

PINNACLE  
ESTATE PROPERTIES, INC.

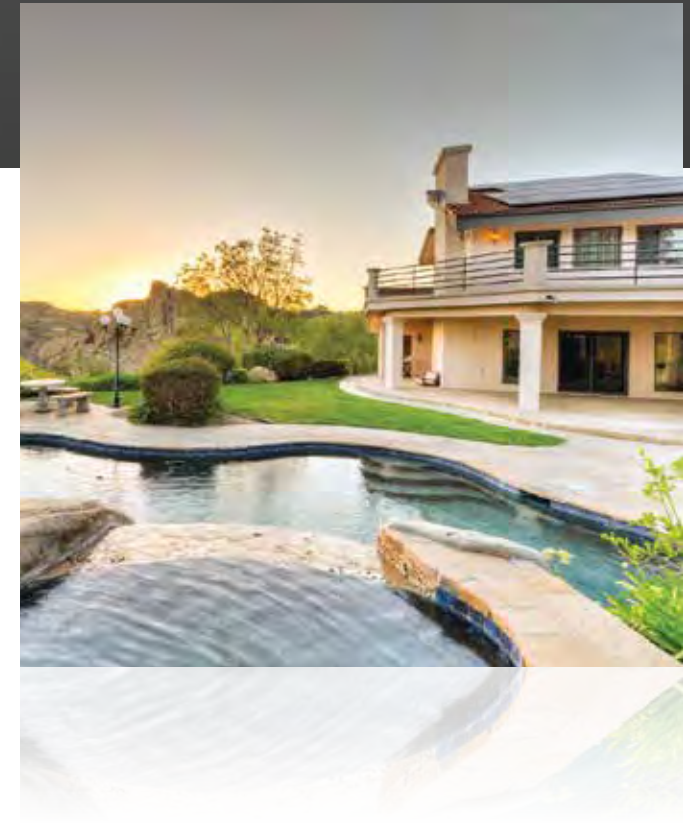
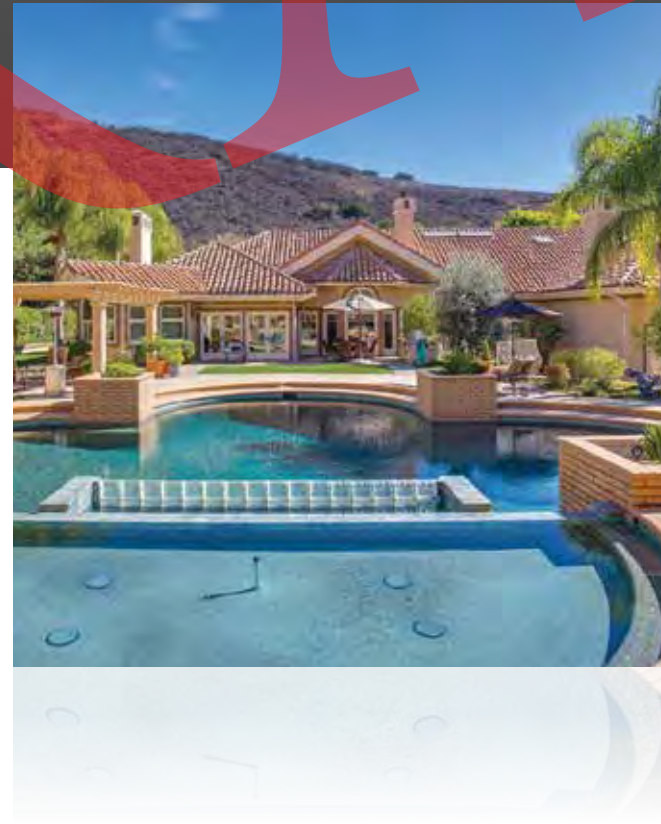
LIFESTYLE IS WHERE IT BEGINS



# WE ARE PINNACLE

---

PINNACLE  
ESTATE PROPERTIES, INC.







## Established in 1985

The success of Pinnacle Real Estate has been a collaborative effort for nearly four decades. We have never been satisfied with the status quo so we are constantly striving to raise the proverbial “bar.”

As a locally-owned, independent company, we know that knowledge, trust and innovation matter the most, any day of the week. The trust of our agents and clients has been earned by going beyond what is ordinary within the real estate industry.



DANA POTTER  
FOUNDER/  
PRESIDENT



JEFF BLACK  
FOUNDER/CFO



DANNY ROSS  
OWNER/EXECUTIVE  
VICE PRESIDENT



CARL TORRES  
OWNER/EXECUTIVE  
VICE PRESIDENT



**CARL TORRES**

OWNER/EXECUTIVE VICE PRESIDENT



**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





## EXPERIENCE THE DIFFERENCE

---

- We have more experience and more local knowledge than any other brokerage in our community. We are the #1 highest ranking brokerage in number of sales in our market areas.
- Our Purpose is to challenge the status quo in the real estate industry... always.
- We use innovative and relational tools that connect buyers and sellers for the benefit of our clients.
- There is an intense focus on our primary markets.
- Our properties are presented locally, regionally, nationally and internationally.
- We live in the communities we serve which provides us with a unique and in-depth perspective.
- We have the most productive team of agents in our primary markets who outperform all competitors.
- Worldwide connections through our network of companies.
- Incoming buyers from resources that span the nation and the globe.
- Nationally recognized for innovation by Inman news and Leading Real Estate Companies of the World.



## MORE LOCAL MORE KNOWLEDGEABLE

We create long lasting client relationships, through each unique buying and selling experience... one home at a time.

Pinnacle Estate Properties, Inc. is recognized as one of the most innovative brokerages in Southern California.

From the beginning in 1985, we dared to be different because we knew that real estate needed to be practiced with a unique flair, an uncommon knowledge and brilliance in sync with the distinguished clientele looking to us for representation.

