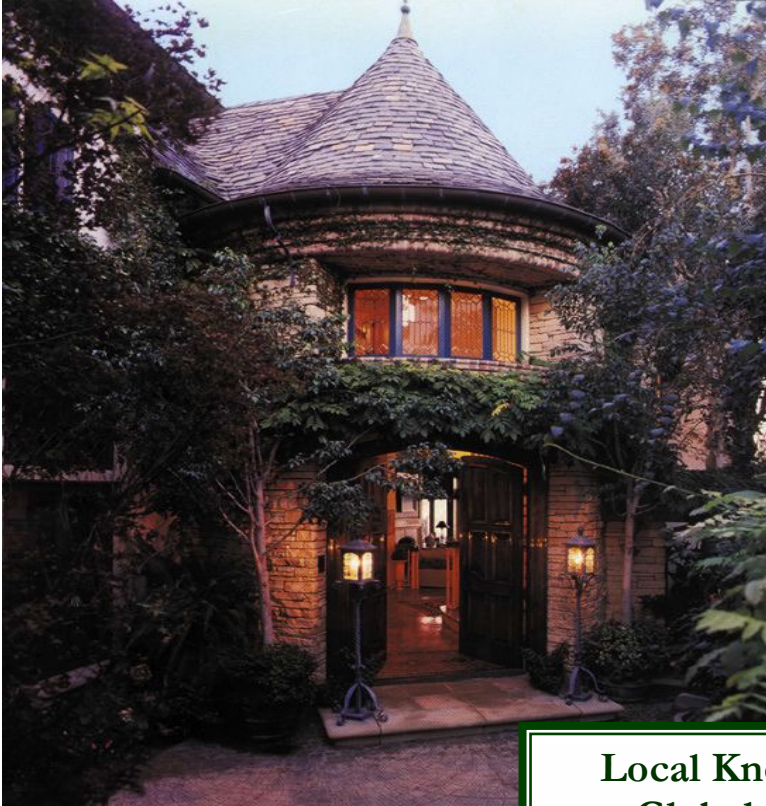


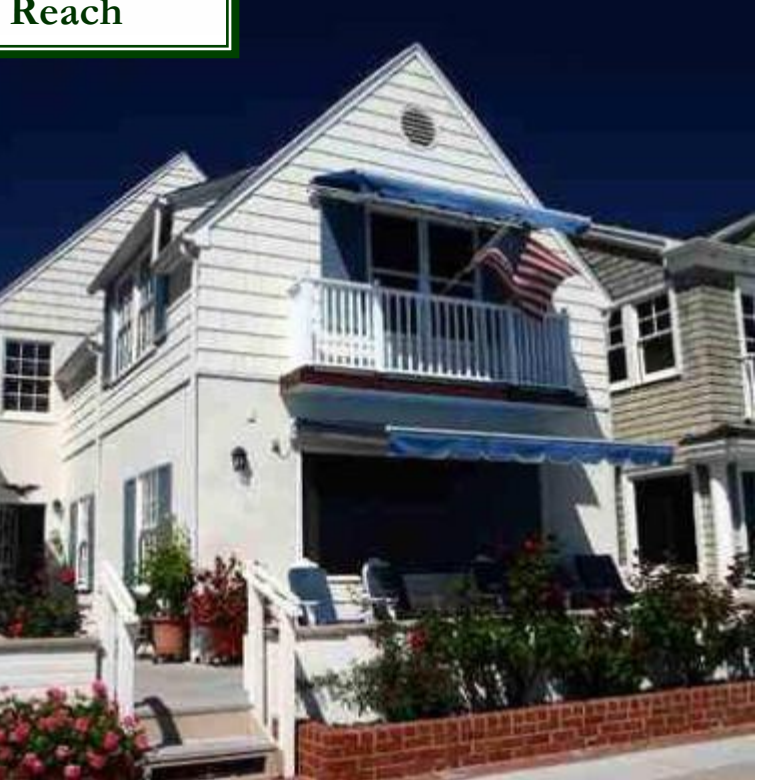
# THE BARTOLIC TEAM

Serving the Default, REO, Trust and Investor Owned Market for over 35 years

Orange County, California



Local Knowledge  
Global Reach



# THE BARTOLIC TEAM

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Top Listing Team

Top Transactions Team

At

Evergreen Realty

Orange County, California

# THE BARTOLIC TEAM

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## Number One In Transactions

2000

2007

2001

2008

2002

2009

2003

2010

2004

2011

2005

2012

2006

2013

The rankings are from Evergreen Realty, Altera RE, Remax Real Estate Services, Coast Newport Properties, and Coldwell Banker Corona Del Mar

