

# Powerful Together

Presented by Emily Johnson

---

# Contents

---

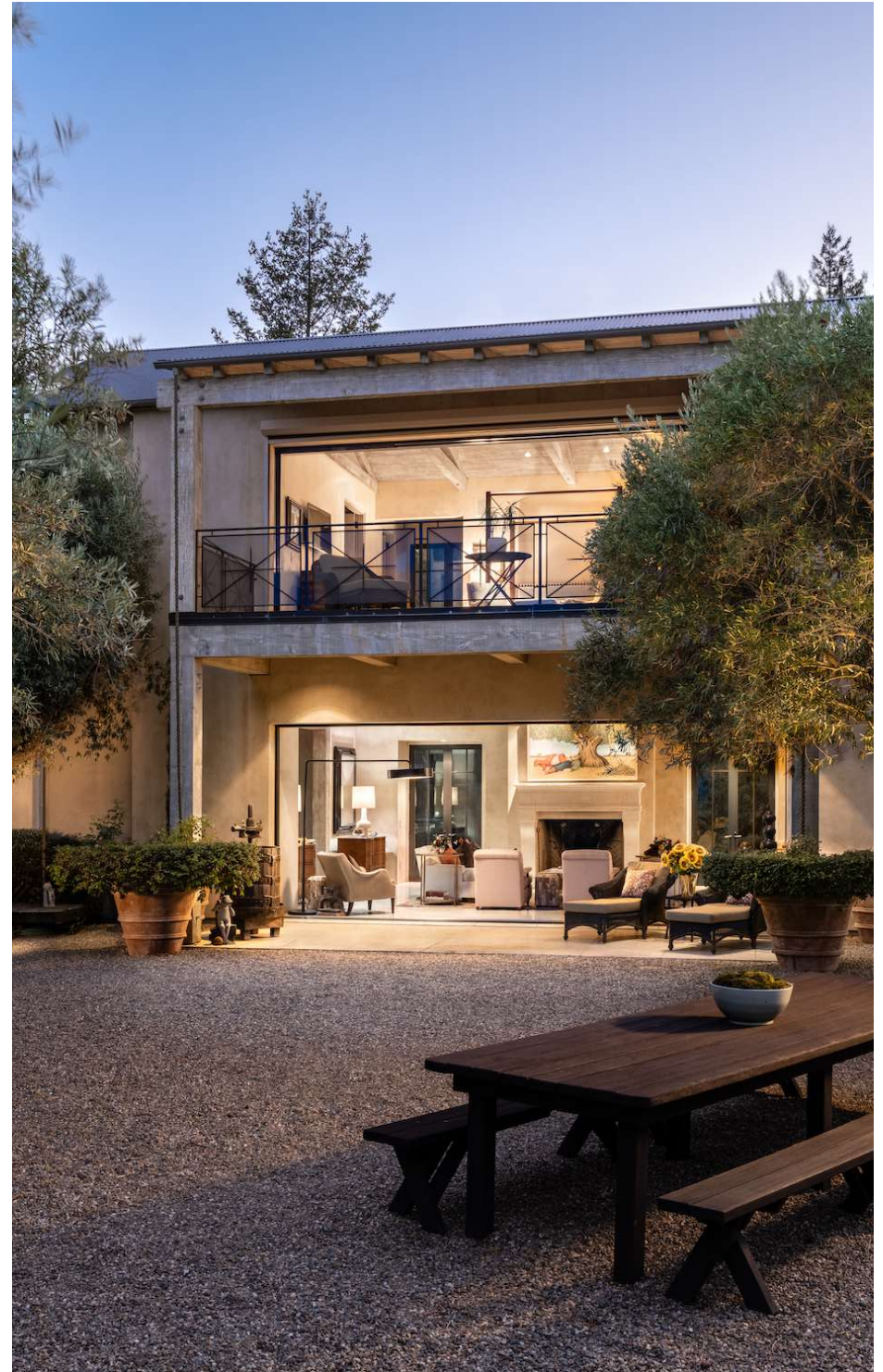
- Your property
- Your partner
- Your advantage
- Your property valuation

Your property \_\_\_\_\_

PERSONALIZED STRATEGY

# The attention *your property deserves*

At Sotheby's International Realty, we understand that each property and seller is unique, so we offer you an exclusive tailor-made strategy. We execute that strategy by combining our vast experience, innovative technology, and unmatched global reach to attract the attention of the most qualified buyers around the world.





LOCAL INSIGHT

# Your community *is our community*

We live here too. So, we know the neighborhood, schools, and shops from the inside out to sell potential buyers on the value of the area. Better yet, we know and understand the people that make up this community.

**\$1.52 million**

Average sale price  
in 2023

**101%**

Sales price to list ratio  
in 2023

**6,920**

Properties sold  
in 2023

Check out our latest  
Market Update



**THE SELLING PROCESS**

# You'll like *the way we work*

Together we'll follow a proven path to success.

