Sotheby's
INTERNATIONAL REALTY

The Marketing Plan

Presented Exclusively by **PAUL MCDONALD**



PAUL MCDONALD | 505.780.1008 | paul.mcdonald@sothebys.realty | homesantafe.com

Rev. 04/22/2024

About

Sotheby's
INTERNATIONAL REALTY

PAUL MCDONALD

Real estate buyers and sellers alike work with Paul for one reason: his outstanding track record. A top producer since 1984, Paul and his team have transacted close to $1 Billion in career sales. Paul has been a member of Who's Who in Luxury Real Estate for almost 10 years, and clients benefit from his long-term experience in the Santa Fe market, negotiating expertise, and ability to develop a comfortable working relationship for all parties. Paul has worked exclusively in the high end luxury market with several nationally recognized firms in Minnesota and New Mexico. Notably, Paul was selected as the exclusive listing agent for Monte Sereno, an enclave of 275 homes set on more than 600 scenic acres in the City of Santa Fe. In addition he has represented the developers of Las Campanas, The High Summit, Canterbury, Padre Springs, Tesuque Ridge Ranch, and Angel Fire Resort. His knowledge of home design and construction coupled with his proven marketing and sales abilities have made him indispensable to buyers and sellers alike. Paul's property sales experience extends throughout the Santa Fe area, from Vista Redonda to Wilderness Gate and from the Historic East Side to Las Campanas. Paul is a member of the National Association of Realtors, and a former board member of the Santa Fe Association of Realtors.



The marketing plan for your home is aimed at exposing it to the largest number of qualified prospects on a consistent basis at a high level. The Sotheby's brand and it's platform is central to any campaign, as are the nuts and bolts that are outlined on the following pages.

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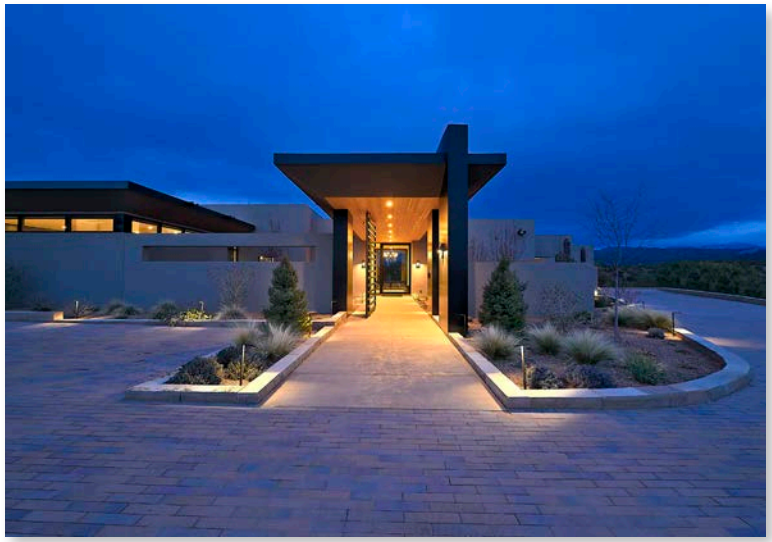
Professional Photography

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PHOTOGRAPHY

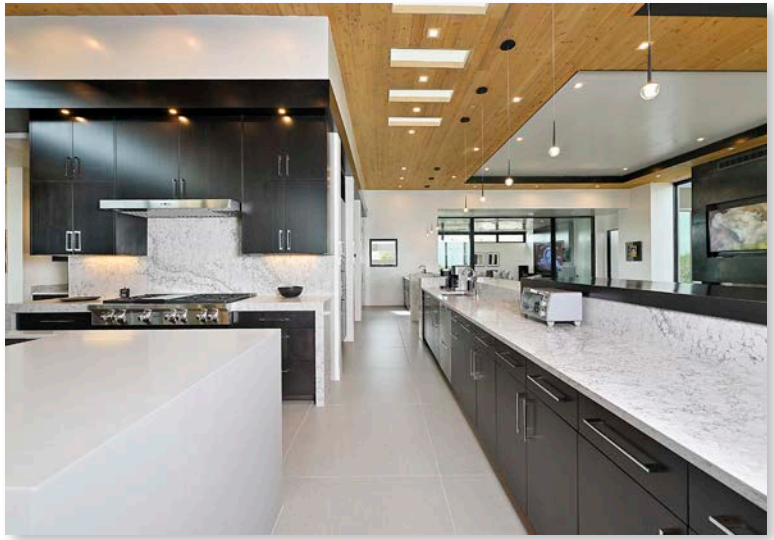
Complimentary professional photography – these images will be seen by tens of thousands of brokers and prospects worldwide.

Easily the most important part of the marketing process is professional photography that captures the essence of your home.









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Staging

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VISUAL PRESENTATION

Have the home staged appropriately – the visual presentation and feeling of the home shows how the space will be used and valued. Staging has consistently been the key element in repositioning homes to sell.

We will make recommendations that range from complete home staging to a short consultation so you can contract with the appropriate vendor/s.

Impartial professional advice on how to make your home appealing to buyers is critical in involving buyers emotionally in your home.



BEFORE



AFTER



BEFORE



AFTER

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Brochure

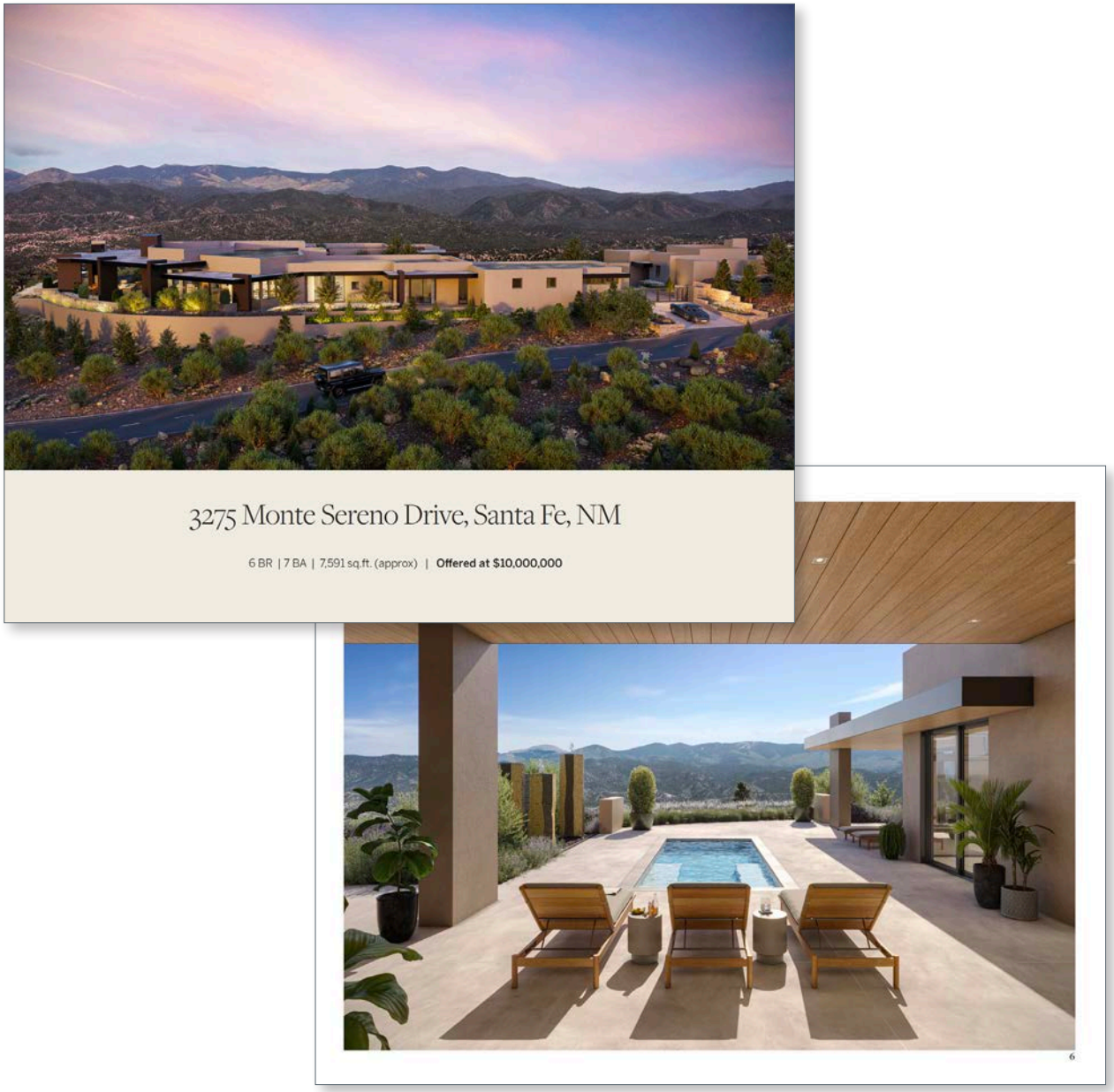
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ELECTRONIC BROCHURE

Produce a high-quality brochure for all showings that includes up-to-date property information and photography.

Includes:

- Professional photography
- Survey map
- Floor plan
- Selling features



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Newsletter

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NEWSLETTER FEATURE

Show your listing in a high-quality full-color custom newsletter analyzing the Santa Fe marketplace and featuring your home next to a selection of luxury properties.

