



**THE****SMITH****GROUP**  
SMITH GUIDE





Selling a home in today's market can be challenging - The Smith Group understands that. While the market can be challenging, hundreds of homes are sold each week in Orange County. What's the difference between selling your home or failing to do so? The Details. Whether it's our proven sales approach, effective marketing campaigns, or utilizing our existing network, at The Smith Group no detail is overlooked.

With a proven track record, the right skill set and years of experience, The Smith Group has all the tools to sell your home. If you're serious about selling your home, we're serious about getting the job done. Who you work with in today's market matters. We look forward to hearing from you.

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Direct 949.717.4711 . Mobile 949.678.1070 . [timothy.smith@camoves.com](mailto:timothy.smith@camoves.com)

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# We've Succeeded...

11521 VISTA MAR COURT, NORTH TUSTIN

Number of Agents Hired Before The Smith Group: **1**

Number of Days on the Market with those Agents: **285**

Listed and Sold By The Smith Group: **63 Days**



*"We had the misfortune of putting our house on the market, because of a requirement to move, just as the decline in house sales in Orange County began...After a lot of frustration, disappointment and I believe missed opportunities with another agent, we contacted Tim Smith...There is a huge difference in the skills, strategies and work ethic required to sell a home in a challenging market from those required in a "normal" or "hot" market...I only wish we had found him sooner because Tim possesses that talent needed...Our house sold for a price that made us happy. I do not believe it would have occurred without Tim."*

**- Jack Unroe, CEO Accountants Inc., Seller**

18 OBSERVATORY, NEWPORT COAST

Number of Agents Hired Before The Smith Group: **1**

Number of Days on the Market with those Agents: **79**

Listed and Sold By The Smith Group: **52 Days**

*"I appreciate you for getting my home sold in such a difficult market...What with the new home builders discounting their new homes so heavily, which in turn affected the resale of our homes, regardless, you worked very hard to finally get it sold...The bottom line: YOU GOT IT DONE!"*

**- Val Gray, Seller**





# When Others Have Failed

86 CANYON CREEK, SHADY CANYON®

Number of Agents Hired Before The Smith Group: **3**

Number of Days on the Market with those Agents: **251**

Listed and Sold By The Smith Group: **62 Days**



*"Thank you for your relentless commitment to getting our lot sold. You accomplished a feat that others before you were unable to do!"*

*We appreciated your enthusiasm for the lot and confidence in selling it from the start. All along, we felt like selling our property was your top priority. Your marketing plan was not only more aggressive than the others, it was more creative, with the customized website, personal calls to get the builders and buyers onto the lot, and even creating building pro-formas to make it easy for the buyers to see the benefits.*

*We appreciate the hours you spent with potential buyers pointing out the merits of the lot and your diligent attention to detail through the many twists and turns to get the sale closed. You followed up on every lead, put your effort behind your word, and got the job done fast with laser focus!*

*We really are grateful, Tim, and you've become a good friend in the process.*

**- John and Sherry Phelan, Sellers**

President, American Fund





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# The Team

TIM SMITH

LOUIS MEYER

JENNIFER SHAMOO

KALEI WATT

JASON WHEELER

ERIN CARPENTER

EMILY DO

“A Team Always Out Performs An Individual.”



# Principal

## TIM SMITH

As one of Orange County's Top Producing team leaders with sales volume over \$100,000,000 in the last 3 years. Tim prides himself on his personal service and attention to his clients every detail.

With a decade of real estate experience, including luxury residential, commercial, development projects and condo conversions. This vast understanding allows Tim to confidently handle complex transactions making him your luxury home and investment property authority.

Specializing in Coastal communities from Shady Canyon to Newport Coast, Tim's knowledge of our community, understanding of his clients' needs, and proven marketing strategies have catapulted him to Coldwell Banker Preview International's Presidential Elite which represent the top 5% of agents internationally.

In today's volatile real estate economy, now more than ever...

"Who You Work With Matters."

**"Seven Times the Effectiveness Working For You!"**

# Property Specialists



## LOUIS MEYER

As a sales associate with The Smith Group in Newport Beach, Louis Meyer specializes in luxury homes in coastal Orange County. Respected for his comprehensive knowledge of the marketplace, he takes pride in providing his clients with the highest caliber of professional, informed real estate service. After graduating Cum Laude from UCLA, Louis received his JD from Whittier Law School and is currently pursuing an LL.M in Tax Law and estate planning from Chapman University Law School.



