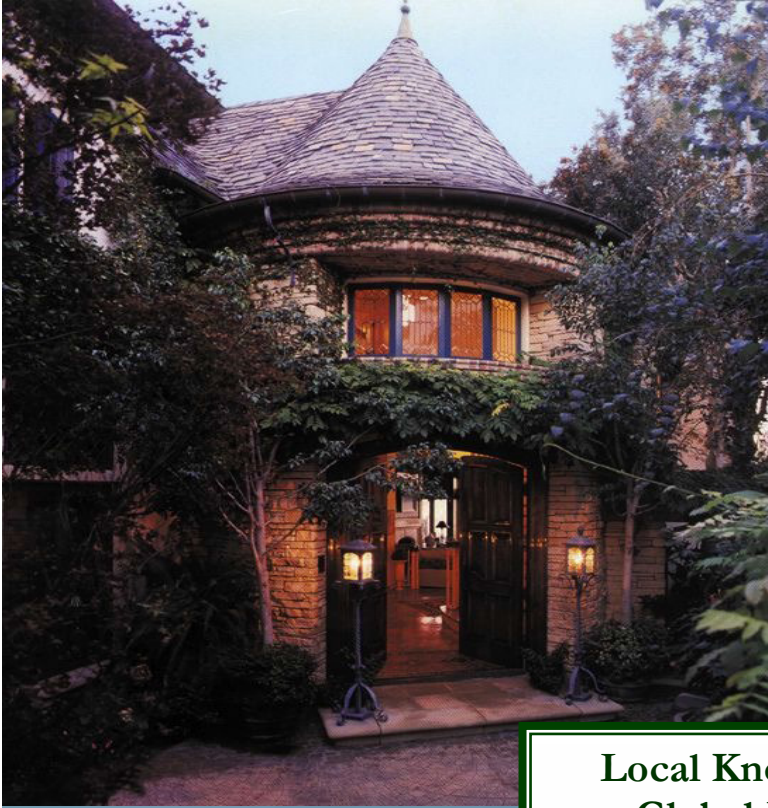




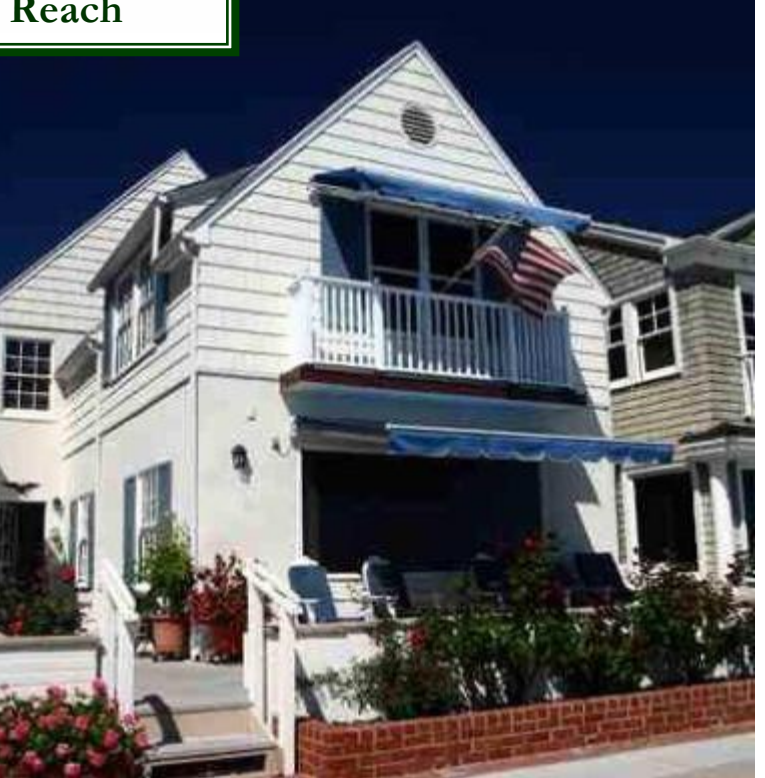
# Bartolic & Bartolic

Our Family Serving Your Family's Real Estate Needs Since 1979

Orange County, California



Local Knowledge  
Global Reach





# BARTOLIC & BARTOLIC

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Top Listing Team

Top Transactions Team

At

Evergreen Realty

Newport Beach



# BARTOLIC & BARTOLIC

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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