Mailed to all owners of homes over $1 million in Santa Fe and select other marketplaces.

The newsletter has been an instrumental tool in numerous high-end transactions.



THE MCDONALD/SARGENT/LOWE GROUP

SANTA FE REAL ESTATE NEWSLETTER 1ST QUARTER 2023

SANTA FE REAL ESTATE MARKET UPDATE

Unchartered Territory

This euphemism always applies to the residential real estate market, but the phrase becomes more charged as indicators decline. When the needles on the dashboard point up, the wind is at our back. But today's market points in many directions, so I hope this newsletter helps to make sense of the statistics included herein.

The number of homes on the market is up roughly 50% from last year as of April 1st, 2023 – with 496 homes for sale, versus only 328 last year at this time. A quick glance at preceding years shows inventory levels in the 1,000 to almost 2,000 range, so although we have seen a big shift on a percentage basis, the actual number of homes on the market still reads as a seller's market. At the peak of this most recent run, buyers were buying anything they could get their hands on, but with sales of homes slowing down (518 1st quarter 2023 versus 684 1st quarter 2022), buyers are being more judicious with their choices. They are predictably scrutinizing inventory along classic break points of location, views, vintage of home, proximity to town, etc., and all indications are that this trend will only continue. Higher interest rates have sobered the sale of less expensive homes, and this will have a bottom-up long term effect on the market. One other important note is that the average price of a home in Santa Fe finally flat-lined from the previous 5 years of growth, and came in at $677,658 in 2023 Q1, compared to $664,661 in Q1 of 2022.

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Homes sales over $1 million dropped dramatically from 2022's 103 homes selling in the first quarter, versus only 68 this year for the same time. Coinciding with this trend is the increase of homes for sale over $1 million, which stood at 179 as of April 1st, 2023, whereas we had only 132 one year ago. One factor contributing to this increase is the massive amount of appreciation that has propelled properties that once were below the $1 million threshold to now over that number.

Land has seen a similar shift based on the patterns we are seeing, with 81 sales in Q1 2023, compared to 134 in 2022, and 163 in 2021. This years sales are still outpacing the past 10 year average, but the pulse of the market certainly feels weaker than during our market highs. Inventory of land now stands at 653 lots for sale, compared with 620 last year, but way down from 2019 at 1,232 lots for sale. For decades we had future inventory to look forward to at all of the north side subdivisions, but that trend is winding down, with Monte Sereno having approximately 40 developer lots to sell in one form or another ... and virtually no developer inventory or future releases in sight. Las Campanas has some scattered inventory, but the sell out of the Tesoros marked the last big release for Cienda Partners.

Which brings us to a new world order where resales of land and tear downs will mark the future for building sites on the north side of Santa Fe. To think that we are now at a tear down stage is a bit startling, but if one looks for the best of the best for a building site, inventory is scant.

Monte Sereno's Resort Casita project is on hold. 10 developer lots will hit the market mid-2023 that are some of the top rated lots in the history of the subdivision. The 176 acres west of Monte Sereno will be carved up into one 40 acre lot, and four 32 +/- acre lots with absolutely spectacular views and proximity to town – accessed through the NW corner of Santa Fe. And immediately west of there will be 15 premium NW Santa Fe lots in the 5+ acre size accessed from the end of San Rafael with tremendous view corridors. These heavy weights will mark the end of the line for north side premium lots, and will no doubt be greeted enthusiastically by discerning lot buyers.

Feel free to call me for more information on these future land listings.

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All referenced statistics are gathered from Santa Fe Association of Realtors® (SFAR)

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This document is for information purposes only. It is not our intention to solicit offerings of other brokers.



FEATURED LISTING

3295 Monte Sereno Drive, Santa Fe

3 BR, 4 BA, Office & Media Room
4,518 sq.ft. (approx) | Acreage: 1.34 acres (approx)
Offered at $5,495,000

Sited on the top ridge of Monte Sereno for optimal views of the Sangre de Cristo Mountains, the contemporary masterpiece by Dressel Construction features dramatic views from every room in the house. Easy one-level living in a home that features not only great views, but also a floor plan that is graceful and functional. Grand outdoor portal spaces separated by huge sliding doors let the outside in, and allow for true Santa Fe outdoor living. Luxurious owner's suite and guest suites offer every comfort. A gourmet kitchen with Wolf, Sub-Zero, stone counter tops and more will satisfy the most demanding chef. This home is being built with a 2023 completion, which allows you to choose your finishes, currently featuring 40" porcelain tiled floor, plaster walls, and more.

>> visit **homesantafe.com** to see all listings. <<

Website Promotion

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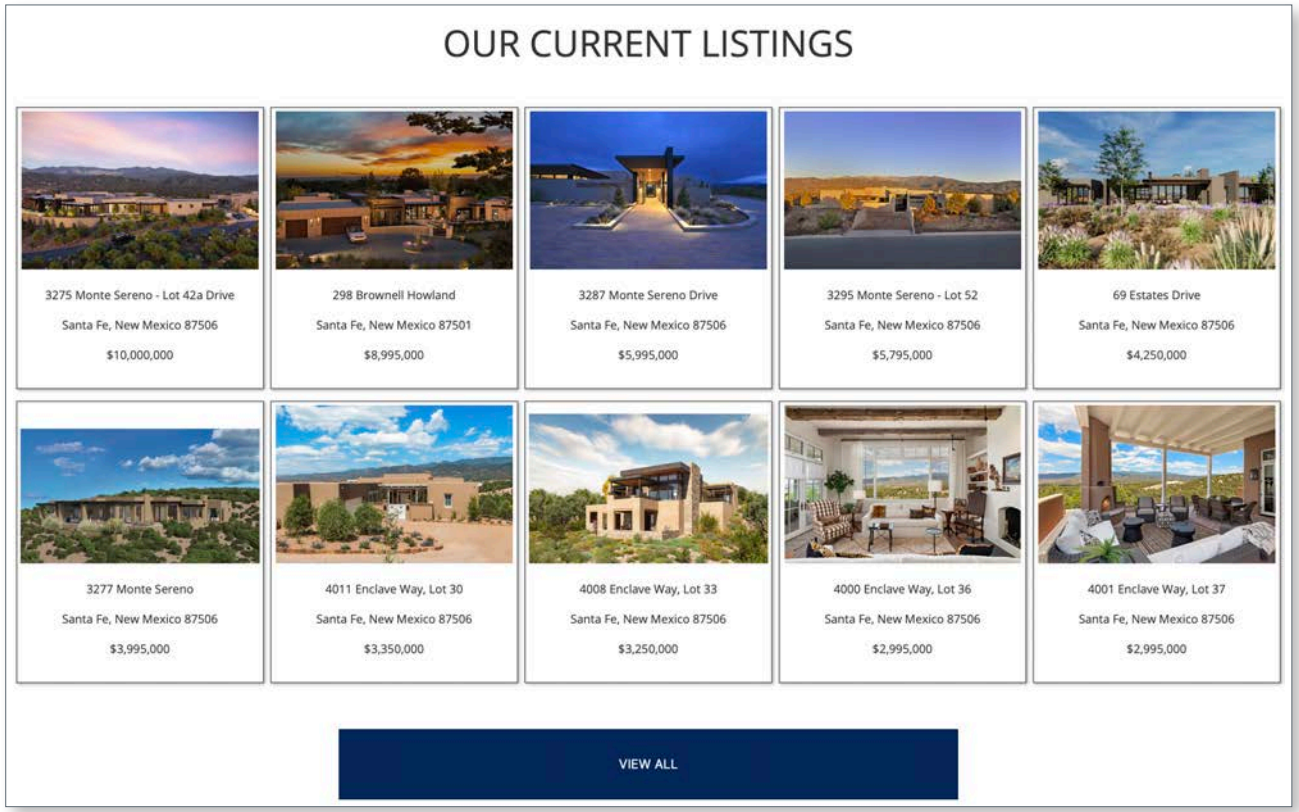
HOMESANTAFE.COM

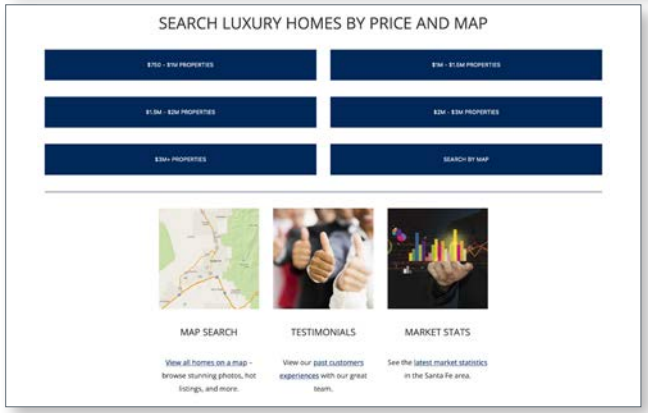
Feature your home and property information on my custom website homesantafe.com.

