

**Nobody in the world sells more real estate than RE/MAX.**



# **GLOBAL REAL ESTATE MARKETING PROPOSAL**



1010 Prospect Street, suite 300 · La Jolla, CA 92037  
🏠 858.456.8420 · [www.LaJollaREMAX.com](http://www.LaJollaREMAX.com) · CA BRE Lic.#01857004

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**AN AGENT**  
*You Can Count On*



DAN DETTMANN  
619.246.7076  
Ddettmann@cox.net  
www.dandettmann.com  
1010 Prospect Street,  
Suite 300 La Jolla, CA  
92037

**Designation:**

**Certified Residential  
Specialist**

**Specialties**

**Specialty: Residential**

**Residential: Luxury Homes,  
Vacation and Resort  
Properties, Lake/Beach  
Property**

**THE DIFFERENCE IS EXPERIENCE**

**Professional & Personal Distinctions**

**Career Awards: Hall of Fame, Lifetime  
Achievement**

**Languages: English, Spanish**

**Civic Activities: Children's Miracle Network,  
Susan G. Komen Foundation**

**Service Area Information**

**Main Office Location: La Jolla**

**Service Areas: Coastal Property,  
Residential and Investment**

***"68% of today's REALTORS have  
been in real estate for less than  
6 years, and many of them make it a part-  
time job. Real Estate has been my Full –  
Time Profession for over a 15 years. I  
have navigated market shifts and  
continue use my years of experience to  
better serve my clients."***



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**We at RE/MAX ASSOCIATES are dedicated to providing our clients with 110% Customer Service and Satisfaction...**

**We therefore adhere to the following principles:**

**We** are a team of highly experienced, knowledgeable, and professional REALTORS® working together in a positive environment in order to achieve maximum results for our clients.

**We** are here to help our clients realize all their real estate goals and needs, through our dedication and personal service and using the best technology available.

**We** pride ourselves in our continued effort to maintain high professional standards, integrity, quality, and excellence.

**We** have built our reputation as leaders in our communities and in our real estate profession. We believe in supporting our communities and profession.

**We** believe in providing to our clients maximum real estate services, which include expert marketing and sales of all types of properties and offering a variety of real estate financing options.

**We** uphold a culture and image that respects our clients, our real estate industry, our colleagues, and the communities in which we serve.

**We** pursue our Mission in an enthusiastic and energetic way, continually striving to exceed our clients' expectations and making the real estate transaction a smooth and gratifying experience.



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## **COMMUNITY CITIZENSHIP**

### **WHAT SUCCESS MEANS TO US...**

*"...To leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition; To know even one life has breathed easier because you have lived. This is to have succeeded." - Ralph Waldo Emerson*

At RE/MAX Associates-La Jolla, we believe that doing good is part of doing good business. We have a responsibility to our community as residents and as part of the most well known name in Real Estate to inspire other people to give. **RE/MAX is the exclusive real estate sponsor of Children's Miracle Network**, an international alliance of 170 children's hospitals providing state-of-the-art and life-saving care.

When our clients list or buy their home with a RE/MAX Associates Miracle Home Agent, they are confident that they are receiving the best possible service, while helping a child in their community by taking part in the Miracle Home Program. **This means that a portion of the commission from the sale or purchase of their home is donated to their local Rady Children's Hospital when their transaction closes.** For those selling their home, it also includes a prominent display of a Miracle Home rider on the RE/MAX sign in their yard, and the use of the dual-balloon logo of RE/MAX and the Children's Miracle Network when marketing their home.

It wasn't one person writing a check that allowed RE/MAX to reach over \$130 million in donations since 1992, it was the hard work of many that added up to priceless care and treatment. When our clients receive an Honor Card showing that a donation was made on their behalf, they know that their choice to list or sell their home with a RE/MAX agent helped change the life of a child in their community.



**TOGETHER, WE CAN SUCCEED IN MAKING MIRACLES HAPPEN.**

**\$100 Million**  
in Miracles & Growing



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## **GLOBAL REALTORS GET RESULTS.**

**RE/MAX Associates is a Prestigious Locally Owned Franchise. Our Award Winning Sales Team is designed to exceed the expectations of even San Diego's most demanding Real Estate Clientele.**

**Our Home Sellers want to be able to pick from the most qualified buyers. So we market their homes to the WORLD. We utilize global web sites, a vast network of over 93,000 agents working in more than 97 countries throughout the world and our specialized marketing tools to reach not only local buyers, but also foreign buyers living throughout the world who are interested in investing in properties like yours. We have the ability to provide you with the strength of the most well-recognized name in real estate, the most innovative marketing tools, a world-wide Real Estate Network, Global Reach, and the personal touch of our local knowledge and experience.**