# **Bartolic & Bartolic**

**Evergreen Realty**

Newport Beach

**The Leader In Transactions**

**In Orange County**

**Again In**

**2014**

# Marketing the Luxury Home

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# The Marketing Plan

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Whether you are ready to market a luxury residence, or you are preparing to purchase an exceptional property, you have found the right team for the transaction. As one of the premier real estate groups in Orange County, Bartolic & Bartolic 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 clients in their pursuit to acquire or 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, Bartolic & Bartolic 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 Luxury Real Estate

### **The Valuation**

There is an old saying in Real Estate, “*the market may not be kind, but it is always right.*” Pricing your home may be the single most important factor in the marketing matrix. 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 must 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

Bartolic & Bartolic’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. Bartolic & Bartolic 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 communications to sell your property in the shortest amount of time, and at the highest net attainable. The marketing plan will be custom tailored, and unique to your property. Our goal is to exploit every venue we can so as to successfully market your home. In today's saturated market place you need an integrated approach to marketing, and the right team to manage that plan. Bartolic & Bartolic 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 property. The features that compel even the most sophisticated buyer to take pause and want to dig deeper. Strategic placement of the ad is critical, therefore your 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 your property be readily found in all relevant web based real estate venues. Bartolic & Bartolic will feature your property on our own site, and of much greater significance your property will be entered into the real estate web site aggregator LISTHUB. This site will add your property to more than thirty real estate sites to include Realtor.com and more. Your 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 your home. We complement your brochure with the use of postcards which present your home in a tasteful and accurate manner. These marketing pieces will be staged at your home and distributed to the Brokerage community.

## Keeping You Informed

Keeping you up to date is critical. Our goal is to deliver the information you need, in a format that you prefer on a daily basis. The process is driven entirely by you. We can provide a written summary of the day's activity to be delivered via the technology of your choice, or we can do it the old fashioned personal way by placing a phone call to you at a time of your choosing. 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)

Your property will be entered into the MLS. Additionally we will also allow the MLS to send your 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 your property online on a variety of highly visible websites.

## The Broker Preview

Bartolic & Bartolic will present your property to the Brokerage community through the use of the Realtor Preview. This preview is a weekday event after we have listed your home. 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 your property we will do all we can to present your home in the best possible way.

## The Open House and Showing your Home

Offering private showings and holding open houses are powerful tools in the marketing plan, and with access to your home we will be able to utilize them; getting you the best offer on your home. Based upon your lifestyle requirements, we will do all that we can to make it easy for your home to be shown while being mindful of your need for privacy. As with all other aspects of the marketing of your home, we will do what is most comfortable and convenient for you while doing all that we can to do what is best for the marketing of your home.

## 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 your 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 your home should be their home.



# Recently Sold

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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 En-suite, 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

**Bartolic & Bartolic**

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



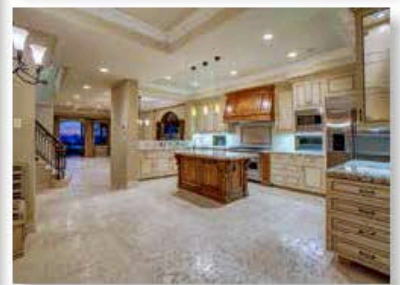
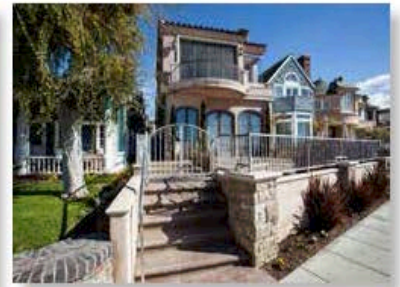
627 Bay Avenue – Newport Beach  
Peek View of Harbor – Steps to Beach & Bay  
Listed at \$1,900,000

Bartolic & Bartolic 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

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**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 whom 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



# Bartolic & Bartolic

## 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>



# Bartolic & Bartolic

## Internet Marketing

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

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

# Bartolic & Bartolic

## International Advertising



## Unique Homes

An important component of the Bartolic & Bartolic 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 and major Japanese Firms.