## JENNIFER SHAMOO

With Jennifer's experience in new home sales, she has seen many families make their dreams come true when they purchased their brand new home with her at Standard Pacific. Today, with The Smith Group, Jennifer is making more dreams come true, whether it's helping a growing family sell their home, or helping a young professional get started with their first property. Overall, Jennifer enjoys every step of the real estate process.

Her ability to identify and empathize with clients makes her unique. Jennifer knows and understands the pressure it puts on day-to-day life, and will make the process easier by communicating each part of the transaction. From writing the offer, to the final walk through inspection, Jennifer wants you to feel that you are making an informed decision.

With experience in the mortgage industry as well, Jennifer can provide up-to-date mortgage information, and current market trend statistics. She is well versed in the latest loans and mortgage products being offered, and is happy to work with clients to help them find and understand what they should be looking for.





## KALEI WATT

Kalei Watt brings The Smith Group over 20 years of comprehensive sales experience. She has owned her own business raising capital for large-scale home and commercial developers for the past 5 years. She has developed a client-centered philosophy and attention to detail that creates an advantage to every transaction.

Kalei provides her clients with a perfect blend of experience, knowledge, ethics and commitment to service. Her background and experience allows her to think strategically, provide disciplined advice, and execute on that advice so that her clients reach their goals. Kalei is a trained negotiator and problem solver who enjoys providing favorable results.



## JASON WHEELER

With over 5 years of real estate experience, Jason specializes in marketing strategy, branding, promotion and market analysis.

Prior to joining The Smith Group, Jason was a Director of Marketing for KB Homes, where he lead a team and oversaw all marketing activities for 18 communities. Jason's efforts helped KB Homes achieve the highest number of new home closings in the region.

With his strong understanding of the local market, data-driven market analysis and marketing experience, Jason is a welcome addition to The Smith Group.

Jason holds a Bachelor of Science degree in Business Administration with an emphasis in marketing and is a real estate broker.



## ERIN CARPENTER

*Graphic Designer*

Erin's strong design skills and attention to detail yield the elegantly crafted materials The Smith Group requires. She is a multi-talented person in both print production and photography. Passionate about her work, she is valued for her ability to successfully translate ideas into great finished products, often on a tight schedule.

As the marketing specialist for The Smith Group, Erin is responsible for managing and designing all marketing and advertising materials. She has many years of experience in graphic design and has handled numerous projects through her own company Koa Creative Group.



## EMILY DO

*Executive Assistant*

As a long time team member of The Smith Group, Emily brings hard work, experience and endless patience and detail to each transaction.

She is responsible for a variety of tasks for The Smith Group. Emily's most important assignment is to act as a liaison to our sellers. She expertly manages the listing and escrow process to provide smooth transactions and coordinates all marketing activities to provide the most effective exposure for each listing. In addition, she makes sure that all marketing and sales information is communicated to our sellers on a timely basis. She is also responsible for inputting listings on the MLS and maintaining accurate, up-to-date property information on our website. Emily's ability to handle concerns from our clients allows Tim to devote his time and energy to selling homes. Her energy, enthusiasm and commitment, guarantee that our clients receive nothing but the highest quality of customer service and care.



# Our Network





# Relationships That Sell

The National Association of Realtors® states that 42% of all properties sell because of agents. At The Smith Group, we specialize in:

- Broker Tours
- Agent Networking
- Relationships with Top 100 Agents Along the Coast
- Coldwell Banker Network of More Than 120,000 Agents
- National Referral Network
- Conventions Networking and more...



Our network, local relationships and global reach will help you sell your home faster and for more money.



# Our Marketing Approach



# Marketing Proposal

## THE SMITH GROUP

VS.

## OTHER AGENTS

- Team Approach
- Professional Photography
- Weekly Ads in View Magazine
- Advertising in Local, Regional and National Publications
- Customized Direct Mail Campaigns
- Distinctive Brochures
- Specialized Property Websites
- Customized Video Tours Posted to Multiple Websites
- Electronic Ad Campaign Sent to Thousands of Potential Buyers
- Weekly Open Houses Including Holidays

- Solo Agent
- Point & Shoot
- No Weekly Ads
- Limited Print Advertising
- No Direct Mail Campaign
- One Sided Flyers
- No Website
- No Video Tours
- No Electronic Ad Campaign
- Inconsistent Open House Schedule