# 1

**PREPARING YOUR PROPERTY**

We'll work together and leverage our award-winning sothebysrealty.com website to showcase your property in the very best light.

# 2

**FINALIZING YOUR MARKETING PLAN**

We'll provide you with an in-depth plan for unrivaled worldwide exposure.

# 3

**LAUNCHING YOUR SALE**

This is the big day when we announce your listing to the world.

# 4

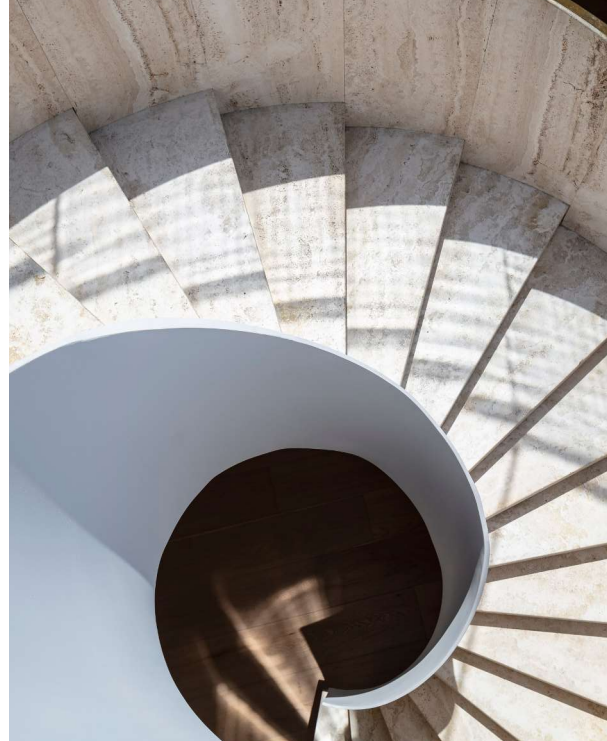
**REPORTING YOUR PROGRESS**

We'll keep you in the loop all along the way with access to our live data dashboard as well as showing details and feedback.

# 5

**CLOSING THE TRANSACTION**

We're with you every step of the way, from due diligence to signature of the deed.



Your partner \_\_\_\_\_

**YOUR ADVISOR***Emily Johnson*

Emily Johnson began her real estate career in 2003 when she invested in her first duplex in the then emerging Silver Lake area. She fell in love with designing and renovating character homes and has renovated over 10 other properties, from a historic Craftsman in Angelino Heights to a mid-century modern in Mar Vista. In 2010 she became a realtor with Sotheby's International Realty - Los Feliz Brokerage. Since then, she has been helping others build wealth and achieve their goals in the Los Angeles real estate market.

Every sale is different, every home is unique, and Emily is there every step of the way. As a listing agent, she prides herself on listening deeply and acknowledging clients' needs and desires, while also managing expectations based on an ever-changing market. Her staging, eye for design and competitive marketing strategy consistently garners praise, press, and top dollar for her clients' homes.

When advising buyers, she is conscious of the fact that making a purchase is a huge investment, both financial and emotional. Emily is client-focused: advising, coaching, teaching, empowering, and protecting—regardless of the price-point, and has a 93% offer acceptance rate. Clients who are ready to take the leap into homeownership are well served by Emily's expertise and advocacy.

The daughter of a ship captain, an environmentalist, a therapist, and a sociology professor, Emily grew up between many homes in both historic Newport, RI and Connecticut. After graduating from NYU, she lived in New York City until 2000 when she moved to Los Angeles. Emily sells real estate all over Los Angeles, including Los Feliz, Silver Lake, Echo Park, Hancock Park, Larchmont, Mid-City, Historic West Adams and Jefferson Park, Culver City, and Mar Vista.

Emily is a homeowner, landlord, investor, certified ADU specialist, designer, desert property owner, and mother to two boys, two rabbits, and one very barky dog.



**Emily.Johnson@Sothebys.Realty**  
**323.314.8908**  
**Real Estate Advisor**  
**DRE #1877330**





**CLIENT ENDORSEMENTS**

# The reviews speak for themselves

**MARK L.**

Arts District

6 out of 5 stars! Emily was a great help in selling my loft. This was the 5th home I have sold, and the 6th Realtor I have worked with... Emily was by far the best. At a time of uncertainty and a failed attempt to sell my home (a home I loved, but was an unusual and expensive property), Emily stepped in, assessed the value, advised on updates, managed the staging, devised a strategy for the sale, and followed through with great success. She kept in touch without bothering, negotiated expertly, and closed the deal. If you are looking for a real estate agent... you will find none better than Emily Johnson.

**JESSICA S.**

Mar Vista, CA

I chose Emily to represent me when I sold my home and I can't say enough good things about her. She really knows what she is doing. She gave me the right advice about painting the exterior (and chose great colors), the right advice about staging my house, the right asking price to get the most interest. She was actively involved with every detail down to the doormat. She was at every showing and made sure the house was in perfect condition. When there was a delay in closing, she was level headed and kept me calm. The point is, she has all the skills you want in a realtor: a great work ethic, excellent taste and strong people skills. Oh, and my house sold for \$130K over asking so that doesn't suck either!