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.

# Brochures

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# Bartolic & Bartolic

THE SPECTACULAR COPA DE ORO

~ 5081 COPA DE ORO ~



ANAHEIM HILLS, CALIFORNIA

*Accommodations for the entire family in this tennis estate.*

Bartolic & Bartolic

949.274.4530

Presented at \$2,400,000

 **Evergreen Realty**

Attention to detail just begins to describe this masterpiece. Securely ensconced in the guarded community of Copa de Oro, this tennis estate is majestically situated on over 1.2 acres of land and encompasses breathtaking forever views of Mount Baldy and city lights. Perfection at its best and the amenities to satisfy the most discriminating family are to be found here in this outstanding residence.



Bartolic & Bartolic

949.274.4530

- Lot size approximately 1.2 acres\*
- Two-story 8,100 square foot residence\*
- Attached 1,100 square foot four car garage\*
- Six bedrooms, six bathrooms
- Very large master suite
- Two powder rooms
- Formal dining room
- Overstated gourmet appointed kitchen
- Family room
- Breakfast room
- Formal library
- Media room
- Billiards room
- Private office
- Exercise room • Sauna • Steam shower
- Four fireplaces
- Lighted tennis court
- Pool with spa
- Outdoor barbecue area
- Top of the line appliances and fixtures
- Grand foyer
- Formal living room
- Butler's pantry



- Extensive decorator finishes:
  - Limestone
  - Marble
  - Tiles
  - Faux painting
  - Custom millwork
  - French doors
  - French casement windows
  - Plantation shutters
- House subsystems:
  - Alarm system
  - Separate climate control zones
  - Central vacuum system
  - Water softening system
  - Circulating hot water
  - Two 100 gallon water heaters
  - Four air conditioners
  - Room speakers with individual controls
  - Dumbwaiter



\* The above information is deemed reliable, but is not guaranteed. If the description of the property as found in this brochure is a factor in the purchase of the home, the buyer must independently satisfy all questions concerning lot size, house size and all other descriptions.



## NEWPORT HARBOR BAYFRONT ESTATE

-- 1008 WEST BAY AVE. ~



### NEWPORT BEACH, CALIFORNIA LIVING

*The Best of the Best on 70 Feet of Prime Newport Harbor Frontage with Unsurpassed Views of Southern California's finest Harbor. Two 35' Wide Parcels Joined Together With a Santa Barbara Hacienda Style Home and a Spacious Guesthouse Attached by a Walking bridge. This Home has Timeless Charm with Incredible Views!*



## Bartolic & Bartolic

949.274.4530

 **Evergreen Realty**



**Entry:**

- Beautiful Breezeway Entry
- Spanish Paver Style Tiled Entry

**Primary Residence:**

- Sandstone and Hardwood Floors
- Beamed Ceiling
- French Style Doors and Windows and Plantation Shutters
- Custom Tiles and Appointments in Kitchen
- Four Bedrooms, Four Bathrooms
- Ship's Captain's Quarters/Office
- Large Gas log Fireplace and Custom Sunstone Mantle
- 1991 New Spanish Tile Roof
- Copper Plumbing
- Three Car Garage
- Custom Floor to Ceiling Mirrors in Dining Area
- Custom Built-in Wet Bar



**Guest House:**

- Two Bedrooms, Two Bathrooms
- Kitchenette with Marble counters
- 1991 Spanish Tile Roof
- Audio/Visual Center
- Two Car Garage and Built-in Storage Area