**Evergreen Realty**

Newport Beach

**The Leader In Transactions**

**In Orange County**

**Again In**

**2014**

# Agent Profiles

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# Patrick Bartolic



Directing Partner

The Bartolic Team

With over 35 years in real estate, Patrick Bartolic and his team have listed and sold thousands of properties in Orange County. They have received multiple awards over the years, and were named Number One for Total Sales in 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, and 2013. Patrick is invited to speak at real estate conferences, having spoken at the Newport Beach Board of Realtors, The Five Star Conference, The REOMAC Conference, REOCON, and Seminars on the HUD process. Patrick specializes in the Sale of Default, REO, Trust and Investor Owned Properties for many of the Largest National Banks, Investors, and Property Management Companies. Some Clients include: Fannie Mae, Freddie Mac, PEMCO(HUD), Chase, Bank of America, Citibank, Wells Fargo, HSBC, One West Bank, GMAC, Capitol One, Nationstar, Suntrust, Select Portfolio Servicing, National Default Servicing, Specialized Loan Servicing, LPS, Corelogic, Old Republic, VRM , Green River Capitol, Brighton REO, Keystone, New Vista, iSERVE, Equity Pointe, IAS, Phoenix Asset Mgt, and Precision Asset Mgt. Patrick's Team also specializes in Finer Orange County Coastal Properties including: Bay front, Oceanfront, Gated, and View Estate Homes. Patrick brings a level of marketing and selling that is unsurpassed. Patrick has earned the reputation of providing all his clients the highest level of ethics and professionalism. He is acknowledged as *Best of the Best*, recognized as the Top 1% of Agents Nationally, and recognized by both the *LA Times* and the *OC Register*. Patrick is a leader in the Short Sale Process, being CDPE, Five Star, and HAFA "Short Sale" Certified. He is a Preferred Partner with both Chase and Bank of America's Short Sale Process. Patrick has lived in Southern California since 1961, and is familiar with the unique niche markets in Orange County. Patrick is a community leader, having been a Newport Beach City Council Candidate, Co-chair on the Newport Beach EQAC Commission, Board Director of the CDM Residents Association, Chair of The Newport Beach Library Board of Trustees, and an Elected Director of the Newport Beach Board of Realtors. Patrick continues serving his clients throughout Orange County... Saying only: *"We do it the old fashioned way...hard work, honesty & integrity... It's pretty simple...we just do what we say we will, every day."*



# Tony Bartolic

Managing Partner

The Bartolic Team



Tony Bartolic is an integral part of the Bartolic Team. With his diversified and accomplished background, Tony brings a high level of quality and service into the real estate profession. Before completing his undergraduate education at USC and his graduate studies at Pepperdine, Tony was raised in Newport Beach where he attended Newport Harbor High School. Prior to entering into Real Estate, he was a commercial pilot, and served his country as an officer in the U.S. Army. He earned the rank of captain and served six years of active duty, four of which were in Germany. It is this experience which has enabled Tony to incorporate a strong code of ethics and honor into his Real Estate discipline. He continues to be a top producer in residential Real Estate including the Default, REO, Trust and Investor Owned Properties. Tony is ranked in the top 1% of agents nationally and is also a recognized luxury home and estate specialist, which is a designation offered to a limited number of sales executives which represent the upper tier listings. Tony specializes in Newport Beach, the Newport Coast, and properties along the Orange County Coast from Los Angeles to San Diego County. In addition to his attention to detail and uncompromising commitment, he consistently earns the respect and trust of his clients. Tony is dedicated to his clients and is tireless in the pursuit of their success. “As part of a dynamic and professional team I commit myself to listening to my clients and acting on their behalf with candor, commitment, and credibility.”

## Who We Are



**Patrick Bartolic**

Directing Partner



**Tony Bartolic**

Managing Partner

## We Are Leaders In Our Profession

Numbers talk, and ours tell quite a story. With more than 55 years of combined Real Estate experience, and closing in on 4,000 total transactions to include over 1,200 Investor Owned Properties, The Bartolic Team has the experience and a highly trained and motivated group of real estate professionals to represent you in your next real estate transaction, or to manage your Bank-Corporate-Investor Owned property portfolios.