**We are among the most educated veterans in the industry and have the knowledge and experience to assist you and your referrals with the highest level of service, care and RESULTS.**





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## GLOBAL REALTORS GET RESULTS. RE/MAX AROUND THE WORLD



### Americas

Argentina	2004
Belize	2001
Bolivia	2010
Brazil	2009
Canada	1977
Chile	2002
Colombia	2009
Costa Rica	1995
Ecuador	2008
El Salvador	2006
Guatemala	2009
Honduras	1995
Mexico	1992
Nicaragua	1998
Panama	2005
Paraguay	2011
Peru	2009
Suriname	2010
United States	1973
Uruguay	2008
Venezuela	1998

### Caribbean

Antigua & Barbuda	2012
Aruba*	2003
Barbados	2011
Bonaire*	2007
Cayman Islands*	1991
Curaçao*	2006
Dominica	2010
Dominican Republic	1993
Grenada	1994
Jamaica	2009
Puerto Rico*	1992
St. Kitts & Nevis	2004
St. Maarten/St. Martin*	1994
Turks & Caicos*	1993
U.S. Virgin Islands*	1990

### Europe

Albania	2012
Austria	2015
Azerbaijan	2013
Bosnia & Herzegovina	2011
Bulgaria	2015
Burkina Faso	2005
Croatia	2004
Czech Republic	2008
Estonia*	1997
Finland	2005
France	2003
Germany	1995
Greece	1995
Georgia	2013
Hungary	2006
Iceland	2000
Israel	1995
Italy	1995
Lithuania	2005
Luxembourg	2001
Malta	2003
Netherlands	1991
Poland	2006
Portugal	1999
Romania	2006
Scotland*	1997
Republic of Ireland	1998
Slovakia	2005
Slovenia	2007
Spain	1994
Sweden	2000
Switzerland	1999
Turkey	1997
United Kingdom	1997

### Middle East

Bahrain	2004
Kuwait	2013
Lebanon	2010
Oman	2014
Qatar	2013
Saudi Arabia	2002
United Arab Emirates	2012

### Africa

Botswana	2003
Cape Verde	2010
Empt	2011
Kenya	2013
Lesotho	2012
Mali	2002
Morocco	2009
Mozambique	2006
Namibia	2002
South Africa	1994
Swaziland	2013
Tanzania	2013
Tunisia	2010
Uganda	2013
Zimbabwe	2010

### Asia/Pacific

Australia	1986
China	2012
Guam*	2001
India	2009
Indonesia	2012
Japan	2013
New Zealand	2003
Northern Mariana Islands*	2006
Palau	2011
Philippines	2012
Singapore	1997
South Korea	2015
Sri Lanka	2013
Thailand	2012

Q1 | April 2014

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We utilize global web sites, a vast network of 93,000+ agents working in more than 97 countries throughout the world and our specialized marketing tools to reach not only local buyers, but also foreign buyers living throughout the world who are interested in investing in properties like yours. We provide you with the strength of the most well-recognized name in real estate, the most innovative marketing tools, a world-wide Real Estate Network, Global Reach, and the personal touch of our local knowledge and experience. We are among the most educated GLOBAL veterans in the industry and have the knowledge and experience to get you, and your referrals, RESULTS.



**RE/MAX**  
ASSOCIATES  
IN LA JOLLA

"LOCALLY OWNED. GLOBALLY KNOWN."  
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Statistics provided by remax.net as of 05/21/2013

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**RE/MAX<sup>®</sup>**  
**ASSOCIATES**  
**LA JOLLA**

*At your service...*

**AT THE RE/MAX ASSOCIATES' OFFICES IN LA JOLLA, WE HAVE ASSISTED MORE THAN 6,700 FAMILIES AND INVESTORS IN LA JOLLA, AND THROUGHOUT SAN DIEGO COUNTY, SINCE 2000.**

**RE/MAX INTERNATIONAL HAS AWARDED OUR OFFICE THE PRESTIGIOUS "OFFICE VOLUME AWARD" AND OUR TOTAL SALES VOLUME NOW EXCEEDS \$3.2 BILLION IN TOTAL SALES SINCE JULY 2000.**