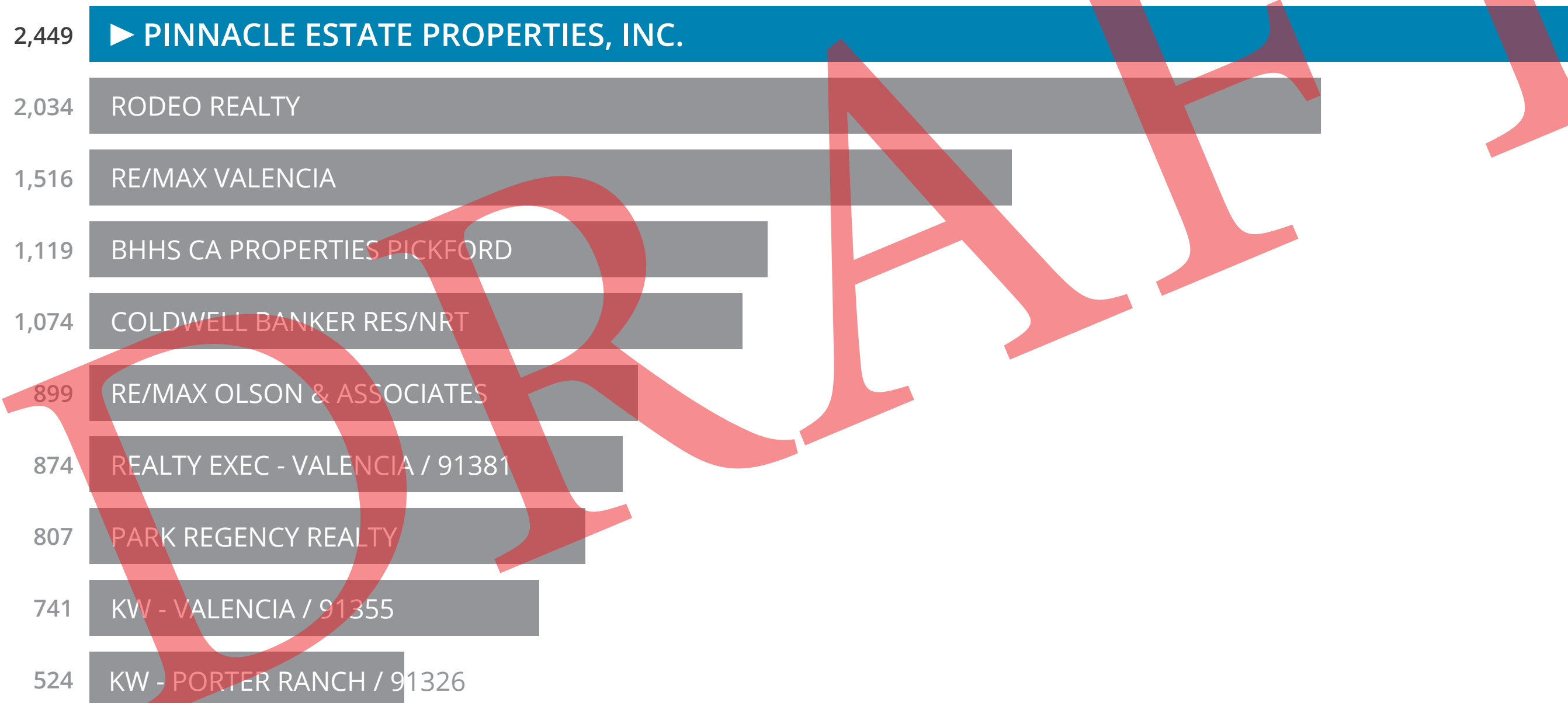
Today, making good on the promise to be a leader and differentiator, we help clients buy and sell more homes in our primary markets than any other company.

With over 800 agents, be assured they are among the most educated and experienced in the business. When it comes to providing personal attention and unequivocal market knowledge to every person we're entrusted to represent, we firmly believe that quality far outweighs quantity.



## #1 IN OUR PRIMARY MARKETS

### 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.



WITH FOCUS AND TEAMWORK WE UNDERSTAND YOUR MARKET



## MALIBU

23733 Malibu Road, Suite 500  
Malibu, CA 90265  
Office: (310) 456-0880 | Fax: (310) 317-8081

## PORTER RANCH

18635 Devonshire Street  
Northridge, CA 91326  
Office: (818) 360-7001 | Fax: (818) 488-8080

## NORTHRIDGE

9137 Reseda Boulevard  
Northridge, CA 91324  
Office: (818) 993-7370 | Fax: (818) 772-4695

## ENCINO

17327 Ventura Boulevard, Suite 100  
Encino, CA 91316  
Office: (818) 933-3100 | Fax: (818) 933-3177

## CALABASAS

24025 Park Sorrento Drive, Suite 110  
Calabasas, CA 91302  
Office: (818) 444-8300 | Fax: (818) 444-8399

## VALENCIA

24501 Town Center Drive, Suite 104  
Valencia, CA 91355  
Office: (661) 705-3200 | Fax: (661) 705-3299



# TECHNOLOGY

PINNACLE  
ESTATE PROPERTIES, INC.





## SO CAL HOMEFINDER APP

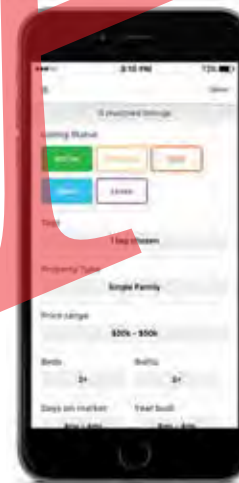
### WHERE BUYERS WILL FIND YOUR PROPERTY

The So Cal Homefinder App is an easy, fast and FREE mobile app brought to you by Pinnacle Real Estate.

