



MARKETING AWARDS CONTEST

Leaders in Luxury, 2010

<http://www.LeadersInLuxury.com>



BEST PROPERTY MARKETING

Winner: **Sue Lowe**, Chase International, Lake Tahoe

"Tranquility" listed with Sue Lowe & Shari Chase for \$100,000,000

Marketing Plan for Tranquility

- Capitalize on its being one of most expensive properties for sale in U.S.
- Celebrity owner wants limited information available to anyone other than *fully qualified* prospects.
- Multi-tier marketing campaign was designed to deliver appropriate level of information based on prospect's level of qualification.

Marketing Plan for Tranquility

- Campaign designed to use public relations, high level media coverage, agent networking, and event marketing
- Marketing pieces are subtle and quietly elegant in design

Tranquility

MARKETING COLLATERAL CREATION & PRODUCTION

Development materials for a luxury real estate offering include a number of pieces, each prepared for a specific purpose. Marketing materials are created and prepared by our Ad Agency before Marketing Department and selected independent contractors.

BOOKS

A high-quality guide that will be used to provide additional photographs, general information about the property, marketing materials and design. This book is used as a visual sales piece for general distribution to the real estate community and for social exposure.

A comprehensive brochure is created in the form of a bound booklet with additional photographs and details about **TRANQUILITY** in letters, maps, and community information. This brochure is provided for access exposure and used with a response letter that summarizes the highlights of the property.

ANNOUNCEMENT CARDS

An announcement for **TRANQUILITY** is prepared for the real estate community and local media. This will be prepared with a response letter that summarizes the highlights of the property.

WEBSITE VIDEO MISC

A professional 30-second video is created to create an interest video that offers a variety of the property and very desirable attributes of surrounding architectural elements of **TRANQUILITY**. This will be distributed by major search engines and various Internet portals including the desktop of top real estate websites. This video is distributed to local business and real estate website and blogs, which represent the property.

COVERS FROM FLASH TOUR, E-CARD

A CD/DVD will be covered with a flash tour depicting various aspects of the property and surrounding area. Special packaging will be designed using a series of photographs on the CD/DVD will also be available on our website. E-Cards will be used for email blasts to selected prospects throughout the world.

Tranquility

WORLDWIDE RELOCATION NETWORK

RELO & Luxury Relocation - The World's Leading Real Estate Firm
 Chase is the company of choice for marketing in the largest relocation network of independent brokers in the nation and around the globe. Together this collection of luxury brokers has sold more real estate annually than any other real estate group in the world - over \$414 billion.

TRANQUILITY media campaign will be established and scheduled in three-month increments. This schedule will be reviewed to determine effectiveness and changes made as needed. The photography and preliminary brochure will be created prior to all placement in order to have complete materials available. Due to lead-time, the following schedule is proposed:

Multiple Listing Services - placement in the San Diego of Realtors around the Lake and in Reno. **Announcements** to Chase clients and other important contacts including top producing brokers in the Bay Area, Southern California and throughout the nation. **Internet Video Movie** schedule to be coordinated with this cover and other asset landscape to be full-blown. **Open appraisal** of photography **Website Placement** in our network of real estate sites (see Internet sites). **Direct Mail** to selected Chase database. **Advertising** schedule for placement in *Leading Homes of the World*, *Real Estate Journal*, *Engage Home Department*, and *Home & Country*. We will schedule for placement in the *Luxury Portfolio* and *Who's Who in Luxury Real Estate* program with special advertising in *Wall Street Journal* and *LuxuryRealEstate.com*. Continued development of brochure, photography, copywriting and public relations including national press and in some media throughout the

Advertising in Author Registry, WSJ Weekend Edition, Luxury Real Estate Magazine presentation of materials to national & international newspapers and magazines. To property on the ChaseInternational.com website and LuxuryRealEstate.com website. Direct mail announcement to Chase's extensive database. Continued direct mailings and development of special events.

We expect response from various media outlets and will distribute how best to proceed on a one-to-one basis. We will continually evaluate our advertisements and determine the most effective market element, which advertising to other selected media.

Tranquility

DIRECT MAIL
 Chase International believes that direct mail works best when a well-researched packet reaches a response propensity list with an important offer. This list includes information and names of industry thought leaders and includes a strong network of international brokers, and includes relationships with several other top luxury real estate companies that have formed a marketing and account alliance.

INTERNET SITES

Chase International sites include: ChaseInternational.com, ChaseNews.com, *Real Estate Journal*, *Engage Home Department*, *Home & Country*, *Who's Who in Luxury Real Estate*, *Wall Street Journal*, *LuxuryRealEstate.com*, *Real Estate Journal*, *Engage Home Department*, and *Home & Country*. We will schedule for placement in the *Luxury Portfolio* and *Who's Who in Luxury Real Estate* program with special advertising in *Wall Street Journal* and *LuxuryRealEstate.com*. Continued development of brochure, photography, copywriting and public relations including national press and in some media throughout the

SOCIAL NETWORKING

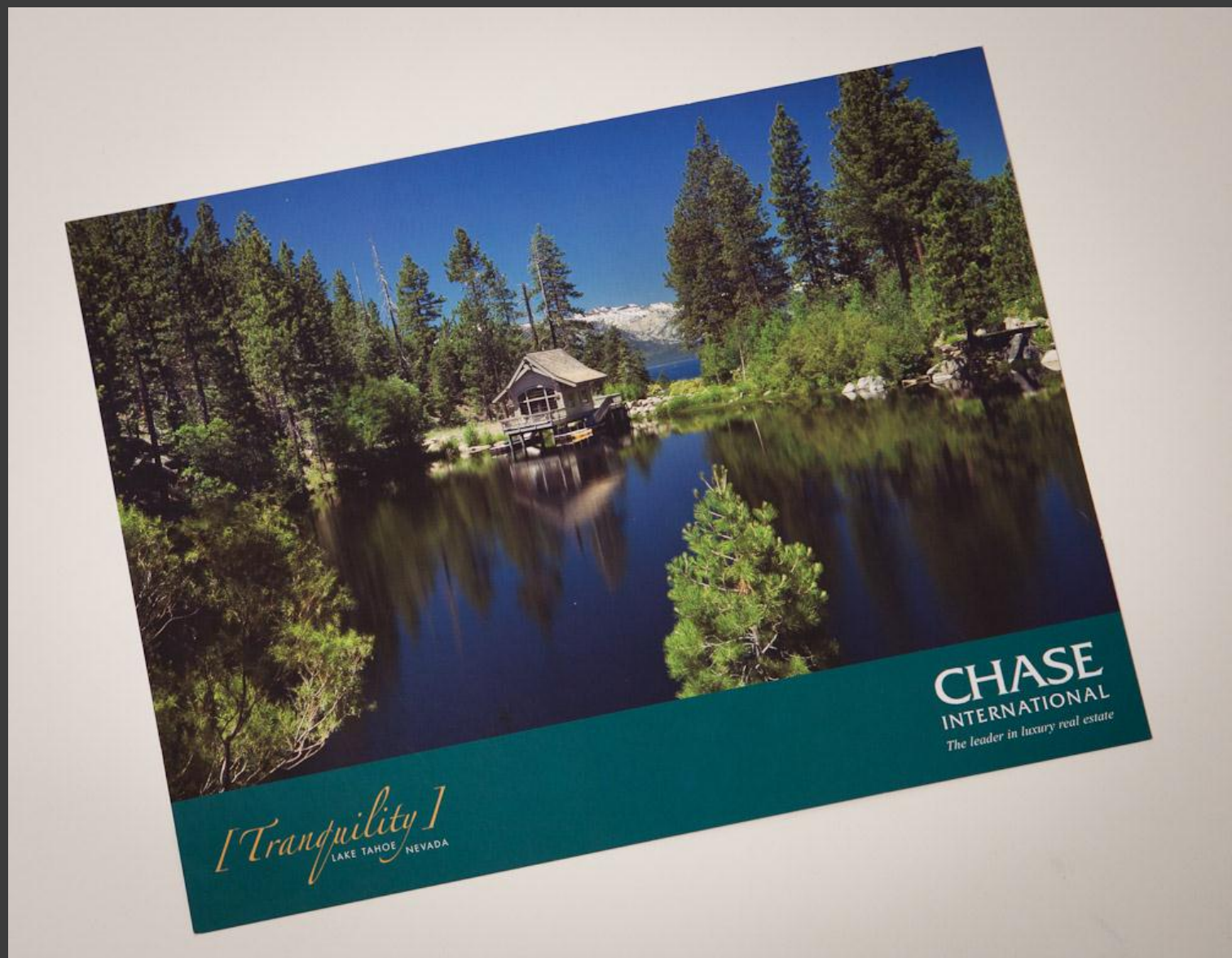
Social networking has provided new ways to communicate and share information. Social networking websites are being used rapidly to influence a variety of people - colleagues, consumers, friends and family. Social networking sites include: Facebook and LinkedIn are perfect mediums for your estate professionals to

PUBLIC RELATIONS/PROMOTION

Generating real estate projects and properties make great press, and Chase International has been very successful placing stories and editorial in the *Wall Street Journal*, *New York Times*, *Forbes*, *Sun Financial*, *Lawrence Chronicle*, *Los Angeles Times*, *ABC Nightline*, *Five Star*, *Newsweek*, *KGO Channel 7* in San Francisco and *KGO Channel 7* in Sacramento. We have also had feature articles in local magazines and newspapers around the Lake including *Golden Quarterly* and the *Sierra Bulletin Journal*.

