





A HOME IS MORE THAN

– finding a place to live

A home is everything. A home is where lives are imagined, shaped, and defined. A home is an unmade bed, bread crumbs on the coffee table, the scent of flowers on the mantle. A home is Sunday mornings or the late-for-work rush.

A home is a new beginning or an old friend who asks no questions. It's where we gather, celebrate, and mourn. A home is what's happened, what could have been, and everything still possible. A home is everything and that is what we work for. We are the curators of your dreams and visions of your future.

We are your partners in the home buying journey. If this is your first step in homeownership or the forever home you have worked for, we are committed to providing you with the highest level of service, support, and experience.

When you work with a Christie's International Real Estate Sereno agent, you work with the entire company. From our Co-Founders, fellow agents, and amazing support staff, we are committed to defining the residential real estate experience for you and others.

We listen. We collaborate. We strive. We achieve.

This is our story.









WE WILL SERVE AS

- your trusted guide

Christie's International Real Estate Sereno is honored to be the largest, locally owned and operated independent real estate company in Northern California.

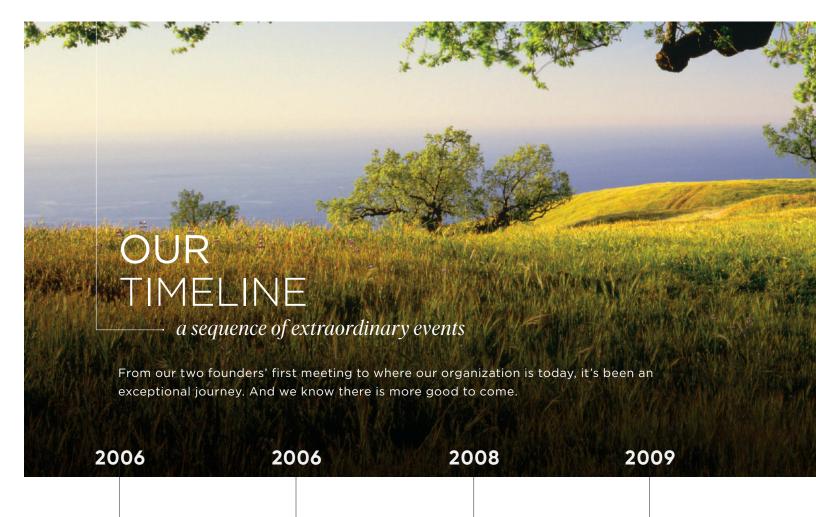
We've achieved this by having a clear vision from the start.

Our founders embraced a real estate model that valued relationships and not transactions. People matter, and the relationships we form and honor are what define us. This belief is at the core of everything we do. It is what motivates us in our representation and duty to you.

Relationships also create community. And nothing is more important than understanding the different nuances of each community's culture. Since our founding, we have placed a priority on being focused hyperlocally on the communities we serve.

In addition, we are committed to good citizenship through the way we live, work, and contribute to the markets we support. This commitment creates a unique level of understanding and provides a competitive advantage that we leverage to the benefit of each of our clients.

Alongside the desirability of our communities, we understand each market's individual conditions of inventory demand, market expectations, and practice requirements to ensure that our clients have the best and most insightful representation.



JULY

Chris and Ryan open Sereno Group in downtown Los Gatos with 27 founding agents.

The company focuses on local ownership, responsible real estate practice, professionalism, and a community-rooted mindset.

AUGUST

Chris discovers
Yvon Chouinard's
"Let My People
Go Surfing,"
helping to
solidify the
company's vision
of being a
profitable company
with a soul that
focuses on
community
stewardship.

JULY

Sereno is ranked in the top five brokerages nationally for highest per agent sales volume by RealTrends.

JUNE

Sereno is
recognized
as one of the
Bay Area's Top
Workplaces
(#1 in the Small
Company
category) and,
to date, remains
on this list.



JULY

Sereno establishes Sereno 1% For Good Charitable Foundation in its Santa Cruz office.

DECEMBER

Sereno 1% For Good Charitable Foundation achieves \$5 million total in funds raised, giving to over 400 local charities selected by its agents.

FEBRUARY

Sereno partners
with @properties
to power its growth
as an independent
brokerage,
alongside the
world-renowned
Christie's
International Real
Estate brand
and network.

OCTOBER

Christie's
International
Real Estate San
Francisco | Marin |
Wine Country
venture launches
and opens its first
office in the
heart of
San Francisco.



LOCAL ROOTS, WORLDWIDE CONNECTIONS

Since 2006, we have grown to be the largest, locally owned and operated independent brokerage in Northern California with over \$4.5 billion in annual sales volume and a strong presence throughout San Francisco, Peninsula, Silicon Valley, East Bay, Santa Cruz, Marin, Wine Country, Tahoe, Sierra Foothills, and the Central Coast.

We grow, not for the sole sake of getting bigger, but to extend our reach in making the most positive impact possible for our clients and communities.

\$4.7B

IN ANNUAL SALES

19

OFFICES THROUGHOUT NORTHERN CALIFORNIA

17

YEARS OF PROFITABLE SUSTAINABLE GROWTH

650 +

REAL ESTATE AGENTS

Love in Our Communities

A CULTURE OF GIVING BACK

Homeownership is a decision to invest in a place you love. We believe a real estate company should do the same.

Since 2012, we have been giving back to the places where we live and love through our Sereno 1% For Good Charitable Foundation, allowing us to invest in our local nonprofit partners who work to create positive change in our communities.

