

Platinum's exclusive, highly disciplined customizable approach to marketing a property along with the above-market results have been proven in over 600 successful transactions. Platinum gets the job done RIGHT, every time.

## FINDING AND MOTIVATING A LOVE CONNECTION

We believe that real estate sales are all about creating an atmosphere where a buyer can fall in love. Our goal is to find the buyers at their time of purchase and present your opportunity in its best light.



**(310) 703.3301**

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

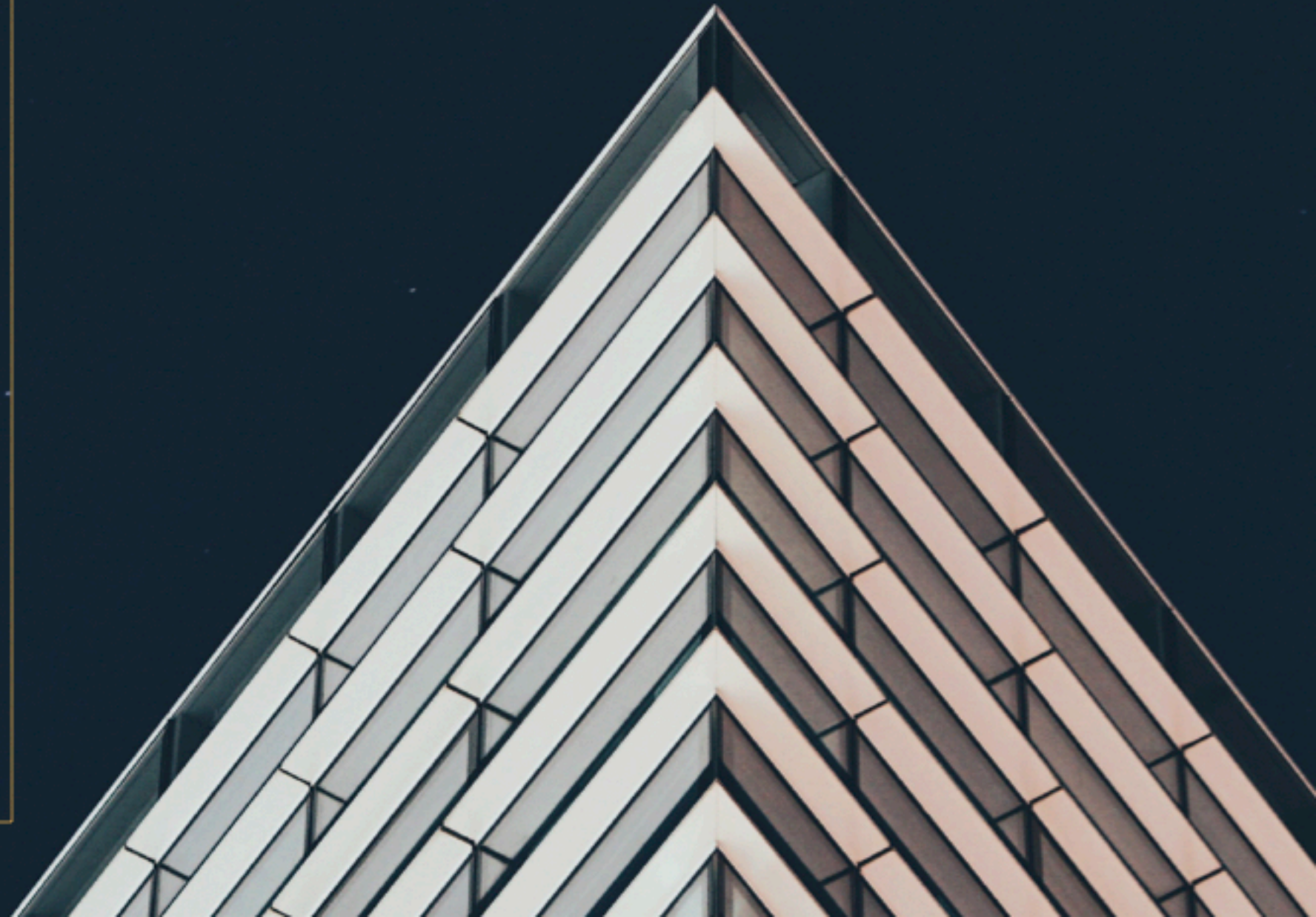
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PLATINUM PROPERTIES

## LUXURY PROPERTY MARKETING & SALES





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### PLATINUM PROPERTIES

Experts in marketing and selling luxury residences with an emphasis on new construction. Platinums' successful performance flows from planned approaches customized for each client, property and market cycle to maximize net seller proceeds, And a unique understanding of buyer psychology.

With 17 years experience and over 600 sales for its clients PLATINUM PROPERTIES delivers consistent success.