GPS-Based  
Property Search



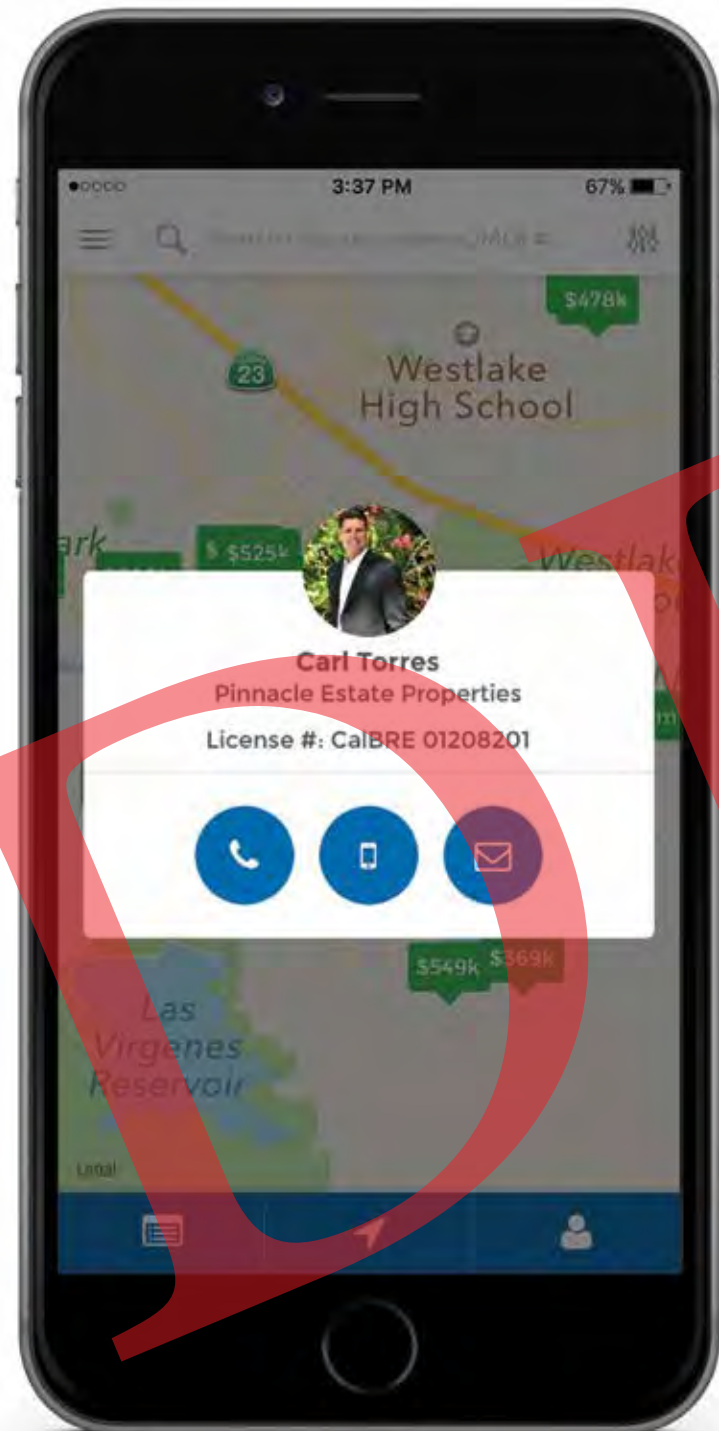
Simple Search  
Parameters



Instant Data  
on Every Listing

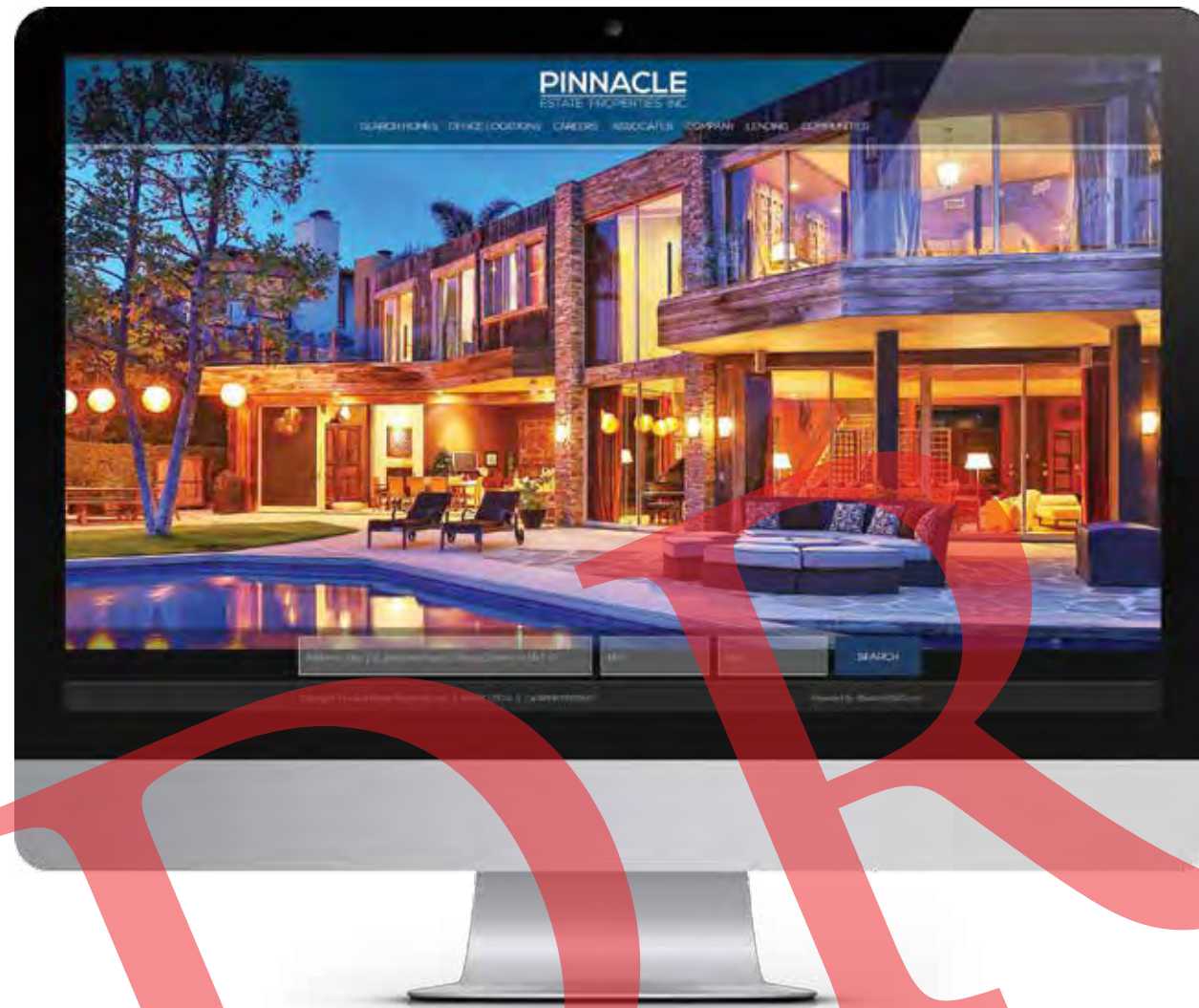


Informative Tools  
and More





## CUTTING EDGE WEBSITE TECHNOLOGY THAT DELIVERS



- It's All About You - The New PINNACLEESTATE.COM has been designed from top to bottom to give users an online experience second to none.
- Lifestyle is Where We Begin - Our #1 goal is to help you discover and achieve the lifestyle you've always wanted.
- 1-Click-Wonder - Every feature and every tool has been designed to help you get to what you're looking for faster and easier.
- Make it Yours - Connect your Facebook account or use your email address to connect with Pinnacle Estate to save and share your favorite properties to galleries, setup saved searches and more.

