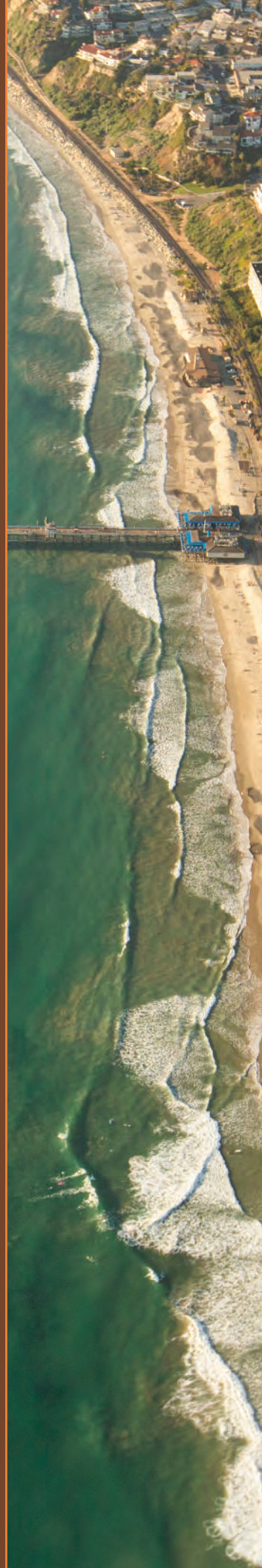
- Receive cash fast
- No need to remodel or renovate
- No open house hassles

STEP 2

We review your cash offer together to decide if it's the best option for you. This is an open and honest discussion about your needs and wants, and finding the best possible solution given all the facts.

STEP 3

You accept our cash offer and close sale within days OR you decide to list your home traditionally on the market. Your choice.



Marketing & Merchandising

Every home has a story and our tailored marketing approach is designed to tell yours through beautiful marketing and extensive advertising across all possible communication channels.



Global Property Syndication

Your Home Syndicated to Thousands of the Top Real Estate Websites Around the World

Unprecedented Reach and Exposure



 Zillow.com



 realtor.com



 居外 Juwai.com



 REDFIN



 THE WALL STREET JOURNAL

- | | |
|--------------------|----------------------|
| Algeria | Mexico |
| Australia | Monaco |
| Austria | Morocco |
| Brazil | Myanmar |
| Bulgaria | New Caledonia |
| Cambodia | Nigeria |
| Canada | Pakistan |
| Chile | Panama |
| China | Papua New Guinea |
| Colombia | Peru |
| Czech Republic | Philippines |
| Denmark | Poland |
| Dominican Republic | Portugal |
| Egypt | Romania |
| Estonia | Russia |
| Fiji | Senegal |
| France | Serbia |
| French Polynesia | Singapore |
| Germany | Slovakia |
| Greece | South Africa |
| India | Spain |
| Indonesia | Sweden |
| Ireland | Switzerland |
| Italy | Tanzania |
| Japan | Thailand |
| Kazakhstan | Tunisia |
| Kenya | Turkey |
| Laos | Ukraine |
| Latvia | United Arab Emirates |
| Lithuania | United Kingdom |
| Luxembourg | Uruguay |
| Macau | Venezuela |
| Malaysia | Vietnam |