New Construction Real Estate Sales are all about setting the stage and creating the magic maximizing the potential for buyers to fall in love with your home.

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## NOTHING BEATS EXPERIENCE

After 600 closed transactions and over 21,000 hours of open houses we know that home specialists have 1 minute in person and 10 seconds online to describe a residence in its best light.

Every image, every word, every touch-point counts, and so our approach is built on data checking and optimizing the buyer experience from first click through sale.

**"AFTER 10,000 HOURS OF  
DELIBERATE PRACTICE,  
YOU LEARN WHAT TO  
SAY, WHEN TO SAY IT,  
AND HOW TO SAY IT."**







## CUSTOMIZING EVERY PPC CAMPAIGN...

## TARGETED MARKETING

In today's market reaching your ideal buyer requires an in-depth understanding of where and how they interact with your brand. A huge portion of outreach and sales take place on the web requiring a nuanced understanding of targeted marketing across the internet and social media. We leverage our strengths and experiences, integrating proven methods to efficiently bring ideas to life, increase speed to market, and ensure the greatest probability for success.

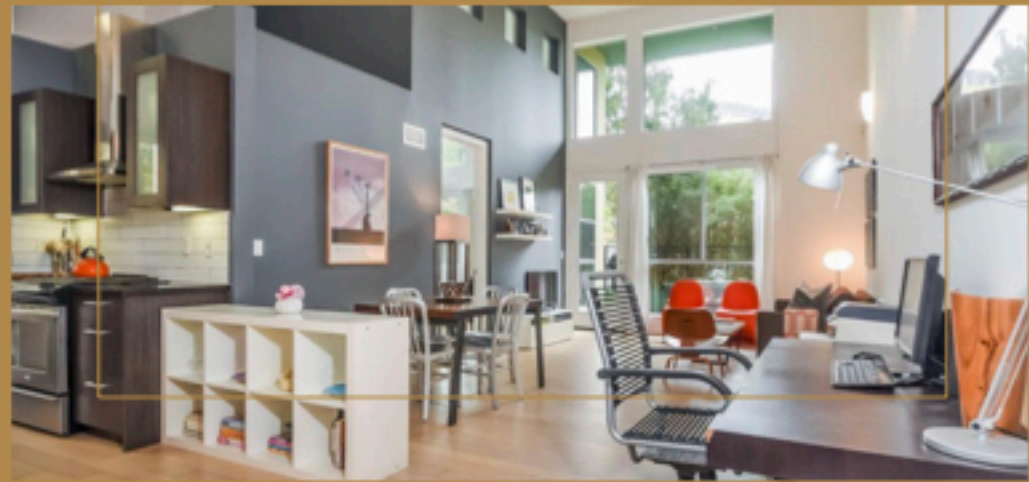
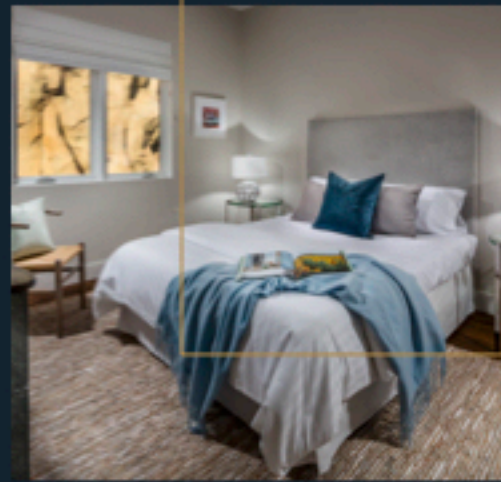
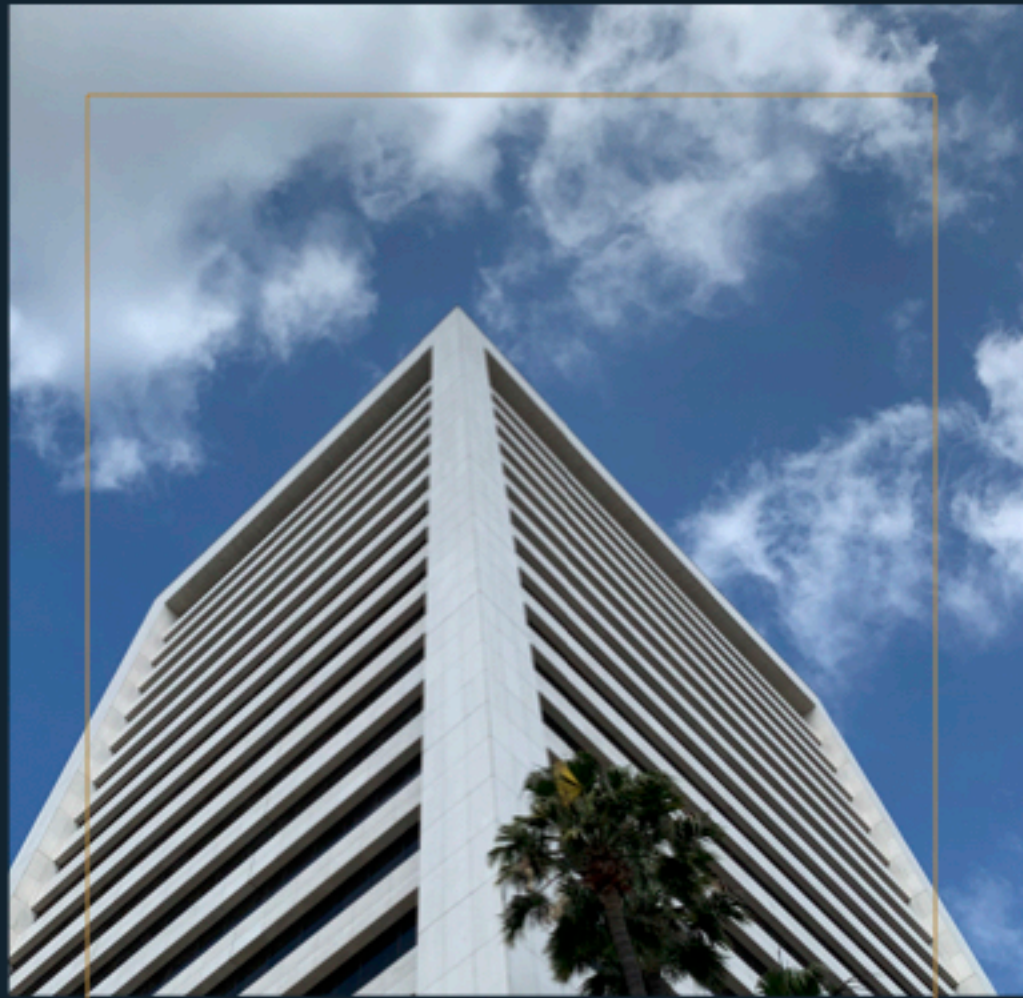
### **This includes, but is not limited to:**