**Patio And Decks:**

- Private Covered Patio off Main House
- Spanish Paver Style Tiles
- Spacious Teakwood Open Deck and Dock Platform

**Yacht Facilities:**

- Currently 65" Side Tie
- 40' Center Slip
- Two 25' Side Tie

**Bartolic & Bartolic**

949.274.4530



**Bartolic & Bartolic**

*The Essence Of Old Balboa*



1554 EAST OCEANFRONT

*The best of oceanfront living in the exclusive  
community of The Peninsula Point.*

Presented at \$3,200,000

 **Evergreen Realty**



## Bartolic & Bartolic

949.274.4530

- *Larger Cape Cod styled beachfront home*
- *Upside down floor plan ensuring unsurpassed views*
- *Five bedrooms, four bathrooms*
- *Powder room*
- *Country kitchen*
- *Living room*
- *Dining area*
- *Wine cellar*
- *Five car garage*
- *Balconies off of dining room, family room and master*
- *High beamed ceilings*
- *Harvested French farmhouse tile flooring*
- *Extensive use of French doors*
- *Private patio leading to the sandy beach*
- *No boardwalk – very private and quiet location*







# Bartolic & Bartolic

## EXCLUSIVE ONE FORD ROAD



- ❖ *Approximately 3,300 square feet\**
  - ❖ *Views featuring Catalina Island, ocean and city lights*
  - ❖ *4 bedrooms, 4 bathrooms*
  - ❖ *Family room*
  - ❖ *Living room*
  - ❖ *Den*
  - ❖ *Library*
  - ❖ *Formal dining room*
  - ❖ *Workout room*
  - ❖ *Finished 2 car garage*
  - ❖ *Gourmet kitchen*
  - ❖ *Extensive use of designer features and finishes*
  - ❖ *Custom hardscape and landscape*
  - ❖ *Guard gated, community pools, spas and recreation facility*
- \*Buyer to verify square footage

11 TURTLE BAY ~ NEWPORT BEACH

*A rare view property within the exclusive gated community of One Ford Road.*



Presented at \$1,225,000

 **Evergreen Realty**

949.274.453



## Bartolic & Bartolic

### NEWPORT BEACH, LIDO ISLAND CUSTOM HOME



#### **110 Via Cordova**

*Come live the California beach lifestyle in this charming home located on the exclusive Lido Island. Easy access to the world famous Newport Pier and beach activities combined with the amenities of Lido Homeowners Association. Includes private yacht club and sailing, private tennis and sandy beach just a block away. The most active residential island lifestyle in Newport Beach.*

- *The most desirable Lido Island location*
- *Large master suite and sitting area*
- *French doors and windows galore*
- *Private patio area*
- *Oversized parcel*



Presented at \$1,200,000







# Bartolic & Bartolic

## *The Serenity Of The Harbor*

~ 2315 BAYSIDE DRIVE ~



~ CORONA DEL MAR ~

*Experience the best of life. The enchantment of the sea beckons from your postcard perfect views of passing yachts and framed sunsets across the bay and out to the ocean. This traditional "Down East" styled home harkens back to an era when the pace of life was as deliberate and steady as the tide that flows between the piling of your shared pier and dock. Savor views to the ocean; the famous "Pavilion" and forever sunset views. Enjoy short strolls to the charming "Villages" of Corona del Mar and Balboa Island.*

Presented at \$3,900,000



**Evergreen Realty**



- Lot size approximately 11,400 square feet\*
- Two story 2,845 square foot residence\*
- Attached two car garage
- five bedrooms
- Three bathrooms
- Office suite
- Inside laundry
- Main Channel views



- Western view orientation
- Access to a sandy beach (at low tide)
- Large private pier (co-owned with neighbors)
- Side tie to accommodate your vessel

\*Note: All information provided is deemed accurate but is not guaranteed. If the square footage of the home and the lot size and dock facilities are a factor in the purchase of the home, buyers should seek an independent third party review. Lot size and home size per tax records.

Bartolic & Bartolic

949.274.4530