

MARKETING PLAN

It is hard to overestimate the importance of a comprehensive marketing plan when selling your home. Maximizing the exposure of your property to buyers suited for your property and their agents is vital for achieving the best possible terms of the prospective transaction for you as a Seller.

I. Buyer Profile

a. National Buyer Profile

National Association of Realtors’ (“NAR”) report titled: “Home Buyer and Seller Generational Trends Report 2015” (<http://www.realtor.org/sites/default/files/reports/2015/2015-home-buyer-and-seller-generational-trends-2015-03-11.pdf>, Exhibits 3-1, 3-2, 3-4 and 3-7) highlights the steps taken and tools utilized by home buyers when searching and purchasing their future homes. This data in turn provides a useful insight on the key aspects and focus of our prospective marketing campaign, as adjusted for San Francisco’s distinctive housing market characteristics.

Here are some pertinent statistics from NAR:

Information Used in Home Search (Percent of Respondents)

	Age of Home Buyer					
	All Buyers	34 and younger	35 to 49	50 to 59	60 to 68	69 to 89
Online website	88%	94%	92%	88%	84%	65%
Real estate agent	87%	89%	87%	87%	87%	86%
Mobile or tablet website or application	50%	66%	59%	41%	30%	17%
Mobile or tablet search engine	48%	62%	57%	37%	28%	20%
Yard sign	48%	44%	52%	52%	44%	50%
Open house	44%	41%	50%	45%	41%	44%
Online video site	26%	22%	25%	28%	30%	31%
Home builder	18%	14%	21%	19%	19%	20%
Print newspaper advertisement	21%	16%	20%	24%	25%	30%
Home book or magazine	14%	11%	15%	15%	17%	16%
Billboard	4%	4%	5%	5%	4%	5%
Television	4%	3%	4%	4%	2%	5%
Relocation company	3%	3%	5%	5%	1%	2%

Use of Internet to Search for Homes

	Age of Home Buyer					
	All Buyers	34 and younger	35 to 49	50 to 59	60 to 68	69 to 89
Frequently	80%	84%	79%	73%	62%	46%
Occasionally	12%	11%	12%	15%	22%	18%
Not using Internet	8%	5%	9%	12%	16%	36%
Overall usage	92%	95%	91%	88%	84%	64%

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**Where Buyers Found the Home They Purchased
(Percentage Distribution)**

	Age of Home Buyer					
	All Buyers	34 and younger	35 to 49	50 to 59	60 to 68	69 to 89
Internet	43%	51%	49%	39%	34%	24%
Real estate agent	33%	31%	28%	36%	39%	37%
Yard sign/open house sign	9%	7%	8%	8%	8%	17%
Friend, relative or neighbor	6%	5%	4%	6%	6%	11%
Home builder or their agent	5%	4%	6%	5%	8%	5%
Directly from sellers/Knew the sellers	3%	2%	3%	3%	2%	3%
Print newspaper advertisement	1%	*	1%	1%	2%	3%
Home book or magazine	*	*	*	*	1%	*
Other	1%	1%	1%	*	1%	1%

*Less than 1%

b. San Francisco Buyer Profile

With respect to San Francisco, it is important to view the above statistics through the prism of the city’s distinctive demographic features, such as:

- (i) Median Age – pursuant to San Francisco Association of Realtors (“SFAR”) the median age of the city’s residents is 38.6 years old (<http://www.sfrealtors.com/US/Neighborhood/CA/San-Francisco-Demographics.html>).

San Francisco represents a unique combination of natural beauty, diverse cultural and entertainment scenes, renowned educational and research institutions as well as currently bustling economy being one of the world’s principal banking and finance centers and effectively the world’s capital for high-tech, biotechnology and medical research industries. At the moment, these factors are making the city a magnet for relatively young, smart, educated and ambitious people from all over the world who are coming to the city in increasing numbers and are willing to and can afford to pay a premium to live here.