- Fully Customized Google Ad and Social Media Campaigns
- Hyper Targeted Marketing Across Multiple Online and Mobile Platforms
- Search Engine Optimization
- Customer And Industry retargeting campaigns
- Targeted Email Marketing.
- Personally-curated list of over 11,000 active real estate agents, as well 3,000 buyers and mavens.
- Open Houses Held 3 Days A Week Until Units Are Sold Out
- Flyers, Banners, Local Networking And Outreach, Events etc.

Platinum's Marketing outreach finds the buyers who are actively looking for similar properties and not already looking at your specific opportunity.

This give you an advantage over other properties by both reaching your exact consumer, and hen reaching prospects who wouldn't regularly see your property leaving your commission lower.







# THE EXPERIENCE

From The first impression online, through the open-house and home-buying experience, our team puts a strong focus on **WHAT** the client sees, **HOW** they see it, **WHEN** they see it, and **WHAT** it prompts them to do.

To this end, our carefully selected team of experience curators are working tirelessly to create the magic. From the text and visuals of online ads, the flyers and coffee books, the social media experience, to the setup of the units, the color palettes, even the music and food selection. **EVERY ASPECT** is carefully chosen to best suit the identified clients.

It is no accident that our outreach is so successful and our closure rate so high. We pay attention to the details. To the art. To the Psychology behind what drives your customers and sales and use it to manufacture the feeling of “magic” and “wonder” that every buyer should experience when purchasing a home.

# THE RESULTS SPEAK

**Platinum is in the Top 1% of all Realtors Nationally for over 15 years.**

- Top 1 % as measured by the number of sales per year and
- Top 1% as measured in total dollar amount of sales.

We love what we do we hope you give us an opportunity to add value to you- may we have an opportunity to sit with you ?

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**Yaron Hassid**

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# REFERENCE FROM EX-EMPLOYEES

*Working with Platinum Properties instilled in me that “There are no traffic jams along the extra mile.” In addition to typical paid marketing, we learned, and deployed, personal outreach to clients, past clients, other sellers who may be good candidates to buy our listings, other brokers and various opinion leaders to widen the net of potential buyers for our clients’ properties. We held more open houses., for longer durations. We used more home-specific coaching and training for each home we represented. I no longer work at Platinum, but those lessons still serve me...and my own clients...very well here in New Orleans, many years later.*

*While I was an agent at Platinum Properties, I found the value of dressing for success. Not for me, but for our listings! Presenting each property in its best light enabled us to outsell other properties where attention and focus were only average. The benefit to our sellers was obvious. And consistent. And welcomed by our clients. Now I am...bla, bla, bla...and continue to regard Yaron and his team as the Platinum Standard of new home sales.*

