



MICHAEL TAYLOR GROUP

CONNECTING GLOBALLY | NATIONALLY | LOCALLY



COLDWELL BANKER | REALTY



TABLE OF CONTENTS

TODAY'S MARKET

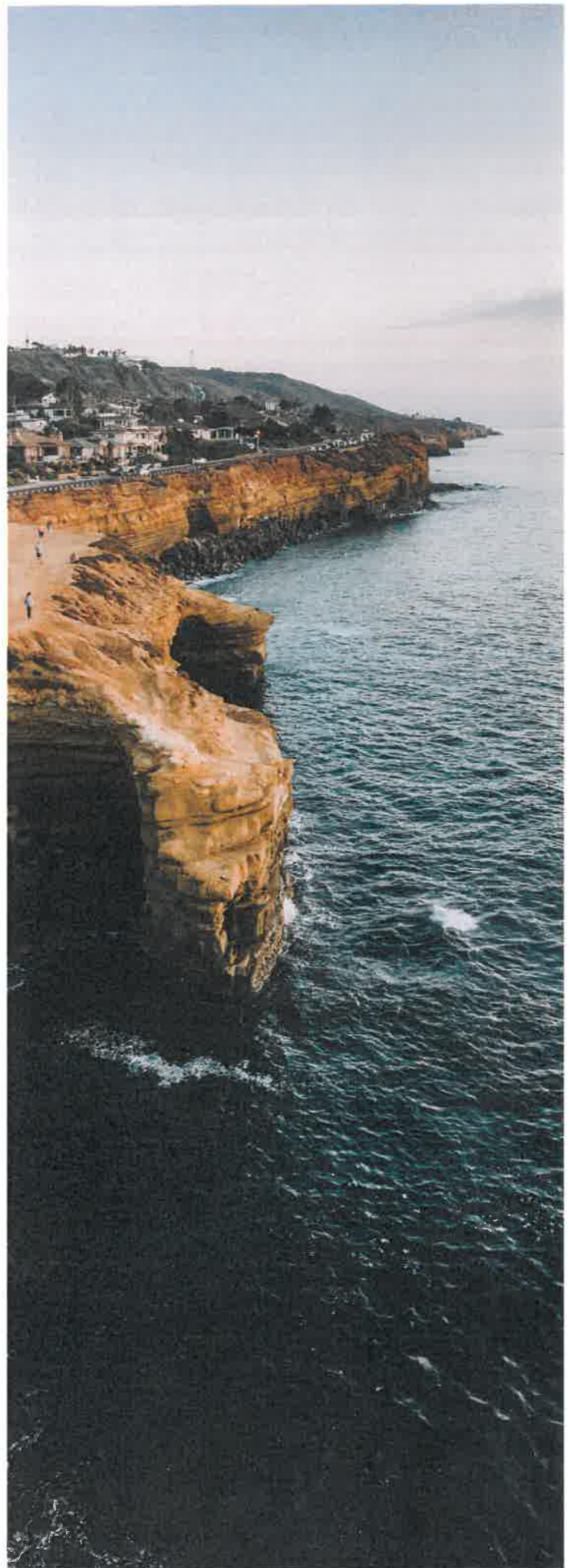
LUXURY MARKETING

PRICING ANALYSIS

ABOUT MIKE

ABOUT COLDWELL BANKER

TODAY'S
MARKET



MARKET A.I. MLS SALES

	<u>SALES</u>				
<u>COMMUNITY</u>	2002	2009	2015	2021	2022
RSF					
TOTAL	350	146	251	424	234
Covenant	117	45	88	135	94
Fairbanks Ranch	55	24	27	50	28
Bridges	23	9	18	29	12
Whispering Palms	38	25	26	23	17
Cielo	11	12	30	45	14
Del Mar CC	8	1	6	5	7
Farms Golf Club	11	3	7	7	5
DEL MAR	287	176	243	281	158
CARMEL VALLEY	1005	641	804	764	459
CROSBY	5	17	34	45	30
SANTALUZ	8	48	63	55	33
SOLANA BEACH	284	152	204	245	140
ENCINITAS	824	488	715	703	516
CARDIFF	182	96	140	152	85
Ave Mortgage Rate	6.54%	5.04%	3.66%	2.65%	6.94%

Marketing performance data and AI will be provided, specific to your home, community, and neighborhood, that will provide the guidance for pricing strategy and marketing strategy to achieve the highest price for your home.



