

PLATINUM
PROPERTIES

THE YARON HASSID TEAM
REAL ESTATE SALES



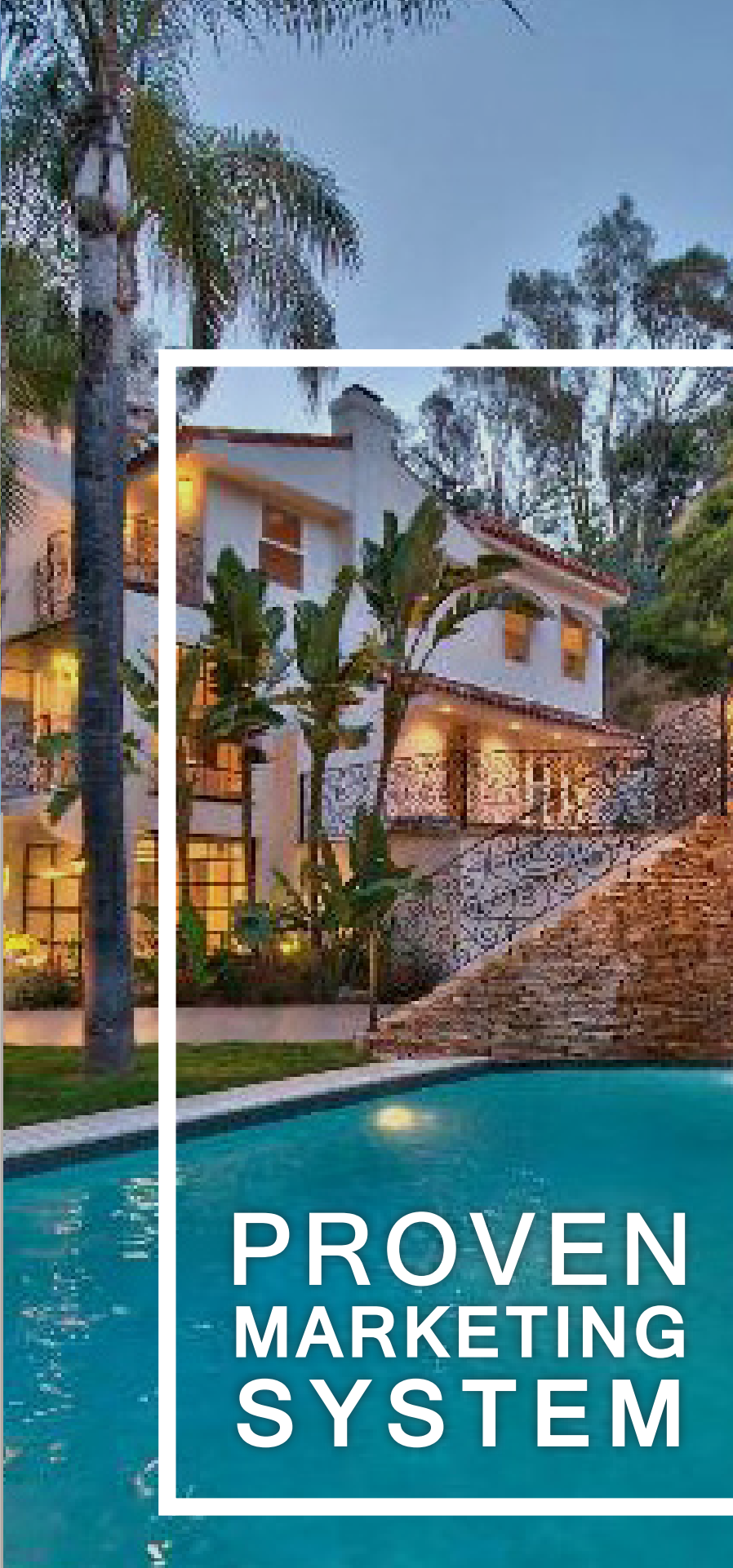
OVER 600
COMPLETED TRANSACTIONS
PROVEN TO NET HIGHEST SELLER PROCEEDS



Our completed 10,000 hours of deliberate practice has taught us what to say, when to say it, and the all important how to say it.