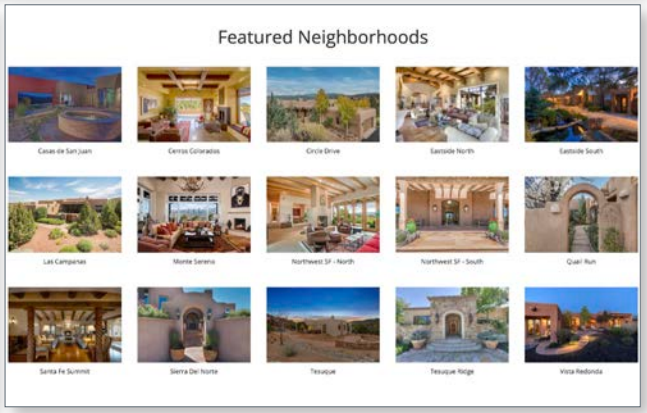
Including:

- Professional photography
- Description
- Property features
- Map
- Virtual tour

By investing in Google AdWords, I consistently drive buyers to the homesantafe.com website and sell a high percentage of my own listings.







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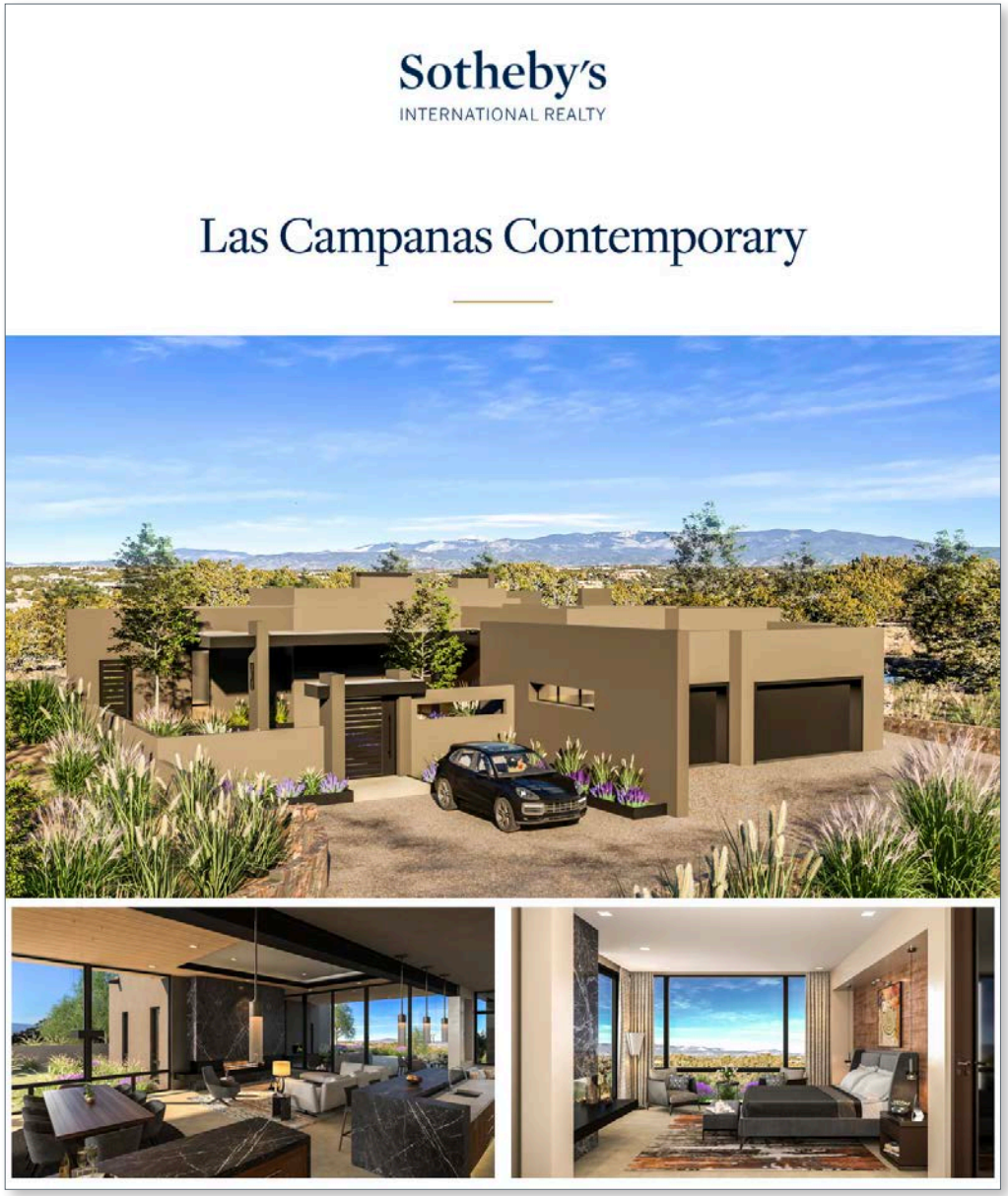
Email Marketing

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eBLAST

Listings are announced to the Santa Fe Association of Realtors with photos and information about your home to over 700+ brokers. By sending repeated email "eBlasts" to the real estate community, it helps to keep your property top-of-mind with the local brokerage community.

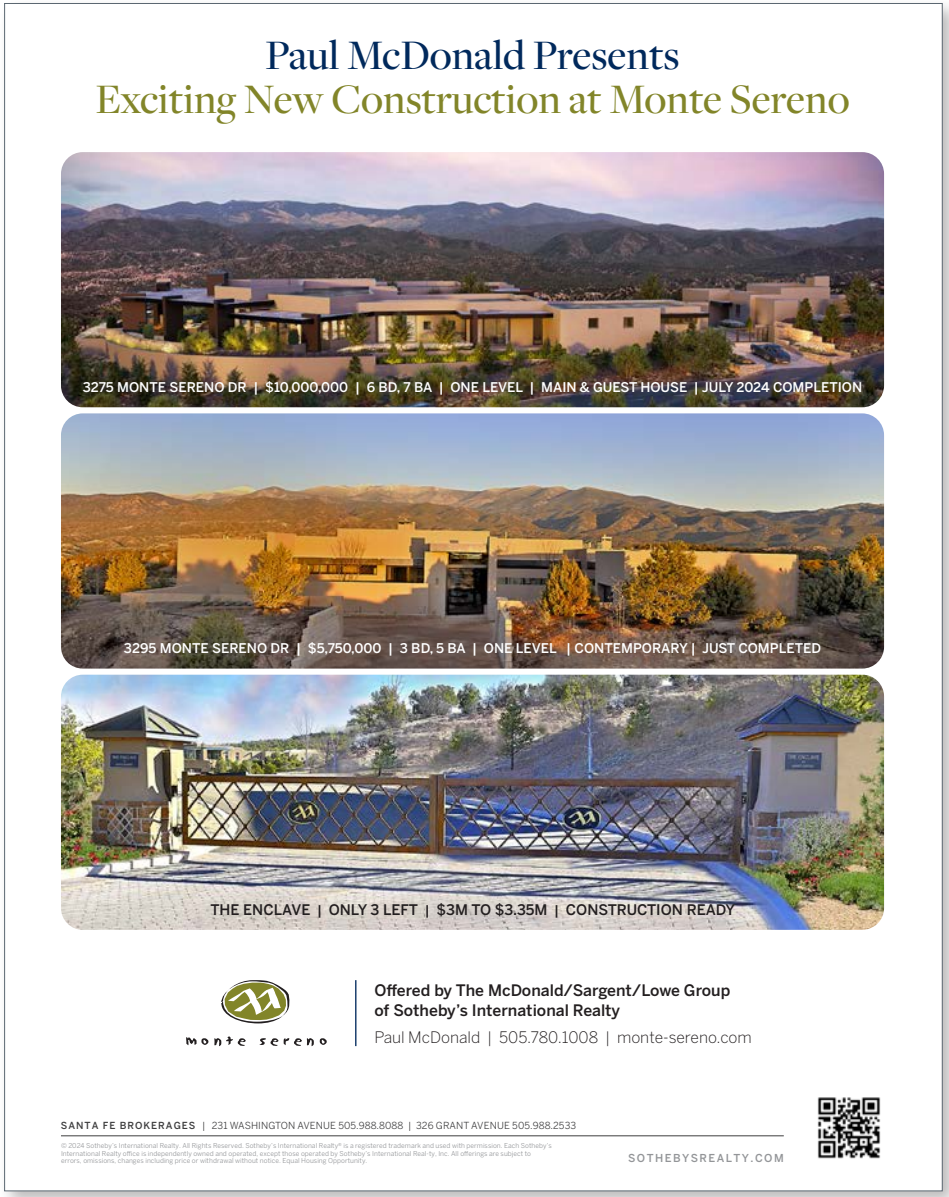
Consistent emails to brokers will continually place your property at the forefront.



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Advertising

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GLOBAL AND LOCAL ADVERTISING

No one can draw *more eyes to your listing*

We work with the best online and print publishers to drive better performance and more return for our clients on a local level and around the world.