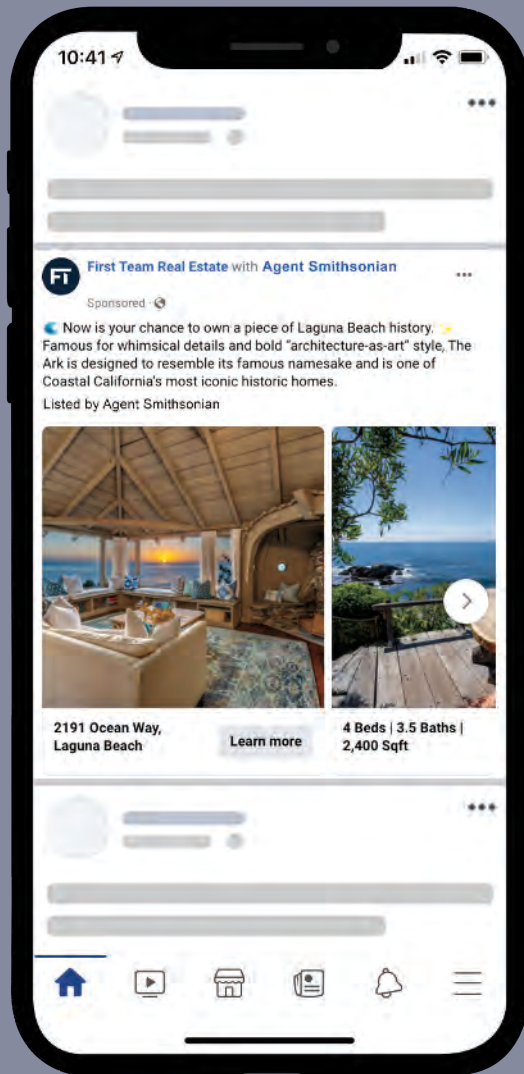
Digital Campaigns for Your Homes

FirstTeam expands your home's marketing reach by utilizing the top social media networks consisting of 3.9 billion active social media users.*

*Maximizing Marketing Exposure Creates More Demand,
Leaving No Money on the Table*

Virtually Leads Buyers to Your Door With a Social Media Campaign & Reporting

Facebook, Instagram & LinkedIn Ads



- Reach potential buyers through targeted, online advertisements.

- Feature professional photos or videos of your property that leads viewers to your property webpage to capture more virtual and physical traffic to your home.

- Detailed reports on the campaign results to see impressions, reach and activity.

Online Campaigns Available for Your Home as Soon as It Hits the Market

Campaign Results

Numbers based on reporting for 1 week.