LUXURY MARKETING

MIKE'S MARKETING VISION

The last few years have brought drastic changes to the real estate industry. As inventory and sale information has catapulted into the public domain, Real Estate Professionals have evolved from the keeper and hoarder of information to the knowledgeable interpreter of the volumes of information now available to the consumer. This paradigm shift has highlighted the importance of an agent's flexibility, their need to apply innovative ideas and their need to openly embrace new approaches and strategies to market Luxury Homes. Gone are the days where we put up a sign, install a lock box, input the listing into the MLS (multiple listing service) and sit back and wait for the offers to be delivered. No longer are our city, state and national borders a barrier to our ability to broadcast local real estate information and no longer can we predict where the purchaser of your home and the agent representing them will come from.

It has become vital to the successful sale of Luxury Homes to use the services and expertise of an **EXPERIENCED REAL ESTATE PROFESSIONAL**, who is affiliated with a highly respected National and Global Organization that utilizes the most effective and innovative marketing strategies and who personally embraces the use of those strategies.

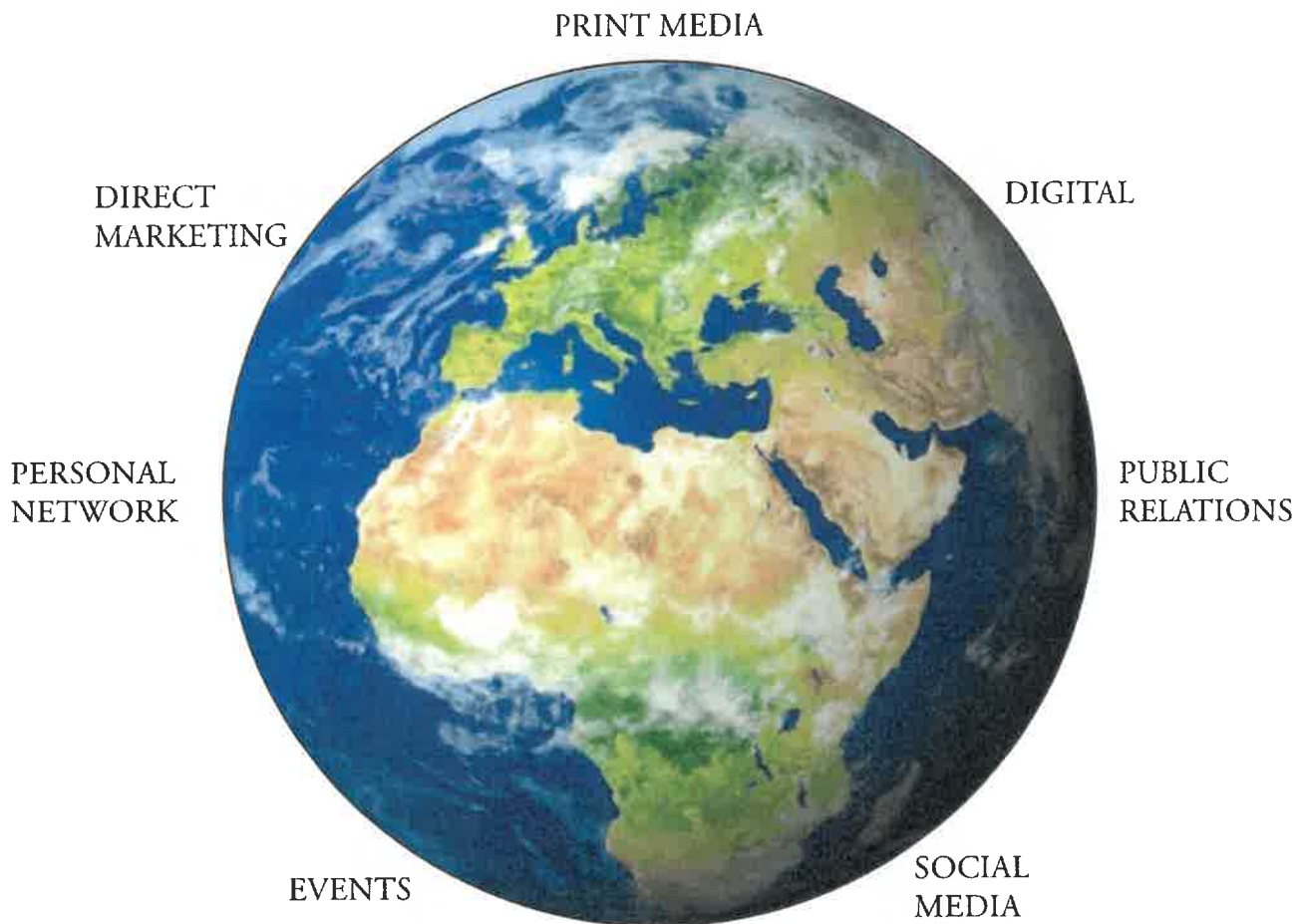
In 1997 I was the first Rancho Santa Fe Agent to have an active website to market my clients Luxury Homes. I was one of the first agents to use 1-800 numbers in response marketing campaigns and I was the first local agent to utilize the cutting edge technology of text codes, allowing prospective purchasers to access a full presentation of your home through their smart phones. Our website can translate the information about your home into 83 different languages, allowing prospective buyers, through-out the world, to experience, in their native language, the features of your home. I have always embraced and welcomed change in our marketplace and have always embraced new cutting edge technologies to market my client's homes. I continue to scour the landscape looking for the most innovative and effective marketing techniques and welcome the opportunity to lead the way when these new strategies appear to be effective.