GLOBAL

AD
AD MÉXICO
theTradeDesk
South China Morning Post
Instagram
dwell
YouTube
THE WALL STREET JOURNAL.
FINANCIAL TIMES
facebook
inman
Google
居外 Juwai.com
JamesEdition
MANSION GLOBAL
LUXURY ESTATE
The New York Times
NIKKEI
PROPRIÉTÉS LE FIGARO
PropGOLuxury

LOCAL

SANTA FE NEW MEXICAN
HOME SANTA FE REAL ESTATE GUIDE
Pasatiempo

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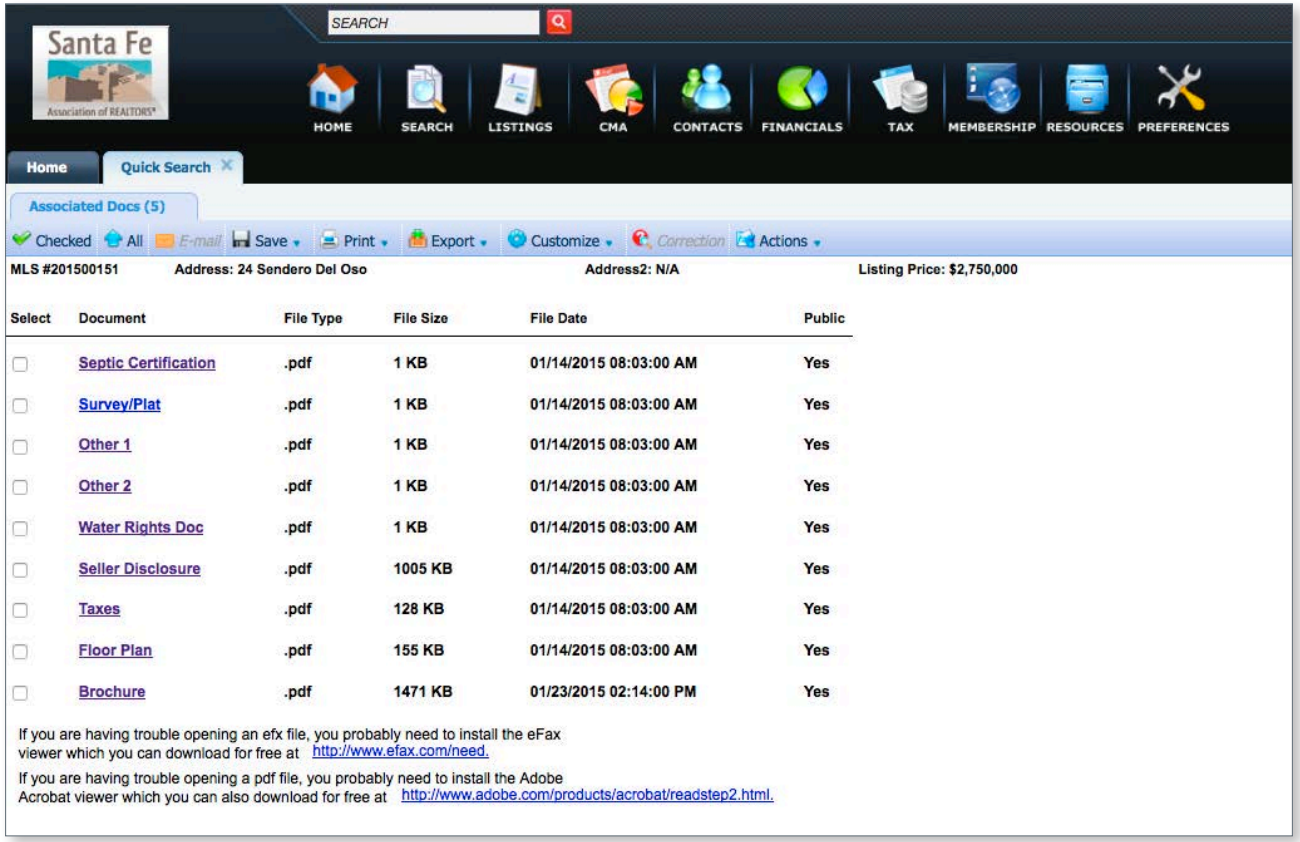
MLS Report

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COMPREHENSIVE MLS REPORT

Expose your home via MLS to over 700+ local Realtors with complete documentation about all facets of your home. We insert into the MLS report all information that can be gathered about your home – floor plans, surveys, CC&R's, design guidelines, etc.

All of our listings are loaded with supplemental data to distinguish your home from the other listings with scant information.



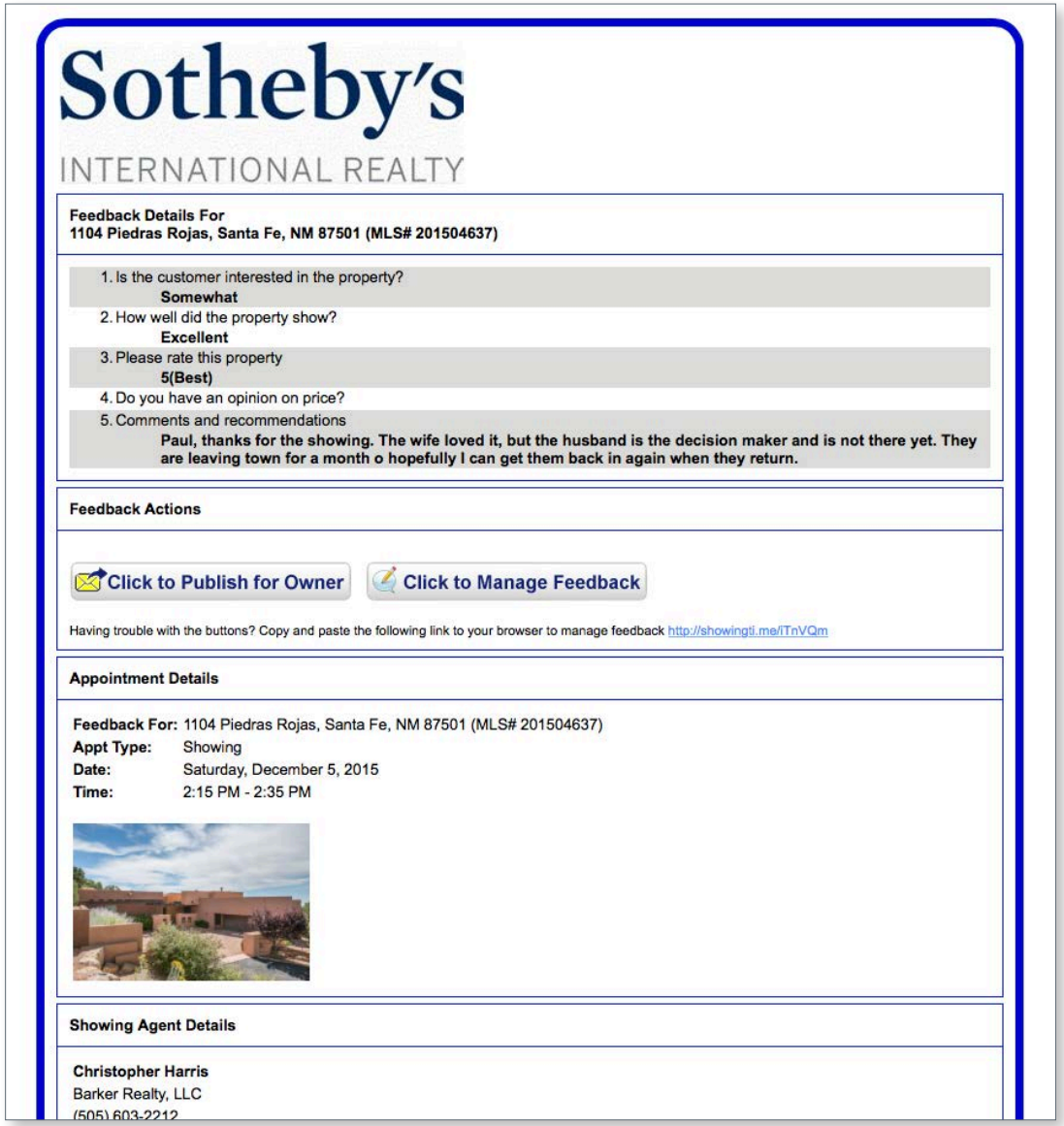
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Showing Feedback

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SHOWING FEEDBACK

Feedback on all showings will be sent as soon as brokers respond after the showing, commenting on price, condition, and interest level in your home.



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Feedback Details For
1104 Piedras Rojas, Santa Fe, NM 87501 (MLS# 201504637)

1. Is the customer interested in the property?
   Somewhat
2. How well did the property show?
   Excellent
3. Please rate this property
   5(Best)
4. Do you have an opinion on price?
5. Comments and recommendations
   Paul, thanks for the showing. The wife loved it, but the husband is the decision maker and is not there yet. They are leaving town for a month o hopefully I can get them back in again when they return.