- (ii) Employment & Income – San Francisco’s current historically low unemployment rate combined with impressive new employment growth also affect the market. Per SFAR (<http://www.sfrealtors.com/US/Neighborhood/CA/San-Francisco-Demographics.html>), 73.7% of the city’s population have the so called “white collar” occupational employment, with many people holding highly-paid and lucrative positions in the high tech industry.

In addition to affluent locals who increased their existing wealth due to overall (non-San Francisco specific) factors such as surging stock market, there is also a large number of newly wealthy individuals in the Bay area who became rich as a result of IPOs, company sales and stock options.

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In short, a significant portion of prospective buyers in San Francisco is a pool of relatively young, educated, affluent and technology-savvy individuals. If anything, given the fact that currently San Francisco is essentially a technology capital of the world, the home shoppers here are likely to be the most sophisticated in the country and perhaps even globally in terms of knowledge and technology.

II. The Marketing Plan

Taking into account the above data and factors, I will introduce my marketing plan to you which will reflect on both general and San Francisco-specific market trends and specifics as well as provide an overview of the key components of the prospective marketing campaign, including advertisement on the Internet and digital mediums, print advertising, direct mailing campaigns and other aspects of marketing as further described below (the “Marketing Plan”).

- (i) The Power of Coldwell Banker Brand – No. 1 Real Estate Company in California. I have partnered with Coldwell Banker Residential Brokerage (“Coldwell Banker”) for its international reputation, extraordinary marketing presence and strong leadership.

Founded in 1906 after the great San Francisco earthquake and fire the company sought to provide honest, knowledgeable and trustworthy real estate services to area residents. More than a century later, Coldwell Banker remains the real estate leader due to its commitment to trustworthiness, professionalism, innovation and exceptional customer service. As a Coldwell Banker Associate Broker, I look forward to proving this reputation to you.

Coldwell Banker currently ranks as the No. 1 real estate company in sales volume in California outpacing its nearest competitor by a remarkable 375%. Its global presence with offices in 43 countries and territories around the world offers a truly international network, unmatched by local or regional specialty brokers. With an estimated 30% of California home buyers coming from outside the county they buy in – and an increasing number coming from out of state – it is important to collaborate with the company that provides connections beyond the local marketplace. In addition, Coldwell Banker’s affiliates offer mortgage, title, home warranty and relocation services, simplifying the real estate transaction and related issues and further maximizing the exposure of your property to the market.

Our brokerage has a well-rounded marketing strategy, one that crosses all mediums, to ensure that your home is truly being seen by the largest number of potential buyers. Coldwell Banker’s marketing strategy includes:

- Internet Advertising
- Social Media
- Multiple Listing Service

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- Print Advertising
- Post Cards and Flyers
- Yard Sign
- Relocation / Referral Network
- Media Relations
- Email Campaign
- Video

(ii) Internet Advertising. As previously noted, a vast majority of prospective purchasers in general and particularly in San Francisco resort to the Internet as the key source for real estate information. Hence, it is imperative to ensure that your home is properly and extensively exposed on the best and most highly-trafficked web sites as well as social media.

Almost every agent will say that he or she has an online marketing strategy, however, there are enormous differences in both the comprehensiveness of such programs as well as the quality of presentation. Coldwell Banker offers a powerful combination of expert real estate representation and a dominant web presence. It is currently the only residential real estate brokerage offering an exclusive online marketing strategy, as further described below. Through web syndication, our listings are featured on more than **700 websites** around the globe¹. Coldwell Banker's comprehensive Internet strategy includes displaying client's homes with a detailed property description and multiple professional photos on the leading real estate websites, including:

www.aol.com	www.luxuryrealestate.com
www.coldwellbanker.com	www.msn.com
www.coldwellbankerhomes.com	www.nytimes.com
www.coldwellbankerpreviews.com	www.primelocation.com
www.findaproperty.com	www.realtor.com
www.frontdoor.com	www.robbreport.com
www.homefinder.com	www.sfgate.com
www.homes.com	www.trulia.com
www.hotpads.com	www.uniquehomes.com
www.internationalheraldtribune.com	www.wallstreetjournal.com
www.jamesedition.com	www.yahoo.com
www.istglobally.com	www.zillow.com

And many more...