**GEORGE**

Los Feliz

Working with Emily was a breath of fresh air and made me wish we had connected earlier after my realtor experiences of the past. She checks all the boxes of what regularly seems to be missing in real estate these days: strait forward, honest, experienced, enthusiastic, connected, and kind. Thanks to Emily's guidance and work my house sold in less than a week, with multiple offers, all above asking. Selling/buying a house is hard enough already, working with Emily ensures that your realtor will be part of the solution, and not another problem. Highly recommended.



**1072 W EDGEWARE ROAD, ECHO PARK**  
Offered at \$2,200,000



**1466 WALLACE AVE, ECHO PARK**  
Sold \$1,700,000

**CURRENT LISTING HIGHLIGHTS**

We've been busy  
*in your neighborhood*



**1445 CALUMET AVE, ECHO PARK**  
Offered at \$2,300,000



POWERFUL HERITAGE

# Sotheby's is more than *just our name*

Over the last two centuries, Sotheby's auction house has built an iconic brand with unparalleled prestige. Today, Sotheby's International Realty builds on its legacy with the auction house by offering the same elevated standards and exemplary service.

We harness the global power of the Sotheby's name and its proprietary database of 700,000 clients to create unique opportunities and introduce your property to the most qualified buyers all around the world.



# \$143 billion

Global sales volume 2023, *USD*

**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

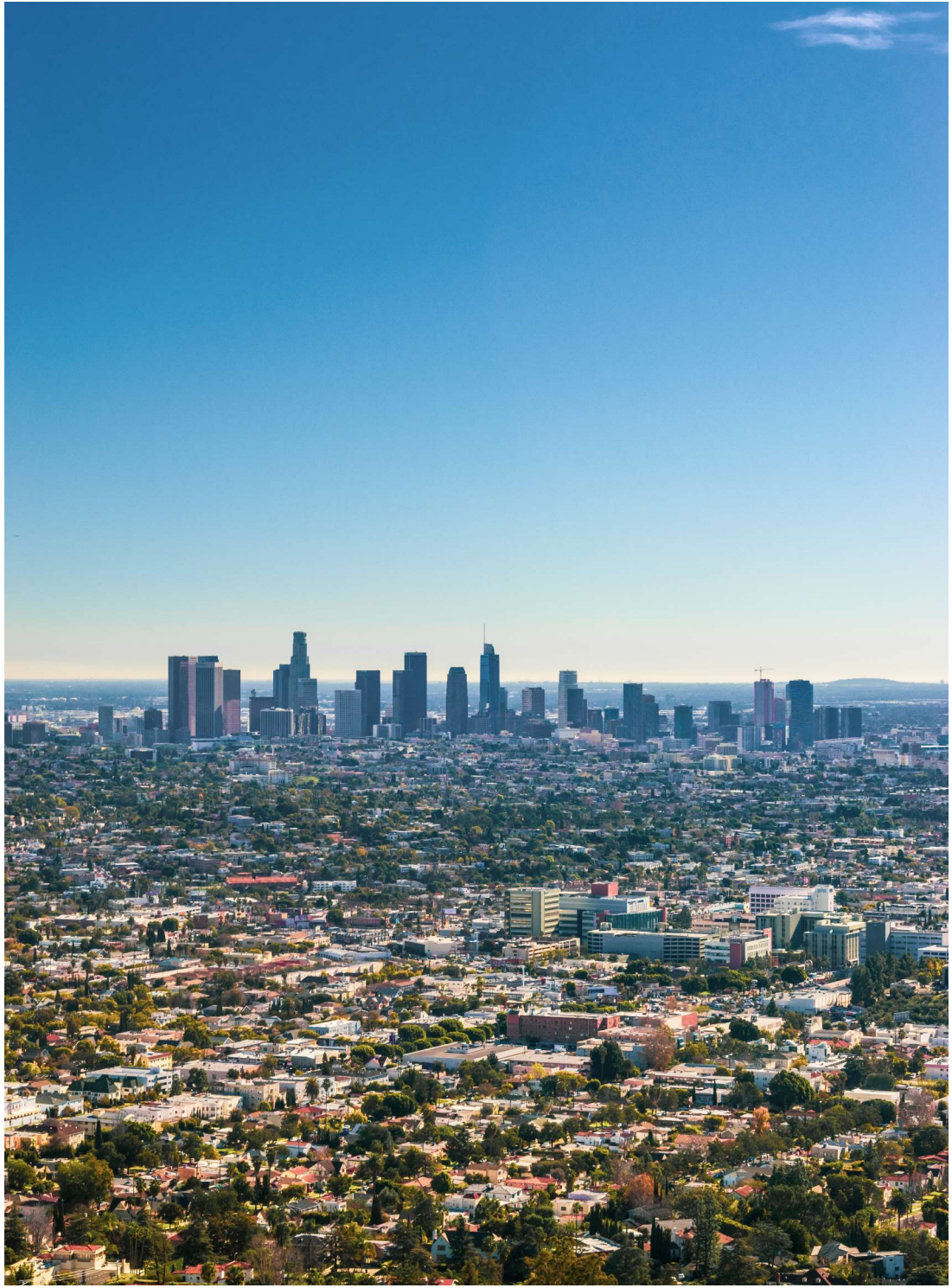
**1744**  
The year our  
heritage began

