



Emily Johnson

Real Estate Advisor

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I have been working in real estate since 2003 when I bought and renovated my first duplex in the then emerging Silver Lake area. Since then, I have not only renovated four other properties from Historic Angelino Heights to Mar Vista, but also have become a realtor with Sotheby's International Realty in Los Feliz, helping others to realize their real estate goals all over Los Angeles.

Every sale is different, every home is unique. As a listing agent, I pride myself on listening deeply, and acknowledging your desires, while also managing expectations based on an ever-changing market. I provide realistic pricing based on your specific goals for selling your home and a personalized action plan to help you achieve them.

Because of my extensive experience in home renovations and working with buyers, I am able to help sellers make wise choices in the many expenses that go along with preparing a house for sale. I know what buyers are looking for and how much it will cost to give it to them. I encourage sellers to seek an experienced eye before they list their home to avoid possibly spending needless thousands that won't translate into a higher ROI.

Whether you are buying or selling a home, my experience and advocacy will help you get the best and fairest price. I look forward to hearing your story and assisting you on your next chapter.

PRESENTED BY:

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Only With Us[®]

Established in 1976 as a logical extension of Sotheby's fine art auction services, Sotheby's International Realty has since developed into the world's premier luxury residential real estate brokerage offering tremendous advantages. With expertise on the local level, combined with our access to important international markets, we ensure that the homes we represent receive the far-reaching exposure they deserve.

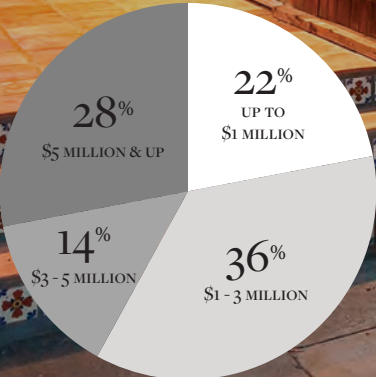


Luxury is an Experience, Not a Price Point

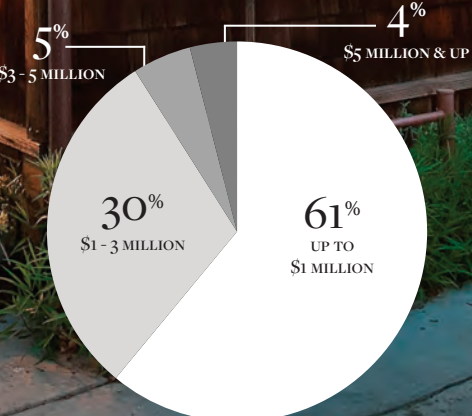
Even though the Sotheby's International Realty brand sells many of the world's most expensive homes, it's important to highlight that luxury is an experience, not a price point. We represent the highest quality homes in all price categories. In fact, in 2017, 61% of transactions were for properties up to \$1 million.

**Statistics based on Sotheby's International Realty, Inc. 2017 sales*

2017
Transactions by
Closed Volume



2017
Transactions by
Closed Sides



What to Expect When Selling your Property

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Each transaction is very personal for me. Whether facilitating the purchase or sale of a property, I put myself in my clients' shoes and do my very best to treat their sale as if it were my own. I give my all to each client. I do not double-end deals (ask me what this means if you do not know). I do not use Supra boxes. I am at every showing and every inspection. I meet every buyer and their agent. You can rest easy knowing that your house is being represented with the utmost care and diligence.

PREPARATION: As you prepare your home for sale, we'll walk through and talk about the selling points and obstacles. We'll then make a plan for how best to highlight the selling points and minimize the obstacles. Please have a budget in mind for getting your home ready to sell. Some tasks include painting, bathroom or kitchen renovations, washing windows, new carpets or floor refinishing, staging, landscaping etc. It's up to you the lengths you want to go to, but even a little sprucing and decluttering will add dollars to the sale price. Regardless of your budget, I will help assess the best places to focus your attention and I have a long list of vendors to complete any job you decide you want to do in order to achieve the price you are looking for.

