



WE KNOW TOSCANA

Just Sold!

On-Site Sales Office - 43.199 Via Lucca • Indian Wells, California 92210
760.772.7000 • www.toscanacc.com



SALES & MARKETING



Toscana
COUNTRY CLUB

WE BRING BUYERS

OVER \$500,000 SPENT ANNUALLY ON MARKETING TOSCANA



TOSCANACC.COM - online presence that includes pay per click on google, SEO (search engine optimization) and digital syndication featuring your property on top national and regional websites.



EVENTS social, golf, realtor and community events attended by our Sales Executives that introduce Toscana to new prospects.

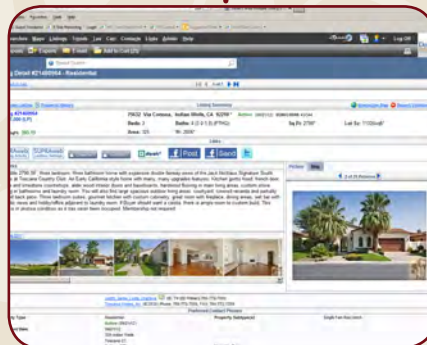
RESULTS:
4,000
GUESTS VISIT
EACH YEAR



ADVERTISING CAMPAIGN that reaches locally, regionally and internationally.



EMAIL MARKETING that introduces your property to Members, prospects and realtors.



MLS OUTREACH that provides exposure of your property to over 3,000 Local Real Estate Agents



PUBLIC RELATIONS CAMPAIGN that features placement in local, regional and international publications with third-party endorsements of Toscana.

Toscana
COUNTRY CLUB

THE GREATER PALM SPRINGS AREA WELCOMES OVER

4,000,000

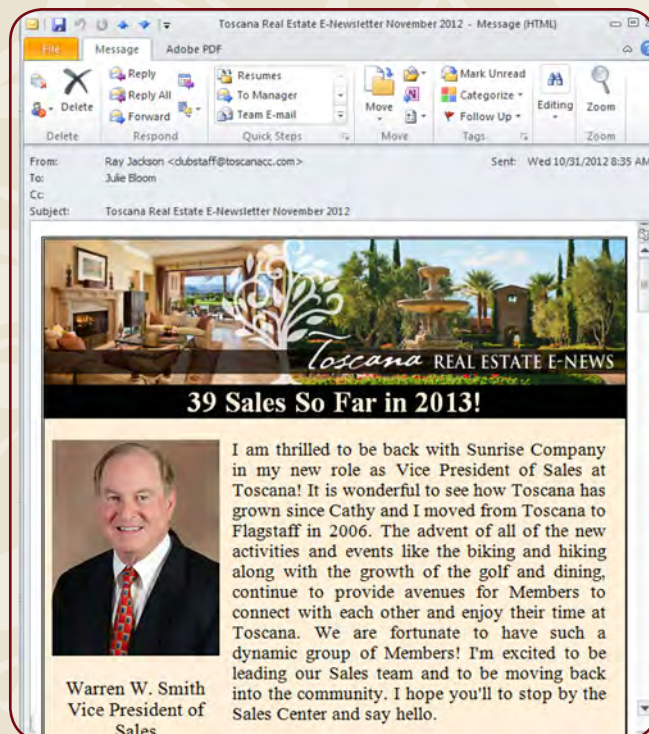
VISITORS EACH YEAR AND WE ARE UNIQUELY
POSITIONED TO INTERCEPT THOSE WHO DECIDE TO
PURSUE OWNERSHIP IN LUXURY REAL ESTATE



Toscana
COUNTRY CLUB

WE TRANSITION PROSPECTS INTO BUYERS

- E-blasts
- Handwritten Notes
- The Phone
- Taste of Toscana Experiences exclusively offered with Toscana Sales
 - Golf
 - Dining at the Club
 - Spa Treatments
 - Events at Club
- Personalized Follow-up



WE MARKET EACH PROPERTY AND COMMUNICATE WITH OUR LISTING CLIENTS

- Comprehensive market analysis
- Exclusive onsite sales center where your home is prominently displayed via map display, large screen computer and custom brochures
- Eye catching marketing materials utilizing professional photography to create a printed brochure
- Your home is assigned its own individual website address that can be viewed globally
- Phone calls and emails with results of showings
- Honest Feedback