CHASE
INTERNATIONAL

Plan targeted to reach the very wealthy.



Simple but nice flyer for “casual” inquiries



A 16 page brochure with haiku accompanying each image. Cover is an original watercolor of one of home's views printed on quality watercolor paper.



Front and back view of booklet brochure with vellum insert. Booklet is tied with a silk ribbon.



Inside the booklet – photos and poetry!
Community lifestyle information as well.



Subtle but elegant stationery with gold seals.



Book and DVD with more detailed information for qualified prospects.



Introduction

For the first time, Tranquility, is offered for sale

In the early 1930s, large parcels of land at Lake Tahoe were acquired by affluent families and held for investment. It was during this period of time that Tranquility was acquired. The parcel remained within the same family for over 70 years, but never developed. The present owners spent several years looking for a unique piece of Lake Tahoe, one that offered the serenity in privacy and enough land to create their dream.

With 210 undeveloped acres Tranquility was indeed a rare find, and once discovered, the story begins. Immediately, a team was assembled, and the mechanics of creativity and passion were put into motion.

Architect Jeff Lundald met with the owners to hear their inspiration for what is now Tahoe's most prestigious estate. Q&D Construction spent three years completing the Etern. Rare architectural artifacts were found around the globe and incorporated into the buildings. The Lady of the Estate has

sprinkled her love of art, fine furnishings and design into each and every room.



The secluded private lake and pristine forest surrounding this quintessential Northern European Mountain Estate provide the perfect backdrop to this magnificent setting, both peaceful and private, intimate yet grand, with grand views of Lake Tahoe. Nestled in this serene setting are the Main Residence, Conservatory, Stable, Boat House Pavilion, Art Studio, Guest Residence, Gymnasium, Guest/Staff Quarters, and Garthouse. Constructed to exacting standards, Tranquility is offered for sale with all its furnishings, antique and reproduction furniture, and works of art.

Tranquility is the most prestigious property available for purchase at Lake Tahoe and has few rivals in the world. It is truly a world unto its own, a world to share with the people you love.

[Tranquility] - life redefined

Beautiful images. Well-written copy tells the “story”



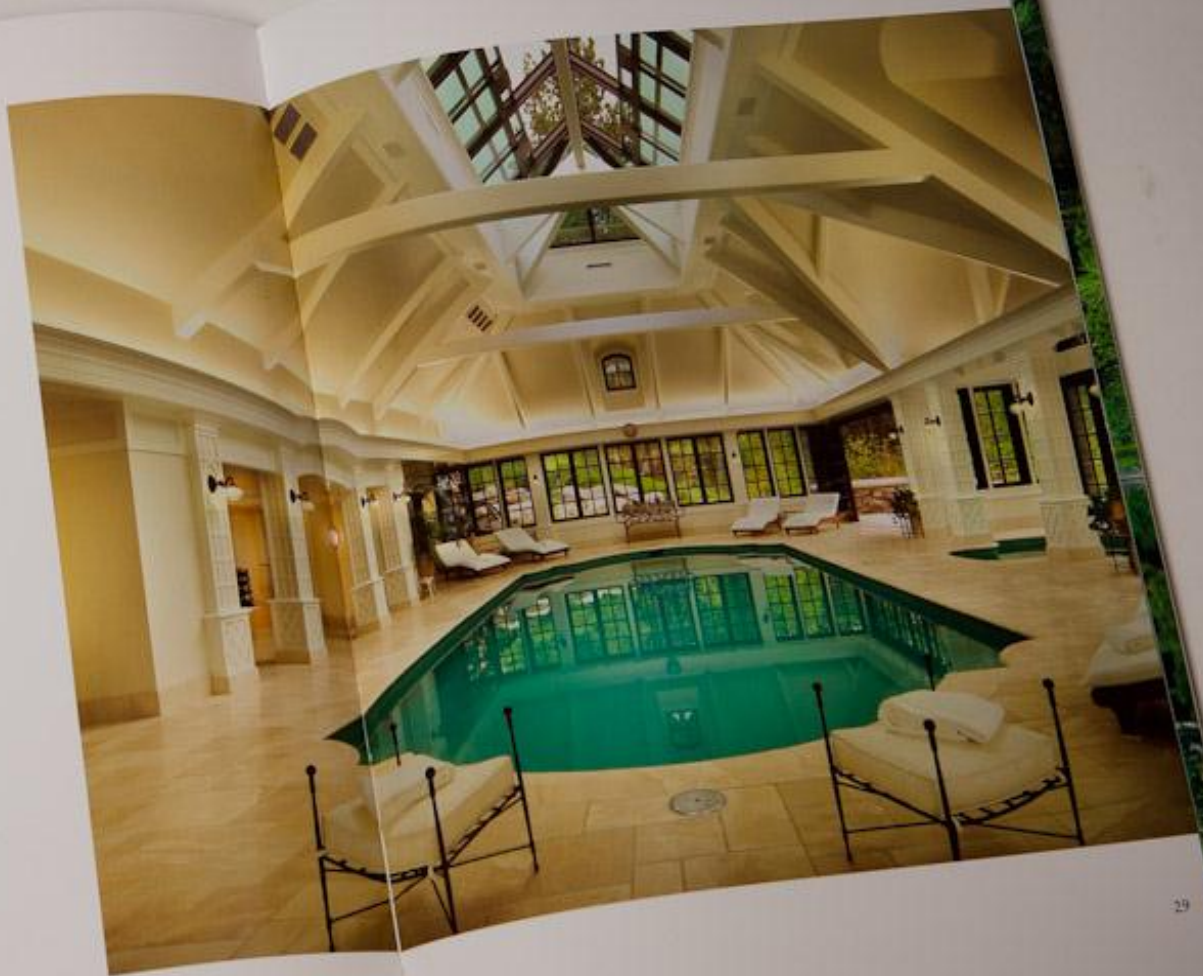
THE THEATER

The state-of-the-art Movie Theater is accessed through a lobby containing a soda fountain with popcorn machine and a classic theater-style double entry. The Theater provides seating for 15 guests in plush reclining lounge chairs with footrests and drink holders. The massive screen, digital projection, and THX sound system provide an extraordinary movie experience. Adjoining the Theater are a poolball game room and bathroom.

The Conservatory

The Conservatory has been ideally located overlooking Lake Tranquility and the Gardens. Conveniently accessed from the main residence via a unique underground tunnel, the Conservatory captures natural light through ventilating skylights with automated sensors and copper-clad doors that collapse and open to the Gardens and private lake.

The focal point of the Conservatory is the blue mosaic glass tile swimming pool and spa. The Conservatory accommodates a Poolside Bar, Sitting Alcove, Massage Room, Exercise Room, Ladies' and Gentlemen's Locker Rooms, and a Steam Room.





The Boat House Pavilion

The Boat House Pavilion is situated directly on Lake Trasopelay and sits above the lake on concrete pilars. This comfortable retreat opens to a lakeside deck – perfect for enjoying the morning sun. Two floating docks with boat moorings are on either side of the Boat House Pavilion.



THE ART STUDIO

Nestled in a serene corner of the lake, this creative space is filled with abundant natural light through tall windows and double Dutch doors. The Art Studio has a welcoming fireplace, ceramic firing room with ample storage, and a full bathroom.