MARKETING: Once we de-clutter, stage and photograph your home, it is ready to list! We go live on the MLS and the Sotheby's marketing engine goes to work for you. I will usually hold an open house for brokers and for the public. *THE AMOUNT OF EXPOSURE YOU WANT IS TOTALLY UP TO YOU!*

ACCEPTANCE AND ESCROW: If the house is priced well, we will usually have offers 7-14 days after putting it on the market. I will go over the offer(s) with you, vet the buyers, their lender and agent, and answer any questions you might have before making a decision about which offer to accept. Once you accept, the buyer will do inspections and there will be an appraisal (if they are obtaining financing). These are the 2 times where negotiations may get opened back up but never fear, I'll be with you every step of the way and we will go over our options if the need arises. Once the buyer removes contingencies, negotiations are over and you can breathe a little easier. Escrows typically last 30 days for financed sales. As the seller, you have some control over this so it is important to know what your timing is like. Do you need extra time to find a new home? Would you prefer a faster escrow? Some can close in 21 days and cash buyers can close in a week if everyone has their affairs in order.

CLOSING: Most of what you'll be paying will come out of the proceeds and paid directly from escrow (agent commission, transfer taxes, title insurance, etc). If you stand to profit more than \$250,000 as an individual or \$500,000 as a married couple, I recommend consulting with your CPA about possible capital gains tax. If you intend to purchase a similar property, there may be tax shelters you can take advantage of.

COMMISSION: Because of the concentrated attention I pay to every home and the lengths I go to in order to get you the price you are looking for, I ask for a 6% commission on the final sale price, which is the standard amount. Many agents accept 5% (the low end of the scale). I am quality driven, not quantity. I don't work with a huge team that handles 20+ listings at a time. I give you the personalized and detail oriented attention you deserve (at any price point). I really take pride in my work and the relationships I have built over the years with happy clients. I believe I am worth it, but I leave it up to you to determine the value of my services.

An aerial photograph of a beach. The top of the image shows the ocean with white-capped waves breaking onto a sandy shore. Below the shore, a wide expanse of light-colored sand is populated with numerous people. Many people are sitting or lying on towels or blankets. Several colorful beach umbrellas are scattered across the sand. In the middle-right portion of the beach, there is a small, white, rectangular lifeguard stand on a wooden platform. The sand shows various tracks and patterns, suggesting a busy day of recreation. The overall scene is bright and sunny, with long shadows cast by the people and the lifeguard stand.

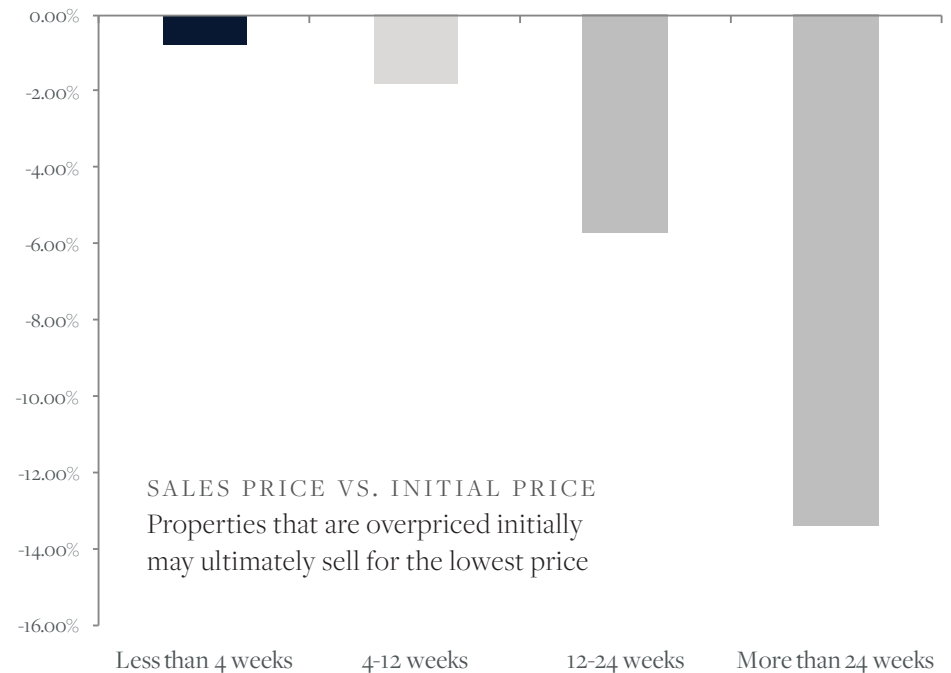
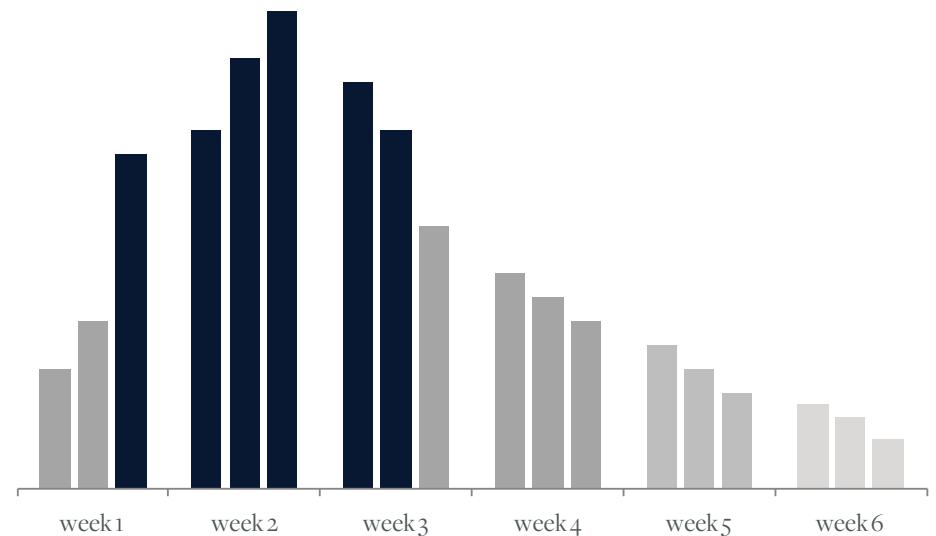
Focusing on Your Property