**BACKED BY THE BEST**

Our numbers  
*are your assurance*

# 84

Countries & territories



**\$2.8+ billion**  
Greater Los Angeles  
sales volume in 2023

**14**  
Southern California  
Offices

**800+**  
Southern California  
Agents

**40+**  
Years in Southern  
California

**LOCAL RESULTS**

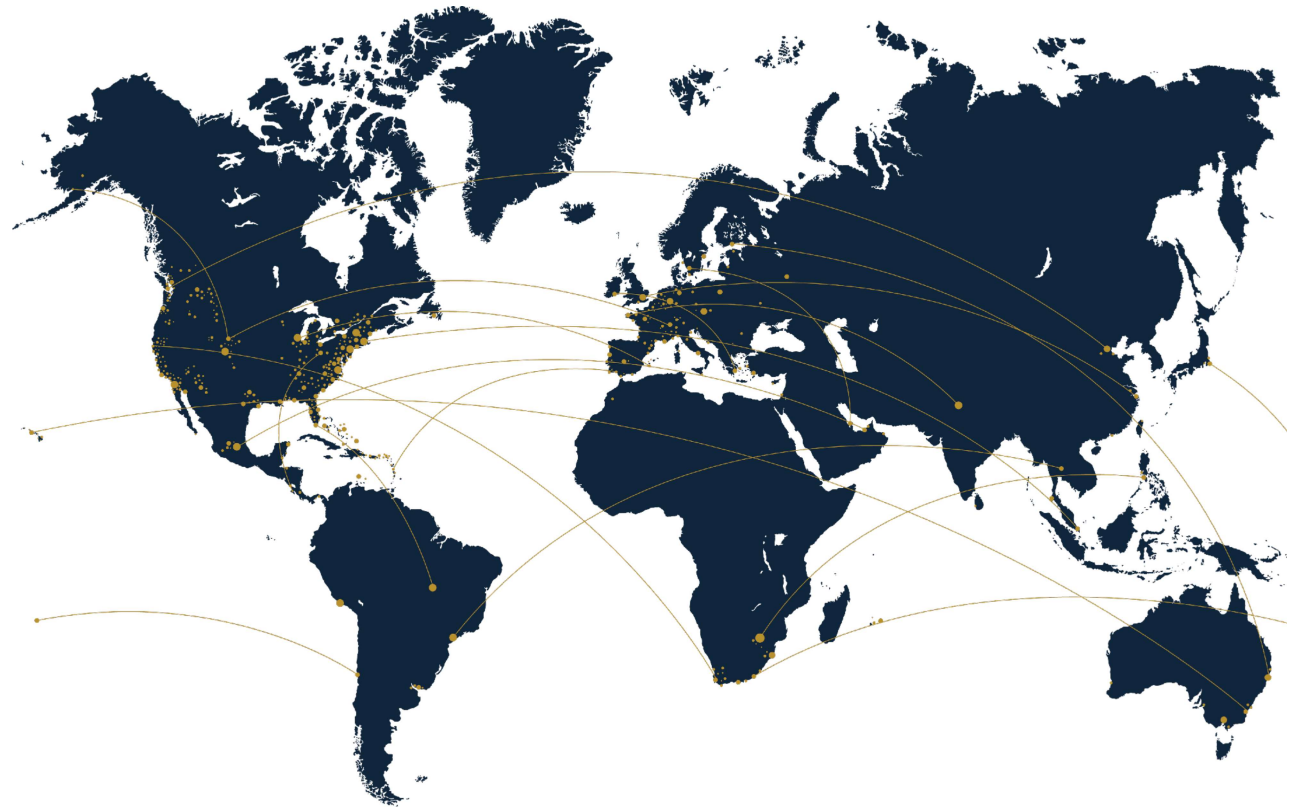
Our numbers  
*work for you*

Your advantage

GLOBAL CONNECTIONS

# Our world *is yours*

Sotheby's International Realty is the only truly global luxury real estate company with 26,500 advisors working in 1,115 local offices across 84 countries and territories. Our unparalleled network works together to meet your needs and expectations.



# 52M

sothebysrealty.com visits in 2023

# 15

Languages

# 49%

Visitors from outside the U.S.