## Affiliations & Designations

AREAA MEMBER  
ASPEN GROVE  
CAR MEMBER  
CDPE ShortSaleCertified  
Co-Author "REO BEST PRACTICES"  
CREON (California REO Network) FOUNDING MEMBER  
DISPO-SOLUTIONS  
EQUATOR PLATINUM  
FANNIE MAE BROKER DIRECT  
FREDDIE MAC BROKER DIRECT  
FIVE-STAR ShortSaleCertified

HAFSA ShortSaleCertified  
LLB Pemco (HUD)  
NAHREP MEMBER  
NAR MEMBER  
OCAR MLS Member and Former Elected Board Director  
OCAREB – NAREB Founding/Current Advisory Board Member  
OPEN DOOR ELITE  
REOConnection Founding Member  
REOMAC MEMBER  
RES.NET AMP MEMBER  
ShortSalePath FOUNDER



## **We are a Diverse Team**

It is a source of great pride that our team reflects the diverse communities which we serve. The experience and expertise of our staff is certainly one component of our success, but there is so much more. By celebrating our diversity we are able to operate with greater understanding and empathy, for we are:

- Veterans
- Vietnamese American
- Latino
- Single Mothers
- Korean American
- African American
- Latina
- Chinese American
- Native American

Together with our corporate clients we promote and embrace the power of diversity every day in the communities where we live and work.

## **Patrick Bartolic has attended and been a featured speaker at major national REO and Default Conferences:**

REOMAC Conference – Five Star Conference – LPS Conference – Freddie Mac Training – HSBC Conference – Corelogic Conference – PAS Conference – Fannie Mae Conference

## **We are recognized as being among the best in Real Estate**

Most Sales transactions and the number one listing agent: 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014 year to date.

## **We are known by the company we keep, and we are proud of our references:**

References:

Wells Fargo	Chase	Atlas	PMH	Equator
HSBC	GMAC	Green River	OCWEN	Resnet
Citi	Phoenix Asset	LPS	Keystone	Select Portfolio
CoreLogic	Hudson & Marshall	Bank of America	One West	NRT
Homesteps	Freddie Mac	Suntrust	Precision	Specialized
Fannie Mae	Capital One	Old Republic	REDC	Williams & Williams

## **We are Multilingual**

Multilingual Capabilities for

Spanish, Korean, Vietnamese, French, Chinese

## Our Team

**Patrick Bartolic**

Directing Partner

(949)463-6328

[patrick4re@aol.com](mailto:patrick4re@aol.com)

**Tony Bartolic**

Managing Partner

(949)463-6329

[tony@bartolicreo.com](mailto:tony@bartolicreo.com)

**Kim Rodriguez**

Transaction Coordinator

(949)274-4530

[submit@bartolicreo.com](mailto:submit@bartolicreo.com)

**Erin Bartolic**

Social Media

(949)274-4530

[erin@bartolicreo.com](mailto:erin@bartolicreo.com)

**Blanca Vaides**

Property Inspector

(949)274-4530

[blanca@bartolicreo.com](mailto:blanca@bartolicreo.com)

**Lori Rybus**

Appraiser

(949)274-4530

[larybus@att.net](mailto:larybus@att.net)

**Hector Rosales**

Property Preservation

(949)274-4530

**Monica Ayala**

Community Outreach

Translator-Spanish

(949)274-4530

**Anne Pham**

Translator- Vietnamese

(949)274-4530

**Ethan Bartolic**

Information Technology

(949)274-4530

# **Serving the Default, REO, Trust & Investor Clients**

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## **Corporate Clients**

### **The Bartolic Team approach to serving the Default, REO, Trust & Investor Owned Real Estate Portfolio**

Patrick Bartolic provides a full service real estate team to serve the institutional client and their unique and timeline driven requirements.

The largest financial institutions and local property disposition company portfolio managers and asset managers alike share a common goal: they select Patrick Bartolic and his team whenever they can. These managers and their companies depend on Patrick and his team's extensive knowledge and expertise to handle all aspects of managing and marketing their portfolio of REO properties. Patrick Bartolic is recognized nationally and locally as a leader in the selling of Default, REO, Trust and Investor owned properties. The team which Patrick has assembled is a very disciplined and experienced group of professionals. Our clients choose us because they know their property will be handled with the utmost in professionalism, and that we will sell their property one transaction at a time.

### **A System Based on Experience**

The experience of having sold close to 1,200 Default, REO, Trust and Investor owned properties (nearly 900 in the last two years) has taught us that in order to provide our clients with the best service, you need to devise and implement a systemic approach to managing their files. We have developed and put into practice a system that though constantly being refined provides our clients with the highest level of quality, efficiency, and effectiveness.

### **Our Office**

We start with the basics, a convenient location, good space planning, and a private office. To facilitate remaining focused on our core business we operate out of our own office that has been located, designed, and furnished to accommodate the flow of REO property operations. The location is central to our service area so that we are able to easily get to our property assignments, and to allow agents easy access to our operations. The interior of the office has dedicated rooms for accounting, pre-escrow operations, escrow operations, property management operations, property valuation and eviction department, and a pleasant foyer and reception area for visiting agents, and outside contractors.