Positioning, Pricing Strategy, and Market Analysis

Pricing Strategy

Let's focus on what matters most to you: the value of your property, its position in the local market, and, ultimately, its price. Our goal is to understand your expectation and help you meet it in the most expedient and effective way possible. Correct pricing at the beginning typically achieves the best result, so we will present a thorough comparative market analysis (CMA) that will help us arrive at an optimal and agreeable solution in hopes of achieving the highest price for your property.

SHOWING ACTIVITY VS. TIMING
Properties experience the most showings during a peak initial interest period.



My Pricing Strategy

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Pricing your home correctly is the key to a fast and smooth sale. 2017/2018 was a seller's market. Low inventory spiked home prices higher than before the recession. At the tail end of 2018 the market is starting to balance out. It is still quite common for well priced, desirable houses to get multiple offers in the first week on the market. If a home is not under contract in 30 days, chances are pretty good it's the price!

I pride myself on accurate, competitive pricing. I just have a knack for it. I research the recent sales of similar homes in the area and make my price recommendation by comparing your home to other homes in the area that have just sold. Renovations, details, the flow of the house, it's location, size, character and charm all play significant roles in pricing.

I have found that well priced homes sell in 30 days or less while overpriced homes languish on the market, casting a shadow over the property. In this market, if a house doesn't sell quickly, buyers start to wonder, what's wrong with it? Regaining a buyer's interest in a home can be an enormous hurdle to overcome down the road and often results in huge price reductions.