# 41%

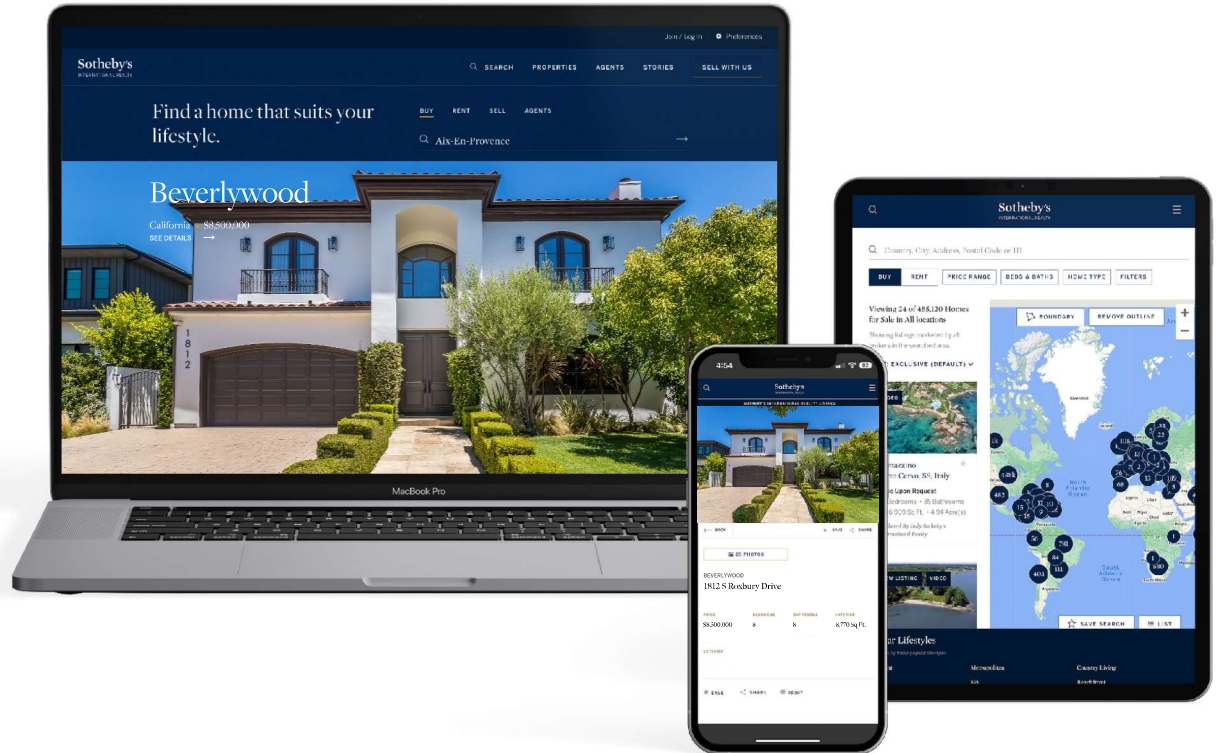
Organic search traffic

# 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.

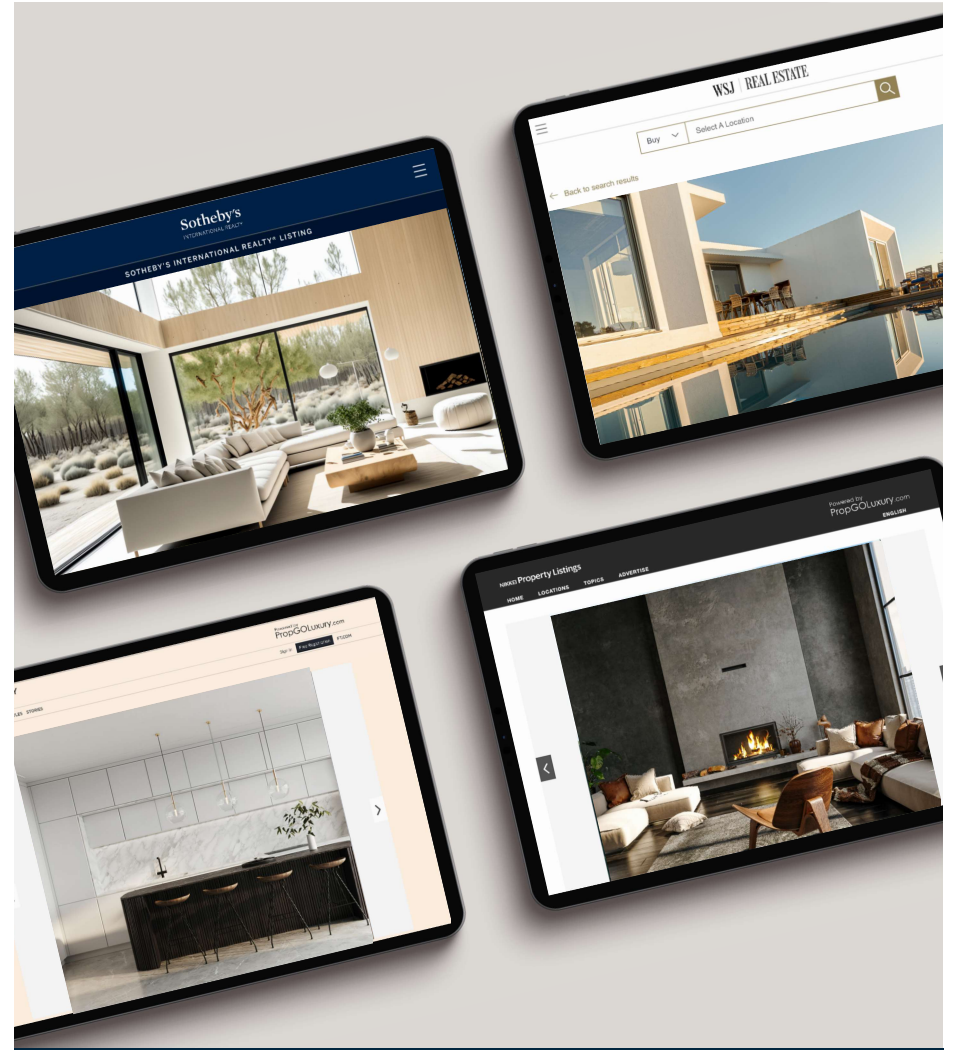




PROPERTY SYNDICATION

# 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.



- Apartments.com
- Apartamentos.com
- ApartmentFinder
- apartmenthomeliving
- BARRON'S
- JamesEdition
- FINANCIAL TIMES
- ForRent.com
- HOUSE
- 居外 Awai.com
- Land And Farm
- Lands of America
- LandWatch
- LUXURY ESTATE
- MANSION GLOBAL
- MarketWatch
- Nextdoor