Platinum Properties, led by Yaron Hassid, are experts at selling and marketing real estate. With 17 years of experience and over 600 completed transactions, Platinum Properties has a **customizable strategic, and streamlined technique** to maximize developer net proceeds. *New Construction Sales are all about creating the environment to maximize the potential for **buyers** to fall in love with your home.*



COORDINATION & COLLABORATION

600 closed transaction taught us we have 1 minute to describe the residence in its best light. We make that minute count.

All Platinum members drive innovation and ideas to improve the sales process. This inspires our team to cultivate their individual talents and collaborate within the team to create the strongest unified effort possible.

Platinum encourages consistent training in order to exceed clients expectations. As Malcolm Gladwell writes, “After 10,000 hours of deliberate practice, you learn what to say, when to say it, and how to say it.”



Customing every
PPC campaign...

TARGETED MARKETING

Platinum's tenacious founder understands the importance of building a business with strong technological foundations. We leverage our strengths and experiences, integrating proven methods to efficiently bring ideas to life, increase speed to market, and ensure the greatest probability for success.

This includes, but is not limited to:

- Investing tremendously in paid search management.
- Customizing every PPC campaign based off data-driven results.
- Creating a customized campaign based on keyword searches.
- Generating and launching an ad retargeting campaign.

Platinum
marketing can
reduce the
commision
to the seller



Specifically, we use national market keyword research to analyze current trends, while also suggesting new and improved keywords to pursue. Thereafter, our PPC team manages and designs display ads, text ads, and remarketing campaigns that are highly relevant, directing potential buyers towards a compelling landing page.

Platinum's Marketing outreach is always improving and we are regularly finding the buyers who are not already looking at your specific opportunity.

An additional benefit of putting your property in front of people who wouldn't "regularly see it" is that we reduce the commission to the Seller.

Though our marketing systems are finding many buyers directly, we know that historically outside brokers represent 85% of all transactions in the MLS. As such, our staff's compensation package remains the same regardless of whether there is an outside agent.

GOOGLE ADWORDS



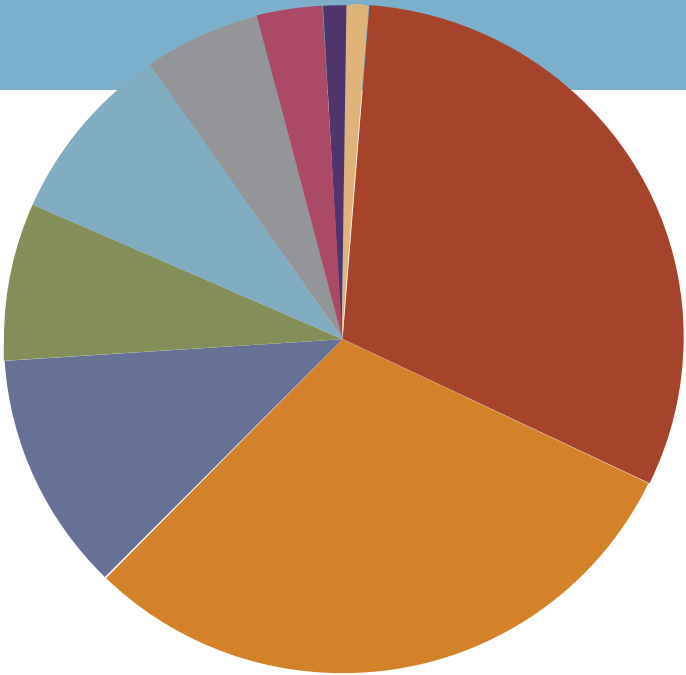
ONLINE MARKETING



of people use the
Internet in their
home search.