Feedback Actions

Click to Publish for Owner Click to Manage Feedback

Having trouble with the buttons? Copy and paste the following link to your browser to manage feedback http://showingti.me/lTnVQm

Appointment Details

Feedback For: 1104 Piedras Rojas, Santa Fe, NM 87501 (MLS# 201504637)
Appt Type: Showing
Date: Saturday, December 5, 2015
Time: 2:15 PM - 2:35 PM

Showing Agent Details

Christopher Harris
Barker Realty, LLC
(505) 603-2212

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Sotheby's Inquiries Forms

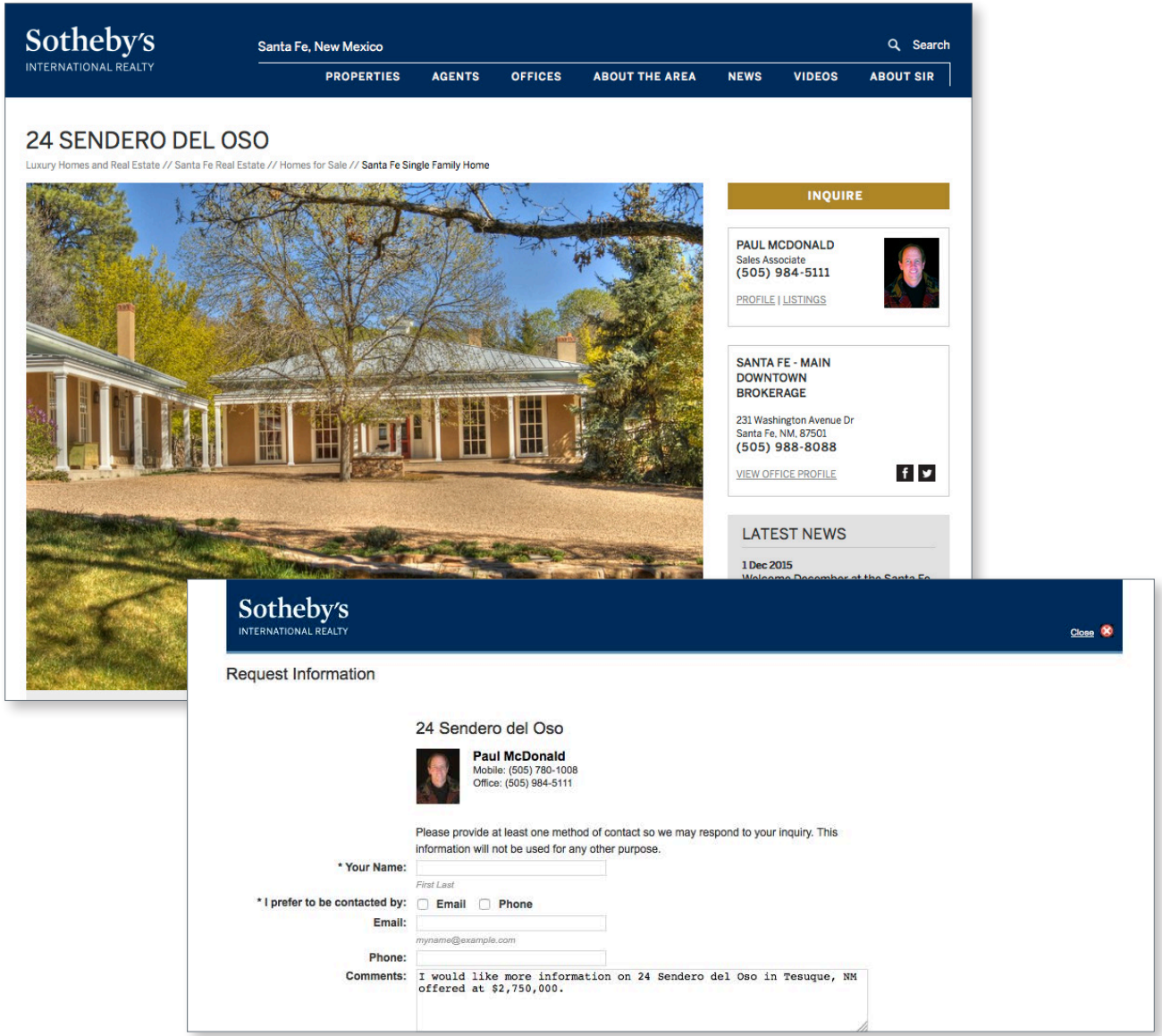
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SOTHEBY'S PLATFORMS

Utilize the Sotheby's International Realty Websites both locally and internationally to market your home – #1 Worldwide in visits!

With over 1 billion unique visits annually, the inquiries from Sotheby's International Realty website are consistently the best in the business.

Every year this segment of the marketing plan generates more sales than any other component.



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Daily Showing Sheet

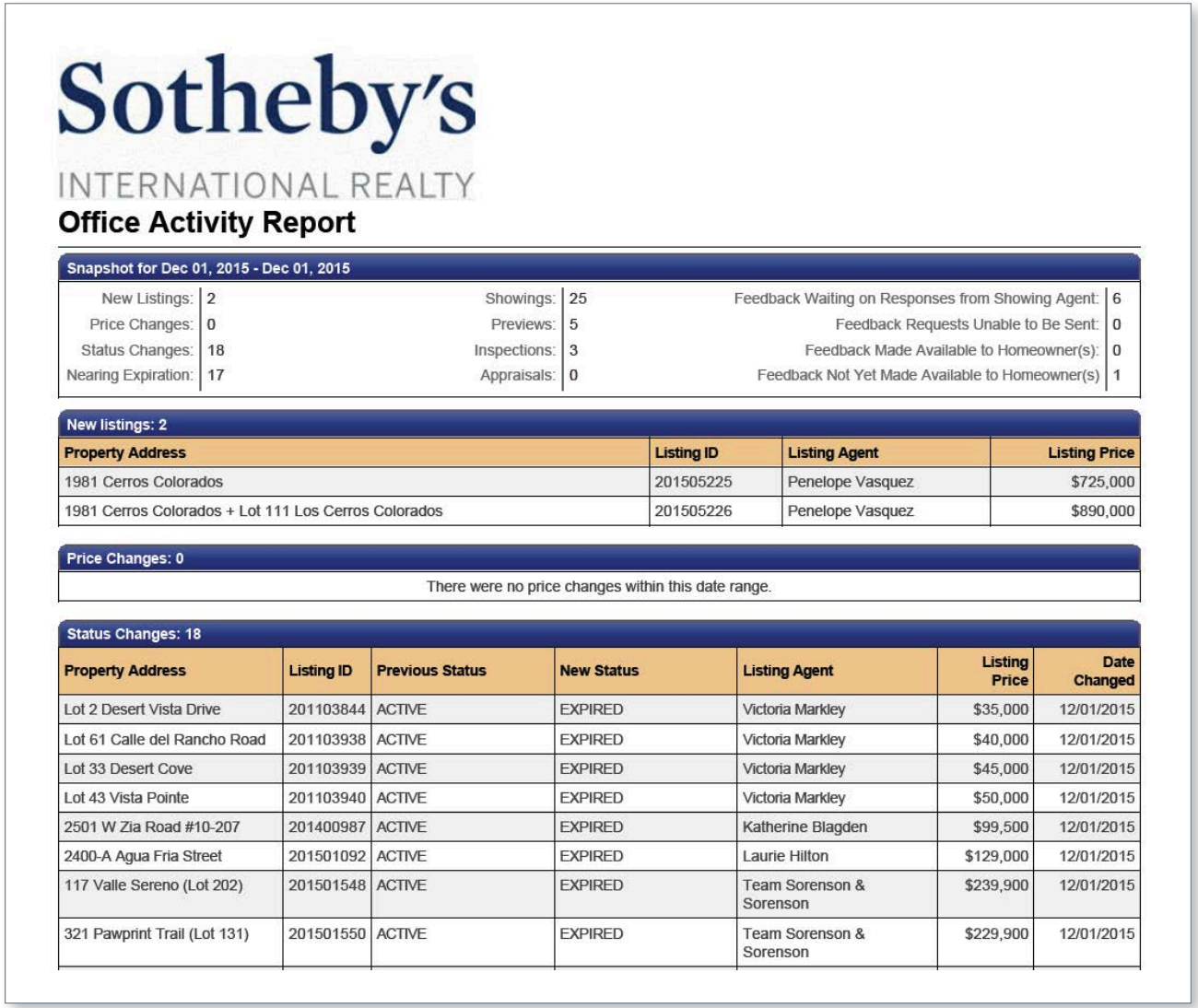
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A PULSE ON YOUR HOME

Scour the dozens of showings happening daily throughout Santa Fe for brokers looking for homes like yours.

If there is such a thing as "insider information," this is it.

By virtue of dominating the inventory of luxury real estate in Santa Fe, virtually every buyer who looks at property in Santa Fe eventually sees a Sotheby's International Real Estate listing. Each showing that occurs in our office gives me the showing broker's name, and if the profile of the homes they are showing matches your home, I will call brokers to solicit showings on your behalf.



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Office Activity Report

Snapshot for Dec 01, 2015 - Dec 01, 2015

New Listings:	2	Showings:	25	Feedback Waiting on Responses from Showing Agent:	6
Price Changes:	0	Previews:	5	Feedback Requests Unable to Be Sent:	0
Status Changes:	18	Inspections:	3	Feedback Made Available to Homeowner(s):	0
Nearing Expiration:	17	Appraisals:	0	Feedback Not Yet Made Available to Homeowner(s)	1

New listings: 2

Property Address	Listing ID	Listing Agent	Listing Price
1981 Cerros Colorados	201505225	Penelope Vasquez	$725,000
1981 Cerros Colorados + Lot 111 Los Cerros Colorados	201505226	Penelope Vasquez	$890,000

Price Changes: 0

There were no price changes within this date range.