Giving back is in our DNA. Our culture was built on social and community responsibility, and we are proud of both our financial donations and grassroots volunteerism. By working with us, the sale of your home becomes part of this continuous circle of giving.

510+

ORGANIZATIONS

11

COUNTIES

12

YEARS

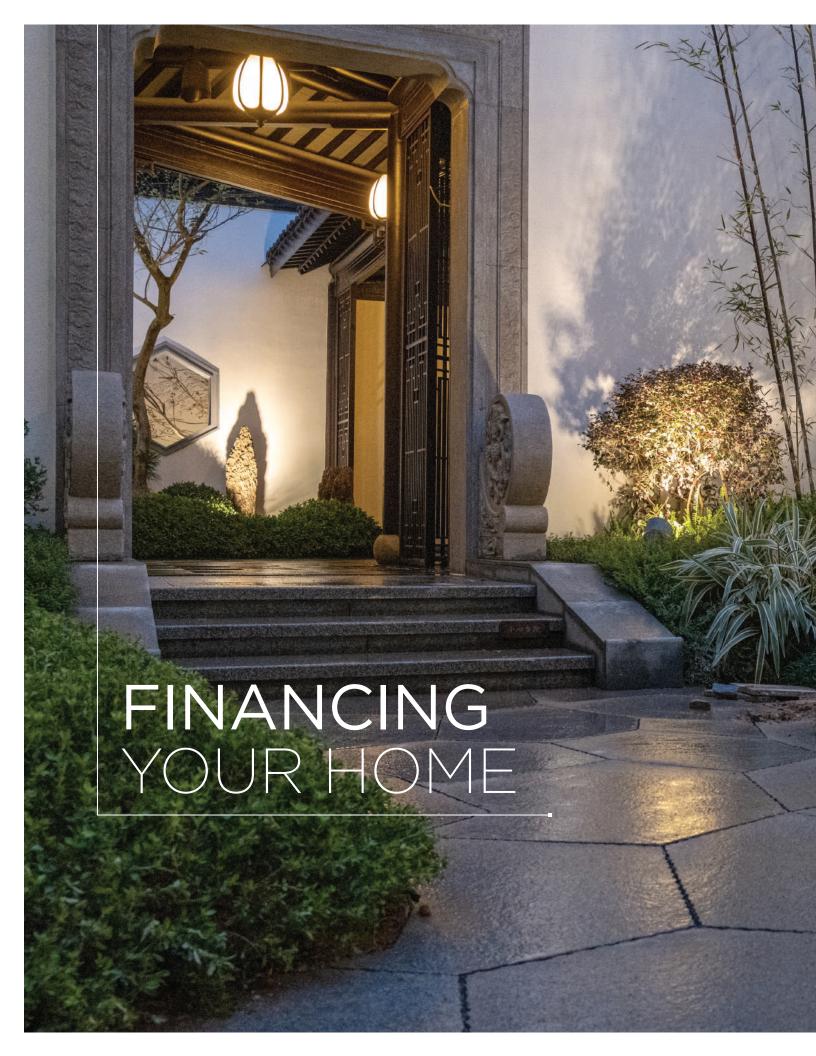
\$6M

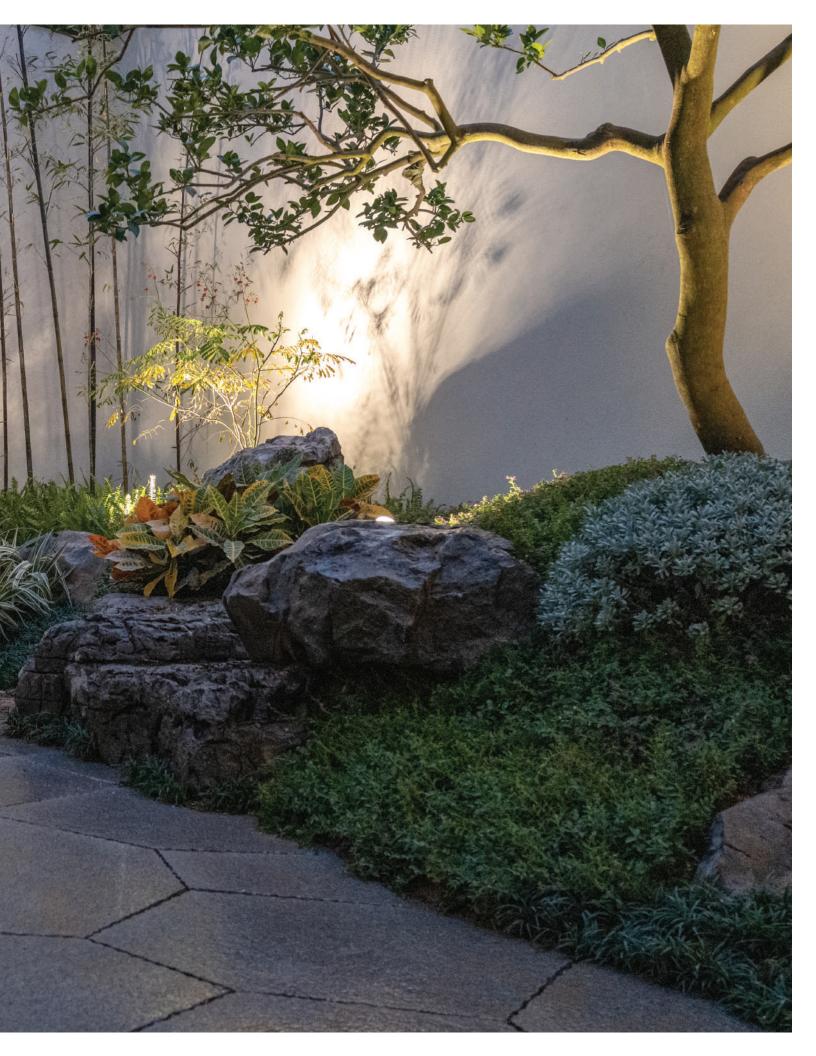
IN GIVING

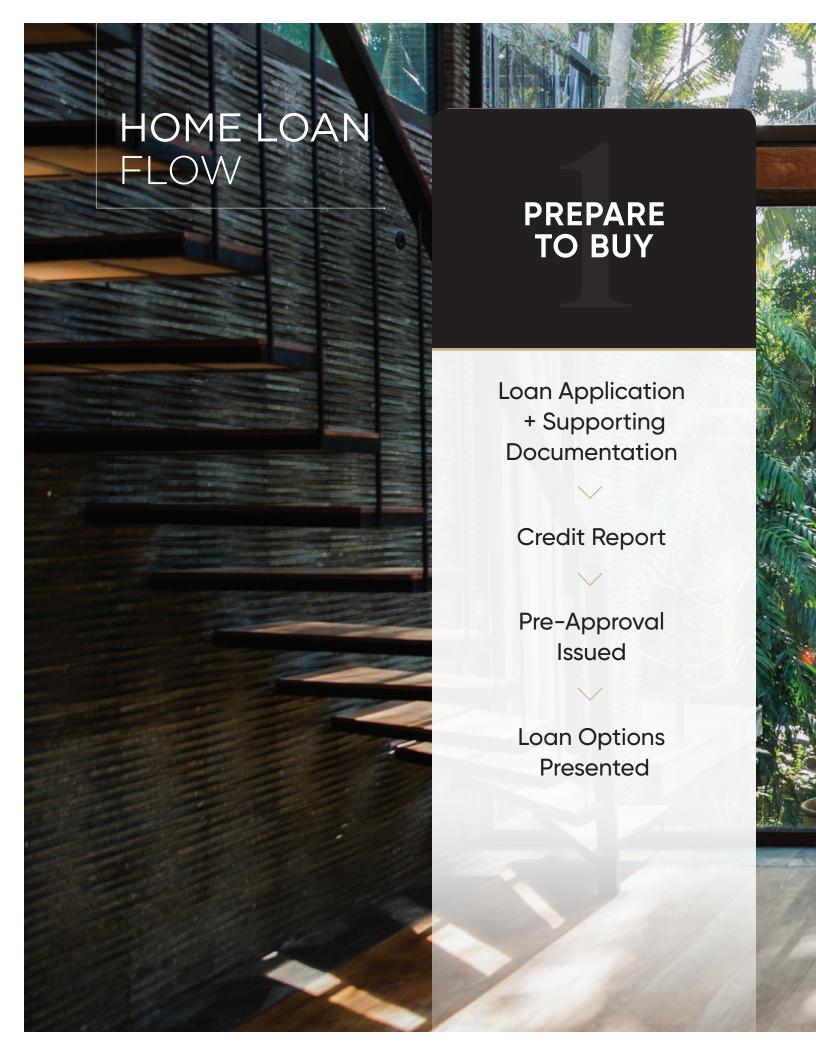
sereno

1% For Good

CHARITABLE FOUNDATION







HOME **ESCROW** SEARCH Identify and Conditional Approval from Visit Suitable **Properties** Lender Final Approval Given Offer Accepted Loan Submission **Loan Documents** Sent to Lender Sent from Lender Underwriting **Loan Documents** Recorded **Process Begins Purchase** Completed

HOME BUYER'S GUIDE | FINANCING YOUR HOM

IMPORTANCE OF PRE-APPROVAL

an essential first step

In today's home buying environment, a mortgage pre-approval is essential. Not only does it show you what you can afford, but it also amplifies your buying power and simplifies your home search.

Determine your price range

Pre-approval will determine your purchasing power. Your lender can share the types of financing available and what you qualify for with each type.

Understand your monthly payments

Before landing on a price range, it's important for you to ensure you will be comfortable with your monthly payment, which includes principal, taxes, interest, insurance, and possibly mortgage insurance, if applicable.

Pre-approval makes you a "cash competitive" buyer

When considering offers, sellers have a vested interest in how their potential buyer intends to purchase their home. Pre-approval positions you as serious, willing and able to complete the deal. If there are multiple offers, a buyer must put themselves in the best possible light in order to have their offer shine through. Pre-approval is the proactive way to do this.



THINGS TO AVOID

- during the loan process

We recommend you make every effort to avoid these actions at the risk of slowing down or compromising the process of financing your new home.

Buy or lease a new automobile

This is a good time to be mindful of anything that may affect your debt-to-income ratio. New payments, particularly large ones, may detrimentally impact your ability to obtain a loan.

Run a credit report on yourself

(or your spouse, if applicable)
All inquiries must be explained in writing, so it is advisable to avoid doing at this time.



Consolidate your bills prior to meeting with your lender

Speak to your lender first about any financial maneuvering to avoid delaying your loan approval.