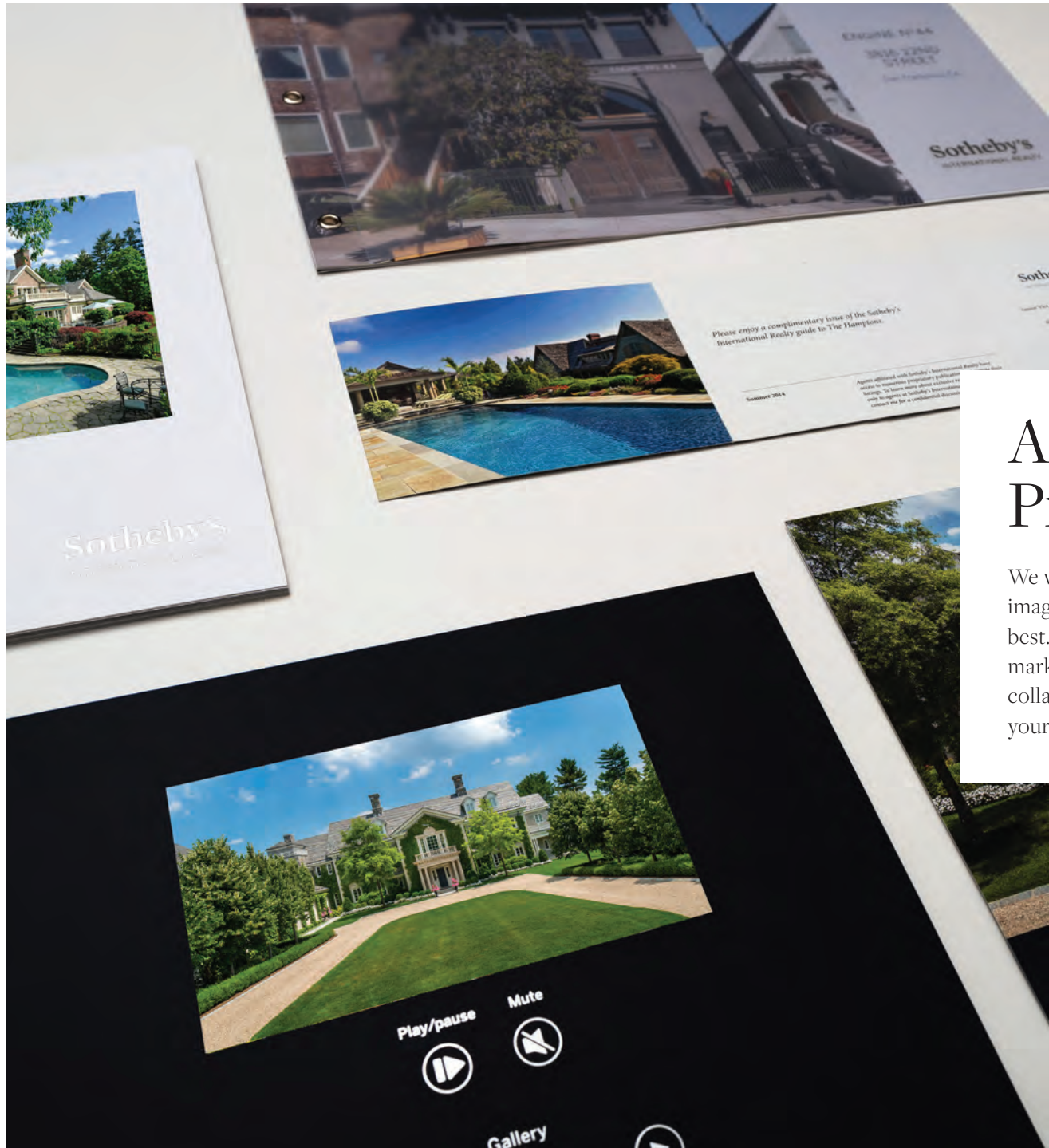
When determining the price, I have found it to be most effective to list just under what people might expect. It is common these days for homes to sell over asking. Our office recently had a sale that was \$800,000 over the asking price. A good way to look at it is this; the list price is a reasonable and fair reflection of the value. The actual sale price will be the price the market is willing to spend.

How does that price get figured? I have a simple rule. See your house. Weigh all the factors. Compare your house's elements to houses that have sold in the same price range. Make the entry price competitive. If there were 20 people willing to buy a similar house 1/4 mile away, 19 of them were disappointed. Let's give them another chance at home ownership, shall we?