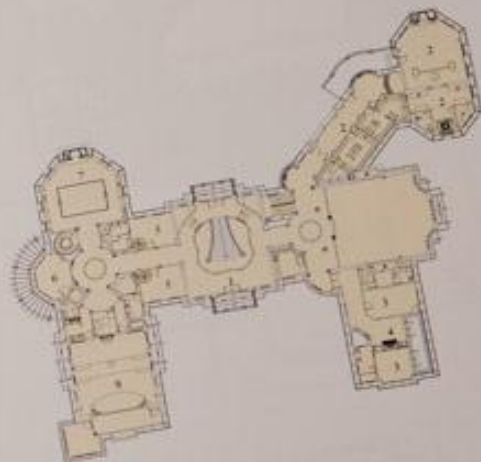
The Floor Plans



THE RESIDENCE
MAIN FLOOR (GROUND FLOOR)

- 1. Motor Court
- 2. Entrance Hall
- 3. Great Hall
- 4. Formal Dining Room
- 5. Family Kitchen
- 6. Family Room
- 7. Chef's Kitchen

- 8. Butler's Pantry
- 9. Cigar Lounge
- 10. Delft Lounge
- 11. Bar
- 12. Observation Room
- 13. Billiard Room
- 14. Garage



THE RESIDENCE
UPPER FLOOR (FIRST FLOOR)

- 1. Mezzanine
- 2. Master Suite
- 3. Guest Suite
- 4. Parlor

- 5. Bedroom Suite with Lobby
- 6. Office
- 7. Library
- 8. Movie Theater

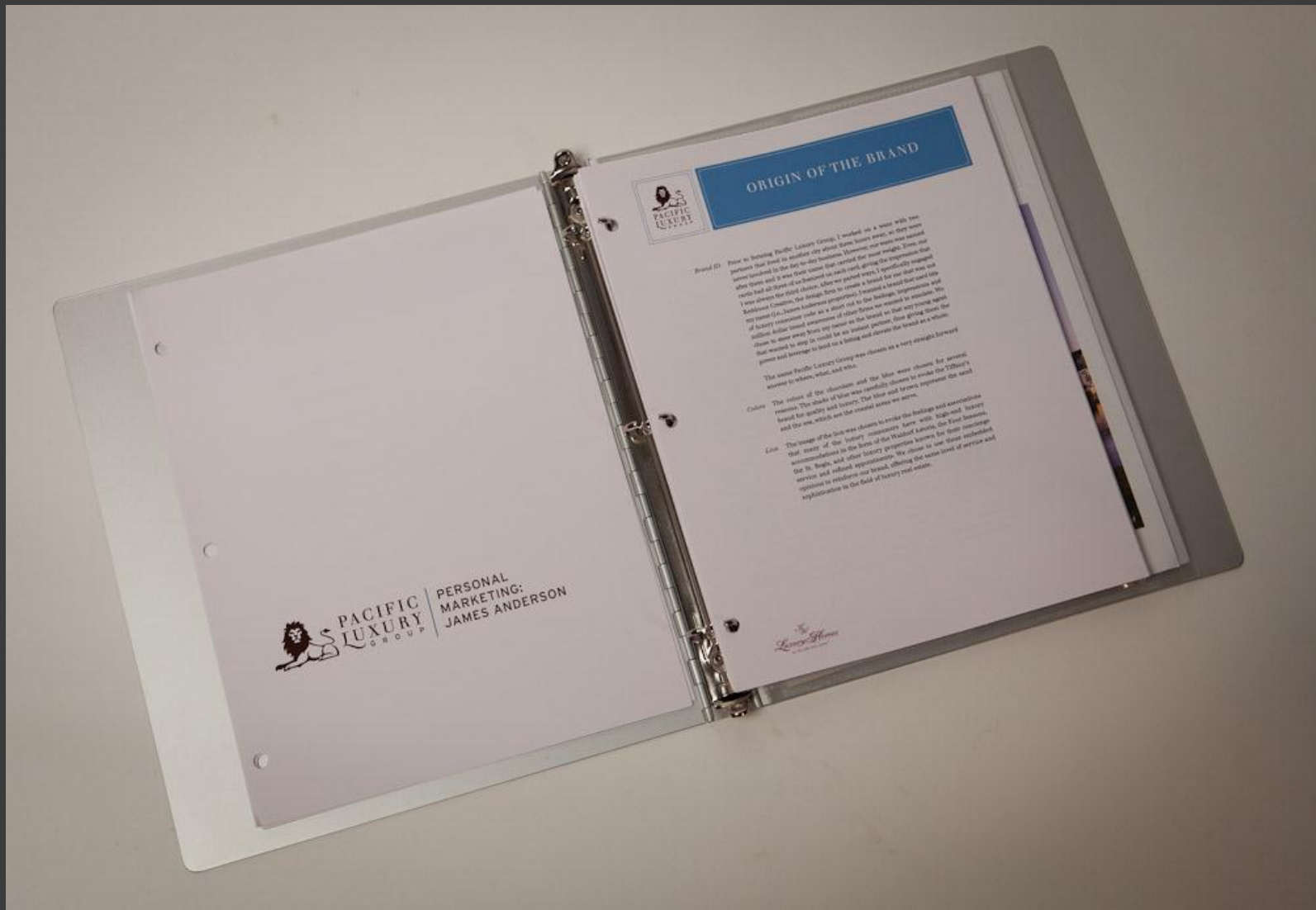
Basic information on property-specific website.

Password protected section of website contains all the information needed to make a purchase decision



BEST PERSONAL MARKETING

Winner: **James Anderson**, Pacific Luxury Group
California



Clearly articulated reasons for brand-building decisions -- from colors to choice of logo image, to how to differentiate himself effectively in his marketing



JAMES ANDERSON
Real Estate Consultant



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Real Estate Consultant



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Real Estate Consultant



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Real Estate Consultant

Where Luxury Lives

310.774.3877 direct
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james@PacificLuxuryGroup.com
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james@PacificLuxuryGroup.com
PacificLuxuryGroup.com



Heavy weight cards with lots of white space. Consistent use of colors and logo.



JAMES ANDERSON
Real Estate Consultant

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PacificLuxuryGroup.com

KELLER WILLIAMS.
REALTY - SANTA MONICA
Independently Owned & Operated
lic. #01432530

Blue and brown for sea and sand.
No photo for luxury market.

JAMES ANDERSON BIO



James Anderson has been handling high profile and luxury homes for over 8 years. He made a splash immediately being named to Crain's Business, Portland's Star (City) in 2006 and was named to the 2007 Best Real Estate Agents in Oregon. He has been named to the top 1% of real estate agents in the United States for the last 15 years. He has been named to the top 1% of real estate agents in the United States for the last 15 years. He has been named to the top 1% of real estate agents in the United States for the last 15 years.

James was selected in 2008 to the list of the top 100 real estate agents in the United States based on his sales and marketing success. He was also named to the list of the top 100 real estate agents in the United States based on his sales and marketing success.

In 2008 James sold 20 million dollars in Florida luxury properties. He has always been a top quality real estate agent. The greatest success in his career was when he sold a \$10 million home in a past client.

James has built a reputation for personalized service, open communication and professionalism based on experience. James is the best at what he does. He is always looking for new ways to help his clients. He is always looking for new ways to help his clients. He is always looking for new ways to help his clients.

From James "I believe that my job is to make the transition from one of your homes as seamless as possible for you and your family. No matter how long you have owned the home, I will ensure that the sale or purchase of your home is as smooth as possible. You will never be looking for me again. I am consistently available to my clients and I will be there for you. I take personal pride in my client's satisfaction and I hope to speak to you in person. I will always have your best interests at heart and I will always have your best interests at heart and I will always have your best interests at heart."



"I will change your opinion of what a real estate agent is and does."



JAMES ANDERSON'S REFERENCES



Dr. LaGrone
(503) 443-4243

David and Lois Peters
(503) 373-3777

Kenneth and Sue Schultz
(503) 454-9977

James and Constance Burke
(503) 961-0282

Edith and Nicola Brennan
(503) 774-0380

David and Alice Bentley
(503) 258-7353

Adrian Miller
(503) 888-4400

Robert and Phyllis Blumstein
(503) 368-8800

Thomas and Victoria Ellis
(503) 441-7264

Jim and Georgia Lewis
(503) 878-9815

Steven and Lisa Smith
(503) 458-0388

David and Janet Cohen
(503) 373-8000

James, Egan and Trish
Barnesman
(503) 243-5874

Tim Safford
(503) 774-9872



Effective leveraging of his brand's luxury program, his designation, and his past clients and customers.



Consistent look for ALL marketing pieces. Clever brochure headlines (also used on signs) are unique and distinctly his.