Our proven marketing approach casts a broad net locally, nationally, and globally by combining the strategic use of **PRINT ADVERTISING** - in appropriate magazines, and community newspapers, the use of **DIRECT E-MAIL MARKETING** - reaching out directly to local, national and global buyer prospects, the use of **DIGITAL MARKETING** - placing your home on hundreds of high profile real estate web-sites viewed locally, nationally, and globally to maximize the number of prospective buyers that have the opportunity to view your property, the use of **SOCIAL MEDIA**- keeping your home in front of the growing number of prospective buyers that look to social media to obtain the information they are seeking.



360° MARKETING APPROACH

The Coldwell Banker Global Luxury' program offers an impressive global stage from which to showcase your home. I am truly borderless and come armed with a complete suite of tools designed to share the beauty for your home with an affluent audience at all times, no matter where they happen to be in the world.



STEP BY STEP

Market Preparation & Launch

*Backed by an exclusive and comprehensive suite of luxury marketing support and resources,
I have the expertise to guide you through every step of the home selling process.*

STEP 1 - PRICING

1. Discuss your home sale-goals
2. Review market conditions
3. Review other homes on the market
4. Prepare a strategic pricing analysis (SPA)
5. Determine the optimal listing price

STEP 2 - PREPARING

1. Complete listing documents and disclosures
2. Remove clutter and organize (if needed)
3. Clean and make repairs (if needed)
4. Stage your home for sale (in home or virtually)
5. Consider a home protection plan