**IF YOU ARE LOOKING FOR THE MOST EXPERIENCED AGENTS IN REAL ESTATE, RE/MAX ASSOCIATES IS AT YOUR SERVICE.**

**MAIN OFFICE**

1010 Prospect Street, Suite 300  
La Jolla, CA 92037

**858.456.8420**

**LAJOLLA@SANDIEGOREMAX.COM**



**CONTACT US FOR INSTANT INFO ON ANY HOME IN THE MLS!**

***We sell all areas & all price ranges.***

Transactions Closed In All Price Ranges and in Over 90 Zip Codes  
Throughout San Diego County



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# **RE/MAX<sup>®</sup> ASSOCIATES SUPER STATS**

**Sales Volume:**  
**Over 3.2 Billion**

**Closed Transactions:**  
**Over 6,700**

Statistics for RE/MAX Associates La Jolla Franchises  
from 7/1/2000-12/31/2013



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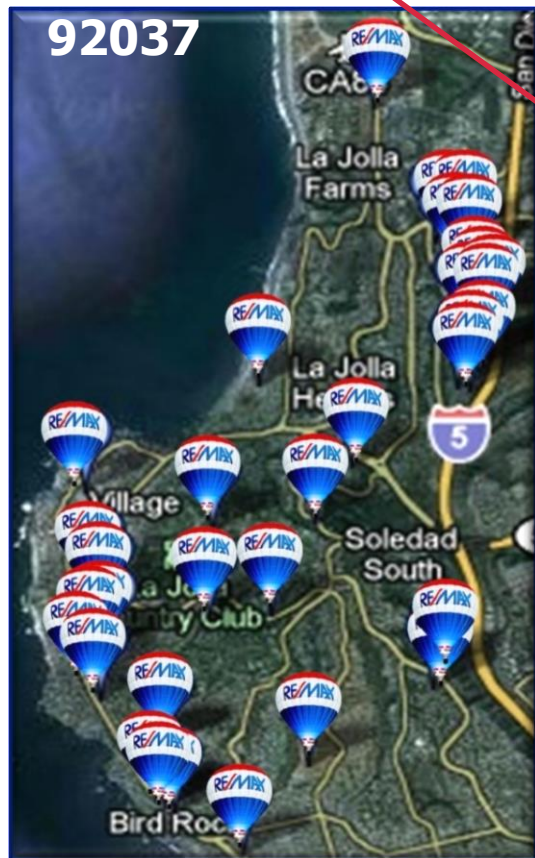
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With a prestigious office of Real Estate Veterans located in the heart of La Jolla Cove, **OUR LOCAL KNOWLEDGE IS PARAMOUNT.**



**EVERY** BALLOON ON THIS MAP REPRESENTS ANOTHER LOCATION WHERE ONE OR MORE HOMES WERE BOUGHT OR SOLD IN 92037 BY A RE/MAX ASSOCIATES – LA JOLLA AGENT DURING A ONE YEAR PERIOD!

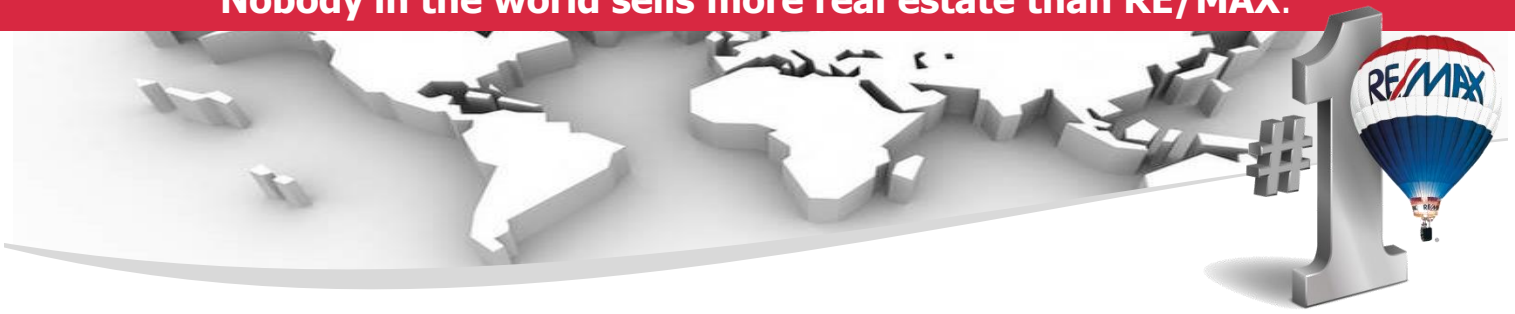
The locations identified in this picture are based on the locations of transactions closed by RE/MAX Associates – La Jolla agents in zip code 92037 between 1/1/2010 and 12/31/2010. Data supplied by report 2.P.C.3.1 in LoneWolf Accounting Software. Information is deemed to be reliable, but is not guaranteed. LoneWolf in no way guarantees or is responsible for the accuracy of this information. Copyright 2011. RE/MAX Associates La Jolla.