### **Our Staff**

Our staff has been together for over five years. The team is comprised of seasoned real estate professionals to include: an appraiser, escrow officers, loan officers, underwriters, book keepers, transaction coordinators, property inspectors, a general contractor, and realtors. Our clients appreciate that they have a familiar voice and a more personal relationship to help them manage the frenetic pace of the web based property management systems.

### **Our System**

We have implemented a system that incorporates a detailed workflow that begins with the property assignment notification and ends with the final billing reimbursement. Our system relies upon a division of labor approach to the workflow. We have subject matter experts that are responsible for each segment of the process and then pass the work along. To ensure continuity of our operation, we do extensive cross training of the staff, and then rotate them through the different departments. Because the REO business is so reliant on technology, we are constantly upgrading our systems to compliment the platforms and technologies of our clients. The office is fully staffed Monday through Friday, 9am-5pm, with a dedicated receptionist, and a subject matter expert for each area of the REO process available. We understand the needs of real estate in general and the unique needs of the Default, REO, Trust and Investor client specifically, therefore we are available Monday through Saturday starting at 5:00am through 7:00pm. When our office is closed, the office mainline is directed to one of the on call partners.

## **Communications**

The cornerstone of our success is that we communicate in a timely, relevant, well crafted, clear, and concise format. We go to great lengths to ensure that every file is “touched” every day, and that our clients are updated as they dictate, or as needed. We have a full time receptionist, and a communication network that ensures that when an asset manager calls, or a Broker needs help, we answer the phone, or return the email quickly. We utilize major bank’s web-based platforms, like Equator and Resnet, to communicate with the banks which we are proficient and certified to use. Our customer service goal as it pertains to operating in the different web based platforms is to conduct our business in “real time.” By integrating cloud based technology such as auto-attended in concert with a receptionist, our team awareness within the entire operation is enhanced. Our system allows us to provide information in real time for our clients.

## **The Brokers Price Opinion**

As we are all fond of saying in Real Estate, *“the market may not be kind, but it is always right.”* Pricing the property is the single most important factor in the marketing matrix. That is why we have a full time appraiser on our team, and the marketing team comes to a consensus on value prior to submitting the BPO to the client. The Bartolic Team’s success in the selling Default, REO, Trust and Investor owned properties starts with the basics: getting the price right.

## **Marketing the REO Property**

The Bartolic Team is driven to integrate the marketing process of selling the portfolio of REO properties. We coordinate our efforts by integrating all available marketing assets into a successful campaign. We embrace the use of technology, print ad, and direct marketing and the strength of Broker to Broker communiqués to sell your property in the shortest amount of time, and at the highest net attainable. The Bartolic Team is ready, willing, and able to execute your plan today.

## **Our Greatest Asset- The Selling Broker and Agent**

Selling the Default, REO, Trust or Investor owned property quickly is dependent upon a selling Agent or Broker writing an offer for their client. Though it is common sense to do all we can for the selling agent, too many Listing Agents do not extend common courtesy to what they consider competition; they are too focused on “double-ending” the sale. Our approach is very different and is appreciated by the Real Estate community. We send as much information to the Brokerage community as quickly as we can. Brokers and Agents know that our properties are entered into the MLS as soon as we get approval to go active. Agents are confident that our properties are easy to show, and that our process of handling their client’s offer or transaction is thorough, easy to execute, and transparent. Brokers continually tell us how great it is that we answer the phone, that they can get the answers, and that we have the staff to help them through the transaction.

## **Assisting Buyers and Agents**

Buying Default, REO, Trust and Investor Owned properties is often viewed as difficult, and fraught with peril and disinformation. Our entire team is dedicated to providing buyers and agents with the information they need to feel confident and comfortable. Our system allows us to take the time needed to explain the process to both buyers and agents. The benefit of our clients is that a buyer, or an agent armed with information is now a potential buyer.

## **Our Commitment to Realtors**

- Access to the property
- Informative and timely MLS information
- Explain the special requirements
- Advertising
- Internet marketing
- Website
- Broker Preview
- Open House
- Answer the phone

- Be transparent
- Be a partner
- Make it easy
- Disseminate to web based aggregator sites:
  - CRMLS (the Multiple Listing Service)
  - Homes.com
  - LISTHUB
  - LATimes.com
  - OCRegister.com
  - Realtor.com
  - Google Base
  - Yahoo! Real Estate
  - Oodle
  - Trulia Real Estate Search
  - CyberHomes
  - AOL Real Estate
  - Zillow
  - All major syndicated Real Estate Internet sites