Make major purchases, such as appliances or furniture

Purchasing anything at this time can potentially increase your debt and reduce your chance for an optimal loan.

Move around your financial assets

During this process, everything on your financial dashboard will be examined carefully. You must disclose and document everything you do, so it is highly recommended that you keep your accounts free and clear of complications.

Pack or ship important loan documents

We recommend that you keep a file on hand with important documents like W-2 forms, Tax Returns, Divorce Decrees, and any other supporting information. It is wise to be prepared with these items right up to the close of escrow.

Change employment

The probationary period that often comes with new employment can jeopardize your ability to qualify for a loan.





LOAN REVIEW

components explained

Credit

Your credit score is the mathematical calculation of your overall credit rating. This is the moment when a good payment history comes front and center, and any derogatory credit notations need to be explained with a very good reason. Any outstanding collection accounts, judgments or liens will be paid through escrow.

Job Stability

Consistency is a beautiful thing when applying for a loan. The same job with the same company for a long time is ideal.

Income and Ratios

Your gross monthly income, before taxes, is computed. Bonuses, overtime, part-time or self-employment income are averaged over the last two years.

Principal, Interest, Taxes, and Insurance (PITI) on the loan are divided by the gross monthly income to get the "Top" ratio. Ideally, ratios are below 33 for the top ratio, and below 38 for the bottom ratio, for an 80% LTV loan. These can be lower for 90%, 95% or 97% LTV loans.

Property

The subject property is considered security for the loan. To ensure sufficient collateral, the lender will require proof in the form of an appraisal from a Certified Appraiser. An underwriter reviews the appraisal for verification of marketability, condition, and value. The lender also requires a Title Report and Insurance on the property to protect both you and them.





THOUGHTFUL CONSIDERATIONS

before you begin your search

Your skilled and knowledgeable agent will be able to guide and support you throughout your home buying journey, but there are certain questions that only you can answer.

We recommend dedicating time to consider the following questions:

What is your ideal price range?

What type of property suits you and your needs best: single-family home, condo, townhome?

Do you have preferred neighborhoods?

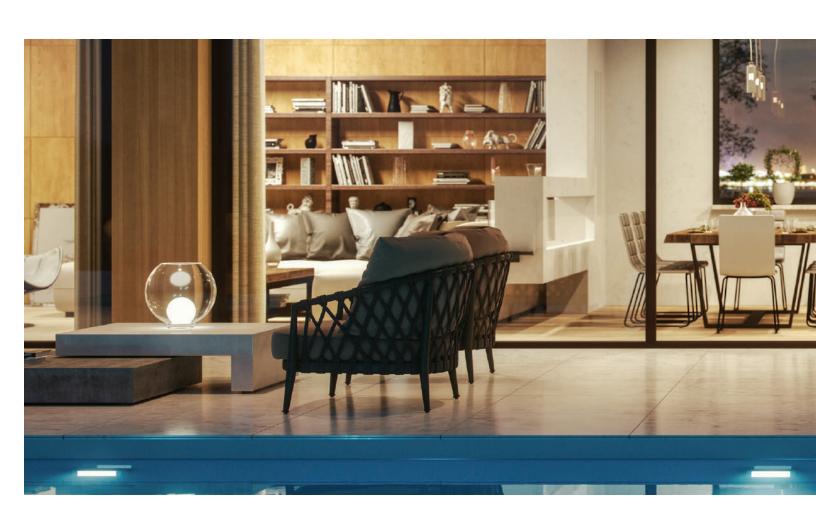
If you have children, are there certain amenities that are important to you?

Do you have pets that require consideration?

Is proximity to work or school a factor?

Will you need easy access to public transportation or an airport?

What are your non-negotiable must-haves? (i.e., pool, minimum of three bathrooms, large yard)



FINDING YOUR DREAM HOME

– with your agent's support

At this stage, you are ready to begin your home search! Here is what you can look forward to at this stage of the process:

Reviewing Listings

Your agent will present you with available listings. At this time, you will also discuss factors outside the price, including property taxes and the amount of time the property has been on the market.

Seeing Properties

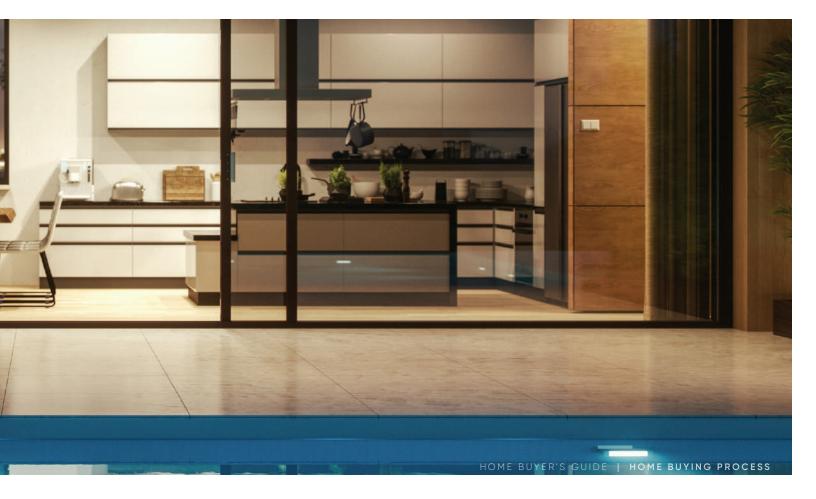
Your agent will work closely with you to schedule showings and accompany you to the appointments.