Google Ad's

WHERE BUYERS COME FROM



- REAL ESTATE AGENT 36%
- INTERNET 24%
- YARD SIGN 15%
- BUILDER 8%
- FRIEND, RELATIVE OR NEIGHBOR 8%
- NEWSPAPER 5%
- NEW SELLER 3%
- OPEN HOUSE 1%
- OTHER 1%

GOOGLE DISPLAY ADS OF YOUR PROPERTY WILL BE FEATURED
ON SITES SUCH AS:

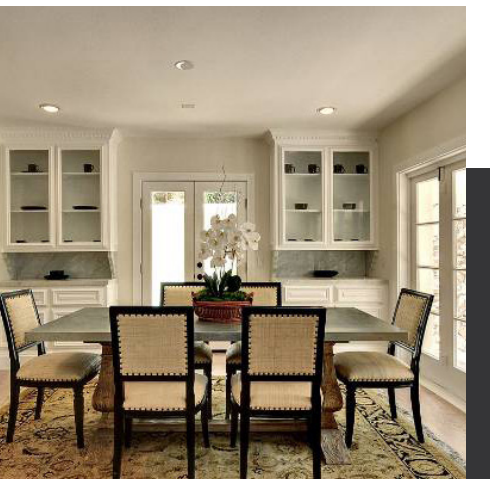
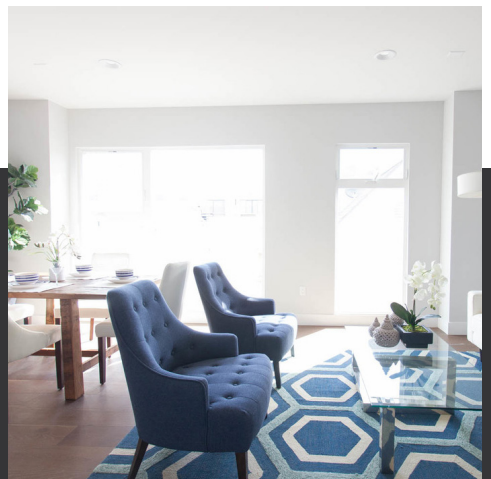
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3,200 S.F. +
New Construction
500 S.F. Rooftop

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Yaron Hassid



TESTIMONIALS

DANNY MONEMPOUR

It is with great pleasure that we write to recommend the services of Yaron Hassid, Realtor extraordinaire. He made the process very easy and painless for me to sell out multiple units in condo projects. He listened to what I wanted and did not pressure us to look beyond the parameters I set. He delivered on his vision for our properties. He recommended the very best in the field to aid us, from escrow officers to home inspectors. His advice and guidance through this process was invaluable. His attention to detail, knowledge of the field and no-pressure approach were greatly appreciated. Anybody that buys or sells property in Los Angeles and does not use Yaron will surely have a less than optimal experience. Yaron is simply the best

TZVI FERSZT

When I wanted to develop I called Yaron for his advice and it was invaluable

ARNON SHORR

If you prefer to do business with people who are good at what they do, you’ve got lots of options. But if you also want the people you do business with to be truly good people, look no further than Yaron, a man who considers kindness and generosity among his most important business assets.

BAHMAN MEHDIZADEH

Mr. Hassid is old school as that term is best used. He is professional and highly experiences in his field. More importantly, he takes the time to help and guide others in becoming successful. A very high recommendation for this gentlemen.

YAIR HARPAZ

As a Real Estate Broker myself, I have the pleasure of working with Yaron very closely on completing a complicated deal. It was a pleasure to have Yaron on the other side, as a professional! Thanks Yaron, looking forward to do more business together. Yair Harpaz - Real Estate Broker

DANIEL FERSZT

When it comes to real estate, YARON HASSID IS ALL YOU NEED!