## **Our Bank- Corporate- and Investor Clientele and Platforms**

AHMSI-Power REO	Equator	Keystone	RESNET
Altisource	Equity Pointe	LAMCO	Select Portfolio Services
Assetlink	Fannie Mae	Landsafe	Service Link
Auction.com (REDC)	First American REO	Lenders Processing Service	Single Source
Bank of America	Freddie Mac (Homesteps)	Nationstar	Skyhill
Brighton REO	GMAC	NRT	Specialized Asset Management
Carrington	Green River Capital	OCWEN	Stewart/PMH
Capitol One	HSBC	Old Republic	Suntrust Mortgage
Citibank	HUD	One West Bank	USRES
Chase	Hudson & Marshall Auctions	PEMCO	Wells Fargo
CoreLogic	Integrated Asset Services	Phoenix Asset Manager	VRM
DispoSolutions	iServe	Precision Asset Management	

## **Corporate Client References**

Tamiko Broms, Marketing Manager- PEMCO (HUD)  
 Eileen Conrad, Area Manager- Fannie Mae  
 Pamela Rosenhouse, Area Manager- Freddie Mac  
 Bryce Fendall, Vice President- NDS  
 John Burnett, Vice President- Integrated Asset Services  
 Allen Seelenbinder, Vice President- Bank of America

## **Our Additional Language Capabilities**

Spanish – Korean – Vietnamese – Chinese – French

## **Attention to Detail and a Wealth of Experience**

Implementing a dynamic marketing plan is never easy. It is about putting all the pieces together and integrating the process. The Bartolic Team excels at marketing and we have the systems in place to ensure that your properties sell quickly and for the highest possible net.



# Service Area



Due to the compact nature of Orange County, we are able to service the entire county from our centrally located base of operations. We are also able to service the border cities of Los Angeles County along the **605 Freeway Corridor** as well as the San Bernardino and Riverside border cities along the **91 Freeway Corridor**. The Orange County market is unique, and is made up of cities that are the most expensive in the United States, and cities that are amongst the most affordable in Southern California. These markets are best served by a team such as ours that have an efficient and effective property disposition system, possesses unsurpassed market knowledge, and marketing skills.

## Orange County Zip Codes

90620-90621-90622-90623-90624-90630-90631-90632-90633-90680-90720-90721-90740-90742-90743-92602-92603-92604-92605-92606-92607-92609-92610-92612-92614-92615-92616-92617-92618-92619-92620-92623-92624-92625-92626-92627-92628-92629-92630-92637-92646-92647-92648-92649-92650-92651-92652-92653-92654-92655-92656-92657-92658-92659-92660-92661-92662-92663-92672-92673-92674-92675-92676-92677-92678-92679-92683-92684-92685-92688-92690-92691-92692-92693-92694-92697-92698-92701-92702-92703-92704-92705-92706-92707-92708-92709-92710-92711-92712-92725-92728-92735-92780-92781-92782-92799-92801-92802-92803-92804-92805-92806-92807-92808-92809-92811-92812-9214-92815-92816-92817-92821-92822-92823-92825-92831-92832-92833-92834-92835-92836-92837-92838-92840-92841-92842-92843-92844-92845-92846-92850-92856-92857-92859-92861-92862-92863-92864-92865-92866-92867-92868-92869-92870-92871-92885-92886-92887-92889

## Orange County Cities (34)

Aliso Viejo	Laguna Beach	Placentia
Anaheim	Laguna Hills	Rancho Santa Margarita
Brea	Laguna Niguel	San Clemente
Buena Park	Laguna Woods	San Juan Capistrano
Costa Mesa	La Habra	Santa Ana
Cypress	Lake Forest	Seal Beach
Dana Point	La Palma	Stanton
Fullerton	Los Alamitos	Tustin
Fountain Valley	Mission Viejo	Villa Park
Garden Grove	Newport Beach	Westminster
Huntington Beach	Orange	Yorba Linda
Irvine		

## Los Angeles County Cities (9)

Long Beach – Lakewood – Cerritos – Downey – Norwalk – La Mirada – Bell Flower – La Habra Heights – Whittier

## San Bernardino and Riverside County Cities (3)

Corona – Chino – Norco

# Recently Sold

**Default, REO, Trust & Investor Owned Properties**

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**42 Smithcliffs, Laguna Beach [www.42smithcliffs.com](http://www.42smithcliffs.com)**

Welcome to this Mark Singer architectural masterpiece celebrating contemporary design. The main house features close to 5,300 sq. ft. dedicating the entire second floor to the master suite, and a very private and detached media room accessed through a secret passage. The first floor is configured with three bedrooms all Ensuite, an open floor plan featuring soaring glass walls, steel, concrete, repurposed antique cabinetry and artisan distressed limestone. The pool house is close to 700 sq. ft. with a wet bar, fire place, and a full bathroom. This coastal estate is situated behind the association gates and encompasses three lots totaling close to 27,000 sq. ft. with a park sized manicured lawn, gated carriage yard, service entry, pool, spa, and a half basketball court.