1 Facebook Ad

10,006 Impressions

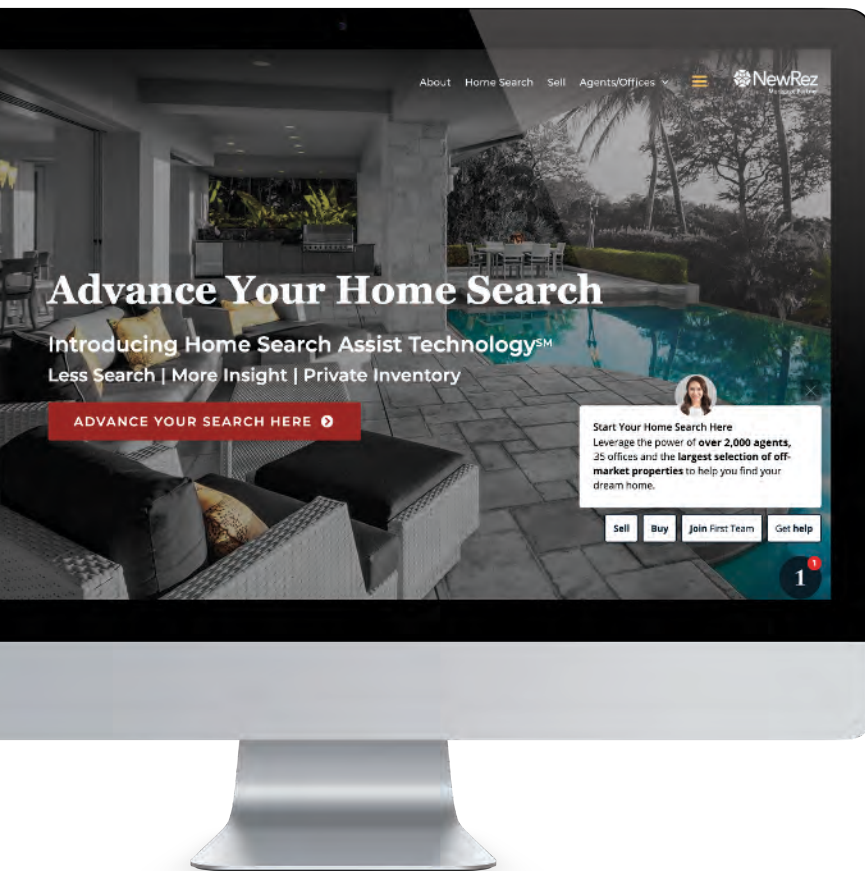
442 Clicks

4,972 Reach

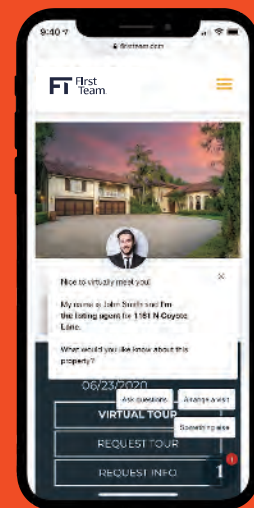
8.9% Click-Through Rate

Home Search Assist TechnologySM

Engaging With Active Home Buyers While They Search



FirstTeam.com



- Engages with active buyers with an automated on-page chatbot
- Optimized Virtual Tour on every listing to further engage online shoppers
- Hyperlocal buyer generation engine
- Potential buyer information is routed directly to your agent for follow-up
- Thousands of buyer inquiries cared for every month

FirstTeam[®]

REAL ESTATE

Real Showings Produce Multiple Showings

Full Geographical Coverage and
Available Featured Placement in All Major Publications

LOS ANGELES
BUSINESS JOURNAL

Los Angeles Times

INLAND VALLEY
DAILY BULLETIN

Inland Empire *Weekly*

Los Angeles Daily News

THE ORANGE COUNTY
REGISTER

Desert Sun.