*"Tim Kept His Word. He Created A Specific Strategy For Our Home, Raised the Price and Began A Marketing Plan That Worked. In 60 Days, After Having the House On the Market for A Year, We Had Two Solid Offers and A Third Waiting In Back Up."*

*-Jack Unroe, CEO Accountants Inc.*



# We Attract Savvy Buyers Through The Following Media

## MAGAZINES



## NEWSPAPERS



## WEBSITES

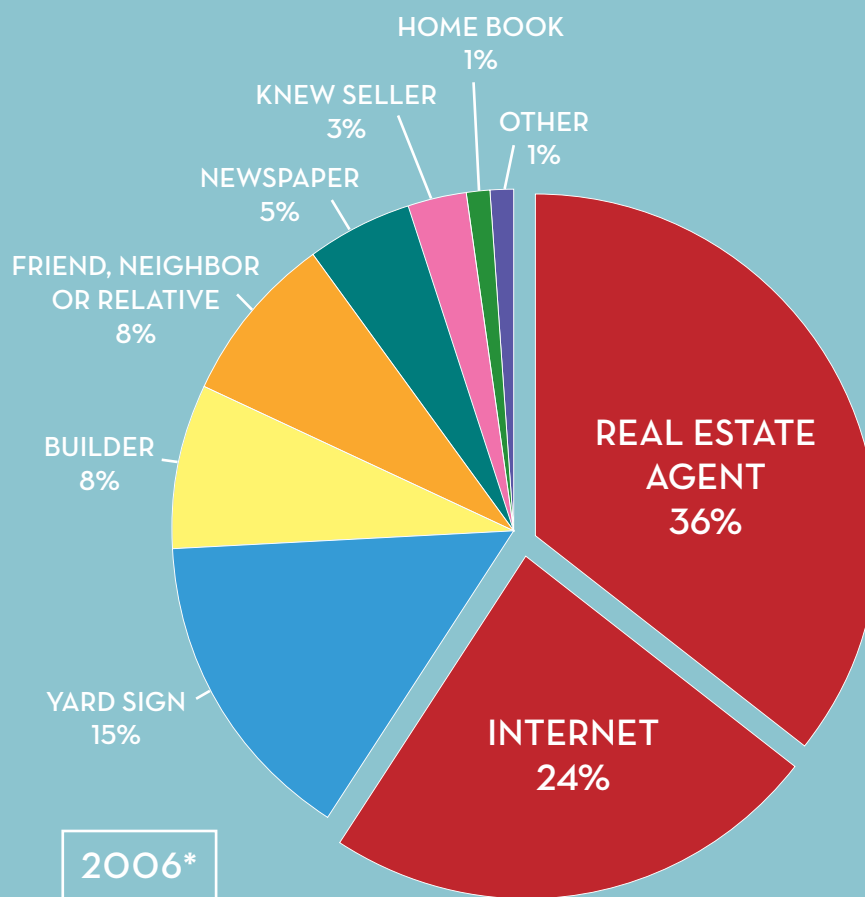
Several websites including:

Realtor.com  
ColdwellBanker.com  
ColdwellBankerPreviews.com  
CAMoves.com  
LATimes.com  
OCRegister.com

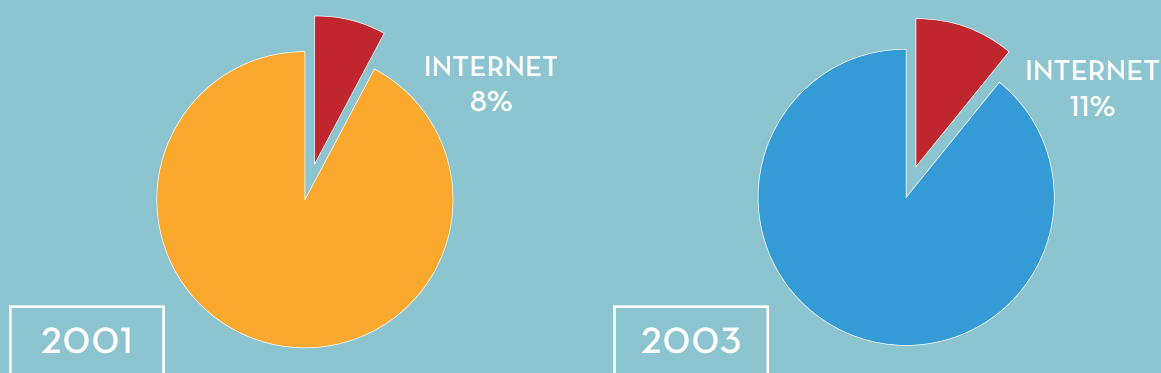
Google.com (Google Base)  
OpenHouse.com  
FrontDoor.com (HGTV)  
Yahoo.com  
Trulia.com  
Zillow.com



# Where Do Buyers Come From?



## GROWING IMPACT OF THE INTERNET



Did Your Last Agent Show You This?

