

PINNACLE

ESTATE PROPERTIES, INC.




LEADING
REAL ESTATE
COMPANIES®
of THE WORLD

ESTABLISHED

1985

www.PinnacleEstate.com

LUXURY
PORTFOLIO
INTERNATIONAL

COMPANY



PINNACLE
ESTATE PROPERTIES, INC.



There's No Place Like Home

...Especially when it's your home

Since 1985, Pinnacle Estate Properties Inc. has been helping people buy and sell their homes. So we know only too well what an exciting yet uncertain time it can be. We can assure you that when you put your trust in Pinnacle your best interests are being handled by some of the most knowledgeable and experienced real estate professionals in the business. We are professionals who know the community and neighborhoods.

At Pinnacle, we take seriously the responsibilities that come with making your home buying and selling a pleasant and successful experience. This is our commitment to you.



OVER \$2 BILLION IN
ANNUAL REAL ESTATE
SALES VOLUME



OVER 900 AGENTS
IN SEVEN STRATEGICALLY
LOCATED OFFICES

PINNACLE
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Locations



CALABASAS

24025 Park Sorrento Dr. Suite 110
Calabasas, CA 91302
Phone: (818) 444-8300

ENCINO

17327 Ventura Blvd. Suite 100
Encino, CA 91316
Phone: (818) 933-3100

MALIBU

23733 Malibu Road Suite 500
Malibu, CA 90265
Phone: (310) 456-0880

NORTHRIDGE

9137 Reseda Blvd.
Northridge, CA 91324
Phone: (818) 993-7370

PORTER RANCH

18635 Devonshire St.
Porter Ranch, CA 91326
Phone: (818) 360-7001

VALENCIA

24501 Town Center Dr. Suite 104
Valencia, CA 91355
Phone: (661) 705-3200

WESTLAKE VILLAGE

971 S Westlake Blvd.
Westlake Village, CA 91361
Phone: (818) 635-2275

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Results



NUMBER 1 IN SALES

Top Firms - Total Sides Units (7/1/2014 - 6/30/2015)



Data provided by Real Data Strategies, Inc. The above representation is based in whole or in part on data supplied by Multi-Regional MLS. Neither the MLS nor the member associations of REALTORS guarantee or are in any way responsible for data accuracy. The data includes all reported closed transactions by offices located in zip codes beginning with 913, 914, 915 and 916 only. The data may not reflect all real estate activity in the marketplace. Analysis dates are 7/1/2014-6/30/2015.

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Business Principles

To Set the Benchmark in the real estate industry for performance and integrity by providing the “Pinnacle” of professional service.

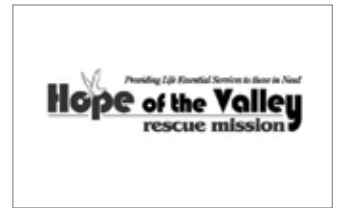
1. Treat every client with courtesy and respect.
2. Identify and anticipate the needs of our clients and take action to exceed their expectations.
3. Embrace our belief that our performance affects the success of the sale of your home.
4. Promote professional development, personal growth and innovation in the pursuit of excellence.
5. Encourage open exchange of ideas throughout the organization.
6. Ensure that customer service is our number one priority.
7. Support our strategic partners and our family of companies to ensure collaboration throughout your transaction
8. Maintain our integrity and reputation by conducting ourselves following the highest ethical standards.

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Community Driven

Pinnacle Estate Property Inc.'s founders and agents have never lost sight of their commitment to quality service, nor their responsibility to the community. The people of Pinnacle Estate Properties Inc. regularly work to raise funds for a variety of charitable organizations including many charities, schools and youth sports teams.



Full Service Brokerage



Pinnacle Estate Properties Inc. offers you the convenience and efficiency of doing business with a Full Service Brokerage. Our experts can provide you with a wide range of personalized real estate advice, service and residential repair trades. We continue to strive to meet all of our customer's needs.

ESCROW SERVICES

We are very proud of our escrow officers and staff, most of whom have been with us for many years. To service your escrow needs, our responsive staff employs proven procedures to assure that each transaction is in careful compliance with all statutory requirements. You will also have regular updates, allowing you to stay informed on the progress of your transaction. Our goal is a timely and successful close to your escrow.

LENDING RELATIONSHIPS

Strong affiliation with some of the area's largest mortgage lenders. Because of our volume of business, we can secure for our clients great rates and financing programs.

