



# KATHY VILLA

YOUR HOME. YOUR STYLE.

KATHY'S FINE ATTENTION TO DETAIL AND COMMITMENT TO EXCELLENCE  
ENSURES THE REAL ESTATE RESULTS YOU DESIRE. THE HOMES WE  
REPRESENT ARE LUXURIOUS TESTAMENTS TO THE LOS ANGELES LIFESTYLE.  
THEY ARE PLACES FOR EXPRESSION, ENTERTAINMENT AND CELEBRATION.  
KATHY VILLA. YOUR HOME. YOUR STYLE.



**(310) 777-6352**  
**KATHY@KATHYVILLA.COM**  
301 North Canon Drive Suite E  
Beverly Hills, California 90210  
**KATHYVILLA.COM**





# ABOUT KATHY



## Quick Facts

- ❑ **Top 1% and Ranked Top 50 Coldwell Banker Sales Associates**
- ❑ **Member of Coldwell Banker International Presidents Premier Society**
- ❑ **Transactions totaling hundreds of millions of dollars**
- ❑ **Broken numerous price per square foot records on listings throughout the Westside**
- ❑ **Dedicated to trust, integrity, expertise and results**

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## For more than 20 years,

Kathy Villa has earned the reputation of being one of the top realtors on the Westside. Kathy attributes her success and reputation to her optimistic approach and sincere commitment to helping her clients fulfill their real estate needs.

“My main goal is client satisfaction,” says Kathy, who strives to establish an ongoing relationship with each buyer and seller she represents so that she may be of continuing service to them. “When listening to my clients’ wants and needs, I am able to help make their journey towards obtaining their dream home a pleasant experience.

When you work with me, you receive more—more compassion, more awareness, more sincerity, more diversity, more of what you expect from your real estate agent.”

Dedicated to her community as well as her vocation, Kathy serves as a Director of the Beverly Hills Board of Realtors and actively sponsors various charitable organizations, including Children Uniting Nations, Amanda Foundation, World Vision, A Place Called Home and the L.A. Mission. She also maintains membership in the Hollywood Women’s Political Committee and PETA.





# KATHY'S TEAM



## **Amy Pesner, Broker/Agent**

Representing buyers and sellers from Hollywood Hills to Malibu, Amy is committed to developing long lasting relationships with her clients. Her belief is that you should love what you do, and do it with passion and integrity. Prior to obtaining her brokers license, she spent several years in the fashion industry.

Graduated BA in psychology with distinction from McGill University, and MBA from the University of Toronto.

Born and raised in Montreal, Amy has traveled extensively, and has lived in Toronto, France, New York City and Los Angeles.

### **Contact**

**DIRECT LINE: (310) 858-5485**  
**CELL: (310) 490-6198**  
**AMY.PESNER@CAMOVES.COM**



## **Alison Kaplan**

Alison Kaplan, a Los Angeles native, graduated with a BA from USC's Annenberg School of Communication. She is passionate about selling property and negotiating the best deal possible for her clients. Alison represents buyers and sellers in Beverly Hills, Westwood, Brentwood, Santa Monica, West Hollywood and the Hollywood Hills. She is available for her clients 24/7 and can be reached at (310) 777-6235.

### **Contact**

**DIRECT LINE: (310) 777-6235**



My goal is to make things happen—not wait until they happen. Throughout the entire sales process, I will be there for you, because our mutual goal is to obtain the highest price for your property in the least amount of time.

## SHOWING YOUR PROPERTY

All showings will be by appointment only. I will pre-qualify every prospective buyer interested in seeing your property. After every showing, I will contact the selling agent in order to obtain the prospective buyer's opinion and report all comments to you.

## SCHEDULING OPEN HOUSES

To premier your property to all agents, brokers and potential clients, I will schedule a Broker's Open House on Tuesday, the regular caravan day for agents to view new properties. On that day, I will have a catered lunch and hold the property open usually for a period of three hours. I will continue to hold the open house for agents every two or three weeks until the property is sold. In addition, at your discretion, I will have your property available for the public to view at least one Sunday a month.