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**RE/MAX**

**versus  
the  
Industry  
2014**

	U.S. RESIDENTIAL TRANSACTION SIDES <sup>1</sup>	U.S. BRAND AWARENESS <sup>2</sup>	U.S. NATIONAL ADVERTISING <sup>3</sup>	COUNTRIES <sup>4</sup>	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>907,785</b>	<b>28.1%</b>	<b>31.7%</b>	<b>97</b>	<b>6,481</b>	<b>93,228</b>
<b>COLDWELL BANKER</b>	725,058	16.0%	29.5%	41	3,100	84,900
<b>KELLER WILLIAMS</b>	644,297	4.2%	1.0%	7	700	94,906
<b>Century 21</b>	410,543	20.9%	14.4%	61	7,100	103,800
<b>ERA</b> REAL ESTATE	118,160	1.6%	0.0%	32	2,300	31,200
Sotheby's	78,841	0.7%	11.8%	41	700	14,500
<b>Better Homes and Gardens</b>	55,712	0.7%	1.6%	2	260	8,400
<b>Weichert Realtors</b>	Not released	1.5%	0.1%	1	370	14,000
<b>RealLiving</b> Real Estate	Not released	0.4%	0.2%	1	360	7,800
<b>BERKSHIRE HATHAWAY</b> HomeServices	Not released	0.1%	0.0%	1	330	14,000

**RE/MAX agents sell the most homes, supported by a brand that more buyers and sellers think of than any other in real estate. Open Your Eyes to RE/MAX.**

©2014 RE/MAX, LLC. Each office independently owned and operated. Data is full-year or as of year-end 2013, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2013; Keller Williams, Weichert, Real Living and Berkshire Hathaway HomeServices data is from company websites and industry reports. <sup>1</sup>RE/MAX residential transaction sides may include some leases, estimated to be less than 1%. Keller Williams reports all transaction sides and does not itemize U.S. residential transactions. <sup>2</sup>MMR Strategy Group study of unaided awareness. <sup>3</sup>U.S. national media ad spend, as a percentage of spend of all national real estate franchises, as reported by Nielsen Ad Views. Others: 9.7%. <sup>4</sup>Based on lists of countries claimed at each franchisor's website, excluding claimed locations that are not independent countries (e.g. territories, etc.). 140331



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**2014**

**REALTrends  
500**

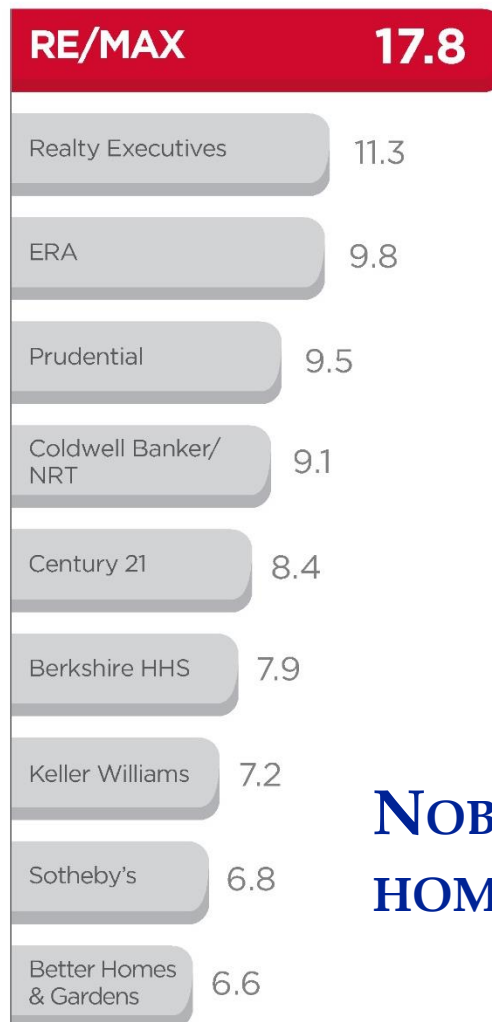
All averages are not average.  
The average RE/MAX agent  
sold twice as many homes  
last year as the average for  
the other guys.\*

\* Rankings calculated by RE/MAX based on 2014 REAL Trends 500 data, citing 2013 transaction sides for the 1,451 largest participating U.S. brokerages. Prudential, Berkshire and Real Living do not include HomeServices of America. ©2014 RE/MAX, LLC. All rights reserved. Each RE/MAX office is independently owned and operated. 140429

## OUR AVERAGE IS ANYTHING BUT AVERAGE

### TRANSACTION SIDES: AVERAGE PER AGENT

RE/MAX agents averaged 17.8, compared to 8.4 sides for all competitors.