WHERE LUXURY LIVES



Triple Lot Compound with 90 Feet of Waterfront

(pictured on cover)
 420, 410 & 411 Caydon Canal
 Venice, CA 90291
 \$5,750,000

- Triple lot compound
- 90 feet of waterfront
- Total square footage of approximately 5,077
- Large yard with private oil canal entertaining area includes an outdoor fireplace
- Parking for 8 cars
- Main house is 3 beds of approximately 3,300 square feet with separate addresses
- 2 fully functioning guest houses
- Great for large family or for use as a home based business with separate space and parking
- Walking distance to trendy Venice hot spots and Robert Kievey's famous restaurant and shopping

www.pacificluxurygroup.com

World Class Location, Exclusive Architecture

754 210th Street
 Seattle, WA 98148
 \$4,200,000

- Rare 3 level home in hot class location
- Gated and extraordinarily private compound
- Over 8400 square feet with 6 bedrooms
- Stunning light filled rooms with stunning architectural elements
- Gracious entertainment space and flow
- Walk to world renowned Montana Ave & Ballard Country Mart
- Award winning schools

www.pacificluxurygroup.com





YARD SIGNS



YARD SIGNS, cont'd



Creative signage sets James apart and creates buzz

SOLD IN 2 WEEKS.
AT 25% OVER ASKING PRICE.
9 OFFERS. 5 CASH OFFERS.

8 BUYERS MISSED OUT, WOULD
YOU LIKE TO MEET THEM?



Good copy not only sells homes, it brands you!

Let us introduce you to the other cash buyers who did *not* get this house?

We sold this house in under 2 weeks for 25% over asking price with 9 offers, 5 of them cash offers. If you have any interest in selling your house please call us immediately and we'll be happy to arrange for a hassle free introduction.



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amanda1@kw.com
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Amanda4Homes.com



KW
Luxury Homes
by KELLER WILLIAMS®

Prsrt Std
U.S. Postage
PAID
Thousand Oaks, Ca
Permit No. 1042

Side two of the postcard reinforces the message!



SIDEWALK OFFICE DVD PRESENTATION



Make your
other homes
jealous.

JAW DROPPING
OCEAN VIEWS

\$2,100,000

500 Ocean Ave., 2000, Vista Del Mar
Pasadena 91104 • 1284 sq. ft.

www.CDRealty.com



Luxury Homes
BY REALTY GROUP



SIDEWALK OFFICE DVD PRESENTATION, cont'd



JAW DROPPING
OCEAN VIEWS

\$2,100,000

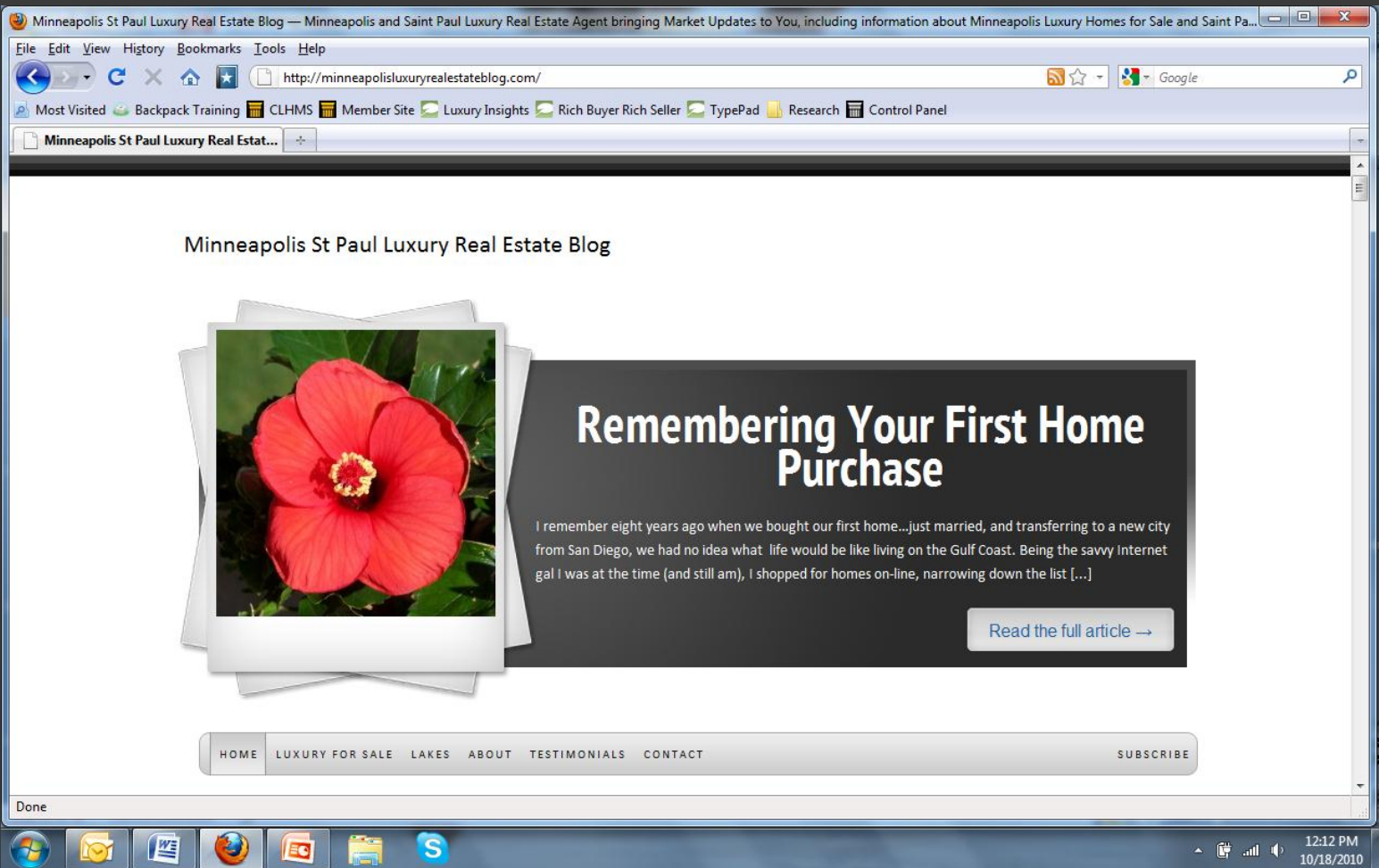
500 Ocean Ave., 2000, Vista Del Mar
Pasadena 91104 • 1284 sq. ft.

www.CDRealty.com



Luxury Homes
BY REALTY GROUP

Your property marketing is part of your branding.



BEST ONLINE MARKETING

Winner: **Jennifer Kirby**, Exit Realty Ventures,
Farmington, Minnesota

Minneapolis St Paul Luxury Real Estate Blog — Minneapolis and Saint Paul Luxury Real Estate Agent bringing Market Updates to You, including information about Minneapolis Luxury Homes for Sale and Saint Pa...

File Edit View History Bookmarks Tools Help

http://minneapolisluxuryrealestateblog.com/


Most Visited Backpack Training CLHMS Member Site Luxury Insights Rich Buyer Rich Seller TypePad Research Control Panel

How to Buy a Home on Lake Minnetonka

by JENNIFER KIRBY
in BEFORE YOU BUY SERIES, LAKE MINNETONKA, MINNEAPOLIS LAKE LIVING

If you are looking for the premier place to live in the Twin Cities, then look no further than [Lake Minnetonka](#). Located just 8 miles west of Minneapolis, or 20-30 minutes depending on traffic, residents have access to numerous highways to get them around town and enjoy the best of both worlds – quiet lake living combined with all the local big city amenities.

Buying a Lake Minnetonka home can be a little overwhelming at first due to the sheer size of the lake. With over 140 miles of shoreline and numerous bays, real estate options are endless. **Some buyers narrow down their choices by choosing the town on the lake they wish to live in**—Wayzata, Shorewood, [Deephaven](#), and Excelsior are the most popular Lake Minnetonka eastern towns, with [Orono](#), Spring Park, and Tonka Bay covering the center of Lake Minnetonka, and [Mound](#), [Minnetonka](#), [Excelsior](#), and the western...




Sailboats on Lake Minnetonka

© Jennifer Kirby

Twitter Facebook LinkedIn

LUXURY SPECIALIST



MISSION STATEMENT

"While holding myself to the highest professional and ethical standards, I pledge to take my clients real estate success to new heights by helping them make prudent real estate decisions, and in the process, prove worthy of their trust and friendship so that I may become a long term friend and advisor."

THE LUXURY AGENT

Done

11:52 AM 10/18/2010

BLOGGING AS AN INTERNET STRATEGY

Jennifer has focused on blogging as a way to position herself as a luxury expert. It's working – last year she did four luxury deals as a direct result of the blog. She is also capturing listings! She uses Wordpress.

Paul Luxury Real Estate Blog — Minneapolis and Saint Paul Luxury Real Estate Agent bringing Market Updates to You, including information about Minneapolis Luxury Homes for Sale and Saint Pa...

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St Paul Luxury Real Estat...

0 comments

Historic Grand Hotel Sells in Minneapolis

by JENNIFER KIRBY
in LUXURY, MINNEAPOLIS, MINNEAPOLIS HISTORY, MINNESOTA BUSINESS, NEWS

Looks like the Grand Hotel in downtown Minneapolis has sold for \$33 million to Pebblebrook Hotel Trust. According to [Business Wire](#), the new owner plans on investing \$4.5 million into building renovations. The building will continue as a top luxury hotel for Minneapolis.