## KEEPING YOU INFORMED

I will keep you informed of all market activity by updating you frequently, especially after every showing. I am available seven days a week to discuss and update our marketing strategy.





# MARKETING YOUR PROPERTY

*I provide you with a sophisticated and customized marketing plan for your property. The latest technologies will be used to showcase your property's distinctive assets.*

Upon listing with me, the following resources are immediately made available:

#### **DIGITAL MARKETING**

##### **MLS**

A photograph and descriptive narrative of your property will be included in the Westside Multiple Listing Service informing all agents of your property.

##### **IPIX Video Home Tour**

A Video Home Tour of your property will be created and made available to any qualified buyers. Through the use of IPIX technology the tour will also be accessible over the Internet.

##### **KathyVilla.com & Online Listing Engines**

Your Property will be immediately included on my personal Web site as well as my network of affiliated Internet listing engines, including ColdwellBanker.com, Realtor.com and CaliforniaMoves.com, a cutting-edge and innovative Web site that features all homes listed on the more than 20 Multiple Listing Services in Northern and Southern California.

#### **PRINT MARKETING**

##### **MLS Open House Guide**

A full-page photograph announcement of your property will be placed in *MLS Open House Guide*, an advertising publication notifying over 7,000 real estate professionals of new properties and houses open for viewing.

##### **Home & Open Houses Advertising**

A full-page ad will be placed in *Homes & Open Houses*, a publication with a distribution of approximately 16,000 devoted to announcing homes available for viewing to the public.

##### **Additional Publications**

Ads are frequently placed in the following Periodicals & Publications: *Beverly Hills 213*, *Pinnacle*, *Variety*, *The Hollywood Reporter*, *Dream Homes*, *Previews Magazine*

##### **Brochures and Postcards**

I frequently produce full color professional brochures and distribute them to real estate agents and to an expansive mailing list of business managers, attorneys, and business executives— contacts I have developed over the past 15 years.





# MARKETING MATERIALS

*Professionally designed ads will showcase your property to potential buyers.*

luxurious city view





DELUXE JUNIOR PENTHOUSE CORNER UNIT at "The Wilshire" with unobstructed NWSW city views from all rooms. Architectural Digest Quality remodel with 3 spacious bedroom suites. Living room has dramatic 22ft high ceilings with mahogany paneling and slate floors throughout. One of the most beautiful condo's on the market today.

For more photos and information visit [www.thewilshire21nw.com](http://www.thewilshire21nw.com)

**Shown by appointment.**

**10580 WILSHIRE BOULEVARD  
UNIT 21NW  
WESTWOOD**

Offered at **\$4,395,000**







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# PARTIAL 2006-2007 LIST OF SOLDS

During my 20 years in real estate, I've sold over \$750 million in property. The following is a partial list showing my wide range in sale prices.