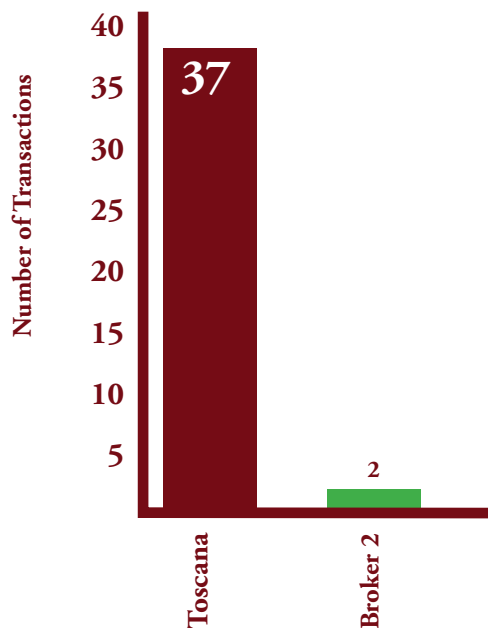
Toscana
COUNTRY CLUB

RESULTS

We have been the overwhelming leader in resale volume each year since the community opened in 2003 and perhaps our greatest strength is the ability to negotiate a sale on behalf of our clients. Unfortunately, overlooking this essential skill set while selecting a Realtor often costs sellers money time and heartache. Our job is to marshal our relationships, skills, and our negotiating experience to get you the most money that the market will allow for your real estate.

In 2013, homes listed with the Toscana Sales Center were sold for \$36 more per square foot than the other brokers who listed property - or on average an additional **\$149,000!***

Toscana Sales Center generates the highest sales volume and transactions in Toscana participating in 37 in 2013 (92%).



Only one other broker has more than one transaction in Toscana Country Club in 2013*.

*Through October 15, 2013

Toscana
COUNTRY CLUB

DEDICATED TEAM



Warren Smith



Judith Hamilton



Linda Menne



Jamie Shelton



Dudley Latham

The most important aspect of having the Toscana Country Club listings handled exclusively by the Toscana Sales Center is the exceptional service our sellers receive. The Toscana sales executives are professional, well trained and very knowledgeable about all the details of Toscana Country Club. Please contact us at 760.772.7000 for any of your Toscana real estate needs.

Warren Smith, Vice President of Sales

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Judith Hamilton, Sales Executive

760.831.2808 -cell

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Jamie Shelton, Sales Executive

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Linda Menne, Sales Executive

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Dudley Latham, Sales Executive

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Toscana
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MARKET ANALYSIS