- NIKKEI
- Properstar
- PropGOluxury.com
- PROPRIÉTÉS LE FIGARO
- realtor.com
- SNOW ONLY
- THE WALL STREET JOURNAL

GLOBAL



FINANCIAL TIMES



MANSION GLOBAL



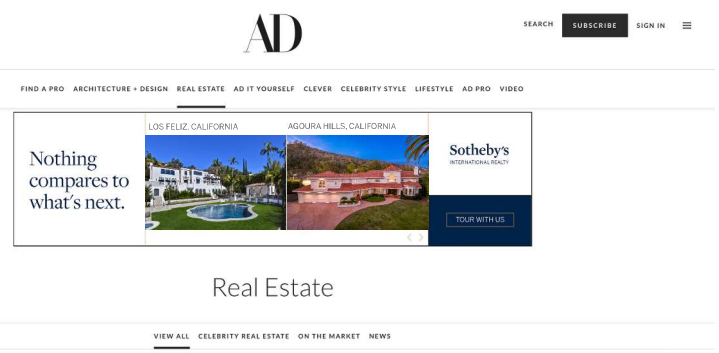
LOCAL



GLOBAL AND LOCAL ADVERTISING

No one can draw more eyes to your listing

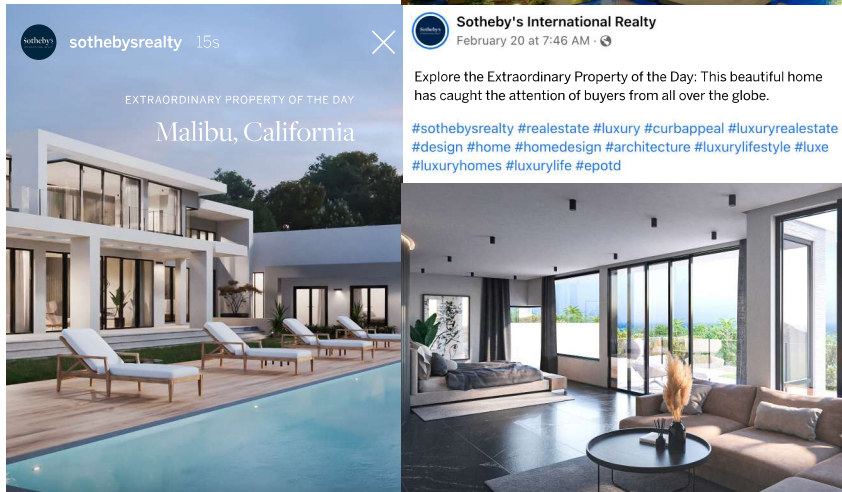
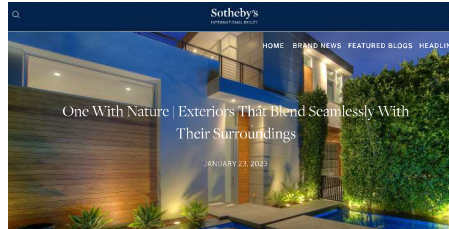
We work with the best online and print publishers to drive better performance and more return for our clients on a local level and around the world.