- Award Winning Website - "Best Property Detail by Real Trends"
- The Missing Link in Property Search - Our new property search delivers features and capabilities that until now, have never been available from any brokerage.
- Ranked Search Results - Never worry about which homes are the best values. Our algorithms rate based on 60+ criteria to show you the best of the market first.
- The Big Picture at Lightning Speeds - Large images and complete listing information that load instantly.
- Dynamic Data - Information about surrounding properties including previous sold prices. Zillow eat your heart out.
- Point of Contact - One click gets you access directly to a Pinnacle agent that can answer any questions you have.





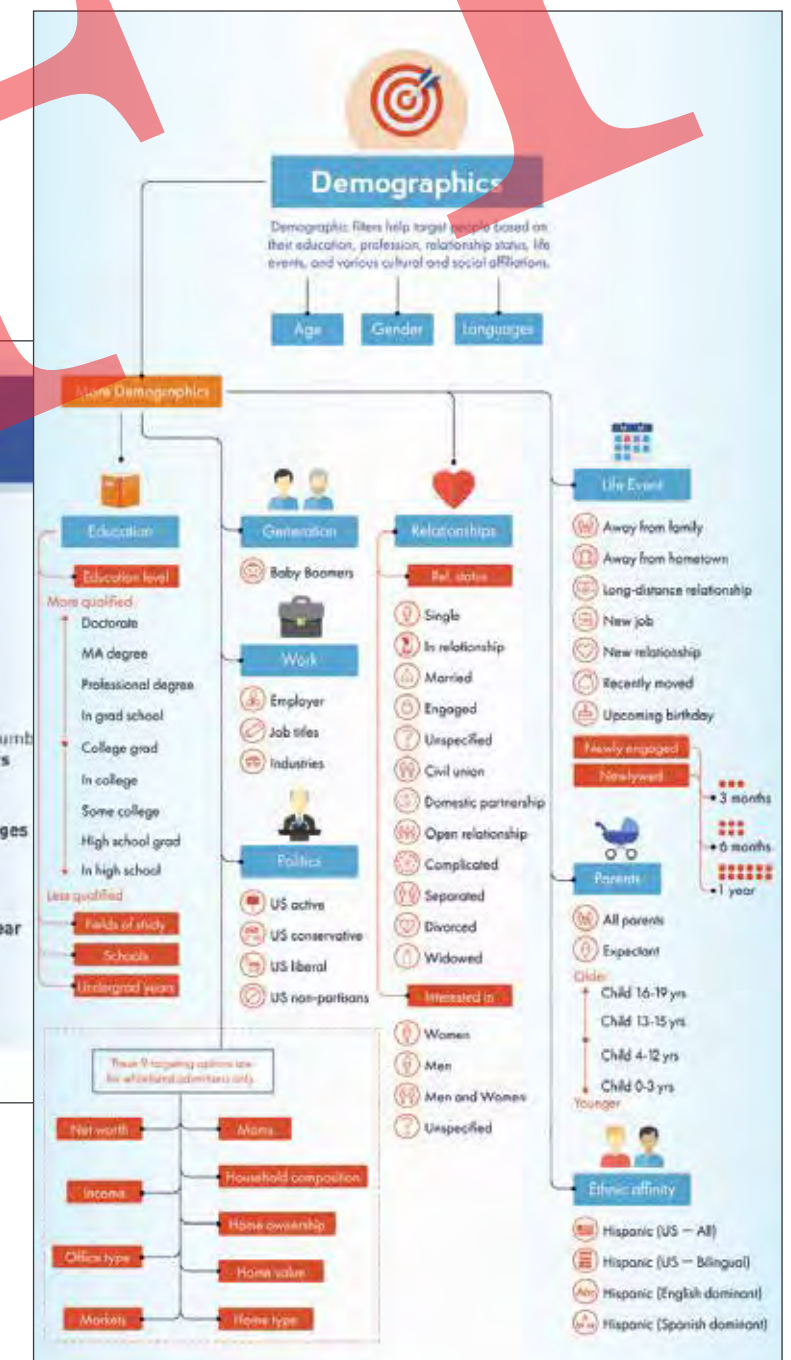
## ENHANCED SEARCH ENGINE OPTIMIZATION



### AUDIENCE OVERVIEW

Over 300,000 annual website visits from search engines and other traffic sources to maximize exposure

WWW.PINNACLEESTATE.COM





## WORLD WIDE EXPOSURE THROUGH SYNDICATION



AVAILABLE IN  
AT LEAST 11 LANGUAGES!



# MARKETING

---

PINNACLE  
ESTATE PROPERTIES, INC.





## CLEAR COMMUNICATION AND EFFECTIVE EXPOSURE



LUXURY PRINT PUBLICATIONS

DIGITAL TARGET MARKETING

PROPERTY WEBSITE WITH STREAMING VIDEO

[WWW.PINPROP.COM](http://WWW.PINPROP.COM)

[WWW.LUXURYPORTFOLIO.COM](http://WWW.LUXURYPORTFOLIO.COM)

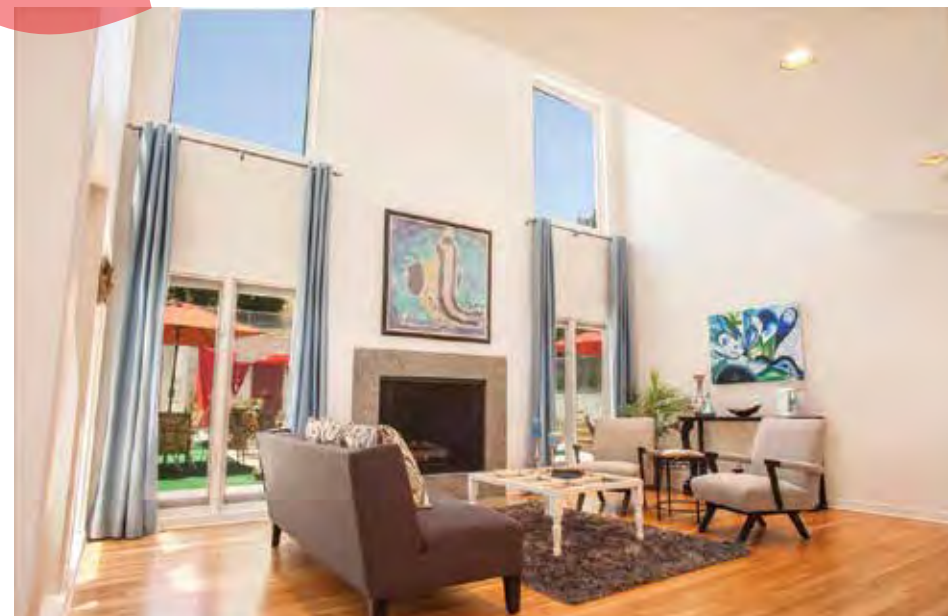
GLOBAL ONLINE ADVERTISING ON OVER 150 PORTALS

KNOW WHEN AND WHERE YOUR PROPERTY WILL BE ADVERTISED, MARKETING AND PROMOTED.