Luxury Grand Hotel

The building was originally opened in 1915 as the Minneapolis Athletic Club, built by Bertrand and Chamberlin. Its short stature of 12 stories can be attributed to a 1920's height restriction.

1 comment

Minneapolis St Paul Luxury Real Estate Blog — Minneapolis and Saint Paul Luxury Real Estate Agent bringing Market Updates to You, including information about Minneapolis Luxury Homes for Sale and Saint Pa...

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Minneapolis St Paul Luxury Real Estat...

According to recent statistics for 2010, closed sales for the year are up 26.9%, while listings are down almost 30%. While this might sound like welcome news, the fact of the matter is prices have suffered and thus is most likely the reason for increased home sales. Both Median and Average Sales prices are down between 12-14%. Of course, North Oaks, being a prestigious community is holding its home values better than other parts of the Twin Cities.

North Oaks

Ramsey County, MN

	2009	2010	Change
New Listings	102	72	-29.4%
Closed Sales	26	33	+26.9%
Median Sales Price	\$596,500	\$616,000	-13.7%
Average Sales Price	\$683,870	\$602,280	-11.9%
Percent of Original List Price Received at Sale	99.9%	99.4%	+1.5%
Average Days on Market Until Sale	206	234	-12.0%
Single-Family Detached Inventory	-	-	-
Townhouse-Condo Inventory	-	-	-

Average days on the market is pretty high, currently around 234 days, but that is to be expected for expensive homes. Another important number is the Housing Supply Index which falls in around 16 months. This means that it would take approximately 16 months to sell all the current inventory in North Oaks.

If you have further questions about the real estate market in North Oaks, MN, please feel free to contact me!

http://minneapolisluxuryrealestateblog.com/wp-content/uploads/2010/09/NorthOaks-Update.bmp

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Minneapolis St Paul Luxury Real Estat...

Most Expensive Home on Summit Avenue

by JENNIFER KIRBY
in FOR SALE, ST PAUL, SUMMIT AVENUE HISTORIC HOMES


If you don't know Summit Avenue, then you don't know much about St. Paul. It is only the most prestigious street in the entire city, and some will go so far as to say in all the state of Minnesota. Summit Avenue is where all the old historic mansions are located, and is known to be one of the most best preserved historic districts in the nation, with its origins beginning in the 1850's.

[266 Summit Ave, St. Paul, MN 55102 \(MLS # 3854514\)](#)
(all data current as of 10/18/2010)



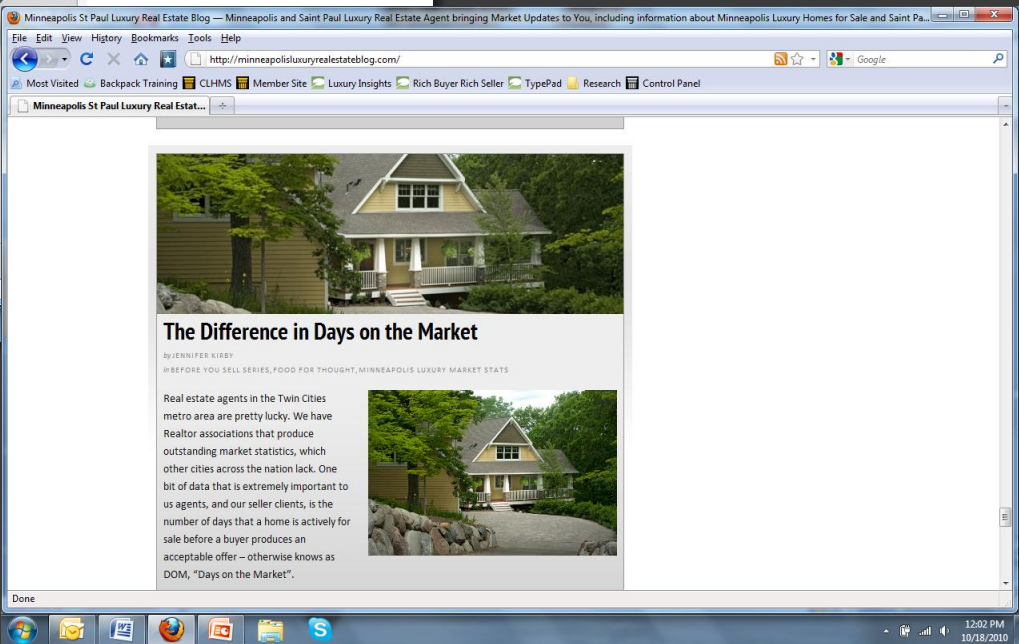
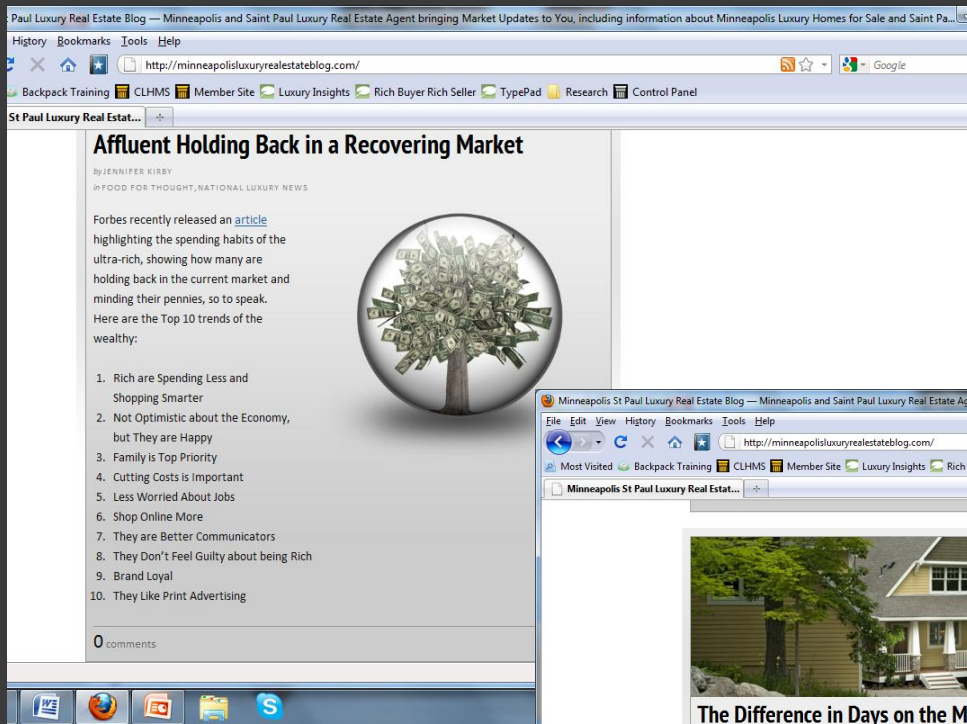
Price \$1,995,000
Beds 11
Baths 12 full, 1 part baths
Home size 10,780 sq ft
Lot Size 23,958 sq ft

This magnificent 1884 Queen Anne Mansion, rich in architectural features, has been meticulously & creatively restored. You will love the hand-carved marble & wood fireplaces, elegant dining & solid oak paneled living rm w/hand stained hardwood floors.

