



The Art of Marketing Luxury Homes is achieved by presenting properties in a manner that captures their special allure, stirs the buyers' emotions and appeals to the finely-honed sense of value that a luxury buyer possesses.

Two different homes with the same price point illustrate that the adage "location, location, location" does hold true in Orange County. Other factors also enter price determination. A home's unique character and properties, as well as comparable home prices, also play significant roles.

"Valuing luxury property in this coastal marketplace is not an exact science, it is more of a determination process that involves carefully synthesizing the history of sales and available properties, having a keen sense of buyer preferences, and knowing exactly how to position a property to appeal not only to any buyer but the best of buyers."

Important factors contributing to a price point of a home include location, view, lot size, structure square footage, condition, and desirability are key to that determination. Intangible factors, such as pride of ownership, can add value as well, especially to the buyer pool from Asia.

When pricing ultra-luxury trophy homes key elements are community, views, street location, square feet, exquisite materials, architectural grandeur and year built.

Attaining maximum value for our clients is achieved through global reach, exhaustive market knowledge, use of professional photography and electronic and print media, adaptable marketing strategies and understanding the mindset of the wealthy buyer.

We welcome the opportunity to share in the process of marketing your luxury home.

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