SHANNON EIDMAN

I have had a professional relationship dating back over a decade with Yaron Hassid and Platinum Properties. Yaron has sold out a number of projects for me and has always been the consummate professional and out of the box thinker. His passion, energy and honesty are incomparable making him the ideal representative for sales and leasing throughout Los Angeles.

AVI DAHAN

Platinum Properties is simply the best. Yaron Hassid is a remarkable individual who is extremely professional, passionate, devoted, and caring. He is a wonderful mentor and business man, with expert level knowledge and experience in real estate, law, and business. His advice and guidance is priceless and highly recommended!

IRAJ YAZDI

I have had the pleasure working with Yaron in many occasions; and, I have always had an enjoyable experience. Both he and his team members are knowledgeable in what they do and offer a great customer service experience. In the past couple of years Yaron has started a mentorship program for business people of different age to come together to listen to his interesting featured speakers and be inspired by them. I have been to many of this programs and highly recommend them.

RICHARD SYBER

You are being so reasonable and so nice - If everybody I ran into had your attitude as an attorney I would be out of a job

EDO COHEN

When you work with Yaron, there is never a doubt that he has your interests first above all. He is honest and works hard. You simply can go wrong with him.

CHAIM RASKIN

Yaron is amazing to work with. No matter how complex or tight of a timeline Yaron can get it done. Yaron was responsive, honest, and followed through. It was an absolute pleasure to do business with him.

JOHN CAPELLARO

For you Realtors out there, you understand how rare it is to find a Realtor who acts with integrity and transparency while still honoring their fiduciary responsibility to their clients. Yaron Hassid is one such professional.

JASON BERGH

Experienced agent in his field. Yaron is a very friendly and approachable agent, and more importantly as a person.

KARIM BELKASEMI

I think platinum properties to be very professional. The staff is nice and kind, and the get the job done nicely.

SAM GHANOUNI

Yaron adds substantial benefit to developers. I am an architect who has worked with Yaron’s clients for years and his input and understanding of the process of development and buyers desires is invaluable

RACHEL RADNIA

No words truly describe Yaron’s goodness. He’s experienced, very professional, hard working, warm, kind-hearted and respectful person. He goes above and beyond to meet your needs and expectations. He works hard to ensure your happiness. Such an honest and trustable man. With Yaron Hassid, you’re in great hands!

BEBOP CREATIVE

You are in good hands when working with Yaron. He has the wisdom and experience and he works hard to get you exactlywhat you need.

THE FIVE SENSE SALES EXPERIENCE

Internal motivation starts with our five senses. Platinum Properties creates an environment to maximize the potential for emotional attachment. After all, the highest net price is achieved when a buyer “falls in love” with a house.

01 SIGHT

During client visits, we make appropriate eye contact. Good eye contact can help establish trust and rapport. Our approach is calm, relaxed, and natural. We “dress up the bride” with rented or purchased furnishings and artwork - always arriving 30 minutes early to open windows and doors and to turn on all the lights.

02 SOUND

We have found that playing soft and happy background music helps enliven the residence and increase the feeling of “home.”

Sales are made by effective listeners. We offer solutions only after hearing all of a client’s needs. We focus on what is said to us, rather than what we’re going to say next. Clients are driving the sales process; we are there to listen and guide their action based on their needs.

We take notes as the client is speaking. This helps us concentrate on what is being said, and it demonstrates that we care about their concerns. Furthermore, it allows the team to identify opportunities to upgrade the property so that we can maximize saleability.

03 SMELL

When meeting face-to-face with potential clients, we understand the importance of a great first impression. We want them to walk in and be engulfed in the scent of “never been touched” -new construction. In addition to working with a stager, we further enhance the feeling of a “home environment” by utilizing air fresheners, candles and ensuring the home is always very clean and in pristine condition.

04 TOUCH

No two buyers are exactly the same, nor are their needs. Some buyers want guidance, others prefer to walk around by themselves. Some want the lowest price, others want a good value, and some simply want to be able to afford a nice place. We identify each buyer’s needs, then work diligently to satisfy them.