Coldwell Banker has the following exclusive websites:

- ColdwellBankerHomes.com, which features all homes for sale throughout California and the country, giving your home a massive exposure to buyers locally and across the nation. Whether buyers are

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searching from their mobile or tablet device, or computer, they will enjoy all the site has to offer – including homepage featured properties and localized content;

- ColdwellBanker.com is a national website with more than 40 million visitors each year, connecting buyers, sellers and independent sales associates like never before;
- ColdwellBankerPreviews.com features more than 10,000 luxury property listings – an exceptional home inventory that attracts more than two million visitors a year from over 100 countries.

In addition to Coldwell Banker’s powerful network of more than 700 websites, your property will enjoy featured positioning on the most dominant real estate portals today, which together with Coldwell Banker’s resources account for more than 83% of the online real estate market share², such as:

www.trulia.com
www.zillow.com
www.realtor.com
www.hotpads.com

www.msn.com
www.yahoo.com
www.realestate.aol.com
www.homes.com

Through Coldwell Banker’s exclusive partnership with these portals³:

- Your home, with a detailed description and multiple professional photos, will be shown higher in the search results on www.Homes.com, www.Trulia.com, www.Zillow.com and Yahoo Real Estate
- Your home is estimated to receive at least 60% more leads
- Homes priced at \$1 million+ range receive leads at twice the rate of unbranded listings
- Leads are routed directly to your agent’s work phone for immediate response

To summarize, Coldwell Banker is the only residential real estate brokerage to offer this exclusive online marketing strategy, helping your home to be seen by as many online home shoppers as possible.

- (iii) Social Media. In addition to being the No. 1 real estate brand online, Coldwell Banker is also the most followed real estate company in social media and for good reasons. It

² This information is provided courtesy of Coldwell Banker Residential Brokerage

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has an impressive array of social media tools designed to engage, entertain and connect with today's clients and drive those leads directly back to its websites, further exposing the listing. The Coldwell Banker social network includes:

californiahome.me	gplus.to/CBMarketingWest
twitter.com/cb_california	pinterest.com/cbcalifornia
facebook.com/cbcalifornia	youtube.com/coldwellbanker
linkedin.com/in/cbmarketingwest	instagram.com/cbcalifornia

- (iv) Multiple Listing Service ("MLS"). A property listed on MLS has the advantage of being actively marketed to every real estate agent who belongs to the local MLS and through these agents to their vast network of potential purchasers.

Active marketing on MLS usually involves broker tours, open houses and inclusion of the subject property in the MLS download to various popular real estate websites.

- (v) Print Advertising. While Coldwell Banker and I invest more in digital mediums, we recognize that print advertising still has a presence in the industry. Examples of print advertising include original, professionally written and designed materials such as property brochures, property flyers, Just Listed, Open House and Just Sold postcards, Neighborhood Market Update newsletter as well as direct mail campaigns.
- (vi) Yard Sign. As a premier industry leader, Coldwell Banker maintains a strong company image and preserves high market share through consistent use of the Coldwell Banker Residential Brokerage logo and signage.
- (vii) Relocation Referral Network. Coldwell Banker, with which I am affiliated as an Associate Broker, is the principal broker for Cartus Relocation ("Cartus"), the No. 1 relocation company worldwide⁴.

Cartus includes 800 firms with nearly 2,900 offices across the globe and represents 67% of the national relocation business, it services nearly 200 of the Fortune 500 companies.