Toscana
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SELLER HANDBOOK



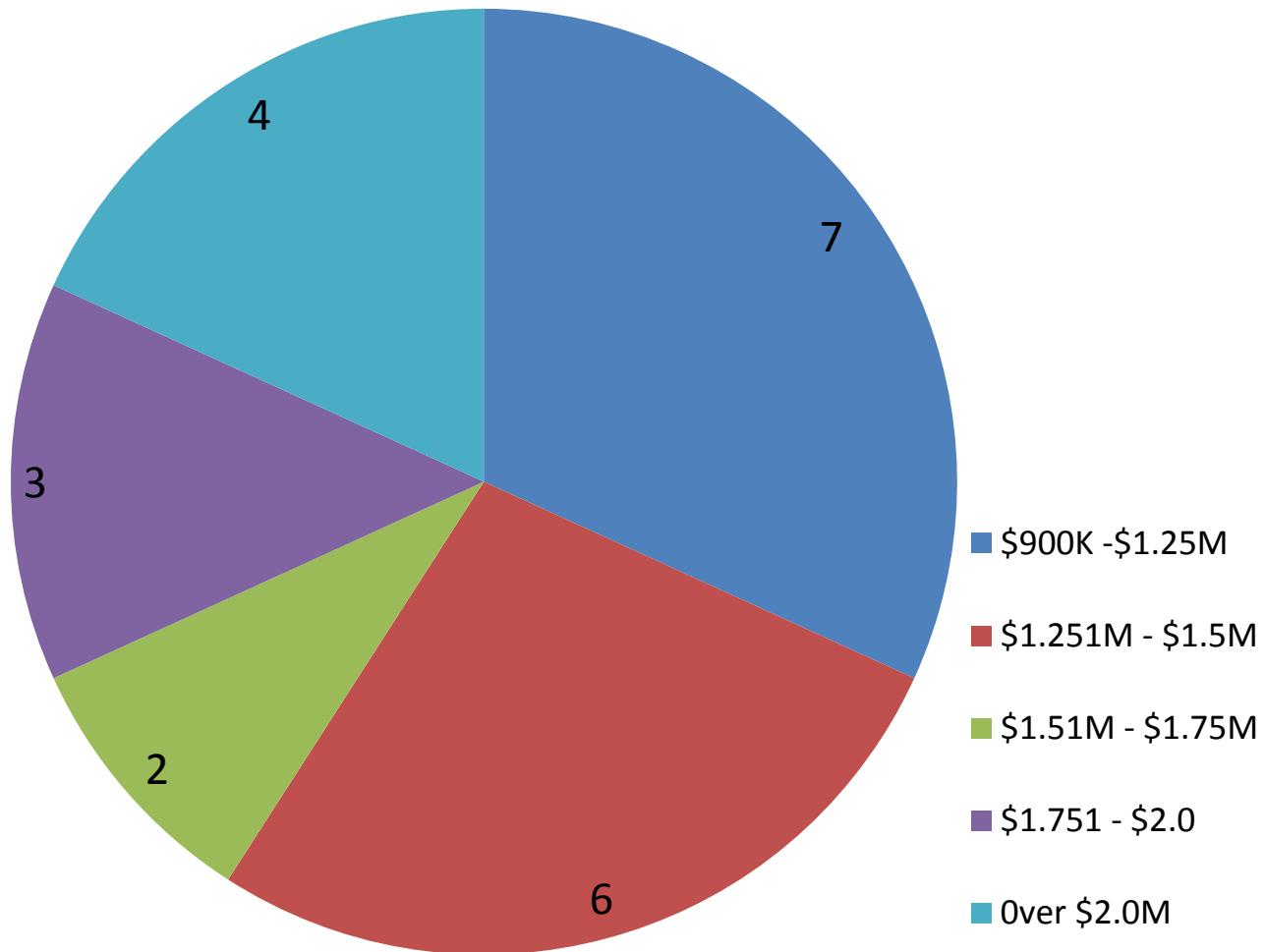

Toscana
COUNTRY CLUB

Toscana: Active Listings

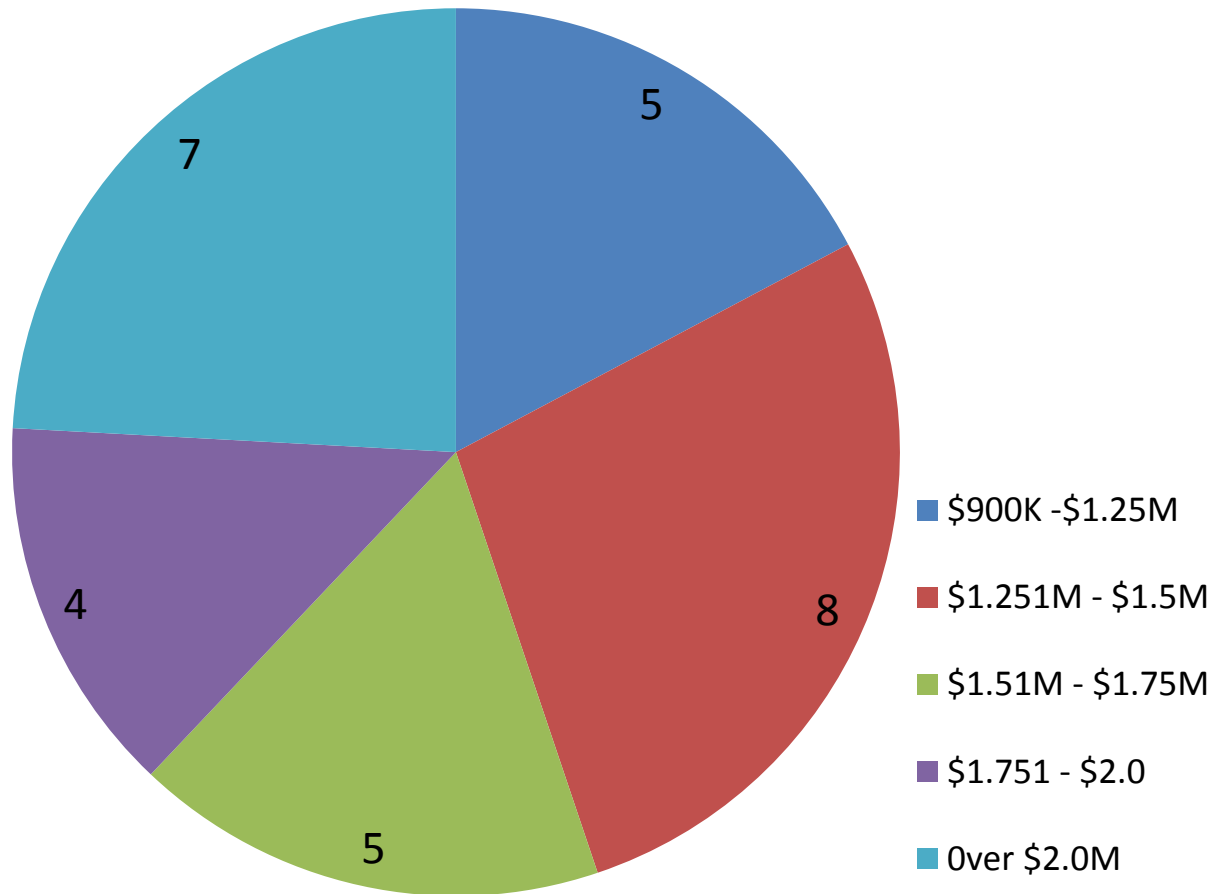
	#	Sq Ft	List Price	LP/SqFt	DOM
High		5,905	\$5,600,000	\$948	18
Low		2,850	\$1,199,000	\$420	105
Average	18	4,202	\$2,147,611	\$196	91
Median	18	4,272	\$1,772,500	\$448	70