Comparing Properties

If you have feedback after seeing it, share this with your agent, as it will allow them to alter the parameter of your search, if applicable.

Finding Your Home

In the following pages, we'll share more important information about what occurs once you've found a property that you are interested in making an offer on.



DISCLOSURES WHAT THEY MEAN

— and why they matter

If you are serious about a particular property, your agent can request a disclosure package from the listing agent. These disclosures are your opportunity to review general information regarding the property prior to writing an offer.

Both the seller and listing agent are required to disclose all material facts they know about the property so you are aware of anything that might affect your decision to buy the home.



GENERAL DISCLOSURES

Preliminary Title Report

Provided by the Title Company, this report shows ownership of the parcel, as well as any liens and encumbrances thereon which will not be covered under a subsequent title insurance policy.

Property Inspection Report

This report examines the overall functionality and condition of the home, including appliances, mechanical, plumbing, and electrical systems. There may also be additional inspection reports that might include a roof inspection or pool inspection.

Pest Inspection Report

This report examines structural damage due to termites, similar wood destroying pests, as well as water damage and dry rot.

Agent's Visual Inspection Disclosure (AVID)

Required for both listing and selling agents to complete a visual inspection of the property.

Natural Hazard Zone Disclosure

This report details how the property might be affected by natural hazards like an earthquake, wildfire, tsunami, or flood based on its specific location.

Real Estate Transfer Disclosure Statement (TDS)

A questionnaire completed by the seller about the property.

Seller Property Questionnaire

This is a more comprehensive questionnaire completed by the seller that will give an overview of major systems of the property and any material facts affecting the property.

HOMEOWNERS ASSOCIATION (HOA) PROPERTIES -

Conditions, Covenants, and Restrictions (CC&Rs)

HOA Meeting Minutes for Last 12 Months

HOA Budget and Budget Reserve Study Condominium Certification Form

House Rules and Miscellaneous Communication

THE OFFER PROCESS

and what it entails

Here are some common terms that are used throughout the offer stage. Becoming acquainted with them will be helpful as you enter the offer phase on the home buying journey.

What constitutes a "good" offer?

The term "good" depends on many factors, including market conditions, the neighborhood, your needs, the seller's needs, and the list price. It is important to consider how the market is responding to the list price and adjust accordingly. Your agent will provide you with the best information to help you make an informed decision.

What does "as is" mean?

Selling a property "as is" means that the property is being sold in its present condition. However, the buyer does have the right to inspect the property and the seller is legally obligated to disclose any and all known material defects. If an offer contains contingencies, and defects are found that were not previously disclosed, the buyer has the right to cancel the contract, or negotiate specific repairs or cash in lieu of repairs.

The California Association of REALTORS® contract is an "as is" contract by default, whereas the PRDS purchase contract leaves it open to negotiation. Your agent will share more valuable information about how these two contracts differ.

How long before I know if a seller has accepted my offer?

The timeframe for a response from a seller will be a part of the offer. It is customary to allow at least 24 hours, and as long as 72 hours for a response.

In a multiple offer situation, how do I increase the chances of my offer being accepted?

It is important to understand the motivation and goals of the seller. Every offer is unique and offers different benefits depending on how price and terms are structured. Your agent can help determine how to position your offer in a way that will appeal to the seller's motivations and/or expectations.

What is a counter-offer?

A seller has four choices when responding to purchase offers:

ACCEPT	as written. The seller is "in contract" to sell the property.
REJECT	the offer.
COUNTER	an offer with a revised purchase price, length of escrow, contingency period or other terms. Once they receive a counter-offer back from a buyer, you can then accept, reject, or counter the counter. This can go on until both parties come to an agreement.
OFFER	a back-up position behind an accepted offer.

What is a multiple counter-offer?

In a multiple offer situation, the seller has the option to simultaneously counter more than one offer for better price/terms with a single form "Seller Multiple Counter Offer," reserving the right to proceed with only one of the agreements, presenting the best terms.