**NOBODY GETS MORE  
HOMES SOLD THAN...**

**RE/MAX®**



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## **POWER BROKER REPORT "RE/MAX Tops All Major Franchises"**

Statistics for more than 1,200 real estate firms were submitted to the RISMedia 2010 Power Broker Survey, which ranks the top 300, based on transactions. Franchise comparisons are based on firms identified by franchise affiliation.

### **The Following Are Quotes From The 2010 Power Broker Report:**

"Compared with RE/MAX, **KELLER WILLIAMS** has almost twice the number of agents represented, but RE/MAX agents recorded 40% more transaction sides – 156% greater productivity than Keller Williams."

---

"With nearly the same counts, RE/MAX has 40% greater agent productivity than **COLDWELL BANKER**, 65% greater dollar volume per agent and 54% greater total volume."

---

"Agents with RE/MAX show 91% greater productivity than **CENTURY 21** agents. Three times as many RE/MAX brokerages as Century 21 brokerages qualified for inclusion in the survey."

---

"More than twice as many RE/MAX brokerages than Prudential brokerages qualified for the survey. RE/MAX agent productivity was 156% better than **PRUDENTIAL'S**."



Nobody in the world sells more real estate than RE/MAX.



## A Luxury Brand for your Luxury Home...

DISCOVER A NEW LEVEL OF LUXURY IN REAL ESTATE

DISCOVER THE RE/MAX COLLECTION

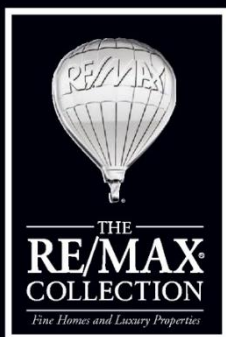
With an elegant look and a name that commands attention, The RE/MAX Collection creates a strong impression among Buyers when Selling your Luxury Home.

### We can Advertise your home in...

**Unique Homes** has the largest paid circulation of any luxury real estate magazine, with readers throughout the U.S. and in 80+ Countries Worldwide.

**duPont Registry** is a luxury real estate magazine with subscribers in every state and more than 54 countries.

**The Wall Street Journal** advertises to 1.9 million subscribers and is among the world's most respected publications, reaching an affluent, global audience.



Property Address	Price
4928 CRYSTAL DR, PACIFIC BEACH, CA...	\$ 4,900,000
9525 PIENZA PL, SAN DIEGO, CA 92127	\$ 2,699,888
3595 OCEAN FRONT WALK, SAN DIEGO, CA 92109	\$ 2,495,000
2770 OCEAN FRONT WALK, SAN DIEGO, CA 92109	\$ 2,265,000
4767 OCEAN BLVD 1208, SAN DIEGO, CA 92109	\$ 2,100,000
3591 OCEAN FRONT WALK, SAN DIEGO, CA 92109	\$ 1,995,000

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

MILLIONS of luxury homebuyers start their search online, and RE/MAX taps into that lucrative potential. When a buyer requests information about a property on remax.com, they are automatically routed to a RE/MAX agent.



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remaxcommercial.com

A screenshot of the remaxcommercial.com website. The header features the RE/MAX Commercial logo and navigation links: PROPERTY SEARCH, FIND A PRACTITIONER, SERVICES, RESEARCH, ABOUT, CAREERS, and CONTACT. Below the header, a large banner displays statistics: 3,000 Commercial Practitioners, 400 Commercial Offices & Divisions, and 45 Countries, with a 'SEARCH OUR VAST NETWORK' button. The main content area includes tabs for RE/MAX PROPERTIES, INDUSTRY PROPERTIES, GLOBAL PROPERTIES, and ASK A PRACTITIONER. Below these are search filters for City, State, Property Type, and Search Type, followed by a Search button. The page is divided into three columns: COMMERCIAL NEWS HEADLINES, TODAY'S CRE BLOG, and DID YOU KNOW?. Each column contains a list of articles or blog posts with 'Read More' links. At the bottom, there are three sections: RE/MAX COMMERCIAL is mobile, RE/MAX COMMERCIAL is green, and WE PROUDLY SUPPORT.

Remaxcommercial.com is...