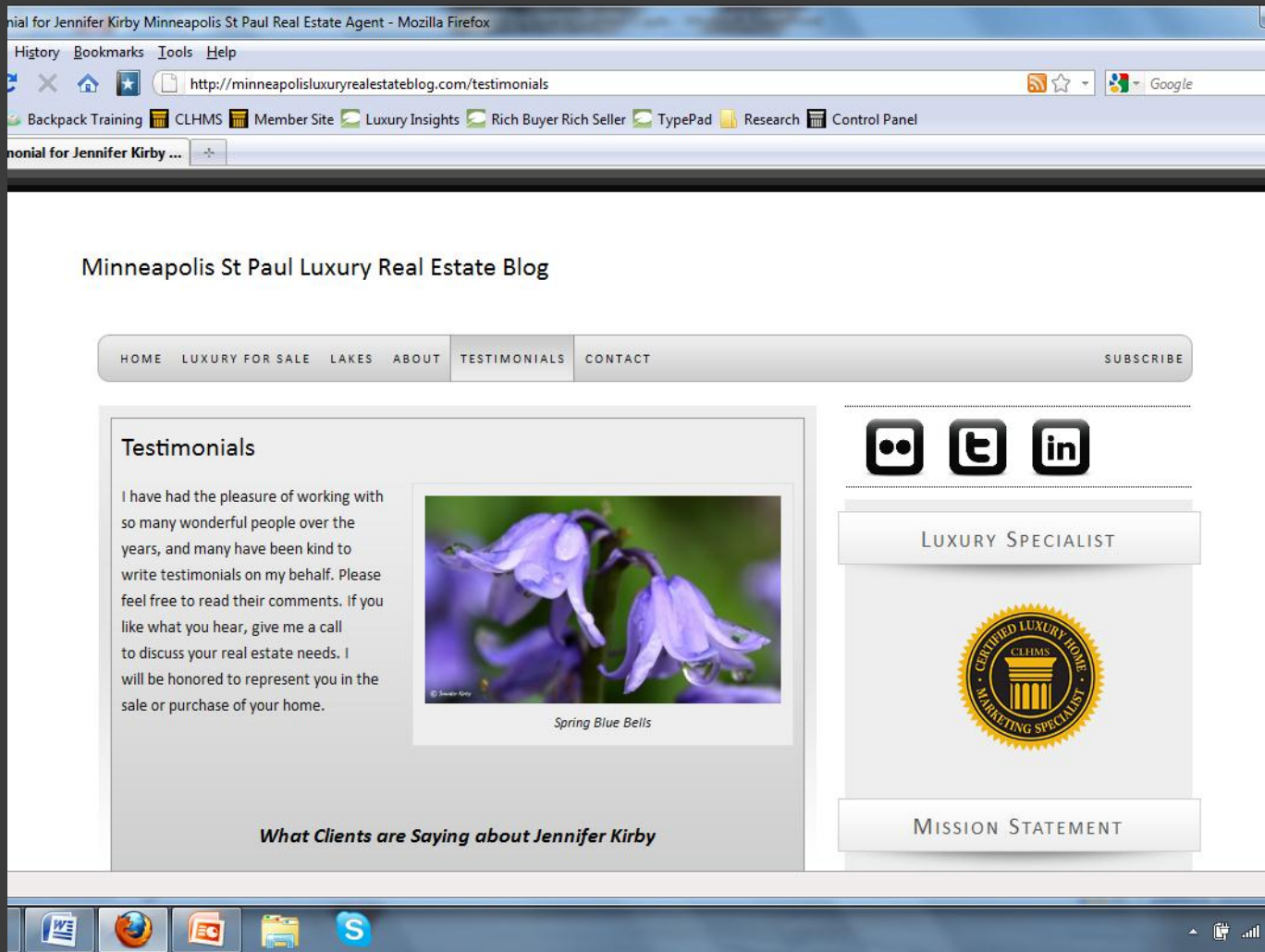


Property Type(s): Residential, Style / More Than Two Stories

Jennifer posts frequently. Content is varied and she Tweets about her posts to generate more traffic to the blog.



Some posts are luxury-oriented, some are more general in interest. Her content is interesting for humans and good for search engine results. Blog is also easy to navigate.



Jennifer's blog is clean and elegant in design. It includes testimonials, property listings, and more.

terfron Lakeshore Homes for Sale \$3 Million Lake Minnetonka Minneapolis St Paul - Mozilla Firefox

History Bookmarks Tools Help

http://minneapolisluxuryrealestateblog.com/luxury-for-sale/twin-cities-waterfrontlakeshore-homes-for-sale-3-million

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Minneapolis St Paul Luxury Real Estate Blog

HOME LUXURY FOR SALE LAKES ABOUT TESTIMONIALS CONTACT SUBSCRIBE

Twin Cities Waterfront/Lakeshore Homes for Sale \$3 Million+

Jennifer Kirby
Exit Realty Ventures
8160 County Rd 42 #300-342
Savage, MN 55378

Office: 651-785-3400
www.FineHomesofMinneapolis.com
JKirby@TheLuxuryAgent.com

dsSearchAgent

Get Listing Updates, Save Favorites, and More! Login Help Chat with me

Search Results Map Details Jump to a city, zip, or MLS #

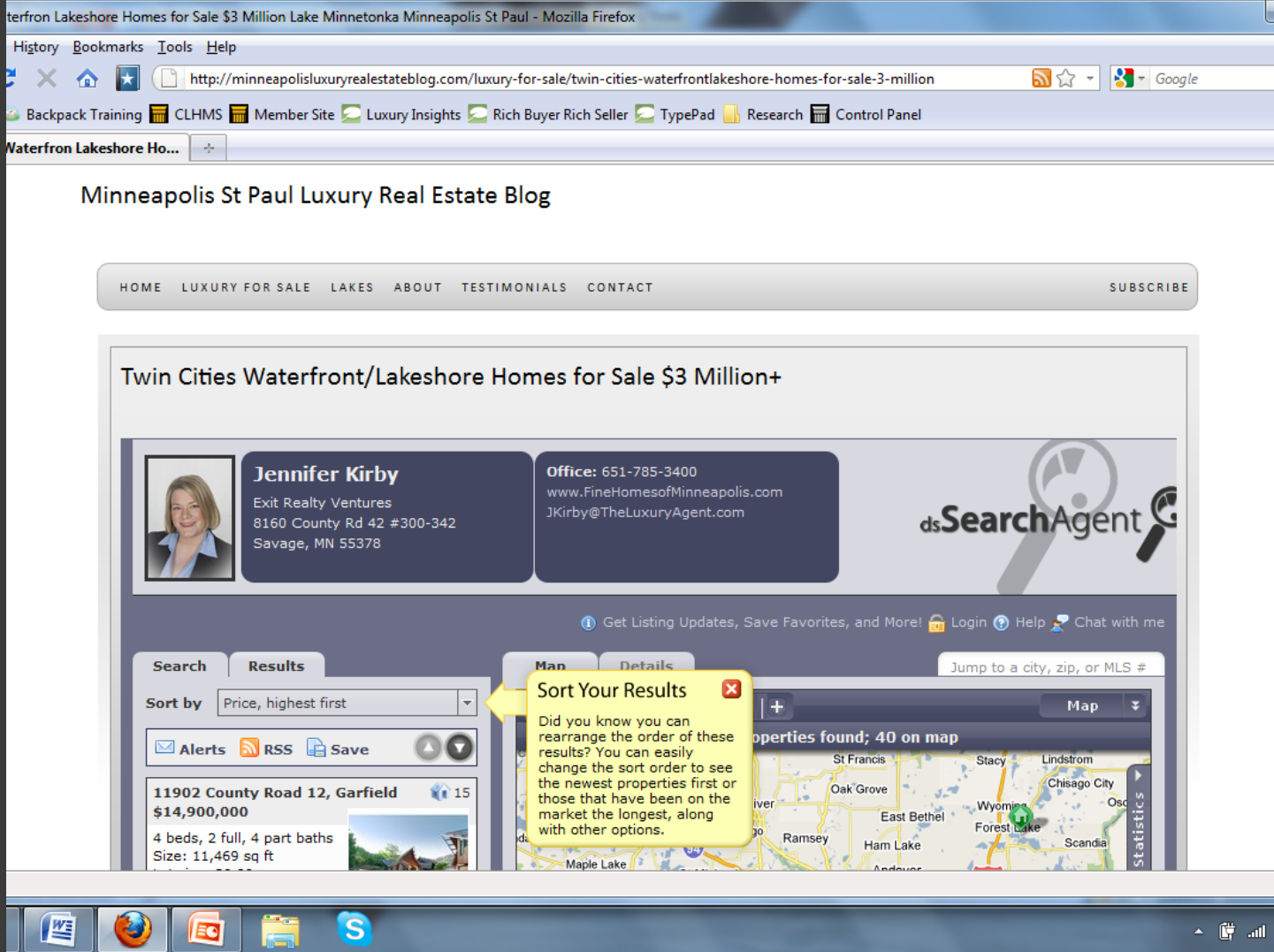
Sort by Price, highest first

Alerts RSS Save

11902 County Road 12, Garfield \$14,900,000
4 beds, 2 full, 4 part baths
Size: 11,469 sq ft

Sort Your Results
Did you know you can rearrange the order of these results? You can easily change the sort order to see the newest properties first or those that have been on the market the longest, along with other options.

properties found; 40 on map



The screenshot shows a web browser window displaying a real estate blog. The browser's address bar shows the URL: http://minneapolisluxuryrealestateblog.com/luxury-for-sale/twin-cities-waterfrontlakeshore-homes-for-sale-3-million. The page title is "Minneapolis St Paul Luxury Real Estate Blog". A navigation menu includes "HOME", "LUXURY FOR SALE", "LAKES", "ABOUT", "TESTIMONIALS", "CONTACT", and "SUBSCRIBE". The main content area features a search bar and a "Sort by" dropdown menu set to "Price, highest first". A yellow tooltip with the title "Sort Your Results" is overlaid on the dropdown, containing the text: "Did you know you can rearrange the order of these results? You can easily change the sort order to see the newest properties first or those that have been on the market the longest, along with other options." Below the search bar, there are tabs for "Search", "Results", "Map", and "Details". The "Results" tab is active, showing a list of property listings. The first listing is for "11902 County Road 12, Garfield" with a price of "\$14,900,000" and details: "4 beds, 2 full, 4 part baths" and "Size: 11,469 sq ft". To the right of the listings is a map showing the location of the properties. The map has a green pin and a text overlay that says "properties found; 40 on map". The browser's taskbar at the bottom shows icons for Internet Explorer, Firefox, and other applications.