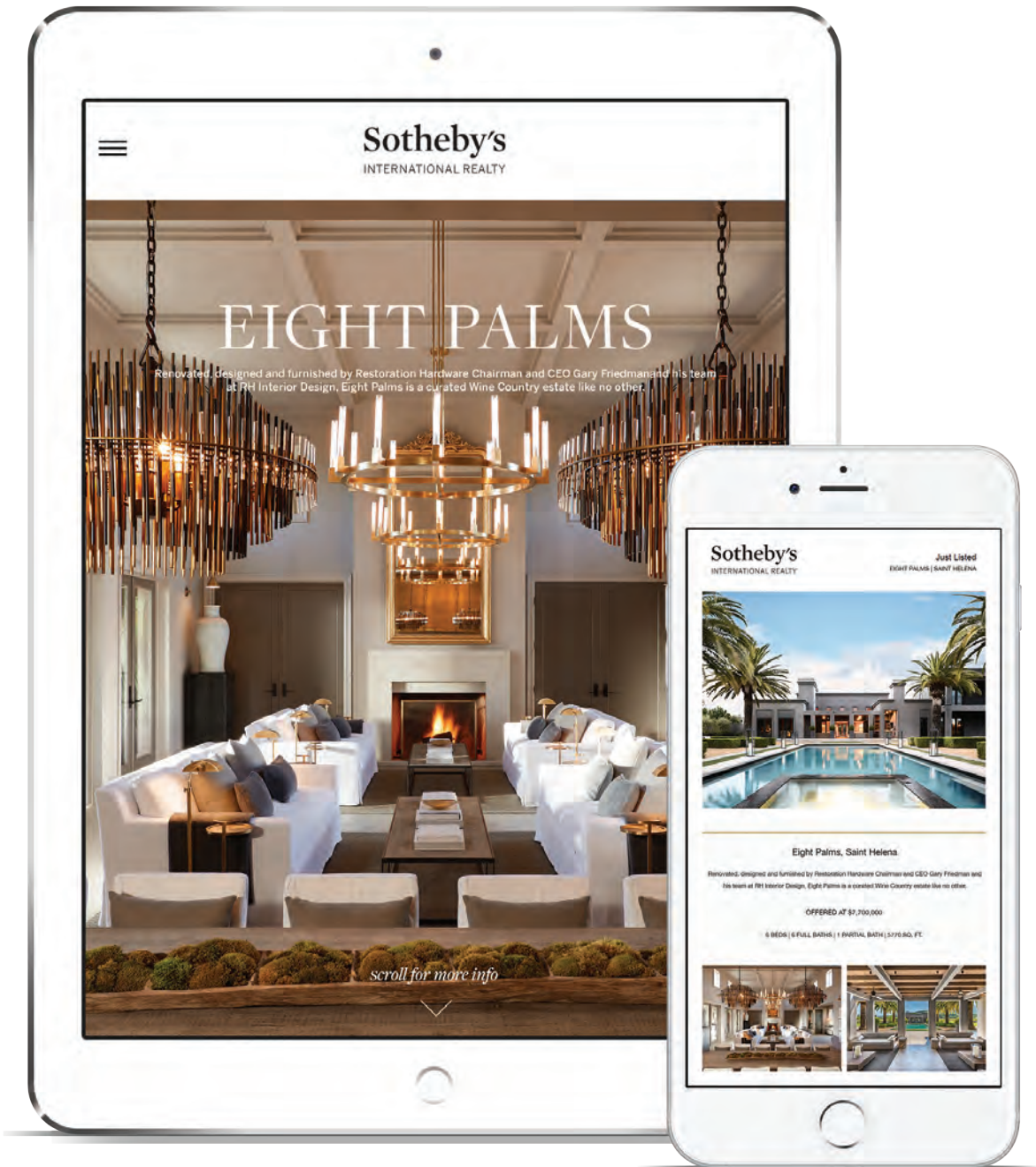
Orchestrated Launch

Curation, Announcement, and Presentation



An Unrivaled Presentation

We will curate a carefully orchestrated series of images designed to show the property at its very best. This portfolio will be the centerpiece of our marketing efforts, both in print and online. All collateral will highlight the distinctive features of your home.



Exclusively Showcased

PROPERTY WEBSITE

Every distinctive property deserves its own website, and we will create one dedicated exclusively to the presentation of your home. Showcasing high-quality photos, descriptive copy, and, if available, video, virtual reality, floor plans, and press mentions, the website will be an invaluable resource to a prospective buyer.

DISTINGUISHED EMAIL CAMPAIGNS

An electronic brochure will be sent via e-mail to our proprietary lists. Fully responsive, these sophisticated campaigns are designed to be just as engaging on mobile devices as they are on desktop browsers.



Connecting with Your Buyer

Privileged Access to the Most Qualified Buyers in the World

Local Publications

The campaign for your home is only complete when we reach the audience in your backyard. We have relationships with the most visible and respected lifestyle and news outlets in your local market.

