

In a high stakes market analysis, marketing presentation & negotiations ***WHO YOU WORK WITH MATTERS!***



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Wisdom and passion only matter when you demand a ***5-star customer experience and the highest possible return on your investments.***

Real *Reviews*



Lead of CAY, Carly & Patrick

Cay, Carly & Patrick

Specialties: Buyer's Agent, Listing Agent, Relocation, Consulting

All Activity

★ **5**/5 118/Reviews

54 Sales Last 12 months

Real *People*



Highly likely to recommend ★★★★★

11/12/2017 - ajtarcat

Bought and sold a Single Family home in 2017 in Hedionda Point, Carlsbad, CA.

We have worked with Cay, Carly and Patrick on two occasions - both purchasing and selling a home. We wouldn't consider using anyone else! Their real estate knowledge, professionalism, and integrity in the way they conduct business are outstanding. We have no doubt we were guided accurately through the buying and selling process in the crazy California market! They truly stand out from the rest!

Highly likely to recommend ★★★★★

10/30/2017 - user0036573

Sold a Condo home in 2017 in Hillcrest, San Diego, CA.

We've now bought and sold a house with this team over the last couple of years. Their knowledge of the market in our specific neighborhood made us feel like we got the best deal possible both times. Most recently, Cay, Carly & Patrick helped us sell, and we were impressed with their marketing and advertising strategy. It resulted in multiple offers in a very short time frame, which is exactly what we needed!

We pay **YOU** to sell your home



2016 TEAM LISTING STATS

25
SOLDS UNITS

VOLUME
18,678,467

AV. DOM
32.5

*AV. S/A
102.94 %

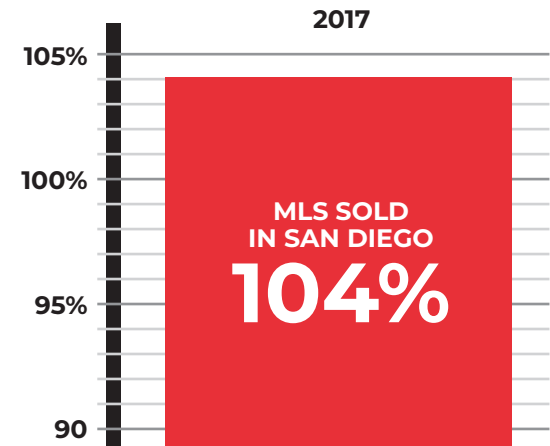
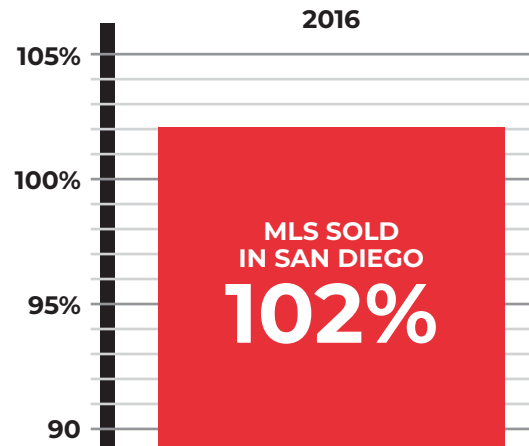
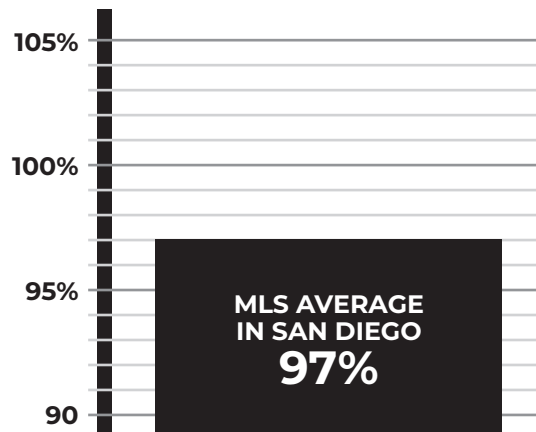
2017 TEAM LISTING STATS

27
SOLDS UNITS

VOLUME
20,845,000

AV. DOM
22.5

*AV. S/A
104.65 %



MLS LISTING PERFORMANCE

***SOLD 40% FASTER
THAN MLS AVERAGE**

***SOLD 7.65% HIGHER
THAN MLS AVERAGE**

***SOLD \$43,605 MORE
THAN MLS AVERAGE**

To Sell Homes on Avg 7.65% ABOVE the Industry Requires the Following:

1. Market cycle strategy
2. Absorption rate statistical analysis
3. Script “the story” ... “Why are they selling?”
4. How demographics can influence positively or negatively?
5. Trigger buyer’s emotions
6. Your online presentation ... “swiping left or right?”
7. The 4 pricing/marketing strategies
8. Pre & post MLS marketing strategies
9. The PREMIER open house

Everything is designed to create a seller advantage = MULTIPLE OFFERS!