THE ART AND SCIENCE

— of negotiating

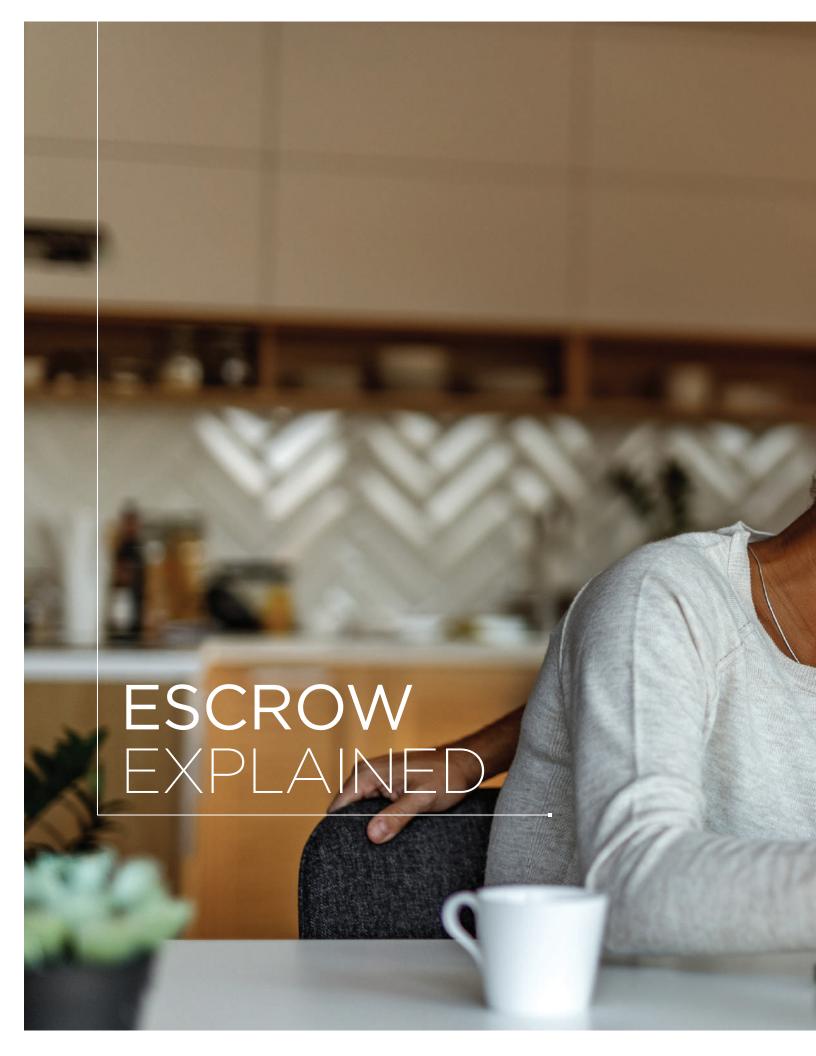
There's an old saying that states, "Everything is negotiable." This is particularly true in real estate and why having an agent acting on your behalf when it comes time to negotiate the deal is so important.

Christie's International Real Estate Sereno agents are well versed in the art of negotiation, from doing necessary research to unearth the best strategy, exploring common objectives before exploring differences and, most importantly, defining your ideal outcome and the steps it will take to move both parties toward this outcome.

Deals can often fall apart over the smallest and seemingly inconsequential details. Having the negotiation intelligence of an experienced agent can be an essential element to preventing a deal from breaking down.

Your agent will take many elements into account as part of the negotiation strategy:

- ▶ What personalities are involved?
- ▶ Who is the decision maker?
- ▶ What are the non-negotiable points?
- ▶ In which areas might concessions be possible?
- What are the true costs of repairs, and can we get estimates quickly using agent networks to save time in negotiations?
- ▶ What would be a win-win situation for both sides?
- ▶ What has happened so far that we can use to our advantage?







THE ROLE ESCROW PLAYS

- when buying a home

Escrow broadly refers to a third party that holds money on behalf of two parties in a transaction and, as it pertains to real estate, escrow is the time period between your offer being accepted and closing.

Escrow instructions are created, signed and delivered to the escrow officer when the principals to a transaction (the buyer, the seller, the lender, and agents) open escrow. The escrow officer is charged with processing the escrow in accordance with the instructions and ensuring all necessary documents are completed and signed. Once this is achieved, the escrow will be closed.

An escrow officer cannot take instructions from one party in the transaction. All parties must be in agreement.

Typical duties:

- Ensuring instructions laid out by the principals and parties to the transaction are executed in a timely manner.
- Paying any bills specified in the instructions.
- Responding to requests from parties to the transaction.
- ► Handling any funds or documents as directed in the instructions.
- Closing escrow ONLY when all the terms have been satisfied.
- Providing final accounting details with the Closing or Settlement Statement.

Think of escrow as a neutral zone. Funds are held by the escrow company so that both parties have the time to comply with the terms of the contract and the transfer of title can be prepared.

Several things need to be accomplished during a typical escrow:



A refundable deposit (usually 3% of the purchase price) is placed and held by the escrow company.



Your lender prepares loan documents and collects necessary information for approval.



Review and sign disclosures.



Any inspections mandated in the offer are performed.



Property appraisal completed by the lender.



All loan and title documents are signed by you when complete.



Due diligence is performed by you. Remove contingencies to meet deadlines.



Final walk-through to make certain that the property is in the same condition as it was when the buyer signed the contract.