- A standalone site dedicated to data-rich commercial real estate listings, investor information and other valuable resources.
- Features nearly a quarter million commercial listings from around the world, as well as global commercial real estate news and information like market insight reports, industry hot topics and a professional directory.
- The site attracts CRE professionals (buyers, sellers, landlords, tenants, brokers, bankers, municipalities, etc.).
- Offers multiple search channels, including LoopNet and global.remax.com for RE/MAX Commercial Listings, along with nearly a quarter million IDX commercial listings.



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## **Today's Buyers and Sellers know no borders – and neither should you.**

**U.S. Market FACTS** (provided by NAR 2014 Profile of International Home Buying Activity):

- International buyers of United States properties spent \$92.2 Billion from April 2013 – March 2014, a 35% increase from the previous period's level of \$68.2 billion. California is one of four states that account for 55% of those total U.S. purchases.
- International buyers of U.S. properties came from nearly all over the globe, but five countries (Canada, China, Mexico, India and the United Kingdom) accounted for 54% of the reported transactions from April 2013 to March 2014. RE/MAX markets your listing to, and has offices in, all five of these countries.
- The number of international buyers who purchased 1 Million+ homes from April 2013 – March 2014 in the U.S. has nearly doubled since 2011.



### **Align Yourself With An Agent Who Has Ties To Foreign Buyers:**

- RE/MAX is in more than 97 countries – A greater worldwide presence than any of its competitors.
- We market our Sellers' Properties to the **WORLD** on [global.remax.com](http://global.remax.com).
- We generate Millions of Buyer Leads from our web sites.
- We have 93,000+ connections to the World's Largest, Most Productive Network of Agents.

**global.remax.com**

In 2011, RE/MAX launched a new multi-lingual website, [global.remax.com](http://global.remax.com), with nearly 700,000 global home listings; searchable in 50 currencies and 41 languages – meaning, more exposure for your listings to consumers around the world.



**International Buying Power is Investing In HOMES LIKE YOURS.**

**Let Us Get You RESULTS.**



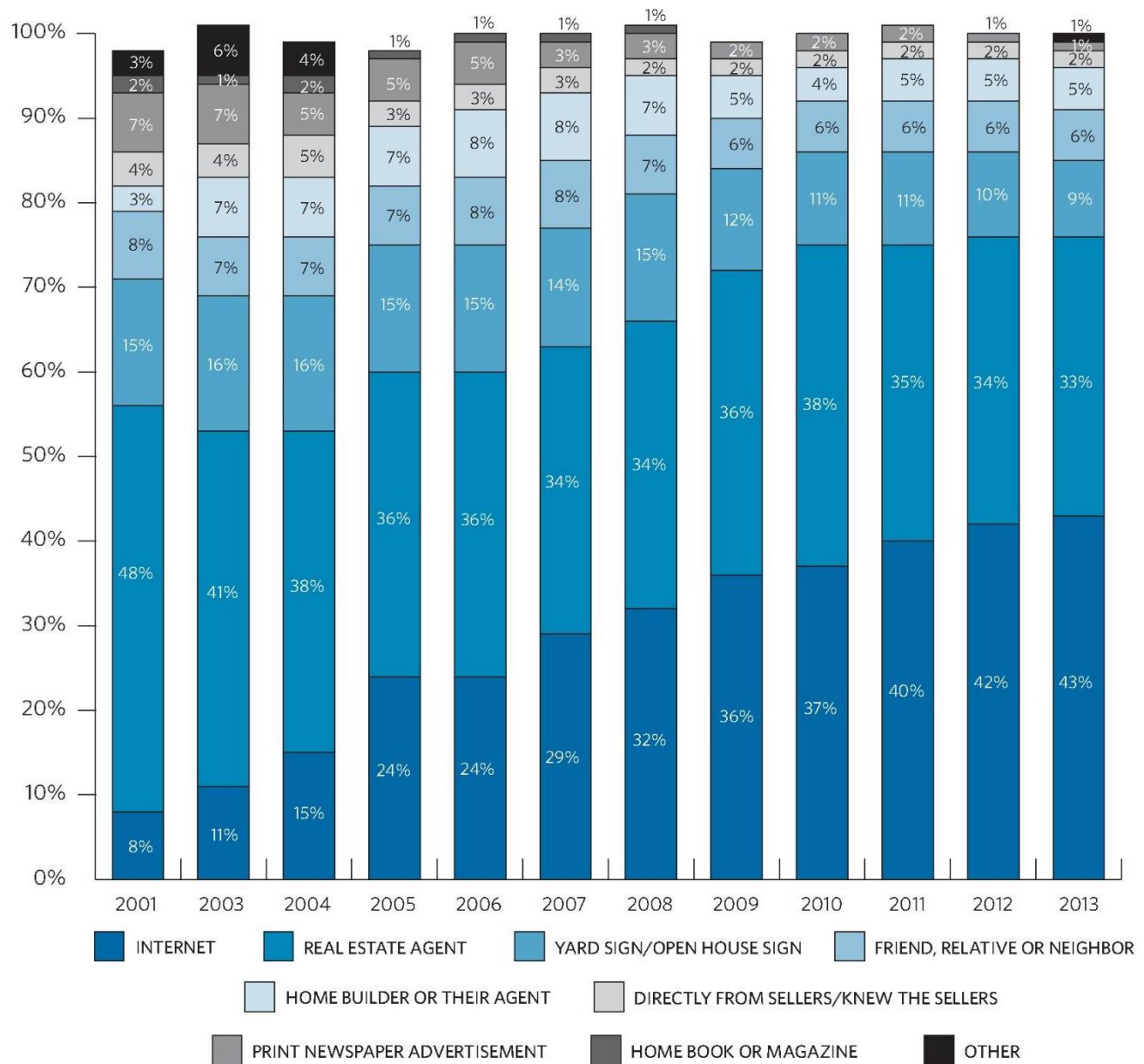
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## WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2013