STEP 3 - MARKETING

1. Install distinctive Coldwell Banker Global Luxury yard sign (if wanted)
2. Schedule Professional Photographer
3. Create Custom Virtual Tour / Video
4. Hire professional copy writer (if needed)
5. Upload and promote you home on the MLS
6. Syndicate your home listing to national and international websites
7. Implement your customized property marketing plan
8. Respond to all Online buyer inquiries
9. Schedule private showings
10. Communicate showing feed back to you

STEP 4 - CLOSING

1. Evaluate offers and negotiate best price and terms
2. Facilitate inspections
3. Coordinate closing date, time, location, and contracts
4. Monitor buyer financing and home appraisal
5. Follow up on details
6. Review closing statement
7. Close the sale
8. Provide copies of all closing documents

EXPANSIVE ELITE INTERNATIONAL ONLINE SYNDICATION

Finding a discerning buyer for a one-of-a-kind property takes ingenuity - and an expert command of today's Online arena.

The Coldwell Banker Global Luxury® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including, WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com and international websites through ListHub Global. We have partnered with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure.



coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to hundreds of the real estate industry's most-visited websites.

JamesEdition
The World's Luxury Marketplace.

Bloomberg

Robb Report

Homes.com

MANSION GLOBAL.
ONLY THE EXCEPTIONAL

UNIQUE
HOMES

THE WALL STREET JOURNAL.

ListHubGlobal

HomeFinder
.com

PENTA

BARRON'S

MarketWatch



The Largest International Real Estate Advertising Network

ListHub Global automatically publishes \$2 million+ property listings to leading real estate sites around the world, such as China's Anjuke, the United Kingdom's Properstar UK and India's 99acres.

92 +
PORTALS

60 +
COUNTRIES

161.37
MILLION POTENTIAL BUYERS

16
LANGUAGE TRANSLATIONS

EXPANDED ONLINE REACH WITH MOBILE MARKETING

Your property will be displayed on the national consumer website ColdwellBankerHomes.com, which attracted more than 152 million site visits in 2020. Additionally, the website recorded over 221 million property views last year, boosting exposure for luxury listings and attracting home buyers from across the U.S. and throughout the world.

Coldwell Banker Global Luxury™ properties enjoy an expanded international reach on coldwellbankerluxury.com. Enhanced with a multilingual micro site - USLuxuryEstates.com - the site is designed to direct potential buyers in Brazil, China, Russia, and the United Arab Emirates to coldwellbankerluxury.com. USLuxuryEstates.com can be viewed in their native languages and features photo links to a selection of magnificent properties across the U.S. on coldwellbankerluxury.com

The Coldwell Banker™ brand has long regarded mobile marketing as the future of luxury. Expertise in the mobile space has led to the creation of a unique suite of products designed to give me the Ability to respond immediately to Online leads and maintain relationships with affluent clients who are on the go.



Delivers rich media and video integration, attracting affluent buyers seeking exceptional properties.

All Coldwell Banker websites feature responsive design, fully optimized for mobile.



COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury™ website connects an affluent audience to some of the world's finest homes.

From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. A built in referral network for Luxury Property Specialists' exclusive use links me to other high-end real estate professionals locally and around the world.

The Coldwell Banker Global Luxury™ blog offers an international look into luxury and style through the eyes of some of today's leading voices, visionaries and style-setters.



- One in 10 visitors to the Coldwell Banker Global Luxury website is international
- 25,000+ luxury property listings across the globe
- \$43 billion+ in listing dollar volume
- Opportunities to host high-resolution photography, 3-D videos, home tours, content, floor plans and more. The listings include a beautifully developed digital marketing package and can be "followed" by other agents, increasing visibility.



250

THOUSAND+ PAGE VIEWS IN 2020

100

THOUSAND+ AFFLUENT SUBSCRIBERS TO GLOBAL LUXURY CURATED NEWSLETTER

PRINT ADVERTISING (WHEN DEEMED APPROPRIATE)

There is something special about capturing the essence of a property in print. The intricate details, the design, the art, the craftsmanship, the light of a home - all of it lives in a state of permanence through classic storytelling and beautiful photography in Homes & Estates the proprietary publication of the Coldwell Banker Global Luxury™ program.