**921 Foothill Road**  
BEVERLY HILLS  
\$7,600,000



**3367 Clerendon Road**  
BEVERLY HILLS  
\$5,995,000



**628 Canon Drive**  
BEVERLY HILLS  
\$7,250,000

10554 Dolcedo Way .....\$16,000,000 BEL AIR	525 Sycamore #429 .....\$429,000 LOS ANGELES
921 Foothill Road .....\$7,600,000 BEVERLY HILLS	8 Beverly Ridge Terrace .....\$11,500,000 BEVERLY HILLS
9901 Kip Drive.....\$5,850,000 BEVERLY HILLS	9374 Beverly Crest Dr .....\$9,200,000 BEVERLY HILLS
707 N Hillcrest Road.....\$11,750,000 BEVERLY HILLS	9353 Cherokee Drive.....\$7,229,735 BEVERLY HILLS
628 N Canon Drive .....\$7,140,000 BEVERLY HILLS	603 Alpine Drive .....\$5,125,000 BEVERLY HILLS
3367 Clerendon Road .....\$5,800,000 BEVERLY HILLS	1469 Blue Jay Way .....\$3,745,000 SUNSET STRIP
10580 Wilshire Blvd #21NW .....\$4,175,000 WESTWOOD	700 S Beverly Glen .....\$3,500,000 WESTWOOD
2674 Stafford Road .....\$3,962,000 THOUSAND OAKS	10102 Empyrean Way #304.....\$2,000,000 CENTURY CITY
1551 Queens Road.....\$2,750,000 SUNSET STRIP	9736 Hensal Road.....\$1,700,000 BEVERLY HILLS
10102 Empyrean Way #304.....\$2,095,000 CENTURY CITY	600 Cascada Way .....\$1,525,000 BEL AIR
125 S Crescent Drive.....\$2,015,000 BEVERLY HILLS	2369 Century Hill.....\$1,300,000 CENTURY CITY
253 S Doheny Dr .....\$1,750,000 BEVERLY HILLS	10450 Wilshire Blvd 4A.....\$780,000 WESTWOOD
10724 Wilshire Blvd #711 .....\$1,230,000 WESTWOOD	10450 Wilshire Blvd 11G .....\$705,000 WESTWOOD
2930 Neilson Way #507 .....\$1,225,000 SANTA MONICA	10450 Wilshire Blvd 2D .....\$480,000 WESTWOOD
211 S Spaulding Dr #202 .....\$1,100,000 BEVERLY HILLS	4271 Elenda Street .....\$899,000 CULVER CITY
415 Spaulding Dr #203.....\$1,011,000 BEVERLY HILLS	7305 Hannum Ave .....\$699,000 CULVER CITY
10450 Wilshire Blvd #10G .....\$615,000 WESTWOOD	1200 Flores #109 .....\$520,000 WEST HOLLYWOOD





# ESTATE TOURS

*It's like walking across the threshold and taking everything in at once—and it's just a click away. Your special Coldwell Banker Previews International virtual tour has more visual images of your property than any other source.*

## **Virtual Tour**

Each virtual tour can show between twenty and one hundred photos of the property, each classified by the area of the home and accessible with a simple click.

In addition, each tour feature select 360-degree panoramic images. It is a powerful combination of stunning photography and animated virtual tours that takes high-end buyers through the entire property—from anywhere in the world.

## **Property Web Sites**

Your property will be showcased on its own web site with a custom URL address that can be password protected. The site will provide potential buyers with photographs and a description of the property.



# LEADERS ON THE WEB

*Studies show that 80% of consumers start their online search with search engines. To tap into the masses of Internet users searching for homes, we are continually purchasing key real estate search terms on major search engines like Yahoo and Google. The \$4 million we are spending on search advertising this year includes 56,000 search terms to position buyers in front of our clients' home on our eight leading Web sites.*



## **CaliforniaMoves.com**

CaliforniaMoves.com features properties listed on 20 Multiple Listing Services (MLS) in Northern and Southern California. This cutting edge Web site gives consumers a property search function, which allows them to find your home by searching by city, zip code, MLS number or by property type.



## **ColdwellBanker.com**

Award-winning ColdwellBanker.com is one of the industry's leading Web sites with more than 1.2 million potential buyers among its visitors each month. The site features an easy to use search function that ensures interested consumers will find your property, and it provides direct links to CaliforniaMoves.com where consumers can find more details on your home.



## **ColdwellBankerPreviews.com**

ColdwellBankerPreviews.com is our award-winning Web site dedicated to luxury properties. Marketed through exclusive sponsorships with Forbes.com, the site features Previews® listings from around the world, along with special features and content specifically targeted to the affluent luxury buyer. ColdwellBankerPreviews.com also includes personalized web pages for certified Previews® Property Specialists.

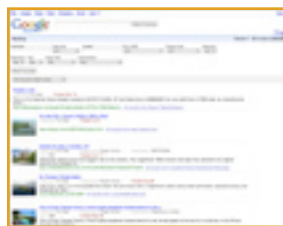




### REALTOR.com®

Home buyers spend 75% of the time they search online for a home at REALTOR.com®. Our alliance with REALTOR.com®, the country's most visited real estate Web site, ensures all of our homes are enhanced listings. Studies show that online home buyers are 299% more likely to view homes with multiple photos. At Coldwell Banker, our listings on REALTOR.com® feature size photos as well as detailed property information to capture online home buyers' attention and gain maximum exposure for your home.