Property listings on the blog help generate traffic

<http://minneapolisluxuryrealestateblog.com>

Jennifer's Other Sites

- [Fine Homes in the Twin Cities](#)
- [Florida Real Estate](#)
- [Historic Homes of Minnesota](#)
- [The Minnesota Garden](#)
- [Twin Cities Real Estate Buzz](#)

Jennifer's luxury blog cross links to her other niche blogs and websites which position her in the market. This is just one way she maximizes SEO and guarantees that she'll show up at or near the top of Google and other searches.



OUTSTANDING PERSONAL ACHIEVEMENT

Winner: **Rick Wearing**, RE/MAX North Country Realty,
Huntsville, Ontario CANADA



There must be 48 hours in Rick Wearing's day, because not only is he successful in his real estate practice, he finds the time to give back to his profession and community in a BIG, BIG way.

Rick believes in the philosophy "Givers Gain" as evidenced by a long list projects...



Rick hosted a *Client Appreciation* event to benefit the local food bank

Here are more of Rick's activities:

- Habitat for Humanity volunteer
- Sponsorship of concerts for the local concert association
- Chair of PR committee for his local Realtor association
- Founder/President of the local Business Networking International group



There's more...

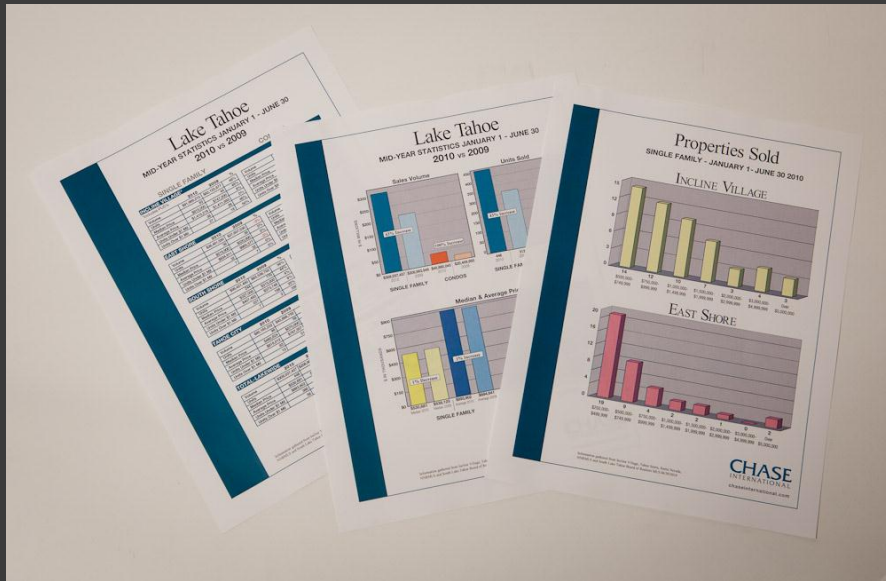
Even more of Rick's activities:

- Local soup kitchen volunteer
- Donor to local women's shelter
- Judge in the Huntsville Olympic Torch Relay Celebration
- Hard worker for Huntsville Parks and Recreation Committee

The list goes on and on.

We can all learn from Rick's commitment to give back.





BEST MARKET UPDATE REPORT

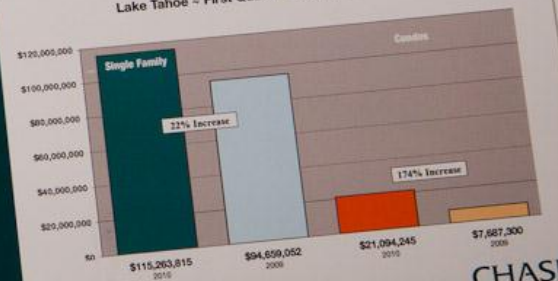
Winner: **Sue Lowe**, Chase International, Lake Tahoe



CHASE
INTERNATIONAL
International.com

Information gathered from Northern Village, Tahoe Sierra, Sierra Nevada, TRSMLS and from Lake Tahoe Board of Realtors MLS 12/31/09

Sales Volume Lake Tahoe - First Quarter Statistics 2010 vs 2009



CHASE
INTERNATIONAL
The leader in luxury real estate
CHASEINTERNATIONAL.COM

Information gathered from Northern Village, Tahoe Sierra, Sierra Nevada, TRSMLS and from Lake Tahoe Board of Realtors MLS 03/31/10

Analysis done by property type, price band, geographic area, volume and transaction count. Colorful charts convey information quickly.

Lake Tahoe MID-YEAR STATISTICS JANUARY 1 - JUNE 30 2010 vs 2009

COI

SINGLE FAMILY		2010		2009	
Volume	181	181	181	181	181
Value	\$10,100,000	\$10,100,000	\$10,100,000	\$10,100,000	\$10,100,000
Average Price	\$56,353	\$56,353	\$56,353	\$56,353	\$56,353
Units Sold	181	181	181	181	181
Units Closed	181	181	181	181	181

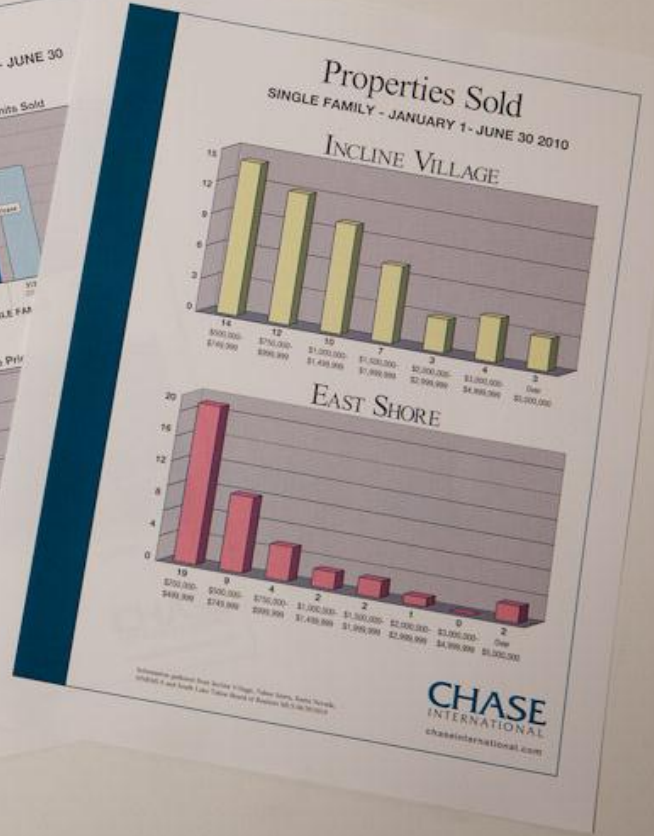
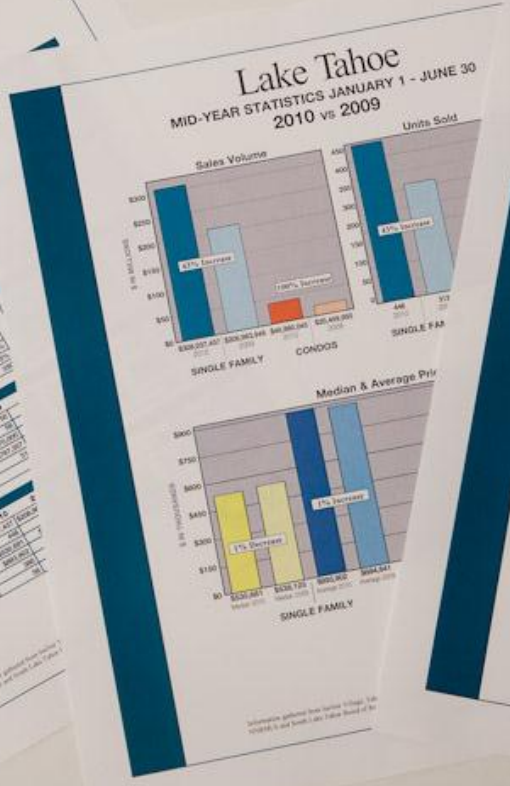
INCLINE VILLAGE		2010		2009	
Volume	10	10	10	10	10
Value	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
Average Price	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Units Sold	10	10	10	10	10
Units Closed	10	10	10	10	10

