

LISTING YOUR HOME WITH THE TOSCANA ONSITE SALES TEAM

Toscana's Trusted Real Estate Professionals Since 2003



WHEN SELLING REAL ESTATE AT TOSCANA,
IT'S TO YOUR ADVANTAGE TO USE
THE OFFICIAL TOSCANA EXPERTS.

toscanacc.com

Toscana
COUNTRY CLUB

THE TOSCANA DIFFERENCE

Our entire sales team is focused solely on Toscana Country Club and serving all the real estate needs of our Members, Homeowners and Guests. Toscana is our only focus. We understand that prospective purchasers first fall in love with the private club and resort lifestyle at Toscana, closely followed by the distinctive residences. It is easy for us to give the “complete picture” of what it is like to enjoy living at Toscana by allowing prospective purchasers to experience the lifestyle, helping them find a residence that suits their needs all while emphasizing our unique Indian Wells location.

If you are considering selling your home, call or visit the Onsite Sales Center for a complimentary market analysis of your home and find out what our team can provide:

THE ONLY ONSITE OFFICE ATTRACTING THE LARGEST AUDIENCE POSSIBLE TO SEE YOUR HOME SEVEN DAYS A WEEK

- With the only Onsite Office on property, no other real estate agency can deliver that many prospective homebuyers.
- An extensive online presence to reach the luxury buyer in the United States and internationally.
- Internal marketing to Members and Homeowners who are looking to move within the community or to refer friends and associates.
- Open for walk-in traffic making it easy for prospective purchasers to view listings with or without an appointment.

PROVIDING DEDICATED AND CONVENIENT SERVICE TO SELLERS AND BUYERS

- Located on-site within the community, the Onsite Sales Center is open seven days a week.
- Sole focus on marketing and selling property in Toscana - we do not sell outside the community gates.
- Dedicated to long term success of the community and maximizing the values of all the homes.
- Three Sales Executives work together as a team to help determine the listing price, market the listing and get your property sold.
- All active members of Board of Realtors and MLS.

OFFERING THE MOST COMPREHENSIVE KNOWLEDGE OF THE COMMUNITY

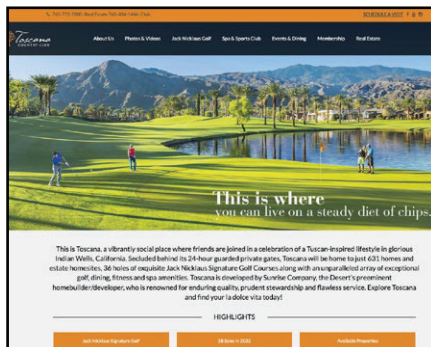
- Detailed knowledge of each Toscana sales transaction and the overall community history.
- Clear understanding of each and every aspect of Toscana from Club amenities to membership programs, to Homeowners Association, to construction and warranty service.

UTILIZING THE RESOURCES OF THE FULL TOSCANA TEAM

- Full resources of the entire Toscana Team including the Club General Manager, Member Services Director, Warranty Service / Design Center team, Director of Golf, Spa and Sports Club Director, Tennis Director and the Executive Chef who all are part of the process in making prospects feel at home and interested in becoming part of the Club and community.
- Direct access for prospective purchasers to experience all of the Club amenities – golf course, Spa and Sports Club, dining and social events.



WE BRING BUYERS



TOSCANACC.COM

Online presence that includes pay per click on google, SEO (search engine optimization) and digital syndication featuring your property on top national and regional websites.



EVENTS

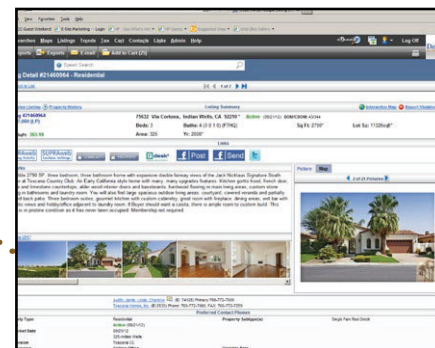
Club, social, golf and community events attended by our Sales Executives that introduce Toscana to new prospects.



ADVERTISING CAMPAIGN

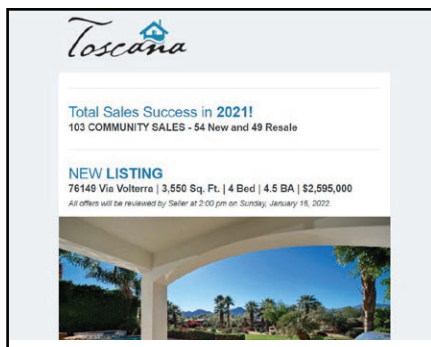
that extends locally, regionally and internationally.