And, by placing your property on REALTOR.com®, it will also be seen on the real estate channels of major Web portals like AOL, MSN, The Wall Street Journal Online, Netscape, iWon, Excite, CompuServe, Digital City and more.



### Google.com

Building upon our advertising relationship with search engine Google™ — a service that enables any content provider to submit information that is searchable on Google, and improves the quality and breadth of real estate information online. Google leads the search engine industry with over 61 percent of searches performed worldwide — more than all other search engines combined.<sup>1</sup>

Google Base helps Google provide its vast audience with detailed and structured real estate information. To help you take advantage of this marketing opportunity and promote your listing on this search engine we've entered into an agreement that ensures:

- **YOUR PROPERTY LISTING APPEARS ON GOOGLE WITHIN A DAY OF ENTERING OUR SYSTEM.**
- **YOUR GOOGLE LISTING GETS AUTOMATICALLY REFRESHED DAILY, SO IT OUTPERFORMS LESS FREQUENTLY UPDATED LISTINGS.**
- **YOUR LISTING LINKS POTENTIAL BUYERS DIRECTLY TO YOUR FULL LISTING AT CALIFORNIAMOVES.COM**



### Yahoo! Real Estate™

Your property will appear in the Yahoo! Real Estate classified listings. Yahoo! ranks as the world's #1 most visited Web portal and Yahoo! Real Estate is the second most highly trafficked real estate Web site.<sup>2</sup> That means added exposure for your home at one of the largest and fastest growing real estate sites in the industry.



### Trulia.com

We're proud to be among the first national real estate companies to become a listing provider for Trulia.com. Trulia has more than 2 million visitors a month, and their audience has been growing by double digits month-over-month for the past year. The reason for Trulia's popularity is its easy to use Web 2.0 map-based search interface that provides high-level property information and links to property detail pages.

To help make your home easier to find online, our agreement with Trulia.com ensures:

- **YOUR PROPERTY LISTING APPEARS ON TRULIA.COM WITHIN ONE DAY OF ENTERING OUR SYSTEM.**
- **YOUR LISTING GETS AUTOMATICALLY REFRESHED DAILY, SO IT OUTPERFORMS LESS FREQUENTLY UPDATED LISTINGS.**
- **YOUR TRULIA.COM LISTING LINKS POTENTIAL BUYERS DIRECTLY TO THE FULL PROPERTY LISTING AT CALIFORNIAMOVES.COM**

As Trulia.com expands the available toolset for online home shoppers, our participation in this program helps showcase your home for this important audience.



### NYTimes.com<sup>3</sup>

Through our exclusive partnership with NYTimes.com, we can position your property in its real estate section, which account for more than 1.3 million unique visitors monthly. Furthermore, with over 36 million page views, the Real Estate section is among the most popular and engaging areas of NYTimes.com—the largest newspaper Web site in the world.



### OpenHouse.com

Open homes are a powerful way to reach a unique segment of potential buyers. To ensure your home gains maximum exposure, we'll post your home on OpenHouse.com, a Web site devoted solely to helping home buyers find open houses online.

<sup>1</sup> Source: comScore Networks qSearch, April 2006

<sup>2</sup> Source: comScore Media Metrix rankings, September 2007

<sup>3</sup> Home posted to NYTimes.com must have a listing price of \$400,000 or more.

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# SELECTED CLIENTS

Al Pacino  
Denise Dinovi  
Dianne Richie  
Frankie Valli  
Giselle Fernandez  
Humberto Gatica  
James Cameron  
Jean Kerkorian  
Jerry Perenchio  
Jerry Vale  
John Shaw  
Julius Epstein  
Kate Jackson  
Larry King  
Liza Minnelli  
Lorenzo Lamas  
Michael Pare  
Neil Diamond  
Page Jenkins  
Paul Anka  
Peter Guber  
Shirley Maclaine  
Stacy Keach  
Tom Whalley

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