PRIORITY TITLE

Our affiliated title business can offer you great support in regards to any title issues and answer questions as they arise.



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Staging Your Home For Market

Selling your home in today's fast-paced, competitive environment demands an aggressive strategy.

If you choose to prepare your home for sale, there are different ways to stage your home. One method is staging the home with your own items, such as re-positioning furniture, de-cluttering, cleaning counter tops or adding flowers to the yard.

Some sellers choose to use home stagers who use their furniture and décor to help stage your home.

Your Pinnacle agent can help you decide how to best present your home and help you with the process.

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MARKETING RESOURCES



Marketing Options

- Pinnacle office caravan
- Brokers open house
- Public open houses (if desired by seller)
- Broker networking
- Multiple listing service (MLS)
- Property highlight flyer
- Full color photo listing brochure
- Direct mail campaigns
- PinnacleEstate.com
- REALTOR.com
- Virtual Tours
- MLS photos
- Great photography
- Through the MLS IDX feed, your listing will appear on hundreds of real estate websites
- Website-based feedback system: see feedback from the buyers' agent who showed your home
- Social media listing promotions

SOCIAL NETWORKS



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Your Address is the Domain

Your property will receive global exposure on the internet, allowing potential clients to receive information on your property anywhere, anytime.

FOR EXAMPLE, WWW.1234MAINSTREET.COM

With an individual property website more buyers will view your home. The individual property website will present your home in an exciting format, with attention to the many details your home has to offer. The site will also feature a virtual tour with music playing in the background.

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Unprecedented Reach

From coast to coast and everywhere in between, we've got it covered.

Leading REAL ESTATE COMPANIES OF THE WORLD®

As an affiliate of Leading Real Estate Companies of the World®, we have a real estate professional ready to help you find your ideal home throughout our content and to points around the globe. Whether it's a country house, a property in a resort location, or an in town apartment, we can help you find the perfect property when you work with the best names in real estate - Leading Real Estate Companies of the World.®

Real estate is still a local business - Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a nation/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.



OVER ONE MILLION TRANSACTIONS VALUED AT \$32 BILLION IN ANNUAL HOME SALES



OVER 500 FIRMS



3,500 OFFICES



120,000 SALES ASSOCIATES



OVER 50 COUNTRIES

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AGENT BIO



PINNACLE
ESTATE PROPERTIES, INC.

Carl Torres

WWW.CARLTORRES.COM

CELL: 818.635.CARL



BIOGRAPHY

- Licensed Realtor® and member of the National Association of Realtors, California Association of Realtors & Southland Association of Realtors since 1996
- Executive Vice President, Pinnacle Estate Properties
- Recognized as one of San Fernando Valley's & Conejo Valley's most successful and professional real estate agents
- A consistent multi-million dollar producer - over 300 million dollars sold since 1996

THE PERSONAL SIDE

- Married for over 30 years with two sons, Ryan and Blake
- Extensive dedication to community partners
- Involved in many charities including United Way, New Horizons for the mentally challenged & Children's Hospital

SPECIALTIES

- Implementing state-of-the-art Marketing Techniques
- Resale Homes
- Real Estate Financing
- New Tract Housing
- Custom Home Sales
- Excellent Negotiating Skills

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SALES PROCESS



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The Offer Procedure

REPRESENTATION

1. We will present and explain the offer to you
2. Different scenarios will be presented to you, to insure your objectives are met

As your Realtor, I am your first line of defense and protection. Your best interests are my first priority.

NEGOTIATIONS

1. We will get you the highest possible price for your home.
2. We will negotiate an escrow period ideal for you
3. We will negotiate a possession/occupancy period ideal for you
4. We will negotiate personal property
5. We will negotiate a large deposit from the buyers
6. We will negotiate home inspection items
7. We will watch the time periods for contingencies and inspections

Through my extensive training at Pinnacle, you are assured of having a negotiation advantage!

PROPERTY PROFILE



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MARKET ANALYSIS



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Factors That Influence the Sale of Your Property



In the working with you to set an appropriate listing price for your property, your agent will consider a wide range of strategic factors, including:



MARKET
CONDITIONS



LOCATION



COMPETITION



FLOOR
PLAN



PROPERTY
CONDITION



LOT SIZE &
SQUARE FOOTAGE



EASE OF
SHOWING



PROPERTY
IMPROVEMENTS

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CELEBRATING **30** YEARS OF BUSINESS

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