\*Source: NAR Profile of Home Buyers and Sellers Updated Every 3 Years





# Our Sales Approach

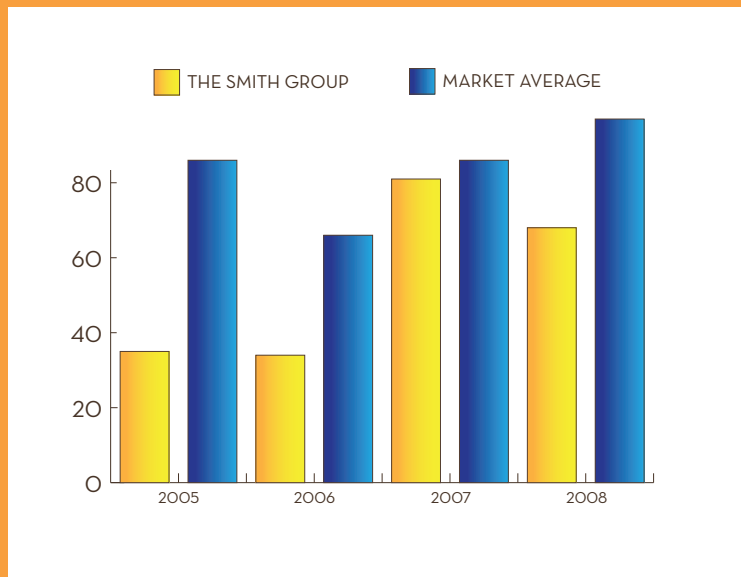
The sales approach at The Smith Group is simple - we do what it takes to sell your home in a timely manner. While our sales approach is comprehensive, communication is the vital component to our success. As a sales team, we are committed to involving you in every step of the process. Whether it is establishing a sales price, holding open houses, accepting offers, or closing escrow, we will communicate with you on a regular basis. As the results on the following pages will indicate, our sales approach simply works.

# Our Sales Results In Today's Market

## DAYS ON MARKET

The Smith Group: 54

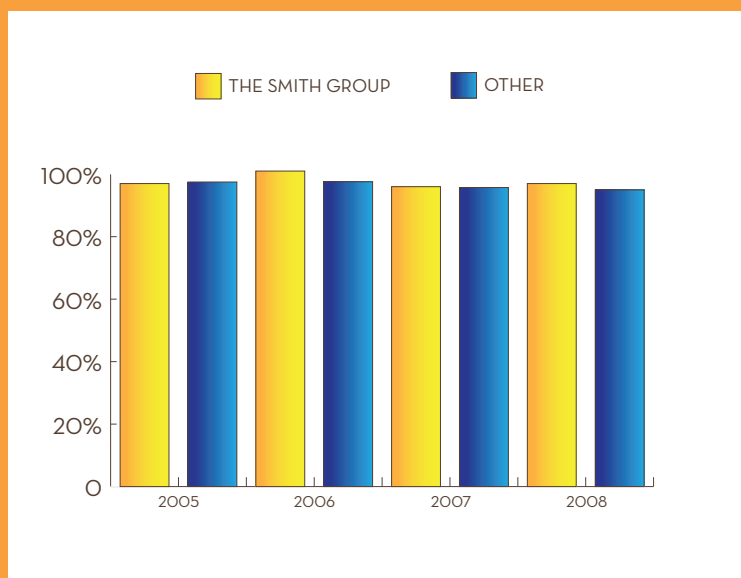
Market Average: 84



WE SELL  
1.5 TIMES  
FASTER!

## SALES PRICE AS A PERCENTAGE OF LIST PRICE

We Sell an Average of 98% of the List Price (Average Market 95%)



WE AVERAGE  
3% MORE  
TO YOU!