DRIVING THE MOST TRAFFIC TO SEE YOUR HOME!



MLS OUTREACH

that provides exposure of your property to over 3,000 local real estate agents



EMAIL MARKETING

that introduces your property to Members, prospects and outside agents.

WE MARKET EACH PROPERTY

- Comprehensive market analysis
- Home review to evaluate and provide recommendations for staging the home
- Exclusive Onsite Sales Center where your home is prominently displayed via map display and custom brochures
- Professionally produced videos displayed on website and on Toscana's YouTube channel
- Eye catching marketing materials utilizing professional photography to create a printed brochure
- Custom email promoting your home - sent to Members, prospective purchasers and realtors
- Your home is featured on luxury real estate websites that are viewed globally
- Phone calls and emails after each showing with honest feedback



WE CONVERT PROSPECTS INTO BUYERS

Through our comprehensive follow-up program, we work diligently to help prospects make a purchase decision. We are committed to finding the right property for them and helping them navigate the entire process. Our follow-up program includes:

- Toscana Experiences exclusively offered through Toscana Sales
- Golf, Dining at the Club, Spa Treatments, Events at the Club
- E-blasts
- Handwritten Notes
- Personalized Phone/Email/Text Follow-up

WE OFFER A COMPLIMENTARY DESIGNER CONSULTATION

To give sellers honest and objective feedback on their home, a one-hour complimentary consultation with an expert independent designer and home stager is provided. The designer evaluates each home and provides sellers with ideas on how best to showcase their home. After the consultation, the designer is available to help implement the ideas presented.

With experience in interior design, installation, staging, construction supervision and landscaping, the expert designer has the ability to determine why a home is emotionally a hit or miss with buyers. By understanding “psychology” behind design and how to create the desired emotion of a space, the designer can determine how best to stage a home for a quick sale. The feedback allows sellers the ability to make important decisions that impact how their home is received by buyers.



WE BRING RESULTS

We have been the overwhelming leader in resale volume each year since the community opened in 2003. Perhaps our greatest strength is the ability to guide our clients through the negotiation process to achieve the best results. Unfortunately, overlooking this essential skill set while selecting an agent often costs sellers money, time and heartache. Our job is to marshal our relationships, skills and our negotiating advice to get you the most money that the market will allow for your property.

Year after year, the Toscana Onsite Sales Team generates the highest sales volume and number of transactions in Toscana. It is clear that the Toscana Onsite Sales Team is the leader and provides Toscana homeowners with the best opportunity to sell their property.

HEAR FROM OUR HAPPY SELLERS!

” Listing our home with the Toscana Onsite Sales Team was the only option we considered as we purchased our home from the team many years ago and had a wonderful experience. The team at Toscana knows the ins and outs of the homes and property so why would we not use them! The team goes way above and beyond of what is expected of an agent and office. The team really knows what's going on and got us cash offer, 14 day close and all completed in one day! Now that is professional service.
-John

” The Toscana Onsite Sales Team was very efficient in coordinating the showings of our existing home and the ongoing feedback from agents and buyers was appreciated. The communication was outstanding. The team has represented us on over six million dollars of transactions and they all were handled with the utmost professionalism and thoughtful consideration. We would not hesitate to recommend the Toscana Onsite Sales Team.
-Anita & Tim

” We decided to engage the Toscana Onsite Sales Team to sell our home for a number of reasons, they had a positive reputation with other homeowners, on-site availability and gave us a fair and accurate opinion of our home and its present value. We appreciated their candor and made necessary adjustments to prepare the home for sale. The team gave us plenty of time to prepare for showings, and timely feedback. Guided us through the inspection and escrow process.
-Pat & Jack



WE PROVIDE EXCEPTIONAL SERVICE

The most important aspect of having the Toscana Country Club listings handled exclusively by the Onsite Sales Team is the exceptional service our sellers receive. The Toscana Sales Executives are professional, well trained and very knowledgeable about all the details of Toscana Country Club. Please contact us at 760.772.7000 for any of your Toscana real estate needs.



Andy Ford, Sales Executive
760.702.5026 -mobile
aford@toscanacc.com



Nicole Ginos, Sales Executive
760.574.1348 -mobile
nginos@toscanacc.com



Stefen MacMaster, Sales Executive
517.648.1553 -mobile
smacmaster@toscanacc.com



Michele Burley
Office Manager
760.772.7000



Lauryn Van Vliet
Marketing Manager
760.772.7000

Toscana
COUNTRY CLUB

Onsite Sales Office - 43199 Via Lucca • Indian Wells, California 92210
760.772.7000 • www.toscanacc.com