## HOME STAGING

THE ART OF MAKING YOUR HOME  
WELCOMING TO A POTENTIAL HOME BUYER





QUALITY IMAGES ARE EVERYTHING

---

A PICTURE IS WORTH A THOUSAND WORDS



THE RIGHT PRESENTATION OF YOUR PROPERTY WILL HAVE A MAJOR FINANCIAL IMPACT



PINNACLE  
ESTATE PROPERTIES, INC.



PROFESSIONAL HOME TOUR VIDEO & WEBSITE



HIGH DEFINITION VIDEO

PROFESSIONALLY EDITED  
PROFESSIONALLY NARRATED



# LUXURY PORTFOLIO

---

PINNACLE  
ESTATE PROPERTIES, INC.







LUXURY PORTFOLIO

---

LARGEST WORLDWIDE INVENTORY OF LUXURY HOMES

TOTAL \$1 MILLION+ U.S. LUXURY LISTINGS



## LUXURY PORTFOLIO INTERNATIONAL

Recognized Local Leader

MORE U.S. HOME SALES VOLUME  
IN 2012 THAN ANY NATIONAL  
REAL ESTATE BRAND

Volume shown in billions of dollars



Our brokerage is an established leader and has a reputation for its expertise in representing some of the finest homes in the community.

In part due to our powerful local brand, we have been chosen to represent Leading Real Estate Companies of the World®, a 49-year-old “by-invitation” global network responsible for more transactions each year than any other real estate network.

Our affiliation with this powerful organization gives us strong connections to well respected firms in over 40 countries and the benefit of a referral program that makes over 40,000 client introductions each year – more than any other real estate organization. This relationship gives our properties additional global exposure and has proven to be a beneficial source of buyers.



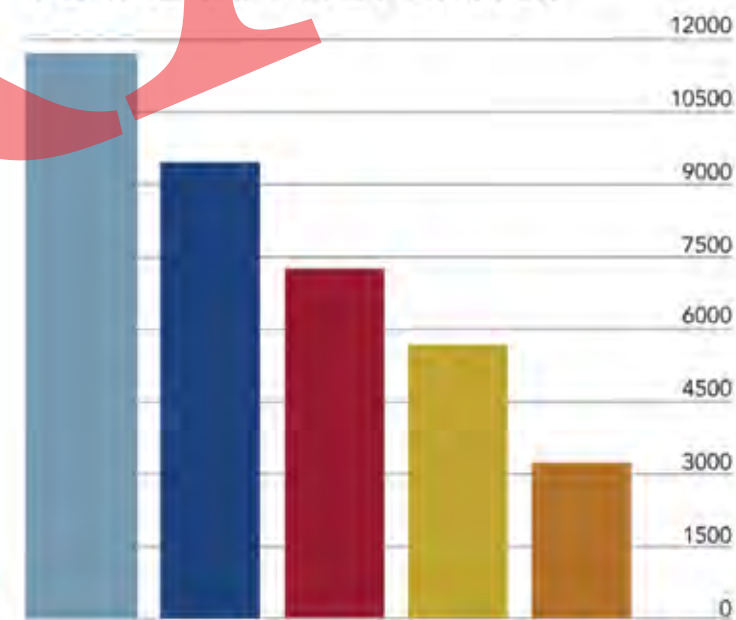
## LUXURY PORTFOLIO INTERNATIONAL

### Unprecedented Reach

Luxury Portfolio International® is a unified collection of the world's most experienced, respected and well-known experts in luxury real estate. Founded in 2005 to market luxury homes to the increasingly savvy affluent consumer, we utilize a sophisticated mix of online and offline media to position homes so that they receive maximum exposure to buyers currently in the market, and consumers not actively searching, but who may be interested when presented with a fine property active on the market.

Luxury Portfolio markets over 25,000 properties annually in prestigious publications, and on our award-winning website [LuxuryPortfolio.com](http://LuxuryPortfolio.com). The collection of properties is unmatched globally and is the largest network of premier independent brokers – representing luxury properties all over the world.

### TOTAL US PROPERTIES



Source: Mintel International Website Survey Q4 2013


### TOTAL >\$1M





## LUXURY PORTFOLIO INTERNATIONAL

Powerful Worldwide Networking



AUSTRALIA  
BAHAMAS  
BELGIUM  
CANADA  
CAYMAN ISLANDS  
CHINA  
FIJI  
FRANCE  
GERMANY  
ITALY  
MEXICO  
NEW ZEALAND  
PORTUGAL  
SOUTH AFRICA  
SPAIN  
SWITZERLAND  
UNITED KINGDOM



We understand the demands on affluent consumers to change locations more frequently and they often purchase homes in multiple destinations. In order to market your property effectively, we are connected to over 500 top local brokerages in over 40 countries through our relationship with Leading Real Estate Companies of the World®. Because each firm is held to a high standard of performance, and measured each year, this powerful network participates in more transactions than any other national franchise organization and/or global real estate organization.

We benefit from the ability to market your property on a global basis, and the introductions we regularly receive from qualified buyers. A number of these firms specialize in luxury enclaves and we share a special relationship with them through Luxury Portfolio International® which represents only the finest properties with a highly customized marketing program.



## LUXURY PORTFOLIO INTERNATIONAL

Extensive Online Experience:  
Web, Social Media, Digital Marketing

We achieve thousands of page-one positions on Google through our extensive search engine and social media strategies – placing us in front of today's sophisticated consumers searching for high-end properties online. Our award-winning website, [LuxuryPortfolio.com](http://LuxuryPortfolio.com), markets over 25,000 homes each year with multi-photo slideshows and interactive LuxeTours™ and represents more \$1 million properties than any other luxury network.

Each property is translated to nine languages and 60-plus currencies which results in consumers visiting the site from almost every country on the planet each month. And it's not just any consumer visiting the site – a typical visitor of our 3 million per year has a household income of \$1.32 million, owns a primary home valued at more than \$3.8 million and a secondary home valued at more than \$5 million.