# Seller Checklist

- ☒ Attempted With Another Agent and Failed
- ☐ Contacted The Smith Group and Scheduled an Appointment
- ☐ Met With The Smith Group to Discuss New Strategy For Selling My Home
- ☐ Formal Listing Presentation
- ☐ Executed Sales Agreement
- ☐ Smith Group Property Evaluation/Appraisal
- ☐ Smith Group Design Team Walkthrough
- ☐ Market Analysis Completed
- ☐ Sales Price Established
- ☐ Marketing Campaign Started
  - Signage installed
  - Property profile submitted to multiple listing service
  - Professional photography taken of interior and exterior
  - Property website launched
  - Property brochure delivered
  - Direct mail campaign
  - Print campaign
  - Telephone campaign
  - Email campaign
- ☐ Office Preview, Broker Preview, Showings and Open Houses
- ☐ Evening Events and Progressive Home Tours
- ☐ Offer(s) Received
- ☐ Offer(s) Negotiated
- ☐ Offer Accepted
- ☐ Back-Up Offer(s) Accepted
- ☐ Inspections and Disclosures Completed
- ☐ Contingencies Removed
- ☐ Property Closes
- ☐ Refer Friends to The Smith Group

# What Others Are Saying About The Smith Group



*To whom it will concern:*

*We had the misfortune of putting our house on the market, because of a requirement to move, just as the decline in house sales in Orange County began. We went from a situation a year before of having notes placed in our mailbox asking if we wanted to sell, to being one of multiple homes on the market in our neighborhood and in our price range. Many of those listing their homes had to sell, putting even more pressure on an already difficult situation.*

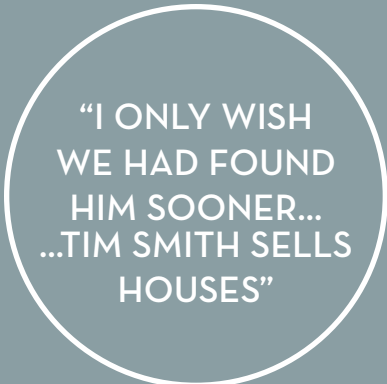
*The process of selling a home in this environment taught us a lesson that will prove invaluable in the future. There is a huge difference in the skills, strategies and work ethic required to sell a home in a challenging market from those required in a "normal" or "hot" market. Activities, like open houses, newspaper ads, brochures that an agent undertakes in a favorable market are not adequate in a challenging one. In today's market, activities do not sell houses. You need a highly skilled, dedicated representative with a specific plan to differentiate your home and whose focus is selling your home.*

*After a lot of frustration, disappointment and I believe missed opportunities with another agency and agent, we contacted Tim Smith. I only wish we had found him sooner because Tim possesses that talent needed. He convinced us he would sell our house and he would sell it for a price that reflected its value.*

*Tim kept his word. He created a specific strategy for our home, raised the price and began a marketing plan that worked. In 60 days, after having the house on the market for a year, we had two solid offers and a third waiting in back up. Our house sold for a price that made us happy. I do not believe it would have occurred without Tim. In times like this, the agent makes all the difference and Tim Smith sells houses.*

*Sincerely,*

**John P. Unroe**  
CEO, Accountants Inc.



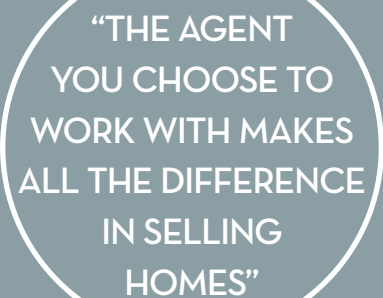
**"I ONLY WISH  
WE HAD FOUND  
HIM SOONER...  
...TIM SMITH SELLS  
HOUSES"**

*To whom it will concern:*

*"We had the fortunate opportunity to work with Tim Smith of The Smith Group. Although we are in one of the most difficult real estate markets in recent history, Tim got our house sold... Tim and his group had the ability to handle a transaction competently which was an integral part of completing the deal....After what seemed to be a difficult process, we successfully closed and at an acceptable price....We will continue to use The Smith Group in all of our real estate transactions and are committed to referring them to buyers and sellers we know entering the market. In a difficult market, it becomes apparent that the agent you choose to work with makes all the difference in selling homes."*

*Sincerely,*

**Bill Hay**  
Vice President, Larson Manufacturing



**"THE AGENT  
YOU CHOOSE TO  
WORK WITH MAKES  
ALL THE DIFFERENCE  
IN SELLING  
HOMES"**





# Sample Marketing and Advertising

# Brochures



## Shady Canyon 17 PRAIRIE GRASS



Unparalleled elegance describes this highly sought after Shady Canyon Villa. Built by renowned Taylor Woodrow, and inspired by the home of Tuscani, this home boasts four bedrooms including a living suite, four full baths and two half baths, as well as a gourmet kitchen, a formal dining room that opens to one of the interior courtyards, a large master bedroom retreat, exercise room, office and bonus room.