Presented at \$4,750,000



Patrick Bartolic

## The Bartolic Team

Patrick Bartolic      Tony Bartolic

Evergreen Realty



**Sold Gallery**



The utmost in contemporary coastal living. Spectacular views from one of the most sought out locations in Newport Beach.

Presented at:

\$2,975,000



1038 West Bay Avenue  
Outstanding Bayfront location with large dock  
Listed at \$5,225,000



1907 Bayadere Terrace – Corona del Mar  
Spectacular Views of the Bay and Ocean  
Listed at \$4,655,000



939 Via Lido Soud – Newport Beach  
Bayfront on the Tip of Lido Island  
Listed at \$3,850,000



633 Bayside Drive – Newport Beach  
Bayfront with Private Dock  
Listed at \$3,975,000



544 South Bayfront – Newport Beach  
Balboa Island Bayfront Home  
Listed at \$3,700,000



406 Emerald Bay – Laguna Beach  
Forever Ocean Views – Gated Beach Enclave  
Listed at \$3,500,000



2815 Harbor View Drive – Corona del Mar  
Fantastic Views – Courtyard with pool  
Listed at \$1,600,000



2037 Seville – Newport Beach  
Perfect Beach Bungalow – Steps to the Sand  
Listed at \$1,599,000





921 West Bay Avenue – Newport Beach  
Outstanding Location Steps to the Beach & Bay  
Listed at \$1,560,000



450 Bellvue Lane – Newport Beach  
A Classic Balboa Residence  
Listed at \$1,530,000



1826 Toyon Lane – Newport Beach  
The Best of the Back Bay  
Listed at \$1,540,000



1851 Bayport Way – Newport Beach  
Custom Pool Walk to the Bay  
Listed at \$1,300,000



116 35<sup>th</sup> Street – Newport Beach  
Balboa Peninsula – Steps to the Beach  
Listed at \$2,549,000



32271 Peppertree Bend – Gated Estate  
San Juan Capistrano  
Listed at \$2,450,000



7 Narbonn – Newport Beach  
Exclusive Harbor Ridge – Ocean Views  
Listed at \$2,200,000

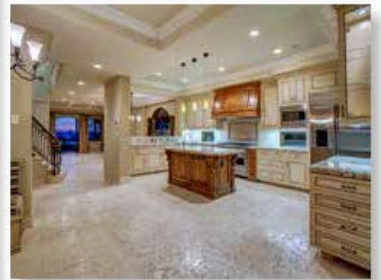
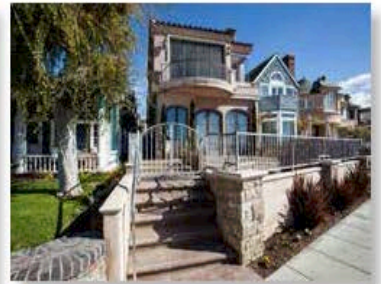


627 Bay Avenue – Newport Beach  
Peek View of Harbor – Steps to Beach & Bay  
Listed at \$1,900,000

Bartolic Team members past and current participated in the above transactions while affiliated with their present or a past Broker. Some properties have sold subsequent to the team selling the property.

# Presently Listed

Default, REO, Trust & Investor Owned Properties



**3004 Ocean Boulevard, Newport Beach | [www.3004oceanboulevard.com](http://www.3004oceanboulevard.com)**

Architecturally significant residence set upon the cliffs of Ocean Blvd. The design embraces and celebrates the lifestyle of the Amalfi Coast – and for those who seek it here along the California Coast your elusive search is over. The home features three stories with four bedrooms, six bathrooms, powder room, library, penthouse Master retreat, media room and a roof top deck of unprecedented size all serviced by elevator. Views abound from all stories to include: White Water, Ocean, Harbor entrance, coastline, San Clemente Island, Santa Catalina Island, Palos Verdes Peninsula, Piers and so much more. All of this set within a very short stroll to the sand, shopping, dining, and entertainment along Pacific Coast Highway.

Presented at \$6,998,900



**PATRICK BARTOLIC**



**TONY BARTOLIC**

Bartolic & Bartolic

**Local Knowledge. Global Reach.  
Evergreen Realty**

(949) 463-6329

[www.bartolicteam.com](http://www.bartolicteam.com)





Build your dream home on this spectacular hillside view location directly above Avalon on the Island of Santa Catalina.