Status Changes: 18

Property Address	Listing ID	Previous Status	New Status	Listing Agent	Listing Price	Date Changed
Lot 2 Desert Vista Drive	201103844	ACTIVE	EXPIRED	Victoria Markley	$35,000	12/01/2015
Lot 61 Calle del Rancho Road	201103938	ACTIVE	EXPIRED	Victoria Markley	$40,000	12/01/2015
Lot 33 Desert Cove	201103939	ACTIVE	EXPIRED	Victoria Markley	$45,000	12/01/2015
Lot 43 Vista Pointe	201103940	ACTIVE	EXPIRED	Victoria Markley	$50,000	12/01/2015
2501 W Zia Road #10-207	201400987	ACTIVE	EXPIRED	Katherine Blagden	$99,500	12/01/2015
2400-A Agua Fria Street	201501092	ACTIVE	EXPIRED	Laurie Hilton	$129,000	12/01/2015
117 Valle Sereno (Lot 202)	201501548	ACTIVE	EXPIRED	Team Sorenson & Sorenson	$239,900	12/01/2015
321 Pawprint Trail (Lot 131)	201501550	ACTIVE	EXPIRED	Team Sorenson & Sorenson	$229,900	12/01/2015

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By the Numbers

Sotheby's
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$143 billion

Global sales volume 2023, *USO*

26,500
Sales associates

1,115
Offices worldwide

52 Million
sothebysrealty.com
visits in 2023

#1
Most profiled real estate company
in the news

1+ Million
Engaged social
media followers

88 Million
Videos played in 2023

1744
The year our
heritage began

84

Countries & territories

BACKED BY THE BEST

Our numbers
are your assurance

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Local Results

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Entered Santa Fe
in **1983**

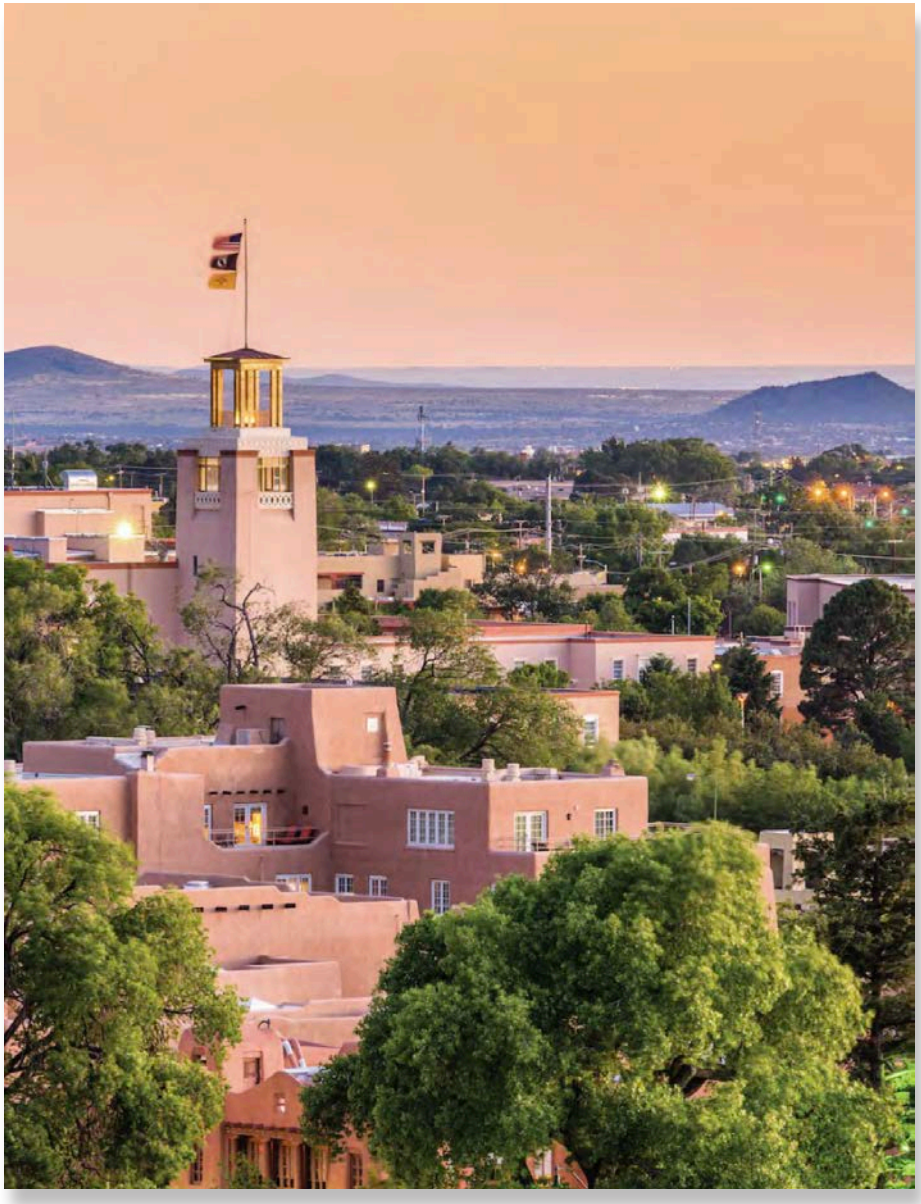
#1
Real estate brokerage in Santa Fe by the Santa Fe Association of Realtors for sales over $1M for 2023

49%
market share
over $1 million

28%
market share
in all price ranges

2
Offices

135
Brokers and 7 staffs



LOCAL RESULTS

Our numbers *work for you*

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Online Presence

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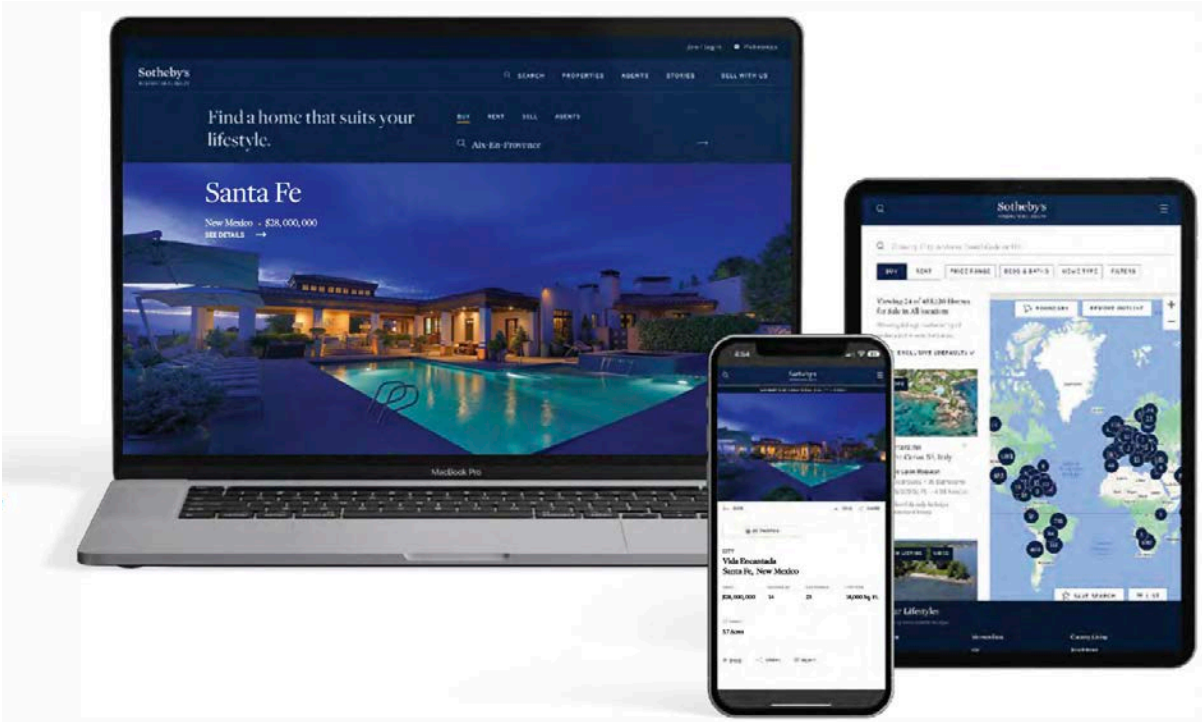
52M
sothebysrealty.com visits in 2023

15
Languages

49%
Visitors from outside the U.S.

41%
Organic search traffic

88M
Videos played in 2023



ONLINE EXPERTISE

Our reach *brings the world to your home*

We make your listing easy to find online with our Webby Award-winning website and finely tuned SEO. Sothebysrealty.com enables millions of visitors to immerse themselves in engaging videography, impactful photography, and inviting virtual tours.