Surrounded by mature olive trees, handcut Columbia gold stone decking and lush Italian-inspired landscaping, this villa boasts spectacular panoramic sunset and golf course views. A salt water pool and spa, two interior courtyards, two outdoor fireplaces and an outdoor kitchen including dual ovens, Viking gas barbecue, double side burners, warming drawer, stainless refrigerator and more make with sink also enhance this estate's dream. Please visit [www.17prairiegrass.com](http://www.17prairiegrass.com).

Price Available Upon Request



Who You Work With Matters



**TIM SMITH**  
Direct: 949.317.8911  
Cell: 949.678.1010  
[www.timsmithrealestate.com](http://www.timsmithrealestate.com)

A Tim Smith Realty, Inc. 2011, Napa Valley, CA 94558, 949.317.8911



The stunning, new custom architectural style Santa Barbara home built by Robert McGeehan, has just been completed in the exclusive community of Shady Canyon. With four bedrooms plus office and four and two half baths, this elegant home has been completely upgraded. Features include distressed large plank walnut hardwood flooring, aged timber beams, four custom stone fireplaces, French doors, Italian oak and windows with hand-painted accents, custom wine room, surround sound system, three car garage, granite counters and custom wrought iron gates.

The spacious, brightly lit gourmet kitchen is complete with sophisticated granite counters, custom cabinetry and top-of-the-line stainless steel appliances. Relaxation is unsurpassed in the expansive living area, formal dining room and outdoor entertainment. Natural sunlight is plentiful from the oversized master deck overlooking the beautifully landscaped back yard, across hills and canyon views. The reflections of the salt water pool emphasize the easy outside fireplace, water fountain and spa. The open air surroundings are ideal for outdoor entertaining utilizing the cabana and barbecue area.

Price Available Upon Request



[www.ShadyCanyon.com](http://www.ShadyCanyon.com)





# Postcards



CURIOUS ABOUT THE VALUE OF YOUR HOME?

Call for a private pricing consultation.

**23 CATANIA**  
ANOTHER SPECTACULAR LISTING BY TIM SMITH  
Stunning designer decorated four bedroom, four and one half bath home. Magnificent architecture, formal living room, open gourmet kitchen and expansive master suite. Contact Tim Smith for a private showing. Offered at \$2,589,000



**TIM SMITH**  
Direct: 949.717.4711  
Cell: 949.676.1070  
timothy.smith@canwest.com

WHO YOU WORK WITH MATTERS



COLDWELL BANKER PREVIEWS INTERNATIONAL  
4 Sun Insignia Place, Suite 200  
Newport Beach, California 92660



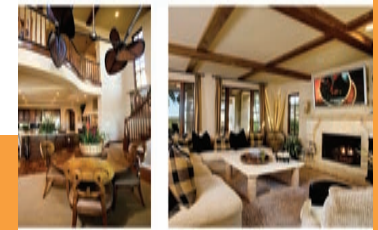
**NEWPORT COAST**  
Stunning night view of a house with a large palm tree in the foreground. This four bedroom, three and one half bath home. Luxurious materials and thoughtful design in spacious outdoor environment year round pool, spa, kitchen, fireplace, television, fountains and lush mature landscape. Price Available Upon Request



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COLDWELL BANKER PREVIEWS INTERNATIONAL  
4 Sun Insignia Place, Suite 200  
Newport Beach, California 92660



*Just Listed*  
18 OBSERVATORY • PACIFIC RIDGE



*Just Sold*  
32551 VIA ANTIBES • MONARCH BEACH

*Who You Work With Matters.*

In whom it will concern:  
We had the fortunate opportunity to work with Tim Smith of Coldwell Banker Previews International. Although we are in one of the most difficult real estate markets in recent history, Tim got our house sold. I think I could say it was an easy transaction, but it was not. Tim and his group had the ability to handle a transaction competently, which was an integral part of getting the deal done. He smoothed out all of the wrinkles that seemed to keep showing up throughout the transaction and kept the deal on track. After what seemed to be a difficult process we successfully closed and at an acceptable price, that most importantly all parties involved were happy with the deal. We will continue to use Tim Smith in all of our real estate transactions and are committed to referring him to buyers and sellers we know entering the market. In a difficult market, it becomes apparent that the agent you choose to work with makes all the difference in selling homes. Tim Smith knows how to sell homes.  
Bill Hay • 32551 Via Antibes