Presented at:

\$2,750,000



Executive home in Newport Beach. Four bedroom, four bathroom, perfect for entertaining. Formal dining room, living room, and a spectacular Lanai.

Presented at:

\$1,950,000



Classic Mid-Century home in Newport Beach. Four bedroom, four bathroom, single story home, set upon a corner location with an outstanding pool and spa.

Presented at:

\$1,750,000

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# The Marketing Plan

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As the leader in transactions in Orange County, The Bartolic Team brings a disciplined and well organized process to satisfy your real estate requirements. Our real estate practice is based upon a tradition of honor, professionalism, and intimate local knowledge. We take great pride in the integration of high tech and good old fashioned hard work in order to best serve our Default, REO, Trust and Investor clients in their pursuit to sell a property. Numbers talk as they say, and ours tell quite a story. With more than 55 years of combined experience, and closing in on 4,000 total transactions to include over 1,200 Investor Owned Properties, The Bartolic Team has the experience and a highly trained and motivated team to represent you in your next real estate transaction. There is no substitute for experience.

## Selling Default, REO, Trust & Investor Owned Real Estate

### The Valuation

There is an old saying in Real Estate, *“the market may not be kind, but it is always right.”* Pricing the home may be the single most important factor in the marketing of a Default, REO, Trust or Investor Owned Property. Too often agents are myopic in their view of the real estate universe. This myopia often leads to overpriced or undervalued listings. Having an agent that possesses regional, national, and even an international perspective is crucial to your success. Today’s real estate market and economic conditions will change, that we know is inevitable. What we do is accept the market conditions for what they are and then move forward with a price that is based upon solid data and the market trend. It is of the utmost importance that we give you the unvarnished opinion of value, and that that value is supported by facts which are easily understood.

### Valuation Considerations:

- Location
- Condition
- Architecture
- Active Competition
- Recent Sold Competition
- Terms of Sale
- Interest Rates and Availability of Financing

The Bartolic Team’s success in the real estate market starts with the basics: getting the price right.

## **The Marketing Plan – An Integrated Approach**

In today's saturated information environment, Agents must do more than place a home on the internet, place an ad in print, or rely too much on the MLS. The Bartolic Team is driven to integrate the marketing process. We coordinate our efforts by integrating all available marketing assets into a successful campaign. We embrace the use of technology, print ad, direct marketing, and the strength of Broker to Broker communiqués to sell the property in the shortest amount of time, and at the highest net attainable. The marketing plan will be custom tailored, and unique to the property. Our goal is to exploit every venue we can so as to successfully market the home. In today's saturated market place you need an integrated approach to marketing, and the right team to manage the plan. The Bartolic Team is ready, willing, and able to execute your plan today.

## **The Marketing Matrix**

### Advertising

We create and employ print advertisement which promotes the very best features of the Default, REO, Trust or Investor Owned Property. The features that compel even the most sophisticated buyer to take pause and want to dig deeper. Strategic placement of this ad is critical, therefore the property is featured in Orange Counties' most recognized publications real estate sections. These publications are: the *Los Angeles Times*, the *Orange County Register*, *The View*, *OC Homes*, and *Coast Magazine*.

### **Embracing Internet Marketing:**

#### Website

The effective integration of traditional marketing with the web based marketing is critical. 80% of active homebuyers use the web as their first look at the marketplace. Therefore it is very important that the Default, REO, Trust or Investor Owned property be readily found in all relevant web based real estate venues. The Bartolic Team will feature the property on our own site, and of much greater significance the property will be entered into the real estate web site aggregator LISTHUB. This site will add the property to more than thirty real estate sites to include Realtor.com and more. The Default, REO, Trust or Investor Owned property will also be integrated into and appear on LATimes.com, OCRegister.com, and other traditional print advertisement to web based advertisement data sharing connections.

#### Impact Marketing Materials

We conduct our emailing campaign using an industry leader to create a direct email that is targeted, precise, and focused. Our color brochures are old school. The brochure is made with quality card stock and multiple photographs. Part of the fun of marketing a property is to unleash our creative side as we develop beautiful brochures based upon an honest depiction of the Default, REO, Trust or Investor Owned Property. We complement the brochure with the use of postcards which present the home in a tasteful and accurate manner. These marketing pieces will be staged at the home and distributed to the Brokerage community.

## Keeping You Informed

Keeping the Corporate Client or the Portfolio Manger up to date is critical. Our goal is to deliver the best information the client needs, via the technology of choice, we also do it the old fashioned personal way by placing a phone call to you when it would be best. The frequency is your choice, the delivery method is your choice, and you are assured that whatever process you prefer, the information will be clear, concise, and purposeful.