10. Multiple offer negotiation strategies
11. Offer terms (R.P.A. in 2017/2018)
12. Identifying risks within the offer(s)
13. Managing low appraisals 4 record breaking prices
14. Request for Repairs and Inspection Reports
15. Escrow timeline Management

Marketing Services & Our Investment

STANDARD MARKETING SUITE

1. Home prep consultation and referral specialists	✓
2. Professional photographer	✓
3. Virtual tour video	✓
4. Zillow.com "Coming Soon"	✓
5. Zillow.com Premier Agent Listing Position + walk through video	✓
6. Multiple Listing Service customized presentation	✓
7. Over 300 website exposure national and international	✓
8. Local real estate agent new listing e-alert marketing	✓
9. E-alert marketing to current buyer database of ~3000 buyers searching for properties on our website	✓
10. Open houses weekly (upon availability w/team/office) until sold	✓
11. Social media exposure (Facebook, Instagram, Youtube and LinkedIn)	✓
12. M.L.S. property flyers in the house	✓
13. Weekly market update, buyer and buyer's agent feedback reports	✓
14. Full-time customer service rep for the listing	✓
OUR TOTAL MARKETING INVESTMENT = \$2495.00	

PREMIUM MARKETING SUITE

1. Premier open house marketing budget (invite flyers, calls, Facebook Advertisements, and catered event)	✓
2. Staging consultation & service	✓
3. Pacific Production photography/video w/twilight and community shots = \$950	✓
4. Transaction Coordinator, "TC fee"	✓
5. YLOPO software Demographic Targeted Facebook Ads	✓
6. Google Buyer Search conversion by city or zipcode ads	✓
7. Color Glossy Property Brochure	✓
8. Prospective Buyer Packet: From the sellers: list of upgrades w/summary and what I love about my home and community	✓
OUR TOTAL MARKETING INVESTMENT = ~\$7065.00	

ULTRA LUXURY MARKETING SUITE

1. SoCal Luxury Listing TV Show, helicopter ride w/ video production	✓
2. Social Media ads to Ferry International luxury market friends on Facebook	✓
OUR TOTAL MARKETING INVESTMENT = ~\$10,715.00	



Meet the *Team*

Cay, Carly & Patrick

Two family businesses collide Cay and Carly father-daughter where Cay brings Fortune 100 executive level standards who raised Carly in Poway who immediately joined real estate out of the highly competitive U of A Business School. Patrick Ferry an International real estate Business Coach married Carly and immediately began working with the already highly successful duo by working with San Diego buyers, sellers and investors.

Specialties: Buyer's Agent, Listing Agent, Relocation, Consulting

ADDITIONAL SUPPORT STAFF AND REALTORS ON THE TEAM



Michael Lieziert

Transaction Manager

After personally managing over 500 real estate transactions from all over San Diego and dealt with every minor to a major issue you can expect security with technical contractual obligations and timelines when Michael oversees your transaction.



Anthony O'Connor

REALTOR

From residential and commercial appraiser to property tax appeal and now translating that wealth of knowledge to the whole team and buyers, sellers and investors.



Angela Pennella

REALTOR

From successful collegiate athlete, Stryker Medical Device Sales and trauma survivor turned Life Coach who today serves buyers, sellers and investors in San Diego.



Aaron Aiken

REALTOR

With a degree in Economics from the Navy Academy and experience as a Naval Officer who transitioned into a real estate investor, today Aaron's focus is consulting military families through buying, selling and investing in real estate.



Angelique Kiss

REALTOR

As a third generation San Diegan nobody knows the city and culture down to the neighborhood level better.



Mike Sowell

REALTOR | Sales Advisor

After selling 100s of homes in LA county over the last decade Mike's family decided to relocate in North County. Mike is also a Marine Veteran and finds it an honor and privilege to help military families with this huge transaction in their lives.