[WWW.LUXURYPORTFOLIO.COM/BLOG](http://WWW.LUXURYPORTFOLIO.COM/BLOG)





## LUXURY PORTFOLIO INTERNATIONAL

We Deliver Strategic Marketing:  
Targeted, Integrated, Measured

Our marketing campaign goes beyond local marketing – it gives your property exposure to a worldwide audience of affluent consumers through hundreds of Luxury Portfolio affiliates around the globe as well as through our international real estate partner websites including WallStreetJournal.com, CountryLife.co.uk, and LeadingRE.com – the exclusive property search of Leading Real Estate Companies of the World®.

Our advertising program reaches 47 million affluent consumers annually. Through publications with high-net-worth consumers like The Wall Street Journal, Unique Homes, Luxe Interiors + Design, Veranda, Velocity, Country Life International, Opera News, Black Card Mag (the exclusive Visa Black Card publication) and more, we drive qualified prospects to our website for 15-18 minutes to study compelling properties. Our exclusive Luxury Portfolio Magazine, available on newsstands, first class airline lounges and direct mailed to affluent consumers, highlights incredible homes, luxury destinations, designers, luxury trends and more. You're in the Right Place.

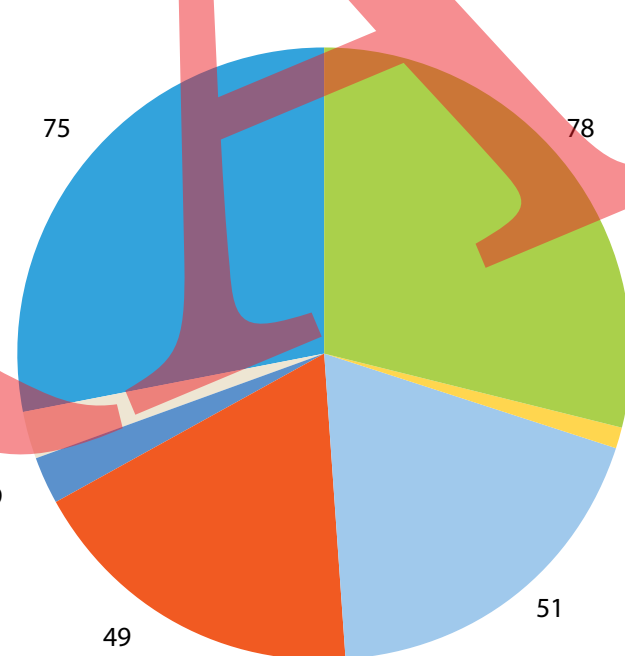




## LUXURY PORTFOLIO INTERNATIONAL

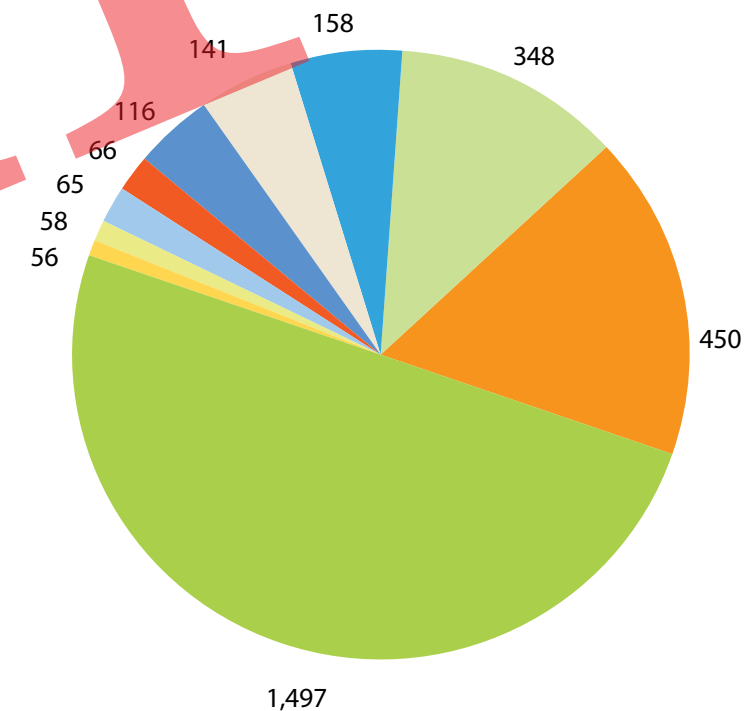
### We Show You Results: Market Activity Reporting

Our Luxe Analytics™ program provides a comprehensive report which tracks online activity of potential buyers who are viewing your property. We monitor their location, both domestic and international, language and preferred currency. In order for us to gauge market response to your home, it is critical to understand the number of online consumer interactions with your property. This allows you to make informed decisions and maximize your options when you receive offers from interested parties.



Visits by Language

German	Japanese
Spanish	Russian
French	Chinese
Italian	



Visits by Country

Spain	Canada	Russian Federation
United Kingdom	Mexico	Switzerland
France	Australia	Others
Canada	Argentina	





## RELOCATION & REFERRAL NETWORK



As members of Leading Real Estate Companies of the World®, a national and global real estate network, a Pinnacle real estate professional stands ready to help you find your ideal home throughout our continent and to points around the globe. The organization encompasses 550 of the foremost local and regional brands in residential real estate, with 4,600 offices and 140,000 sales associates in the U.S. and 30 other countries. Collectively, these firms sell 1.4 million homes annually valued at \$225 billion, more than any national brand or franchise.

We at Pinnacle are committed to assisting transferees moving in and out of Orange County, California with the knowledge, experience and customer care necessary to make every transition as smooth as possible. These are real buyers for your home. When you contact us to discuss your relocation needs, we selectively match you to an agent that is best qualified to assist you based on their knowledge and experience of the areas that interest you most. We then follow through with you every step of the way to ensure that the entire process meets and exceeds your expectations.

For all your relocation needs, Pinnacle Estate Properties offers the resources, technology and knowledge necessary to make your move an exceptional experience. With a local focus and a national and global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.

We would consider it a privilege to be of service to you.