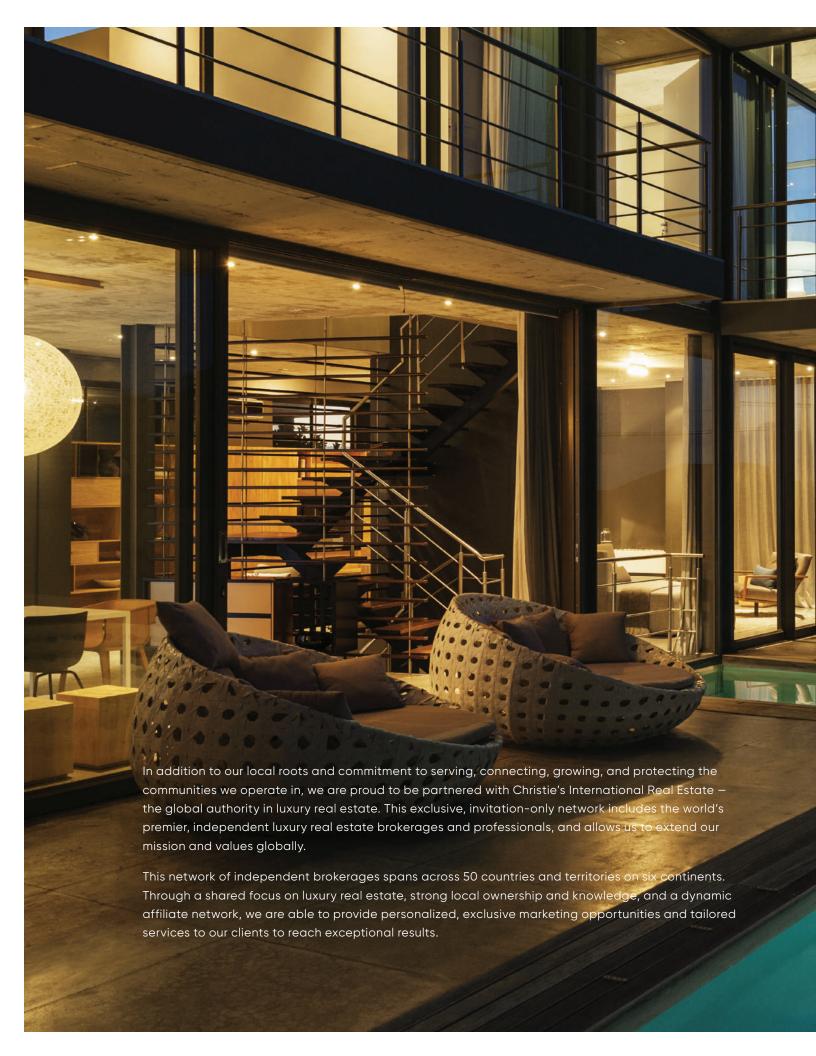


Escrow closes and the property transfers when all conditions have been satisfied.









A Curated Network of Real Estate Specialists

CORPORATE OFFICES IN LOS ANGELES, CHICAGO, PALM BEACH, NEW YORK, LONDON, AND HONG KONG

13K

LUXURY PROPERTIES WORLDWIDE

\$60B

TOTAL LUXURY PROPERTY VALUE

\$5.5B

REAL ESTATE SALES IN THE LAST FIVE YEARS





New York - to discerning buyers Chicago San Francisco **Paris** Los Angeles Luxury homes deserve the industry's most sophisticated marketing programs, and Christie's International Real Estate delivers just that. Our tailored global marketing initiatives attract and engage high-net-worth individuals and their representatives across all market segments to generate

Visibility Across a Worldwide Network

maximum interest and exposure for your property.

Christie's International Real Estate connects your property to an exclusive list of Christie's Auction House clients digitally, in print, and in person through a myriad of touch points and opportunities throughout the year.

Monthly e-newsletters reach approximately 200,000 Christie's and Christie's International Real Estate clients, our affiliate network, and opted-in subscribers of the website and luxury lifestyle blog.



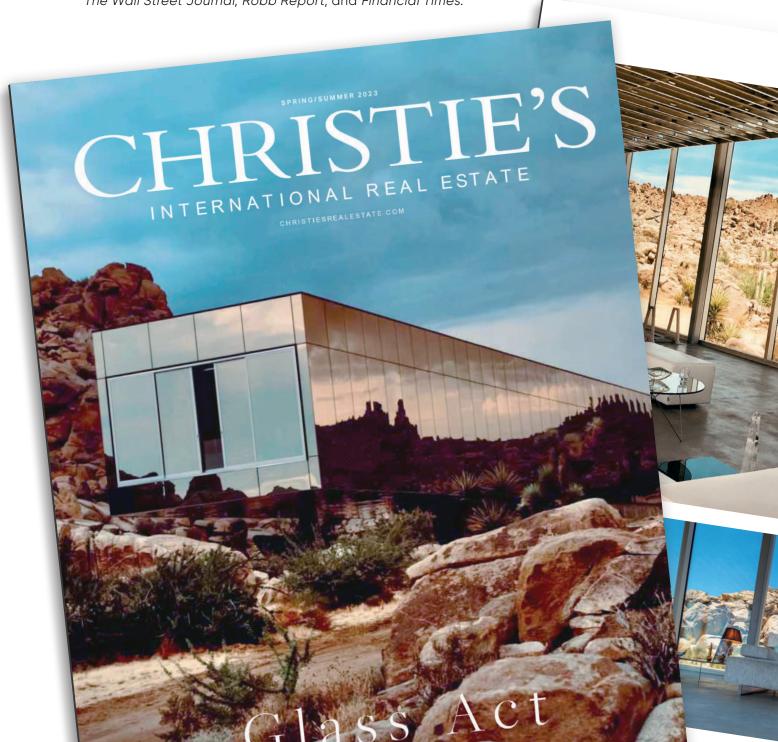
As The World Keeps Changing, Christie's Will Keep Connecting You

Christie's global presence spans 50 countries, with significant operations in the primary luxury markets of Los Angeles, Chicago, New York, London, Paris, Geneva, Amsterdam, Milan, Zurich, Dubai, Beijing, Hong Kong, and Shanghai.

INTERNATIONAL PRINT ADVERTISING

- strategic placement in world-leading publications

Christie's International Real Estate has access to strategic placement in affluent publications, including *The New York Times*, *The Wall Street Journal, Robb Report*, and *Financial Times*.





Christie's International Real Estate Magazine

With editorial content, alongside a collection of the world's finest properties, this industry-leading publication highlights the world of luxury.

The magazine is distributed to clients of Christie's and Christie's International Real Estate, creating more visibility to your property among readers who are purchasers of luxury goods, collectors of fine art, and investors in multi-million dollar properties.