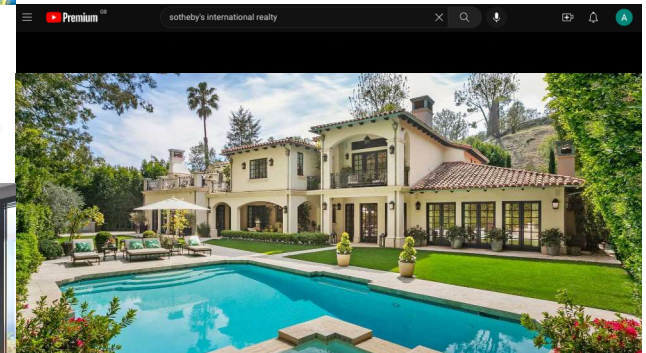
## SOCIAL MEDIA

# Our connections *become your connections*

The Sotheby's International Realty brand as well as our brokerage create 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.



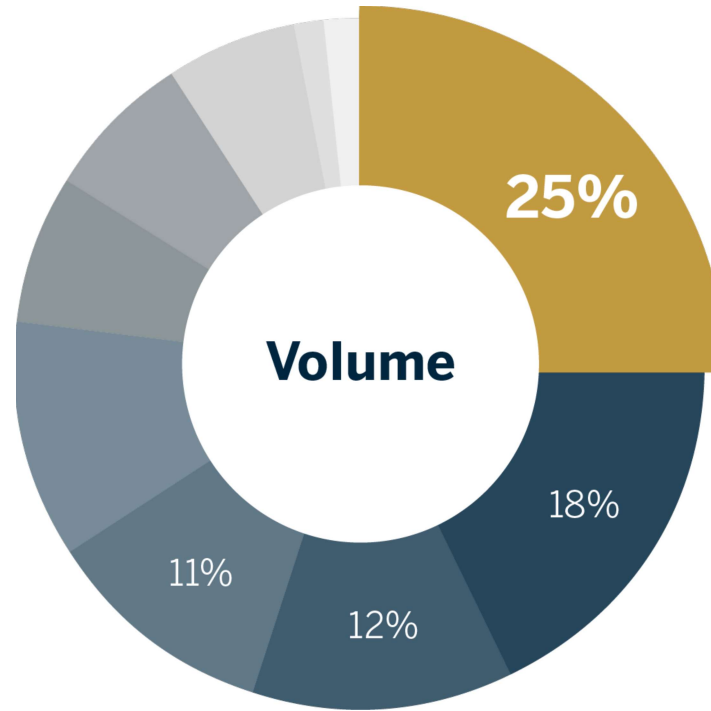
@SIR.SOCAL  
@SOTHEBYSREALTY



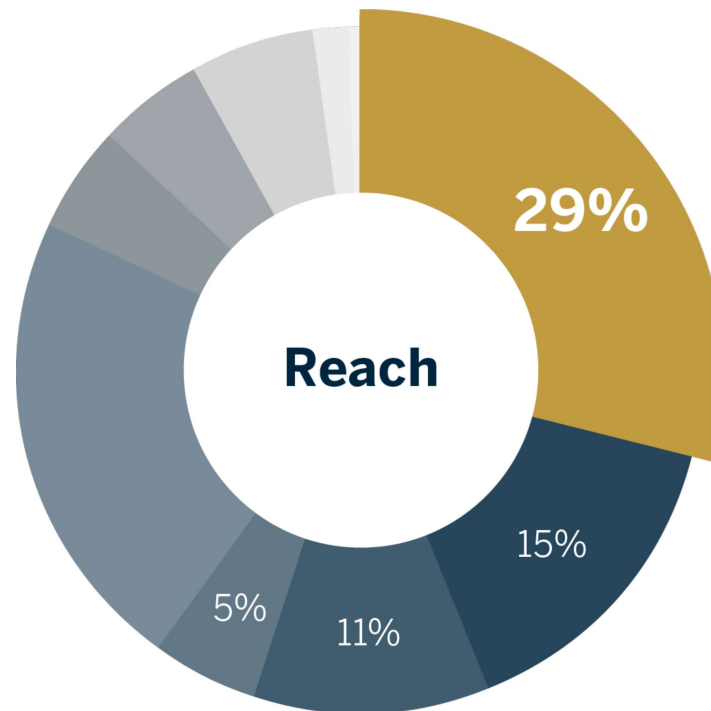
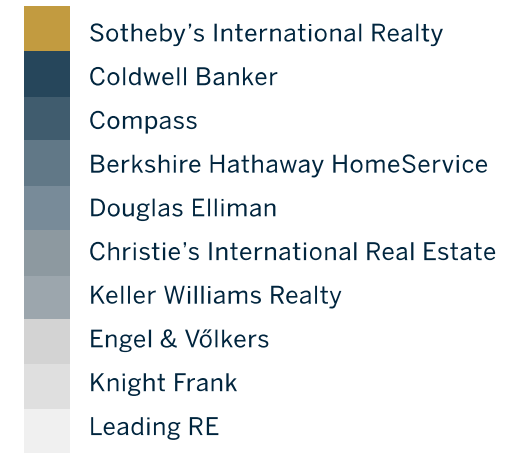
**PRESS EXPOSURE**

*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.