(Percentage Distribution)





Nobody in the world sells more real estate than RE/MAX.



**RE/MAX** National Advertising

**- A TRUSTED BRAND -**

When you list your home with a RE/MAX ASSOCIATES Agent, your home will receive the benefit of the **BILLIONS of Dollars** of Advertising that made RE/MAX the Real Estate Leader that it is today.

**RE/MAX**...is the most recognized name in Real Estate.



People Choose The Brand They Trust.

People Trust The Brand They Know.

People Know **RE/MAX**.

**Above the Crowd & Ahead of the Competition**



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**RE/MAX** National Advertising

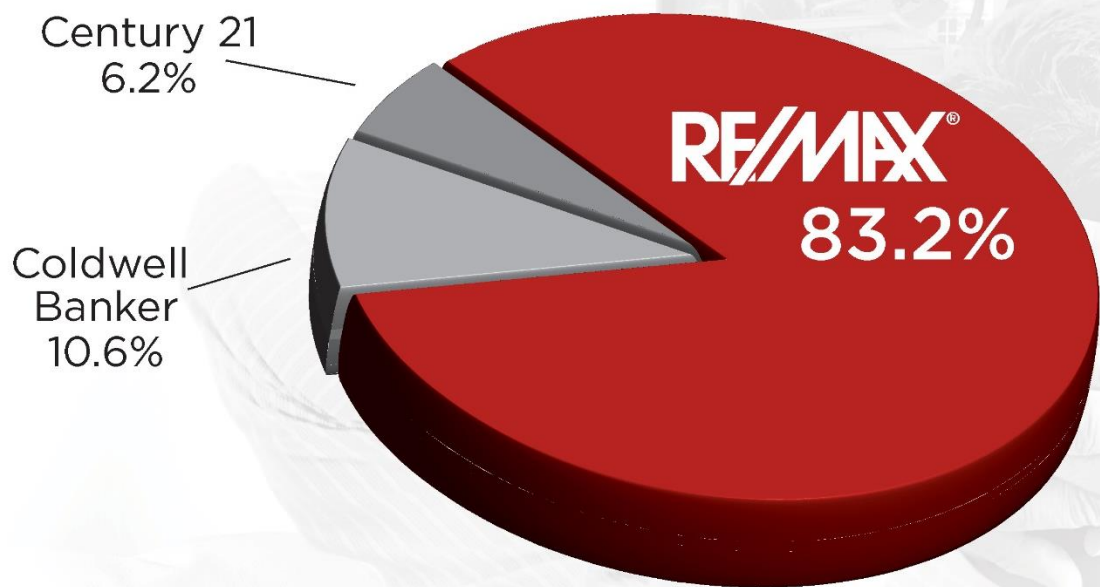
RE/MAX advertising builds your RE/MAX brand, and delivers customers to you!

SELL YOUR HOME WITH **THE BRAND THE BUYERS KNOW**

We reach more consumers than **ANY** of our competitors.