Data as of 10/25/13

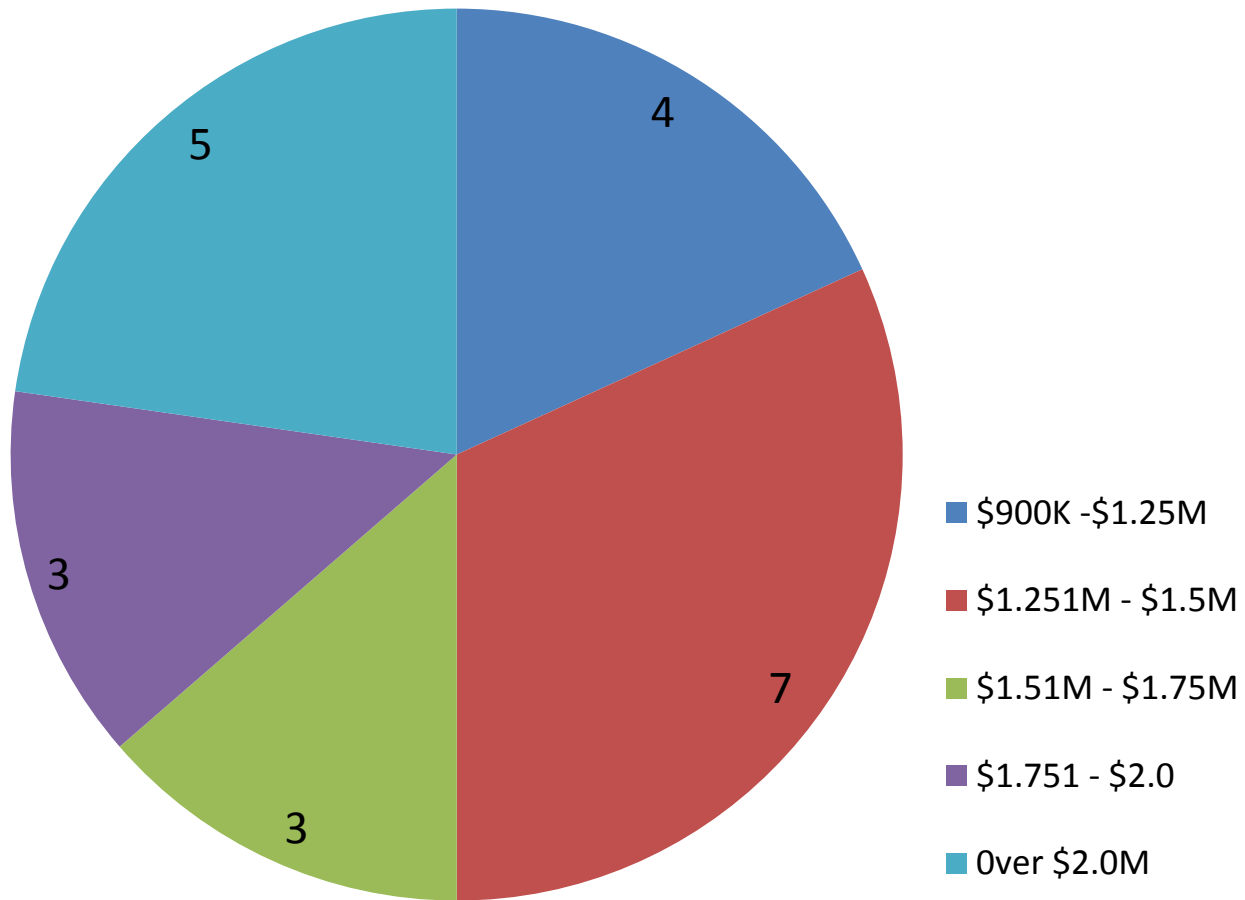
2011 All Closed Transactions



2012 All Closed Transactions



2013 YTD Closed Transactions



Toscana: Active Listings

	#	Sq Ft	List Price	LP/SqFt	DOM
High		5,905	\$5,600,000	\$948	18
Low		2,850	\$1,199,000	\$420	105
Average	16	4,233	\$2,141,063	\$489	86
Median	16	4,272	\$1,787,500	\$448	62

Data as of 10/15/13

SELLER HANDBOOK




Toscana
COUNTRY CLUB

HOUSE PREPARATION WORKSHEET

LANDSCAPING/POOL AND SPA

- ☐ Freshly cut and edged grass
- ☐ New application of mulch
- ☐ Fresh flowers planted
- ☐ Prune shrubs and trees to appropriate level
- ☐ Deep clean of pool and spa
- ☐ Hardscape swept and washed

EXTERIOR

- ☐ Remove screens from windows
- ☐ Power wash
- ☐ Clean windows
- ☐ Touch up trim with paint

INTERIOR

- ☐ Open blinds and curtains
- ☐ Deep clean including washing windows and sliders
- ☐ Carpet cleaning or spot treatment where needed
- ☐ Touch up or repaint with neutral colors if colors are dated or taste specific
- ☐ Install air fresheners
- ☐ Remove excess family photography
- ☐ Replace or update lighting with high wattage bulbs
- ☐ De-clutter and organize counter tops (kitchen and bath), pantry, closets and garage
- ☐ Remove any fixtures or items you don't want sold with the home.

☐ OPTIONAL HOME INSPECTION

☐ OPTIONAL HOME WARRANTY

☐ OTHER ITEMS

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COST OF OWNERSHIP WORKSHEET

Property Taxes \$ _____

HOA Fee \$ _____

Outstanding Assessments or Fees \$ _____

Homeowners Insurance \$ _____

Cable/Fiber/Satellite \$ _____

Telephone \$ _____

Electric \$ _____

Water/Sewer \$ _____

Gas \$ _____

Pest Control \$ _____

Pool Maintenance \$ _____

Landscape Maintenance \$ _____

Property Management \$ _____

Other \$ _____