**2023 Press Share of Voice**



## 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.





**SOTHEBY'S CONCIERGE AUCTIONS**

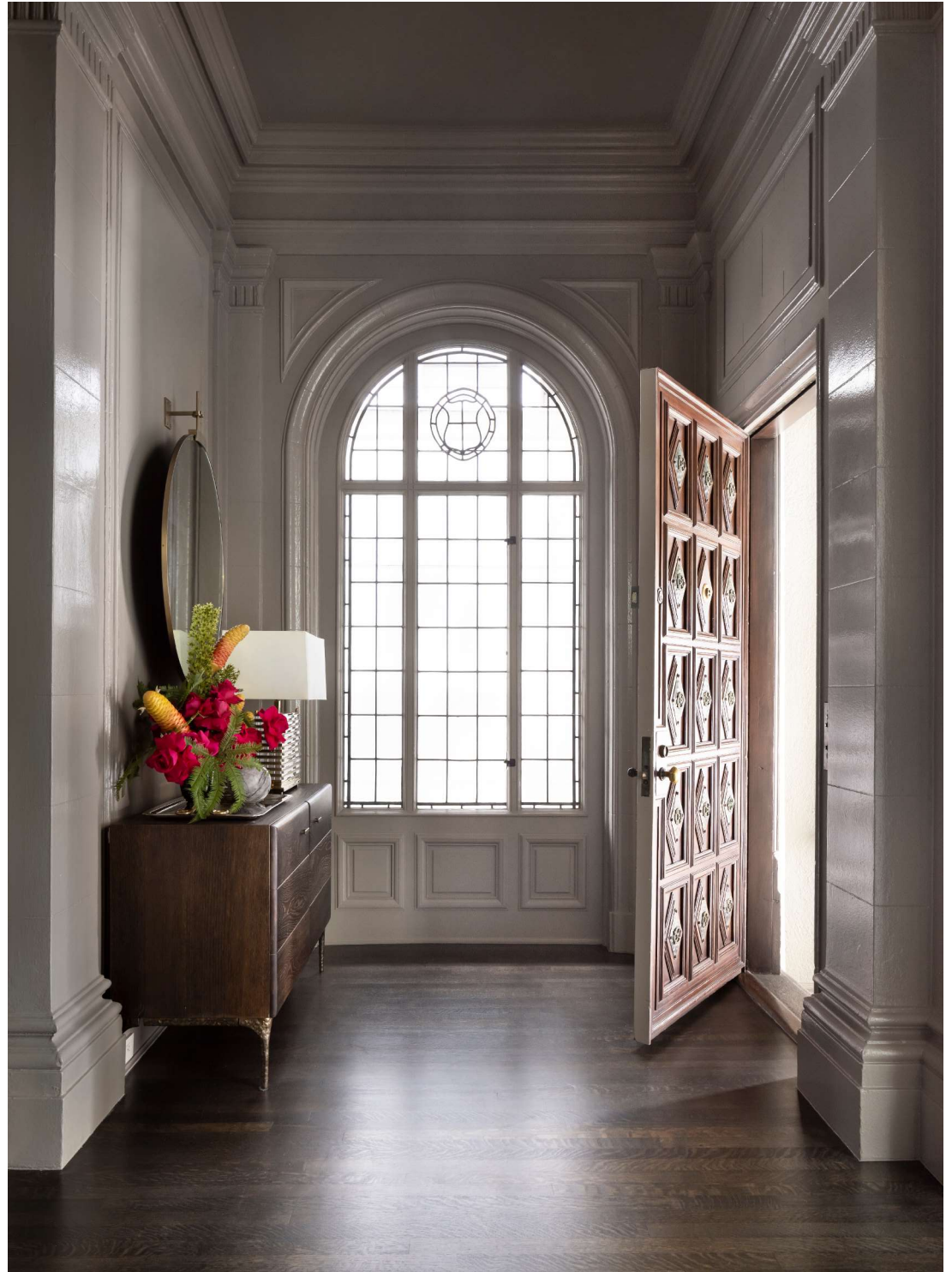
There's more  
than one way  
*to sell luxury homes*

Sotheby's is well known for auctioning works of fine art, antiques, jewelry, watches, wine, and cars to high-net-worth individuals. But it's also a valuable option for select properties. In fact, auctioning a property can accelerate the timing of a sale to as little as 60 days.

**PRICING STRATEGY**

# The right price *gets the best result*

Experience shows that pricing a property correctly from the start results in the greatest buyer interest at the most favorable price. We will carefully analyze the market using our local expertise to determine the optimal price for your property.



THANK YOU

## Trust builds a lasting relationship

Thank you again for this opportunity to share our qualifications. We would love to work together and show you why we've earned the trust of so many clients. Trust, of course, is all about comfort. It's about feeling at home. Which is exactly how we want you to feel all the way to your new one.



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

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