Digital Advertising

Christie's International Real Estate leverages digital and ad platforms to target high-net-worth individuals and luxury lifestyle connoisseurs through leading real estate, business, and luxury media channels, along with the Google Display Network.

Social Media

Christie's International Real Estate engages with over one million users per month in 150 different countries on its social media channels.

Luxury Defined Blog

Notable listings from our global luxury network are regularly featured on the Luxury Defined blog, with content delivered via email to more than 37,000 subscribers.

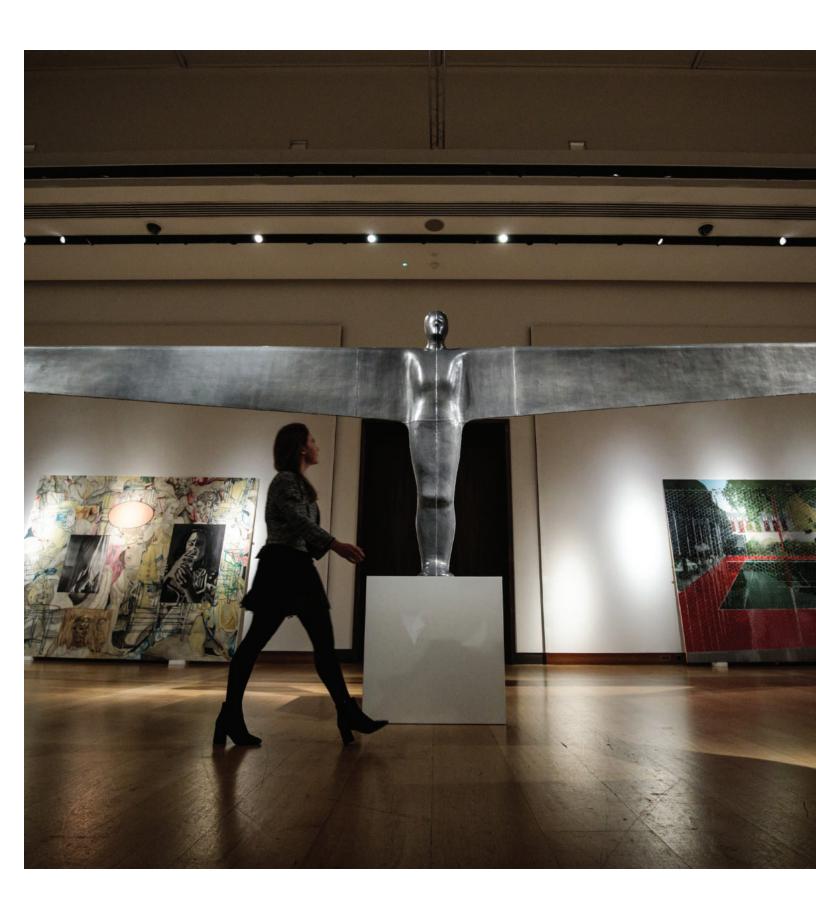
Public Relations

A global PR strategy results in high-end editorial coverage for Christie's International Real Estate properties. Homes have been featured in over 150 digital and print outlets, including *The New York Times, The Wall Street Journal*, Forbes, *Architectural Digest*, and *Mansion Global*.

The Website

ChristiesRealEstate.com, alongside our affiliate brokerage websites, gives clients' properties global digital exposure, with the added benefit of syndication to major publications, including *Financial Times, The New York Times, The Wall Street Journal*, and *Mansion Global*.

Property descriptions are also translated into 19 languages and reach an audience of one million users through sophisticated search engine marketing and inbound campaigns. High-definition videos and captivating content greet qualified visitors from across the globe.





BEYONDREAL ESTATE

- connecting home, art, and culture

Since 1766, Christie's world-renowned auctions and private sales have captivated a global audience of luxury collectors and aficionados. Today, the institution has a physical presence in 50 countries and continues to achieve world record prices for a single collection sale, a work by a living artist, and an NFT sale.

Christie's International Real Estate maintains a close partnership with Christie's, creating unique marketing opportunities and synergies between the world of luxury goods and high-end real estate.

White glove service is offered to clients to facilitate referrals between our global property network and the auction house. A dedicated liaison will also assist real estate clients who wish to sell art and luxury goods.





WE KEEP OUR RELATIONSHIPS

long after the closing

At Christie's International Real Estate Sereno, we believe our services don't end with the close of escrow. It is our great privilege to assist in the search and purchase of the right home, and we hope to continue being of service as you settle in and become a part of a new community.

As you settle into your new home, please know that we are here to support you with the seemingly endless list of projects that go hand in hand with a new home.

Your agent is your best resource and local point of contact to ensure all your needs are met so your home becomes your oasis.

Home Improvement

If you find yourself in need of trusted partners for work on your new home, your agent can be of service in sharing their network with you for projects that may require contractors, plumbers, electricians, carpenters, landscaping, interior design, solar energy resources, and more.

Refinancing

In the months and years ahead, keep an eye on interest rates. If they go down, you may be able to save money refinancing. Please reach out to your Christie's International Real Estate Sereno agent if you have questions about this process.

Purchase of Additional Properties

If you have questions about investment properties, inside or outside of the area, your agent will be an invaluable resource in providing their expertise so you are equipped to make a sound decision.

Supporting Friends or Family Members

If you know of someone who is looking for a knowledgeable, experienced agent, please share your agent's contact information. It would be a privilege to provide the same level of service and expertise to them as we did for you in the purchase of your new home.