THE WEBBY AWARDS

Sources: Google Analytics, Brightcove, and Listrac – Full Year 2023

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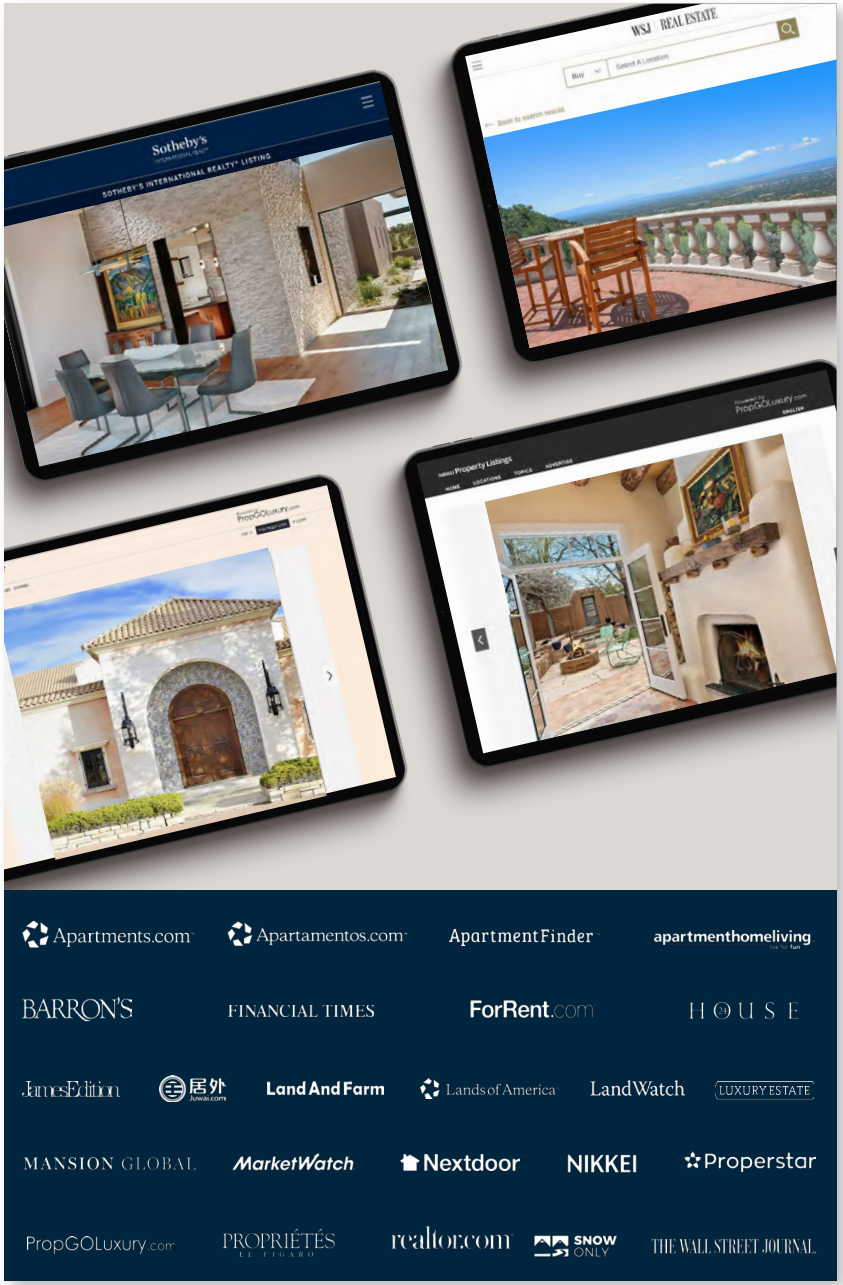
Distribution

Sotheby's
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PROPERTY SYNDICATION

Top media partners *drive traffic to your listing*

As soon as your property is on sothebysrealty.com, it is also distributed across a variety of leading websites across the world, maximizing reach and exposure.



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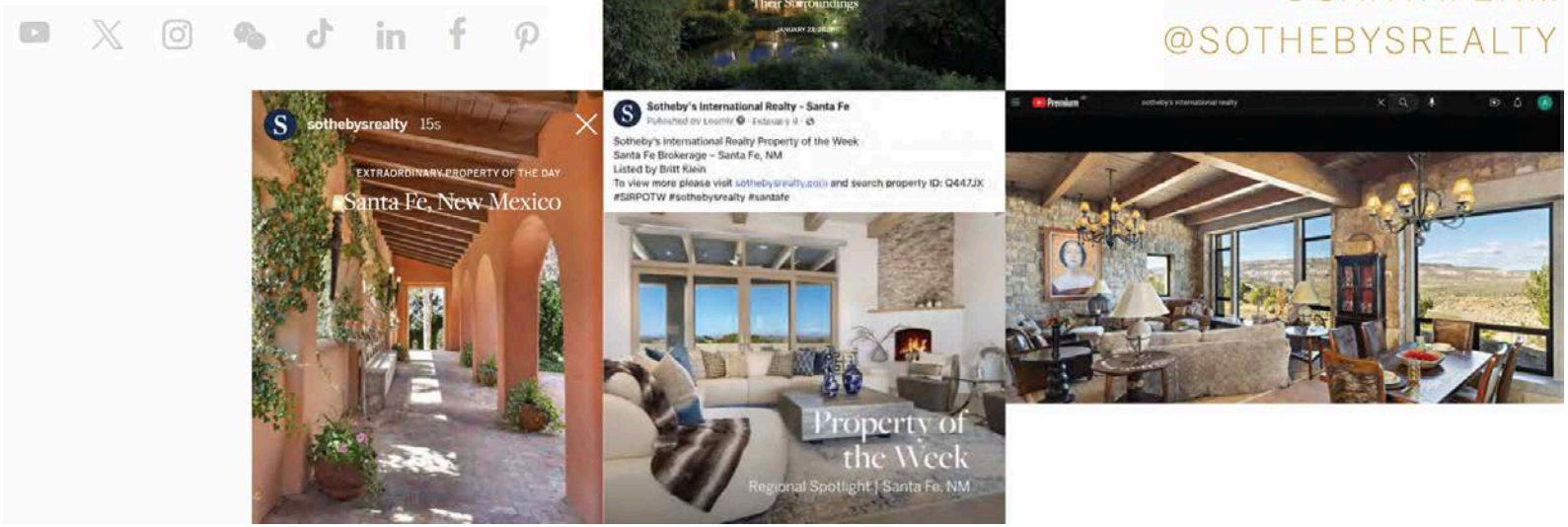
Exclusive Content

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SOCIAL MEDIA

Our connections *become your connections*

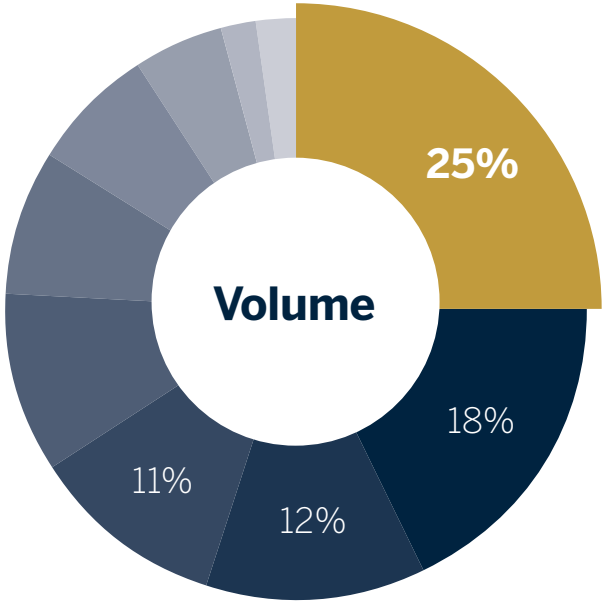
The Sotheby's International Realty brand creates exclusive content featuring our property listings on multiple social media platforms and engages with more than a million followers each day. Additionally, our YouTube channel has more subscribers and video views than any other real estate brand.

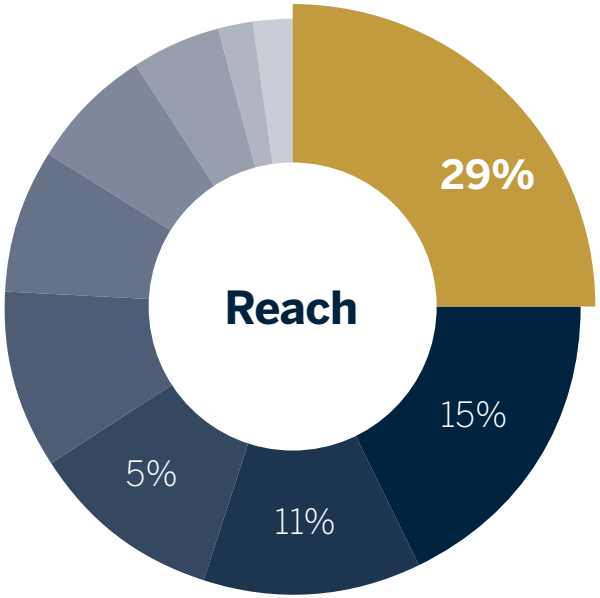


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International Exposure

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2023 PRESS
SHARE OF VOICE

- Sotheby's International Realty
- Coldwell Banker
- Compass
- Berkshire Hathaway HomeService
- Douglas Elliman
- Christie's International Real
- Estate Keller Williams Realty
- Engel & Volkers
- Knight Frank
- Leading RE

Source: Meltwater, January 1, 2023 – December 31, 2023

PRESS EXPOSURE

Our reputation *is your advantage*

Our press office possesses strong relationships with leading national and international media outlets who drive buyers to our website and your property. We are the most profiled luxury real estate brand in the news.