As a global and national leader, Cartus has an extensive database of well-qualified relocation buyers with pre-approved relocation benefits who are ready to buy now and who will be among the first to learn about your home through Coldwell Banker's affiliation with Cartus.

- (viii) Media Relations. The Coldwell Banker Public Relations division is one of the most widely respected in the industry. The group enjoys major hits in such noteworthy publications as the *San Francisco Chronicle*, *San Jose Mercury News*, *Sacramento Bee*, *Architectural Digest*, *Forbes*, *Wall Street Journal*, *The Robb Report*, *California Home & Design* and many more.

⁴ All information regarding Cartus Relocation is provided courtesy of Coldwell Banker Residential Brokerage
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(ix) Other Marketing & Related Features.

1. **Preparation for and holding of the Brokers' Tours, Open Houses, Showings by Appointment** – we will decide on the strategy how to best present your home to ensure that it shows at its best and appeals to the pool of the target group of buyers
2. **Agent network, office and regional meetings** – I will alert Coldwell Banker as well as other brokerages and agent networks regarding your listing to ensure that your property is visible to the real estate community
3. **Neighbors & Neighborhood** – I will reach out to neighbors and create special open house invitations, as applicable as well as canvass the neighborhood to invite people to the open house and alert buyers
4. **Personal Network** – I will also utilize my personal network – as a corporate attorney by background (licensed in CA, NY and Russia) and a University of Cambridge graduate (LL.M degree in Commercial Law from Queens' College), I have worked with Fortune 500 clients and high net-worth individuals.
5. **Market Updates** – I will keep you abreast of all of the recent market developments, including new and expired listings, price changes, sales as well as local, national and global economic trends which could affect the pricing and sale of your home

To sum it up, I will leverage all of Coldwell Banker's pertinent marketing and technology tools as well as my personal network and resources to ensure that the world will know your home is for sale.

Your home will not be kept a secret!

Thank you for taking the time to review the key aspects of my Marketing Plan. You may agree that selling a home in San Francisco is evidently a rather complex and labor-intensive process requiring professional skills, utmost care and attention. At our listing appointment, I will share further, proprietary details of my comprehensive approach aimed at maximizing the exposure of your property to the prospective purchasers by utilizing both the power of Coldwell Banker's leading market position as well as my personal qualifications and connections.

In the event you are interested in selling your home, or if you would like to learn more about the local real estate market, I believe that I am in the position to best assist you. A corporate attorney by background, licensed to practice law in California, New York and Russia, I obtained my California real

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estate broker's license in 2004. I hold an LL.M degree in Commercial Law from University of Cambridge, England (Queens' College). As a corporate attorney with 10+ years of experience, I have worked with several Fortune 500 clients, managing complex transactions and corporate restructurings. I have a reputation for tenacity, negotiation skills and client service. I enjoy working with people and make my clients' interests my utmost priority. I am fluent in English and Russian.

I affiliated with Coldwell Banker Residential Brokerage for its international reputation, extraordinary marketing presence and strong leadership. I work at the office in which Coldwell Banker was founded in 1906 located at 1801 Lombard Street in San Francisco. Coldwell Banker currently ranks as No. 1 real estate company in sales volume in Northern California outpacing its nearest competitor by a remarkable 375%. Its global presence with offices in 43 countries and territories around the world offers a truly international network, unmatched by local or regional specialty brokers. In addition, Coldwell Banker's affiliates offer mortgage, title, home warranty and relocation services, simplifying the real estate transaction and related issues should you chose to use these options.

I am a long-term resident of San Francisco's Pacific Heights enamored by the City's natural beauty, rich history and diverse culture. I enjoy and participate in the local social and cultural scenes – I am a member of San Francisco Museum and Historical Society and San Francisco Heritage as well as Pacific Heights Residents Association. I am well familiar with San Francisco's history as well as its everyday life and frequently publish in social media on the issues relating to the city's political, economic and social life.

With best wishes,



KATE STANTON

Associate Broker