MULTIPLE LISTING SERVICE BROKER'S GUIDE

- » INSERTIONS: Weekly
- » REACH: 12,000+

LOS ANGELES TIMES

- » INSERTIONS: Weekly
- » REACH: 90,245

THE MLS .COM
The Source Of Real Time Real Estate™

BROKER CARAVAN™
INTERNATIONAL
THE ONLY REALTOR®-OWNED ONLINE & PRINT OPEN HOUSE GUIDE

Los Angeles Times

HOT PROPERTY
ADVERTISEMENT

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Sotheby's
INTERNATIONAL REALTY

Property Distribution

Sotheby's International Realty partners with and distributes properties to the most significant media companies and real estate-focused websites in the world in order to increase exposure and drive the online consumer back to your home.

COUNTRY LIFE

FINANCIAL TIMES

JamesEdition



Los Angeles Times

MANSION GLOBAL

The New York Times

NIKKEI

realtor.com®

trulia

THE WALL STREET JOURNAL.

Z-Property

 Zillow®

to name a few

Local Entertainment Publications

Reaching entertainment power-players is also priority. We have relationships with many highly-engaged and respected entertainment media outlets nationally.

THE HOLLYWOOD REPORTER

» INSERTIONS: Quarterly

» REACH: 74,000+

VARIETY MAGAZINE

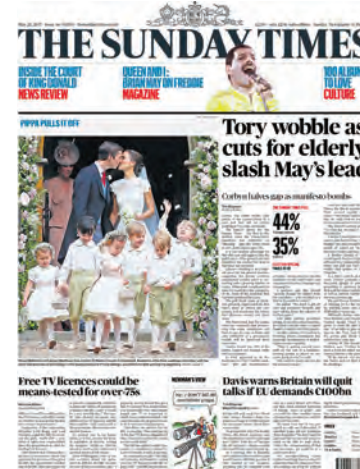
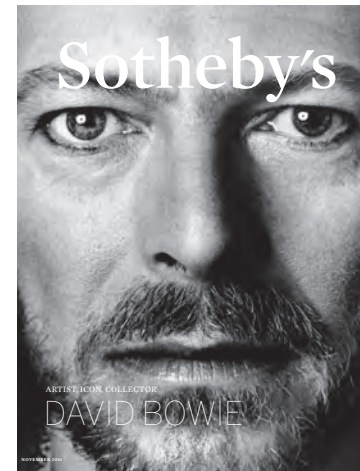
» INSERTIONS: Quarterly

» REACH: 53,017+



National & International Print Exposure

The Sotheby's International Realty property advertising program provides an array of high profile placements with global media partners to offer targeted worldwide exposure.