Each buyer is encouraged to “live” in the house: relax on the sofa, enjoy the environment, and maybe even dip their toes in the pool.

After the open house or showing, we strive to touch base with each visitor at least three times, making sure the property remains on top of their mind and increasing the chance of a successful sale.

05 TASTE

Our homes are fully stocked with drinks, breakfast bars, and chocolates ready to be shared with anyone visiting an open house or showing.

We work hard to make excellence our signature for each and every visit. Doing so increases our chance to taste the sweet victory of sales success.



**We paint a picture
of your property as
an “opportunity”**

**We look for key
life moments to
focus our efforts**

EXCELLENCE IN ACTION

Creativity is our currency! We paint a picture of your property as an “opportunity,” while still encouraging urgency within the community of buyers. We do this by personally calling hundreds of active local agents and inviting them to our “Not-on-MLS, Week-Long, Pre-Sale Sushi Party.”

Our goal is to “drum up activity” by instilling urgency in the community of brokers and bring you dozens of agents and buyers in order to generate a sale in the very first week. At a minimum, we will be creating energetic and valuable buzz about your property, helping to further the process along.

Platinum’s ‘range pricing’ process ensures that sellers don’t leave one dollar on the table while ensuring that sellers avoid overpricing and losing activity and/or interest.

In developments, when milestones such as 51% sold are achieved, another round of calls to active agents are made.

UNDERSTANDING THE BUYER

Every guest is a potential buyer. Every guest might have a friend who is perfect for the home. Every guest needs to be treated with respect, greeted with a smile and sold on the opportunity of your home. When selling a home we look for key life moments to focus our efforts and future negotiations on behalf of the seller.

Understanding a lead is very important. “Top 3” buyers are quickly identified as those who have spent more than 30 minutes in the development, asked more than 2 serious questions, or have visited the development more than once.

“Top 7” buyers are those who are recently married or divorced, just had a birth or a loss in the family, experienced a significant change in employment, or are a parent buying for their child.



We establish an emotional relationship

SOCIAL MEDIA AKA “THE BUZZ”

Social platforms are only as useful as the creative implementation of the content!

The best marketing is conversational. And the greatest points of sales stem from social recommendations. On your property, we will construct a list of 300 Realtors who have recently listed, put into escrow, or sold a similar property, and call and email those agents to create momentum.

We establish an emotional relationship between the properties we represent and the target demographic by optimizing content curation across the gamut of popular social platforms, such as Facebook, Realtor.com, and Zillow, as well as those that are lesser known but equally useful.

Further, we enthusiastically email our personally-curated list of over 11,000 active real estate agents, as well 3,000 buyers and mavens.

RESULTS

- Platinum is in the Top 1% of all Realtors Nationally for over 15 years.
 - Top 1% as measured by the number of sales per year and
 - Top 1% as measured in total dollar amount of sales.
- Yaron Hassid is an Attorney at Law, General Contractor, and Broker of Record.
- Our team constantly “stirs the pot” during the sales process. All new listings in the area are given the opportunity to utilize our assets as a great option for their buyers.
- We believe in adding real value for our clients by creating integrated campaigns with quality content that will attract customers and rapidly ignite your online visibility.
- Professional Photography, Flyers, Coffee table book, Online presence.
- We hold three days of open houses every week until we sell out the development. We script our introductions and constantly train to improve our sales and negotiating skills.
- We arrive at open houses a half hour early to turn on all the lights, and arrange signs, flags, and flyers.



Platinum is in the Top %1 of all Realtors Nationally for over 15 years.

Finding and motivating a love connection.

We believe that real estate sales are all about creating an atmosphere where a buyer can fall in love. Our goal is to find the buyers at their time of purchase and present your opportunity in its best light.



Platinum's exclusive, highly disciplined customizable approach to marketing a property along with the above-market results have been proven in over 600 successful transactions. Platinum gets the job done RIGHT, every time.

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