THE PRESS-ENTERPRISE

NEWPORT BEACH
Independent

Daily Pilot

IRVINE
WORLD NEWS

HUNTINGTON
BEACH WAVE

Long Beach Business Journal

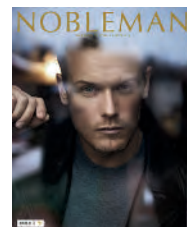
SAN DIEGO
BUSINESS
JOURNAL

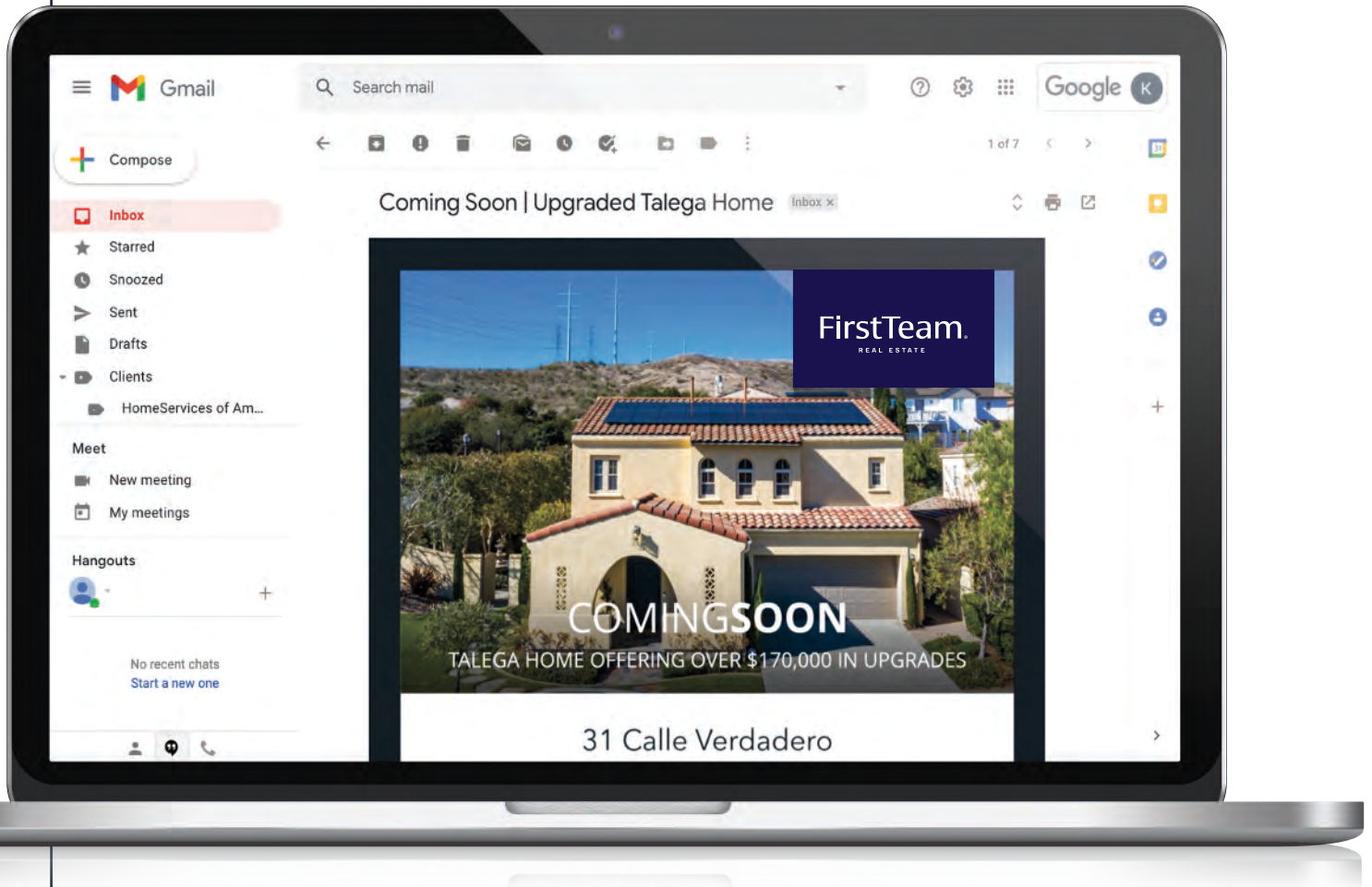
ORANGE COUNTY
BUSINESS JOURNAL

THE SUN
The Business of Orange County

The San Diego
Union-Tribune

THE COAST NEWS





Maximizing Marketing Exposure

We can prove that our effective print and digital techniques produce more impressions, property selections, drive-by visits, and at-the-door showings for today's online buyer.



Digitized for **emailing** and **sharing online**

Quality **design** and **material**

Targeted **direct mail** and **delivery**

Listing View Summary



Website and Social Media Summary

Platform	Date Posted	Action
Javol	03/07	VIEW
Twitter	05/30	VIEW
Pinterest	05/30	VIEW
Instagram	04/02	VIEW
eBlast	05/28	VIEW

Other Channel Activity

Channel	Run Date
OC Business Journal	04/22
DC Register Full Page Color	04/21
OC Register Full Page Color	04/14
Laguna Beach Independent Full page, color ad	04/12
DC Register Full Page Color	04/07
OC Register Back Cover Sat. Full Page Color	04/05
Laguna Beach Independent Full page, color ad	04/05
OC Register Sunday (1 Million) Full Page Color	03/31/2019

Our proprietary Listing Activity Report proves the results of our effective digital marketing techniques that create more exposure and showings, generating more demand that leads to more money and a quicker sale.



The

Power of
Teamwork



#1 Independent Brokerage

For Closed Transactions
in Southern California¹

#1 Market Share

For Closed Transactions
in Orange County²

Founding Member

of the #1 Real Estate Network
in the World

36 Office Locations

Across Southern California

Over 2,200 Sales Associates

And Service Professionals

Founding Member

of the #1 Real Estate Network
In the World

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