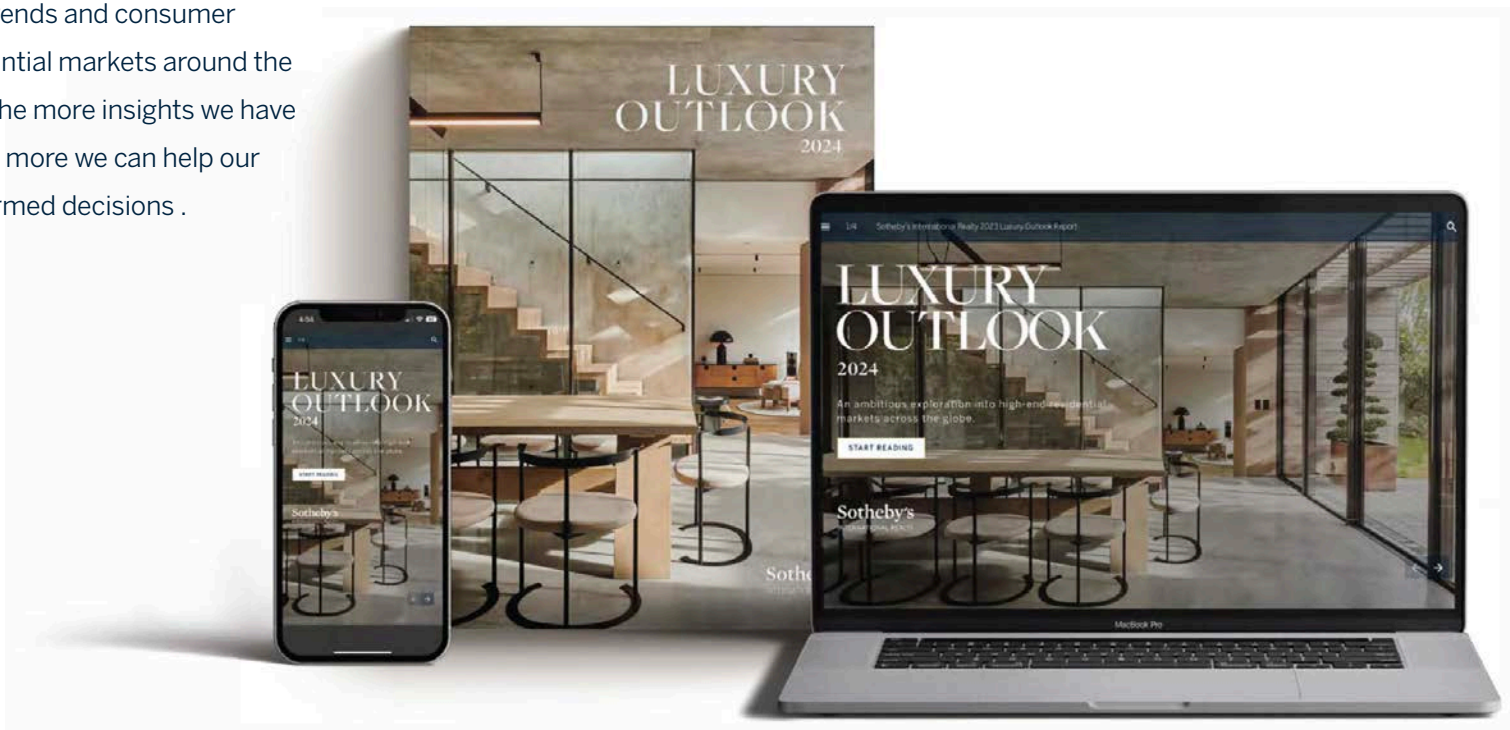
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LUXURY OUTLOOK

Our high-end research *delivers top-end results*

The secret to our expertise in high-end residential markets is our endless research.

Our annual Luxury Outlook report provides current data on trends and consumer behavior in residential markets around the globe. Naturally, the more insights we have into a market, the more we can help our clients make informed decisions .



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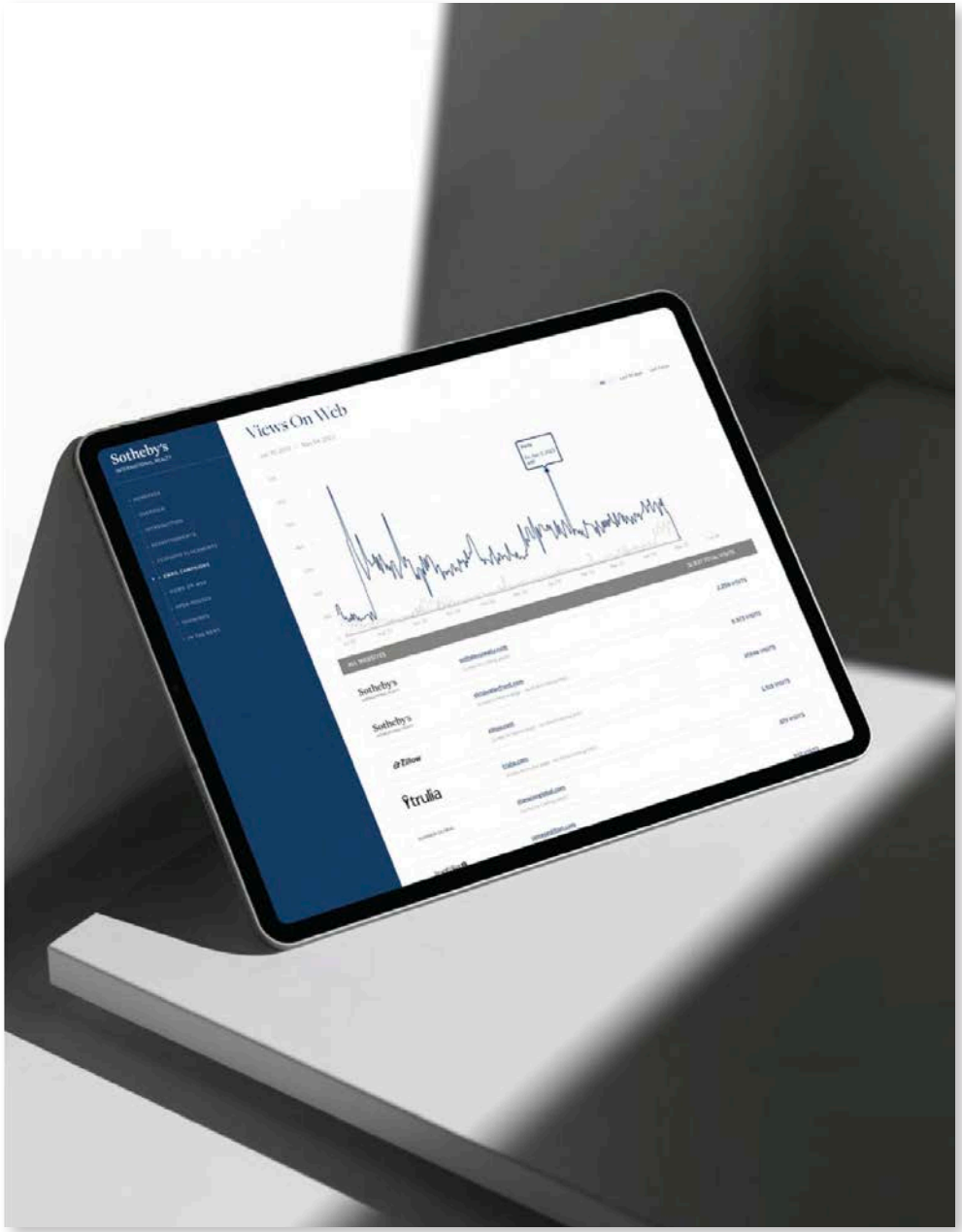
Real-time Results

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PROPERTY PERFORMANCE

You'll see the results *as they unfold*

We provide data on the web traffic for your listing and the number of showings. This helps steer the sales strategy along the way and guide informed decisions.



PAUL MCDONALD | 505.780.1008 | paul.mcdonald@sothebys.realty | homesantafe.com

Private Consultation

Sotheby's
INTERNATIONAL REALTY



CONTACT

At any time during the listing, call me. Market time in Santa Fe is measured in years, not days and as your listing broker I need you to reach out to me anytime you need information. It is not uncommon for weeks or months to pass between communication, but rest assured all of this marketing is working.

Paul McDonald
Sotheby's International Realty
231 Washington Avenue, Santa Fe, NM 87501

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Listing Agreement

Sotheby's
INTERNATIONAL REALTY

TAKE THE RISK OUT OF LISTING YOUR HOME!

Take the risk and the fear out of listing your home with a real estate agent with Home Santa Fe's **easy exit listing agreement.**

When you list your home through the easy exit listing agreement you can cancel your listing at any time. If you are unhappy with the service you receive – you should have the option to exit the agreement.

Our real estate team operates using the highest professional standards and discretion which gives us the confidence to offer this service and allow you to be in the driver seat of selling your home.



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Pricing Your Home

Sotheby's
INTERNATIONAL REALTY

THE RIGHT PRICE

Pricing your home where buyers are is THE most important thing you can do to help in selling your home.

Consider the following when setting a price for your home:

- **Overpricing results in fewer showings**
- **Pricing is subjective** – listen to what buyers are saying
- **Overpricing lowers price** – causes your home to sell for less ... later
- **Tarnishes image** – Remains on the market longer and buyers wonder why it hasn't sold

90%
OF MARKETING YOUR HOME IS THE
PRICING STRATEGY



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A Trusted Brand

Sotheby's
INTERNATIONAL REALTY

ONE OF THE WORLD'S MOST TRUSTED AND RESPECTED BRANDS

KNOWN FOR UNSURPASSED SERVICE

THE ONLY LUXURY REAL ESTATE COMPANY WITH A TRUE GLOBAL REACH

EXPERIENCED AGENTS WITH LOCAL INSIGHTS AND WORLDWIDE CONNECTIONS

EXCLUSIVE ACCESS TO HIGHLY QUALIFIED GLOBAL CLIENTELE

AWARD-WINNING WEBSITE WITH 48 MILLION VISITS PER YEAR

EXCLUSIVE MEDIA RELATIONSHIPS INCREASE YOUR EXPOSURE

UNIQUE CONTENT PROMOTES YOUR PROPERTY TO A SELECT AUDIENCE

MOST VIEWED REAL ESTATE CHANNEL ON YOUTUBE

ONE MILLION ENGAGED SOCIAL FOLLOWERS

COMPREHENSIVE AND CUSTOMIZED PLAN FOR YOUR HOME

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