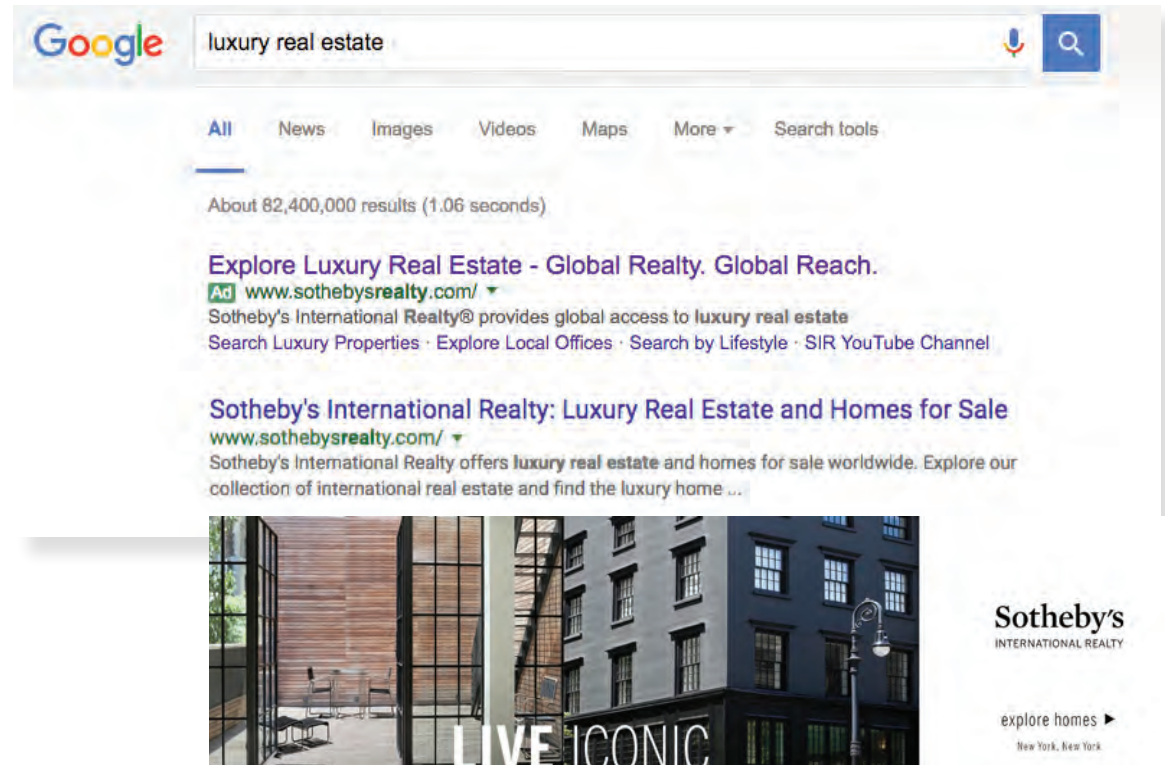


Search Engine Marketing

Search engine marketing provides us with the opportunity to target a specific and qualified consumer. With over 90% of home buyers searching for homes online, it is essential that our brand presence is prominent on search engines. Through our evolving strategies, we continue to drive the most relevant home buyers to sothebysrealty.com, maximizing the potential for your home to be found quickly on the web.

2017 RESULTS

- » 10 million visits from search engines
- » 3,5 million visits from display network
- » Over 600 million paid search and display impressions



The image shows a Google search interface for the query "luxury real estate". The search bar at the top contains the text "luxury real estate" and a search icon. Below the search bar, there are navigation tabs for "All", "News", "Images", "Videos", "Maps", "More", and "Search tools". The search results indicate "About 82,400,000 results (1.06 seconds)".

The first result is an advertisement for Sotheby's International Realty, titled "Explore Luxury Real Estate - Global Realty. Global Reach." with the URL www.sothebysrealty.com/. The ad text states: "Sotheby's International Realty® provides global access to luxury real estate. Search Luxury Properties · Explore Local Offices · Search by Lifestyle · SIR YouTube Channel".

The second result is a search result for "Sotheby's International Realty: Luxury Real Estate and Homes for Sale" with the URL www.sothebysrealty.com/. The snippet reads: "Sotheby's International Realty offers luxury real estate and homes for sale worldwide. Explore our collection of international real estate and find the luxury home ...".


Below the search results is a banner image for Sotheby's International Realty. The banner features a photograph of a modern building with large glass windows and a wooden interior. The text "LIVE ICONIC" is overlaid on the image. To the right of the image, the Sotheby's International Realty logo is displayed, along with the tagline "explore homes" and "New York, New York".

True Accountability

Keep in mind that this campaign for your home is an ongoing process. It may require a series of strategic adjustments to keep your property well positioned in your market. Timing is critical, demanding quick response and attention to the details.

And, like any good relationship, it also requires clear communication along the way in the form of activity reports with instructive feedback from visitors and other brokers, plus our own ongoing market analysis. It's a continual process of updating and refining. So you always know where we stand and where we're going – until the day you close.

01 | Overview
345 Golden Gate Ave



17

ADVERTISEMENTS

4

PLACEMENTS

47,519

VIEWS ONLINE

2

OPEN HOUSES

25

SHOWINGS

345 Golden Gate Ave
Belvedere, CA 94920

Web: 0088107

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Views On Web

Reported data from: Sep 23, 2016 - Mar 03, 2017

SITE	URL	VISITS
Sotheby's	SothebysHomes.com	5,048
Sotheby's	SothebysRealty.com	5,235
Sotheby's	345goldengateave.com	5423
Zillow	zillow.com	29,305
Trulia	trulia.com	2,289
Homes.com	homes.com	206
HomeFinder	homefinder.com	12
THE WALL STREET JOURNAL	wsj.com	1
TOTAL		47,519



Giving Back

Emily Johnson

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I believe that strong communities are built through education and respect. Everyone has their own ideas about how to make the world better, mine center around nature and community. I have called Los Angeles home since 1999 when I moved here from New York City. I have lived in West Hollywood, Los Feliz, Silver Lake, Echo Park (Angelino Heights HPOZ) and now Jefferson Park (HPOZ). In each of these neighborhoods, I purchased a derelict house, lovingly restored and updated it over the course of my tenancy and sold it, raising the values of the homes in the neighborhood (and making a tidy profit for myself).