Distributed four times a year and paired with two leading publications, *Unique Homes* and *The Wall Street Journal*, *Homes & Estates* offers stories of lifestyle inspiration in a range of Luxury pursuits, including real estate, architecture, design, art, fashion, culture, and travel.

**UNIQUE
HOMES**

H
HOMES & ESTATES
E

THE WALL STREET JOURNAL.

Total Annual Reach

1.3 million

GLOBAL PRINT
EDITION
150,000 +
PER ISSUE

- Direct mail to high-net-worth individuals with a minimum property value of \$2 million and \$25 million net worth, and top clients of Coldwell Banker[®] affiliated agents
- Placement on select newsstands in the U.S., Canada, Mexico, Europe, Asia, the Middle East, Australia and South America
- Distribution to Coldwell Banker offices worldwide and top clients of Coldwell Banker affiliated agents
- Placement in first-class/member lounges for more than 30 international and domestic airlines

UNIQUE HOMES
100,000 +
PER ISSUE

- Insertion into Unique Homes magazine, which has a readership representing more than 50 countries

THE WALL
STREET JOURNAL
SUPPLEMENTAL
EDITION
200,000 +
PER ISSUE

- Insertion into subscriber copies of the Friday edition of The Wall Street Journal in top ZIP codes in the following metro areas: Boston, New York, Chicago, Miami, Los Angeles, Santa Barbara, Orange County, San Francisco and Seattle
- Direct mail to Wealth Engine's Demi-Billionaire List, ultra-high-net-worth (UHNW) individuals and top clients of Coldwell Banker agents

DIGITAL
100,000 +
PER ISSUE

- Digital editions are mailed to a targeted group of affluent consumers and subscribers of the Coldwell Banker Global Luxury[®] blog
- Promotion on UniqueHomes.com

STRATEGIC MEDIA RELATIONS

From Haute Living to Conde Nast Traveler, the Coldwell Banker Global Luxury™ program encompasses a distinguished portfolio of media affiliations to ensure your property's exposure to affluent readers all over the world.

Guided by the belief that each home has a story to tell, the Coldwell Banker Global Luxury™ program offers elite clients the opportunity to share their homes' unique narratives through the media.

As part of a bespoke marketing plan, I may work closely with regional marketing teams to leverage strategic media relationships in order to showcase your home to the widest possible affluent audience. Harnessing the global influence of these key media players has historically generated exposure for our most notable listings in top-tier outlets such as *The New York Times*, *The Wall Street Journal*, *Forbes*, and *CNBC*



FINANCIAL & NEWS

THE WALL STREET JOURNAL
 THE NEW YORK TIMES
 INTERNATIONAL NEW YORK TIMES
 FINANCE TIMES
 SUNDAY TIMES OF LONDON

LUXURY LIFESTYLE & GENERAL INTEREST

WSJ MANSION GLOBAL EXPERIENCE LUXURY
 OCEAN HOME
 ROBB REPORT
 HAUTE LIVING
 LUXE INTERIORS + DESIGN

CONDE NAST LUXURY GROUP

ARCHITECTURAL DIGEST
 CONDE NAST TRAVELER
 GQ
 WIRED
 VOGUE
 VANITY FAIR
 THE NEW YORKER
 GOLF DIGEST
 BON APPETIT

CITY LIFESTYLE & SPECIFIC INTEREST

MODERN LUXURY
 GREENDALE REGIONAL TITLES
 UNIQUE HOMES

E-MARKETING ANALYTICS REPORT

What you need to know about **ColdwellBankerHomes.com** - APRIL 2023

21 MILLION

TOTAL PAGE VIEWS DURING APRIL 2023
ON COLDWELLBANKERHOMES.COM

There's strength in numbers. Millions of visitors annually flock to **ColdwellBankerHomes.com**, where we collectively drive traffic and increase exposure for our listings.