EAST SHORE		2010		2009	
Volume	10	10	10	10	10
Value	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
Average Price	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Units Sold	10	10	10	10	10
Units Closed	10	10	10	10	10

SOUTH SHORE		2010		2009	
Volume	10	10	10	10	10
Value	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
Average Price	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Units Sold	10	10	10	10	10
Units Closed	10	10	10	10	10

TAHOE CITY		2010		2009	
Volume	10	10	10	10	10
Value	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000	\$1,500,000
Average Price	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Units Sold	10	10	10	10	10
Units Closed	10	10	10	10	10

TOTAL LAKEWIDE		2010		2009	
Volume	200	200	200	200	200
Value	\$12,000,000	\$12,000,000	\$12,000,000	\$12,000,000	\$12,000,000
Average Price	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Units Sold	200	200	200	200	200
Units Closed	200	200	200	200	200



Summary updates done for mid-year and end-of-year



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For Immediate Release

TAHOE HOME PRICES BEGIN TO LEVEL OFF Home Sales Pick Up With Surge in the \$10 Million Market

LAKE TAHOE, Nev. (July 8, 2010) – Home prices in Lake Tahoe are beginning to level off and the high-end market is looking lively, according to a mid-year analysis by Chase International.

The average home price was up two percent (\$899,515) while the median dropped only one percent (\$530,681). The slight changes mark the first time the Lake Tahoe real estate market hasn't experienced a significant drop in home prices since the end of 2007. The report compares sales and figures from January 1 through June 30, 2009 to the first two quarters of 2010.

Sue Lowe, vice president for Chase International, notes that while the recent tax credits boosted sales in some markets, such as Reno, they probably had little effect on Tahoe home sales. "Most of the sales around the lake are second homes."

There was a 36 percent increase in homes sold for less than \$1 million while homes over a million jumped 60 percent. Tahoe City and Incline Village showed the biggest improvements in sales. The majority of million-dollar homes sold in the \$1 - \$2 million range, however four homes sold for more than \$10 million.

"The \$2 - \$10 million market is still soft but we have had some significant activity in the ultra high-end sales (over \$10 million)," Lowe said. "There's been definite signs of rebound this year compared to the first half of 2009, which was quite challenging. But inventory is down and prices are leveling off – we're optimistic that the market is starting to stabilize."

Truckee home prices saw only minor drops in median (\$505,000) and average (\$615,514) home prices – six and five percent respectively.

Tahoe home prices begin to level off - Home Sales Pick Up With Sur...

LuxuryRealEstate.com

http://www.luxuryrealestate.com/news/press_releases/234-adon-8...

Tahoe homes prices begin to level off - Home Sales Pick Up With Surge in the \$10 Million Market

Posted by Katie Shaffer Thu 08 Jul 2010



LAKE TAHOE, Nev. (July 8, 2010) – Home prices in Lake Tahoe are beginning to level off and the high-end market is looking lively, according to a mid-year analysis by Chase International.

The average home price was up two percent (\$899,515) while the median dropped only one percent (\$530,681). The slight changes mark the first time the Lake Tahoe real estate market hasn't experienced a significant drop in home prices since the end of 2007. The report compares sales and figures from January 1 through June 30, 2009 to the first two quarters of 2010.

Two Quarters

Sue Lowe, Vice President



Real Estate: Early 2010 sales at Lake Tahoe beefed up by lackluster 2009

By Jason Hidalgo • jhidalgo@rjt.com • July 18, 2010

A soft first half in 2009 helped Lake Tahoe's single-family housing market post significant gains so far this year. But the real test will be how the market does for the rest of the year once it goes against stronger second-half numbers.

Gains in unit sales and dollar volume helped Lake Tahoe's single-family housing market continue its trek toward stability during the first six months of 2010. Lake Tahoe reported sales of 444 units for the first half of 2010, up 42 percent from the same period last year, according to Chase International's mid-year housing report for the area. The sales represent a 47 percent increase in dollar volume to about \$307 billion.

Important to view the positive numbers in the right context, said Sue Lowe, senior vice president and the broker for Chase International.

Six months of last year were extremely challenging," Lowe said. "So even though these numbers are up, you have to reflect on what you're comparing them against. They're a remarkable improvement, but I don't think we're out of the woods yet."

For example, the area was down 1 percent to \$530,681 for the first half of 2010. The average price was up 2 percent to \$899,515. The number is typically skewed by sales of a few multimillion-dollar homes.

The best performing area of the four tracked in the report, posting gains on every one of the four areas, was the East Shore, which reported the highest gain in median price, up 9 percent to \$815,000.

Truckee was the worst performing area and posted negative numbers in nearly every one of the four areas tracked, with the median price down 6 percent to \$505,000.

Incline Village posted the second-highest sales volume in Tahoe, up 60 percent to \$1.2 billion. The area reported the highest gain in median price, up 9 percent to \$815,000, whereas we didn't have a single sale above \$10 million for the first half of 2010.

Truckee home prices saw only minor drops in median (\$505,000) and average (\$615,514) home prices – six and five percent respectively.

On the East Shore did not show any marked improvement from last year.



THERE WERE MORE GREAT ENTRIES

These were the winners this year, but we had so many great entries.
Here's a peek at just a few...



There were many outstanding entries!



Many fabulous, well-executed marketing ideas...

Highest
price
record!

Joyce's Blog

Highest Priced Oceanfront Home Sold Since 2008!



Ponce Inlet Oceanfront Home Sold for \$2,000,000
Joyce Marsh, Stirling Sotheby's International Realty, recently closed on the \$2 Million sale of a luxury home on S. Atlantic Avenue in Ponce Inlet that ranks the highest priced oceanfront sale in the greater Daytona Beach area in more than three years. (per Daytona Beach M.S. records - (MLS #498572 (DABMLS) (MLS #495212))

Marsh reported, "The luxury market has been slow to come back, but the signs are there that this segment of the market is definitely showing significant signs of improvement," Marsh said.

According to the Daytona Beach M.S. records, this segment of the market is definitely showing significant signs of improvement. The home was on the market for approximately seven months on the market at a list price of \$2,325,000.

With over 4,400 sq. ft. of living area, this is a prime oceanfront property, this is a home that was never wanted.

"Although there were numerous inquiries from international buyers, Florida residents who always wanted an oceanfront home were the winning buyers," Marsh said. "The timing was right and they took advantage of the current buyer's market," she explained. Marsh joined Stirling Sotheby's in 2006.

To view the virtual tour, visit www.tourfactory.com/571802.
Joyce Marsh, Stirling Sotheby's International Realty
www.joycemarsh.com

MARSH
Stirling Sotheby's
Senior Sales &
Marketing
Manager

Joyce Marsh, CLHMS, SRES®
Sr. Business Developer
Luxury & Unique Properties



NEWS RELEASE



Stirling Sotheby's International Realty Closes on Highest Priced Oceanfront Home Sold in Daytona Beach Area

ORLANDO, Fla.--Stirling Sotheby's International Realty announced that Realtor® Joyce Marsh, Sr. Business Developer for Luxury & Unique Properties, recently closed on the \$2 Million sale of a luxury home on S. Atlantic Avenue in Ponce Inlet that ranks the highest priced oceanfront sale in the greater Daytona Beach area in more than three years. (per Daytona Beach M.S. records - (MLS #498572 (DABMLS) (MLS #495212))

Roger Soderstrom, owner and founder of Stirling Sotheby's International Realty, said certified luxury homes specialist, **Joyce Marsh** negotiated the sale of the home after only seven months on the market at a list price of \$2,325,000.

"The luxury market has been slow to come back, but the signs are there that this segment of the market is definitely showing significant signs of improvement," Marsh said.

Situated on just under two acres of prime oceanfront property, the four-bedroom, four-bath home with over 4,400 square feet of living area boasts stunning interior appointments, fine craftsmanship and spectacular views. For virtual tour, visit www.tourfactory.com/571802.

"Although there were numerous inquiries from international buyers, Florida residents who always wanted an oceanfront home were the winning buyers," Marsh said. "The timing was right and they took advantage of the current buyer's market," she explained. Marsh joined Stirling Sotheby's in 2006.

For more information contact

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International Realty

Stirling Sotheby's International Realty is affiliated with Sotheby's International Realty, the largest luxury real estate brand in the world. Services include luxury residential, new homes, commercial, property management, in addition to supporting independent asset managers. The company operates three performance zones which serve all of Central Florida.

Plans that worked well (of course)!



www.LuxuryHomeMarketing.com