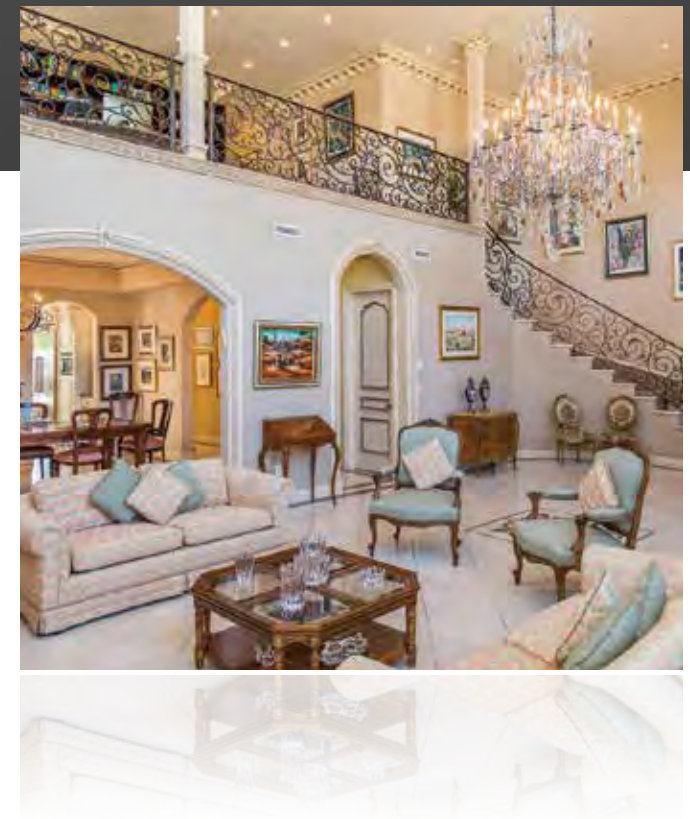
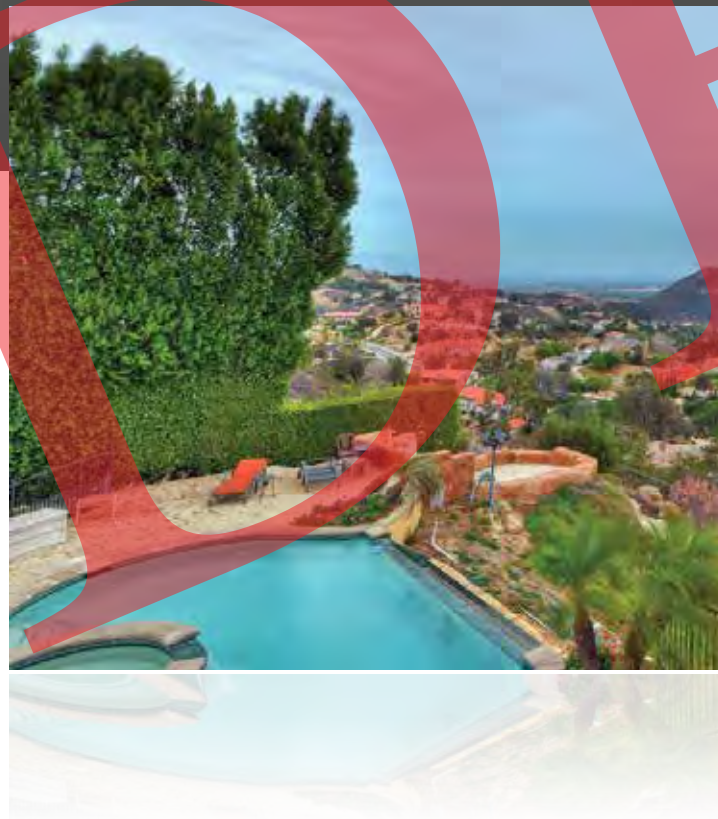




# MARKETING PLAN

---

PINNACLE  
ESTATE PROPERTIES, INC.







## 7 STEPS MARKETING PLAN OF ACTION

**STEP 1** Determine the best price for your home to attract the highest possible offer in the shortest time possible and agree on a marketing plan and strategy.