**tv share of voice 2013**

RE/MAX  
vs. competitors



Source: Nielsen Monitor-Plus / A25-54 GRPs Unequalized  
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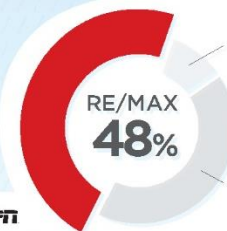
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**TELEVISION** = 100 million  
**4.45 BILLION IMPRESSIONS**

Major broadcast and cable networks, and Spanish language networks  
Source: Projected 2013 National TV Impressions based on National TV buy



Century 21  
10%

**NATIONAL TV EXPOSURE**

Percentage of television advertising impressions among major local and national real estate brands, based on ads purchased through nationwide buys.  
Source: Nielsen Monitor-Plus, full-year 2012

Coldwell Banker  
42%

**PRINT**  
**3.79 MILLION IN CIRCULATION**

Industry magazines: DS News, Personal Real Estate Investor, RISMedia, and REALTOR  
Source: Projected circulation in 2013 provided by the individual publication media kits



**MEDIA EXPOSURE**

RISMedia magazine cover, Margaret Kelly on Bloomberg, National Housing Report and Press Release



RE/MAX Ranked #1 in National Report  
Power Broker Report Shows RE/MAX Agents Most Productive

**MORE THAN \$130 MILLION DONATED**

RE/MAX has supported Children's Miracle Network Hospitals since 1992 and Susan G. Komen since 2002.



**ONLINE SEARCH**  
**194 MILLION IMPRESSIONS**

The RE/MAX SEM program optimizes exposure of remax.com in online search results.  
Source: Google/Stat 3/1/2013-6/31/2013

**RE/MAX SOCIAL**

RE/MAX can be found on Facebook, Twitter, YouTube, LinkedIn, Google+, Pinterest and Instagram  
Source: Monthly social data analytics available via Mainstreet 8/1/2012-7/31/2013

**50,600 FANS**

**39,079 FOLLOWERS**

**1.1 MILLION VIEWS**

**1,780 FOLLOWERS**

**REMAX.COM**  
**42.69 MILLION VIEWS**

Source: Adobe Omniture 1/1/2013-7/31/2013



**RE/MAX COMMERCIAL**

Not included in impressions



September 18-20, 2013

**THE RE/MAX COLLECTION**

Not included in impressions



November 3-4, 2013



**OVER 4 BILLION**

NATIONAL BRAND IMPRESSIONS\*

**THE #1 NAME IN REAL ESTATE**

Source: Nielsen Monitor-Plus (2012) and Google Analytics



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\*WHAT'S AN IMPRESSION? The primary measurement of advertising reach, an impression is generated every time a person sees or hears an ad. In 2013, the RE/MAX media mix is projected to reach over 4 billion impressions in the U.S. alone. This means that every person in the country, on average, will encounter a RE/MAX promotion at least once a month.

**Nobody in the world sells more real estate than RE/MAX.**



## **DOMINATES THE INTERNET TO MAXIMIZE YOUR PROPERTY'S REACH & BRING YOU MORE BUYERS.**

### FRANCHISE WEBSITE

**1 RE/MAX**

2 Century 21

3 Weichert

4 Coldwell Banker

5 Keller Williams

6 Prudential Real Estate

7 Real Living

8 Sotheby's Realty

9 Better Homes and Gardens

10 ERA Real Estate

### TOTAL VISITS

**52,466,628**

41,071,789

37,847,487

28,226,576

23,550,105

5,573,756

2,945,883

2,570,144

2,443,187

2,418,129

Source: Hitwise Jan.-Dec. 2012 report of all U.S. websites in the "Business and Finance - Real Estate" category.  
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## **Remax.com helps you sell your home because...**

- Remax.com gives consumers access to all property listings in each multiple listing service, including the competitions' – which attracts millions of Buyers.
- Your property will be displayed on the most visited real estate franchise web site – Remax.com
- When consumers find real estate online, "remax" is the most used search term among real estate brokerages.
- Your property can be more appealing to buyers on remax.com than the competitions' properties, because your RE/MAX Agent can add unlimited photos, additional property details, a virtual tour link and many additional features that the competition can't!



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## MARKETING TECHNOLOGY CONNECTING WITH BUYERS

Remax.com displays every property listed for sale in the local MLS. However, those properties can only be enhanced to increase buyer interest on remax.com if they are listed by a RE/MAX Agent.

My RE/MAX Affiliation allows me to enhance your listing with...

**Custom Property Brochure Info**

**Open House Information**

**A Virtual Tour**

**More Photos Than Our Local MLS**

Nobody in the world sells more real estate than RE/MAX.



*Thank you for your time.  
I look forward exceeding your  
expectations.*

*Dan Dettmann*

*&*

*RE/MAX Associates' La Jolla Office*



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