## Multiple Listing Service (MLS)

The Default, REO, Trust or Investor property will be entered into the MLS. Additionally we will also allow them MLS to send the property information to affinity websites such as REALTOR.COM and HOMESSEEKERS.COM as an example. By utilizing the MLS and associated MLS websites we are maximizing the properties exposure to the marketplace. This strategy of exploiting the MLS maximizes the reach for potential buyers to view the property online on a variety of highly visible websites.

## The Broker Preview

The Bartolic Team will present the Default, REO, Trust or Investor Owned property to the Brokerage community through the use of the Realtor Preview. This preview is a weekday event after we have listed the property. This preview is one of the most important events as we initiate the marketing plan. As this is the first opportunity for the Real Estate community to view the property, we will do all we can to present the home in the best way possible.

## The Open House and Showing the Home

Offering private showings and holding open houses are powerful tools in the marketing plan, and with access to the home we will be able to utilize them; getting you the best offer on the home. As with all other aspects of the marketing of the home, we will do what is most beneficial to you while doing all that we can to do what is best for the marketing of the property.

## Professional Photography

A good photograph can be more powerful than a good description. That is why we employ the service of a professional photographer to create a montage of the home. We then place the photos into the brochure and the internet. Our belief and experience is that the brochure is a powerful tool in the hands of a potential buyer. Like a brochure of a fine watch or luxury automobile, your brochure will be read again and again until a buyer is convinced that the home should be their home.

# The Bartolic Team

## Real Estate Print Advertising



**Orange County Register**  
Circulation 358,000



**Orange County Register  
Coastal Living**  
Circulation 108,000



**Los Angeles Times**  
Circulation 260,000



**Daily Pilot**  
Circulation 73,500



**Wall Street Journal**  
Circulation 161,153



**Coast Magazine**  
Circulation 45,000



**Distinctive Homes  
Of**

*Orange County  
San Diego County  
Los Angeles County*



**Unique Homes Magazine**  
Circulation 76,000  
(Listings over \$1,000,000)



# Bartolic & Bartolic

## Social Media Marketing



### Facebook

The Bartolic Team

<https://www.facebook.com/pages/Bartolic-Bartolic/294572153900701>



### Twitter

@bartolicteam

<https://twitter.com/bartolicteam>



### YouTube

InsideHouseTour

<http://www.youtube.com/user/InsideHouseTour>



### Google+

Bartolic Team

<https://plus.google.com/116854418096036236283/posts>



### Craig's List

Los Angeles & Orange County

<http://orangecounty.craigslist.org/>

<http://losangeles.craigslist.org/>



### Instagram

@bartolicteam

<http://instagram.com/bartolicteam>

# The Bartolic Team

## Internet Marketing

Bartolic Team Site: <http://www.bartolicteam.com/>

<b>SoCalMLS.com</b>	<b>Syndication</b> AOL Real Estate CLRSearch CyberHomes Enormo eRealInvestor Express Copy Foreclosure.com FreedomSoft FrontDoor.com GooPlex Homes.com Harmon Homes HomeFinder.com HomeOnTheTube HomeTourConnect HomeWinks HotPads.com LakeHomesUSA LearnMoreNow MyREALTY National Relocation Open Housed Oodle	Overstock.com Real Estate Point2 PROPbot Property Shark Property Pursuit Realtor.com RealtyStore RealQuestExpress RealtyTrac Relocation.com RELO Home Search Second Space Showing Suite Trulia TweetLister USHUD.com Vast Yahoo Zillow
<b>MLSCloud.com</b>		
<b>Homes.com</b>		
<b>Los Angeles Times</b> LATimes.com HomeScape.com OpenHouses.com		
<b>OCRegister.com</b> OCRealEstateFinder.com		
<b>Realtor.com</b> ca.realtor.com		
<b>LISTHUB</b>		



# Evergreen Realty

## International Advertising



### Unique Homes

An important component of the Bartolic Team Marketing Program is our advertising alliance with the print marketing community. This community represents some of the largest and most renowned publications nationally as well as internationally.

Each issue of Unique Homes contains a section showcasing Luxury Properties in beautiful full-color photography and descriptive text.

Unique Homes is the recognized source book luxury home buyers turn to when they are ready to buy. In addition to a paid circulation of over 70,000 (both domestic and international), Unique Homes is distributed on luxury cruise lines and air carriers and in a special bonus circulation of Fortune 500 CEO's.

Unique Homes provides a global reach no other publication can deliver. Advertising in Unique Homes can be a major ingredient in the marketing of your property.