While Chair of the Silver Lake Neighborhood Council Beautification Committee, I oversaw the planting of over 100 trees around Silver Lake. I also worked with the committee, artists and local business owners to design and install the mosaic art trash cans you see on Rowena, Hyperion and Sunset Boulevards. I currently volunteer and am a proud parent at both Franklin Ave. Elementary and Thomas Starr King Middle schools. In 2017-2018 I designed and oversaw the construction of King's new Design Lab for the GAT magnet.

I make a habit of donating a percentage of each of my sales to our local schools; Friends Of Franklin, Friends of King and the Silver Lake Conservatory of Music, which has a need based scholarship program making art and music accessible to all. Please let me know if you have a preference!

Testimonials

Emily Johnson

323.314.8908

Emily.Johnson@sothebyshomes.com

"Emily is knowledgeable and experienced, kept us calm and feeling assured through the whole escrow process, was always ready to answer any and all questions, and was and continues to be a great resource of information in all things housing related. We highly recommend Emily Johnson!"

–Ami S. Los Feliz, CA

"Switched realtors after losing out on nearly a dozen offers. We were so happy to work with Emily! What a difference the right realtor makes! We put an offer on the very first house we saw with her. After helping us negotiate multiple additional offers/bidding war, we got the house! (It was even a lengthy short-sale process, and she was there through it all.) So happy with our home thanks to Emily!"

–Kellie D. Burbank, CA

As Senior Vice President and Brokerage Manager of Sotheby's International Realty, I've had the pleasure of working with Emily over the past years as her managing broker. Emily has consistently demonstrated excellent results over her time with the company, testimony to her outstanding dedication, enthusiasm, expertise and focus on meeting client needs and expectations. She is hands on and when you hire her, you get her, not an assistant or a field agent. She is extremely well respected among her diverse client base as well as her colleagues in the real estate community at large. She knows the intricacies of the Los Angeles market and brings that invaluable insight to your home or investment. You can be assured that your property will receive every marketing consideration and I will personally be involved in the placement and exchange of ideas that will guarantee exposure here locally and worldwide through the extensive Sotheby's International Realty global network of brokerages.

I take great pride in having her on my team and in knowing that our clients are in such capable hands. Please feel free to contact me for any additional information.

–Marc Girous, Senior VP & Los Feliz Brokerage Manager

"Emily truly is a fantastic agent, with plenty of experience in the market but most importantly is someone with high integrity who you can trust - which makes all transactions that much easier! My experience with her was on a fast moving land transaction - there was quite a bit of negotiations with two different sellers and fairly complicated land use concerns. The two transactions were completed in a 10 day period so we were attempting to do a lot of delicate work in a short time period. Throughout it all, Emily was responsive, diligent and went above and beyond to make sure everything was completed properly. I highly recommend her to anyone looking for either a buyer or selling agent."

–Etienne G. Silver Lake, CA

"When Emily came on board to help us sell, she came with enthusiasm and excitement get the job done. If we needed something to be taken care, she set it up and was there to meet the vendor. She was a great support and help in selling our home!"

–David Z. Mar Vista, CA

Thank You!

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Well, if you have made it this far, THANK YOU! It shows that you are a serious seller. My favorite clients are the ones who are engaged and want a partner to help sell their home. Our office is one of the top producing offices in California. Our marketing team works tirelessly to get our listings into publications and get your home in the public eye. Rest assured that when you list with me, you are in good hands.

Thank you for taking the time to learn more about me and my approach. I hope you have learned a bit more about the process and what lies ahead. Now it's your turn! When we meet, I want to hear all about you! We will go over your home and needs. Please feel free to ask any questions, that is what I am here for.

Until then,

A handwritten signature in blue ink that reads "Emily" with a long, elegant flourish extending from the end of the word.

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