*Yaron and the team at Platinum simply out-work, out-hustle and outPERFORM their competition. This is part of their DNA and I was honored to be a part of this team as I began my real estate brokerage career. Now a practicing attorney with some focus on real estate, I know what my own clients should expect and it is the level of performance that Platinum always delivers. I've seen it from the inside and it's impressive. Their performance happens so consistently, it's no coincidence. No wonder, Platinum brings together many clients several times a year! They have complete confidence that all clients could see that the service each receives is what Yaron calls the Platinum Standard.*



# THE FIVE SENSE SALES EXPERIENCE

Internal motivation starts with our five senses. Platinum Properties creates an environment to maximize the potential for emotional attachment. After all, the highest net price is achieved when a buyer "falls in love" with a Residence.

## 01 SIGHT

During guest visits, we make appropriate eye contact. This establishes trust and rapport. Our approach is calm, relaxed, and natural. We "dress up the bride" putting the property's best foot forward with rented or purchased furnishings and artwork - always arriving 30 minutes early to open windows and doors and to turn on all the lights.

## 02 SOUND

Soft, happy background music helps enliven the residence and increase the feeling of "home."

Sales are made by effective listeners. We offer solutions only after hearing all of a guest's needs. We focus on what is said to us, rather than what we're going to say next. Prospects are driving the sales process; we are there to listen and guide their action based on their needs.

We take notes as the guest is speaking. This helps us concentrate on what is being said, and it demonstrates that we care about their concerns. Furthermore, it allows the team to identify opportunities to upgrade the property so that we can maximize saleability.



## 03 SMELL

When meeting face-to-face with potential buyers, we understand the importance of a great first impression. We want them to walk in and be engulfed in the scent of "never been touched" - new construction. In addition to working with a stager, we further enhance the feeling of a "home environment" by creating an aromatic environment, filled with warm scents and ensuring the home is always very clean and in pristine condition.

## 04 TOUCH

No two buyers are exactly the same, nor are their needs. Some buyers want guidance, others prefer to walk around by themselves. Some want the lowest price, others want a good value, and some simply want to be able to afford a nice place. We identify each buyer's needs, then work diligently to satisfy them. One by one.

Each buyer is encouraged to "live" in the house: relax on the sofa, enjoy the environment, and maybe even dip their toes in the pool.

After the showing, we strive to touch base with each visitor at least three times. This helps the property to remain top of mind and increases the chance of a successful sale.

## 05 TASTE

Our homes are fully stocked with drinks, breakfast bars, and chocolates ready to be shared with anyone visiting an open house or showing. Generosity of gifts, especially sweet or caffeinated ones, increase the chance the buyer will feel happier and be more open to spend more time in development thus increasing chance of an emotional connection with the property.

We work hard to make excellence our signature for each and every visit. Doing so increases our seller's chance to taste the sweet victory of sales success.





**WE PAINT A PICTURE  
OF YOUR PROPERTY AS  
AN "OPPORTUNITY"**

**WE LOOK FOR KEY  
LIFE MOMENTS TO  
FOCUS OUR EFFORTS**

## EXCELLENCE IN ACTION

Creativity is our currency! We paint a picture of your property as an "opportunity," while still encouraging urgency within the community of buyers. We do this by personally calling hundreds of active local agents and inviting them to our "Not-on-MLS, Week-Long, Pre-Sale Sushi Party."

Our goal is to create awareness and instill urgency in the community of brokers to bring you dozens of agents and buyers in order to generate a sale in the very first week. From the outset, we will be creating energetic and valuable buzz about your property, helping to further the process of a successful sale.

Platinum's 'range pricing' process bring certainty that the prices are the maximum the market will bear while ensuring that sellers avoid overpricing and losing activity and/or interest. In developments, when milestones such as 51% sold are achieved, we make another round of calls to current, still-looking prospects and active agents.

## UNDERSTANDING THE BUYER

In the end of the day, the first step in creating magic is KNOWING YOUR AUDIENCE. Who are they? What makes them "Tick"? Where are they? These details are at the heart of what we do from client acquisition through the sales closing

Every guest is a potential buyer. Every guest might have a friend who is perfect for the home. Every guest needs to be treated with respect, greeted with a smile and sold on the opportunity of your home. When selling a home we look for key life moments to focus our efforts and future negotiations on behalf of the seller.

Understanding a lead is very important. "Top 3" buyers are quickly identified as those who have spent more than 30 minutes in the development, asked more than 2 serious questions, or have visited the development more than once.

"Top 7" buyers are those who are recently married or divorced, just had a birth or a loss in the family, experienced a significant change in employment, or are a parent buying for their child.