**STEP 2** STAGING, professional photography.

**STEP 3** Presentation to the world through our global portals and innovative Pinnacle site.

**STEP 4** Advertise to target markets and promote your property through market penetration.

**STEP 5** Constant communication regarding market updates and prospective buyer comments.

**STEP 6** Present all offers and assist in evaluating them. Manage the escrow process from start to finish.

**STEP 7** Coordinate the closing process and manage your transition.



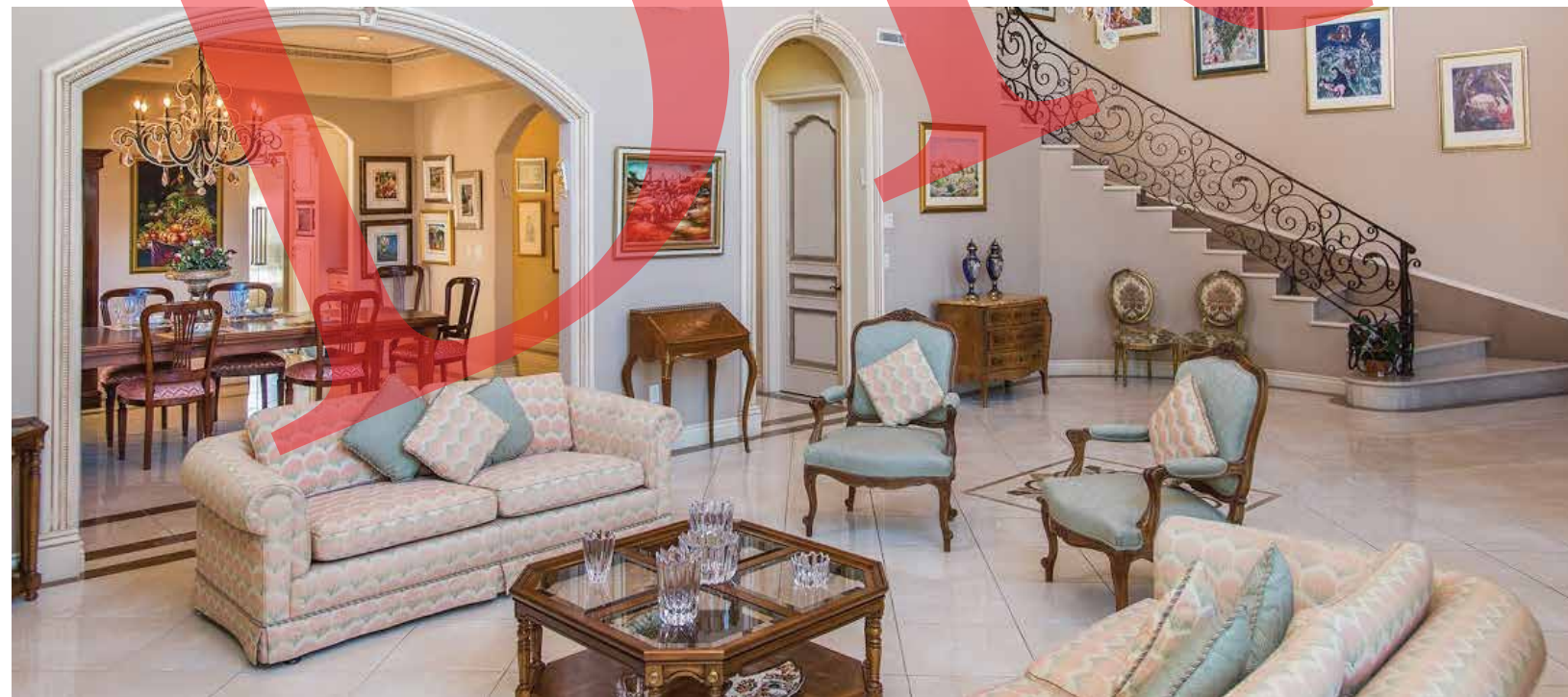
## THE FIRST IMPRESSION IS THE LASTING IMPRESSION

### YOUR HOME'S CURB APPEAL

- Mow lawn, trim shrubs, edge gardens/walkways, weed/mulch, sweep walkways/driveway, remove branches, litter, or toys
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Clean and repair patio and deck area
- Touch-up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Make sure doorbell is working
- Paint or stain front door

### GENERAL INTERIOR TIPS

- Add a fresh coat of interior paint in light, neutral colors
- Clean and wax hardwood floors, refinish if necessary
- Clean/wash kitchen and bathroom floors
- Clean the fireplace
- Remove extra furniture, worn rugs, and items you don't use
- Repair problems such as leaking taps and toilets or squeaky doors
- Secure any valuables
- Obtain a termite inspection
- Obtain a physical inspection
- Clean carpets



## SHOWING PREPARATION

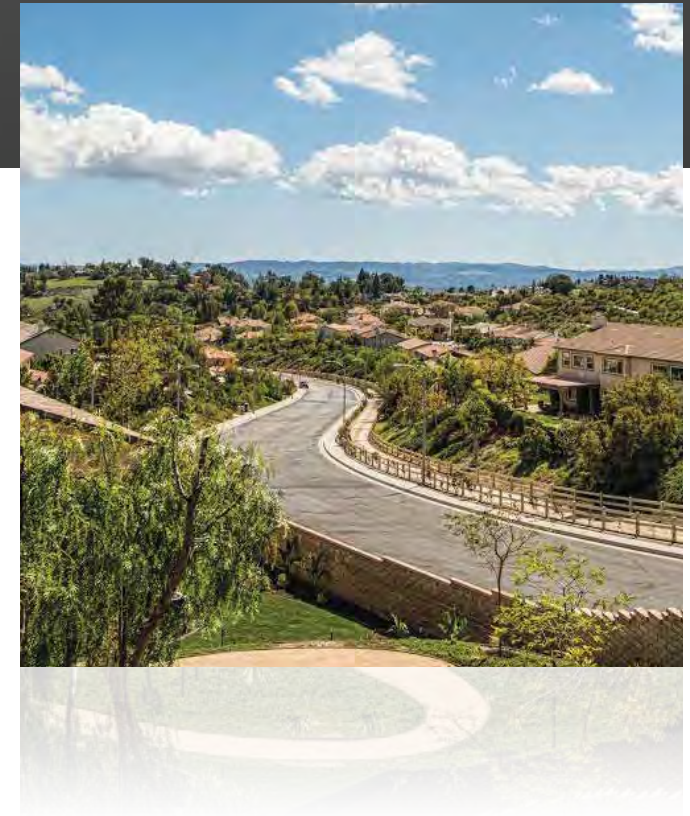
- STEP 1** During the day open all shades, blinds, and window coverings. Bright, open rooms feel larger and more inviting.
- STEP 2** Display fresh flowers to add warmth to the environment.
- STEP 3** All medications should be put away and out of sight.
- STEP 4** All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- STEP 5** Secure pets away from the house when prospective buyers are coming. People can be intimidated or allergic to them. Be sure to eliminate pet odors.
- STEP 6** The kitchen and bathroom need to be clean.
- STEP 7** Bedrooms and closets should be tidy with nothing on the floor.



# OUR FAMILY OF COMPANIES

---

PINNACLE  
ESTATE PROPERTIES, INC.







WHERE HONESTY & INTEGRITY GO HAND IN HAND

RidgeGate Escrow is a locally owned and operated escrow service provider, serving the Greater Los Angeles Area since 2005. Our team consists of highly skilled and motivated professionals conducting each transaction with utmost precision and integrity, ensuring a pleasurable escrow experience that is unparalleled in this industry.

Contact RidgeGate Escrow at (818) 444-8321 or e-mail your inquiries to [nicole@ridgegateescrow.com](mailto:nicole@ridgegateescrow.com)





## HOME LOANS MADE SIMPLE

PrimeLending has grown from a staff of 20 to more than 2,800 professionals producing more than \$10 billion annually. We have been able to grow, thanks to one simple principle — don't treat the customer like a number; treat them like a neighbor. We pride ourselves on our level of service. From application through closing, our loan officers will be there to answer any questions, offer guidance and explain all of your loan options.



## AT WINTRUST, YOU CAN HAVE IT ALL

Wintrust Financial Corporation (Wintrust) is a financial services holding company based in Rosemont, Illinois, with assets above \$20 billion. The Company engages in the business of providing traditional community banking services, commercial banking, wealth management services, commercial insurance premium financing, mortgage origination, short-term accounts receivable financing, and certain administrative services, such as data processing of payrolls, billing and treasury management services.



## WHERE THE CUSTOMER IS OUR FIRST PRIORITY

To be the best Full Service Title Company in the eyes of our Customers, Employees and Shareholders; and valued as an industry leader in Customer satisfaction, sales growth, financial strength and profitability. Strong ethics, loyalty, knowledge and desire for 100% customer satisfaction are what Priority Title is built on. We strive to build long term Customer relationships based on mutual trust, respect and to reflect the highest ethical standards. You are our First Priority. Now serving Los Angeles, Riverside and San Bernardino Counties.



## TRANSACTION COORDINATION



PROFESSIONAL  
TRANSACTION  
COORDINATION



PAPERLESS DIGITAL  
TRANSACTION  
SOLUTION



TRANSACTION WITH  
OTHER BROKERS,  
ESCROW, TITLE &  
LENDING



SECURE PRIVATE  
CUSTOM ONLINE  
ACCESS 24 HOURS  
A DAY



## WHAT'S YOUR HOME WORTH?

### COMPARATIVE MARKET ANALYSIS

- Using innovative technology along with professional knowledge of the current marketplace
- Interactive updates provided in "real time"