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COLDWELL BANKER PREVIEWS INTERNATIONAL  
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Newport Beach, California 92660

**view**  
ORANGE COUNTY  
*Coldwell Banker Residential Brokerage*

June 26 - July 4, 2008

**COLDWELL BANKER**  
RESIDENTIAL BROKERAGE

**COLDWELL BANKER**  
PREMIERS



SHADY CANYON® \$4,995,000

39 Canyon Creek

New custom Santa Barbara style built by Robert McCarthy and designed by David Hulman. Features 4 br, 8 full and 2 half ba, gourmet kitchen that opens to generous family and living rooms, an office and a custom wine room. Overlaid master deck overlooks a beautifully landscaped backyard with pool, spa, cabana and serene hills and canyon views. Visit [www.360anyonerealestate.com](http://www.360anyonerealestate.com) for more information.

To schedule a private showing, please contact Tim Smith of Coldwell Banker Newport Beach Fashion Island at 949.678.1078.

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Andrew Costabile  
Martin Nilschian

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californiamoves.com

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THE SMITH GROUP

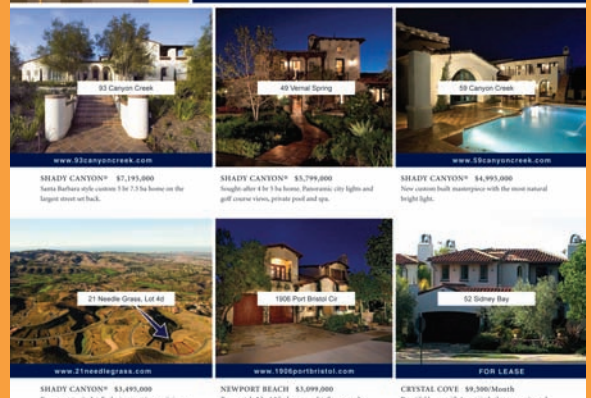


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## TIM SMITH



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# Websites




86 CANYON CREEK | TIM SMITH  
IRVINE, CALIFORNIA | p 949.678.1070  
COLDWELL BANKER PREVIEW INTERNATIONAL

86 CANYON CREEK

*Shady Canyon®*  
Irvine, California




An Opportunity  
to Own  
a Timeless Treasure



PROPERTY | EXHIBITS | ARCHITECTURE | CONTACT US

200 CANYON CREEK

Exclusively Represented by Tim Smith



WWW.86CANYONCREEK.COM



3376 CORTE CASSIS | TIM SMITH  
COSTA MESA, CALIFORNIA | p 949.678.1070  
COLDWELL BANKER PREVIEW INTERNATIONAL

3376 CORTE CASSIS  
COSTA MESA, CALIFORNIA | p 949.678.1070

[home](#) | [property](#) | [about South Coast Metro](#) | [contact us](#)



South Coast Metro

Stunning, one-of-a-kind, designer masterpiece! This 3 bedroom, 2 1/2 bath home has been generously upgraded, featuring distressed large plank hardwood floors with beautiful custom mosaic inlays -

3384.00000




Exclusively represented by Tim Smith

[home](#) | [property](#) | [about South Coast Metro](#) | [contact us](#)

**SOLD**  
history and details on request



WWW.3376CORTECASSIS.COM




1906 PORT BRISTOL CIRCLE | TIM SMITH  
NEWPORT BEACH, CALIFORNIA | p 949.678.1070  
COLDWELL BANKER PREVIEW INTERNATIONAL

1906 PORT BRISTOL CIRCLE


NEWPORT BEACH, CALIFORNIA





200 CANYON CREEK

Exclusively represented by Tim Smith



WWW.1906PORTBRISTOL.COM



# In Closing

We hope you find the Smith Guide informative.

Now the next step is to simply contact our office to schedule a private appointment to put The Smith Guide to work for you.

WHO YOU WORK WITH MATTERS!

Tim Smith

Direct 949.717.4711

Mobile 949.678.1070

[timothy.smith@camoves.com](mailto:timothy.smith@camoves.com)