APRIL ACTIVITY

LAST 12 MONTHS

9.2
MILLION
VISITS

12.7
MILLION
LISTING VIEWS

2,108
SAVED SEARCHES

5,056
NEW
REGISTRATIONS

48,379
SAVED PROPERTIES

115.6
MILLION
VISITS

157.1
MILLION
LISTING VIEWS

WHERE BUYERS ARE COMING FROM

Today's home buyer can come from just about anywhere. That's why **ColdwellBankerHomes.com** is optimized for search engines, which increases traffic and exposure, and designed for viewing on all devices.

MOBILE
67%

DESKTOP
33%

WORLDWIDE TRAFFIC

Consumers who visited
ColdwellBankerHomes.com

6
CONTINENTS

195
COUNTRIES

- 1 UNITED STATES
- 2 CANADA
- 3 PHILIPPINES
- 4 INDIA
- 5 UNITED KINGDOM
- 6 NIGERIA
- 7 ST. LUCIA
- 8 MEXICO
- 9 GERMANY
- 10 PAKISTAN

MORE EYES THIS WAY

In addition to **ColdwellBankerHomes.com**, our listings are also on hundreds of real estate sites, including the leading industry portals. Our strategy means more eyes on our listings and more buyer leads.

PROPERTY VIEWS OF OUR LISTINGS ON AFFILIATED SITES

40.4
MILLION
ZILLOW GROUP

13.2
MILLION
REALTOR.COM

2.9
MILLION
TRULIA

TOP LEAD-GENERATING SITES

95.5%

COLDWELL BANKER
WEBSITES

4.0%

OTHER

COLDWELL BANKER® SOCIAL MEDIA CHANNELS

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by a dedicated and expert social content team, the networks under the Coldwell Banker Global Luxury banner are among the most widely used sites today, delivering a unique perspective of fine living and fine homes all over the world.

166

MILLION

IMPRESSIONS

100

MILLION+

LIFETIME VIDEO VIEWS

4.8

MILLION

ENGAGEMENTS

6.3

MILLION

LINK CLICKS



PROFESSIONAL NETWORKING

EXCLUSIVE LOOK

With this powerful Online marketing platform, I can showcase your extraordinary property to brokers within our company in minutes for Realtor exposure before it even hits the MLS.

BROKER PREVIEW

Your property may be registered as part of a weekly preview inviting the area's top brokers to tour your property for an agreed period of time

BROKER OPEN HOUSE

To ensure that your property is front and center in the local real estate community, top-performing brokers will be invited to a private reception at your home.

DISTRIBUTION OF MATERIALS

Property marketing materials, including but not limited to postcards, flyer's, and brochures will be distributed through the Coldwell Banker Global Luxury network to keep the broker community informed.

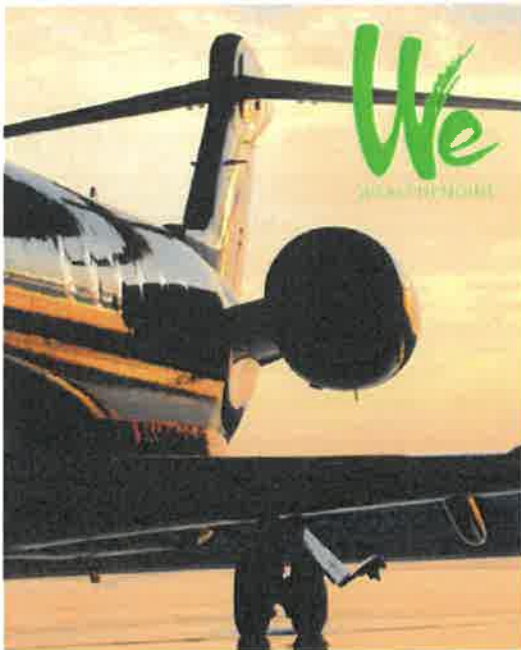


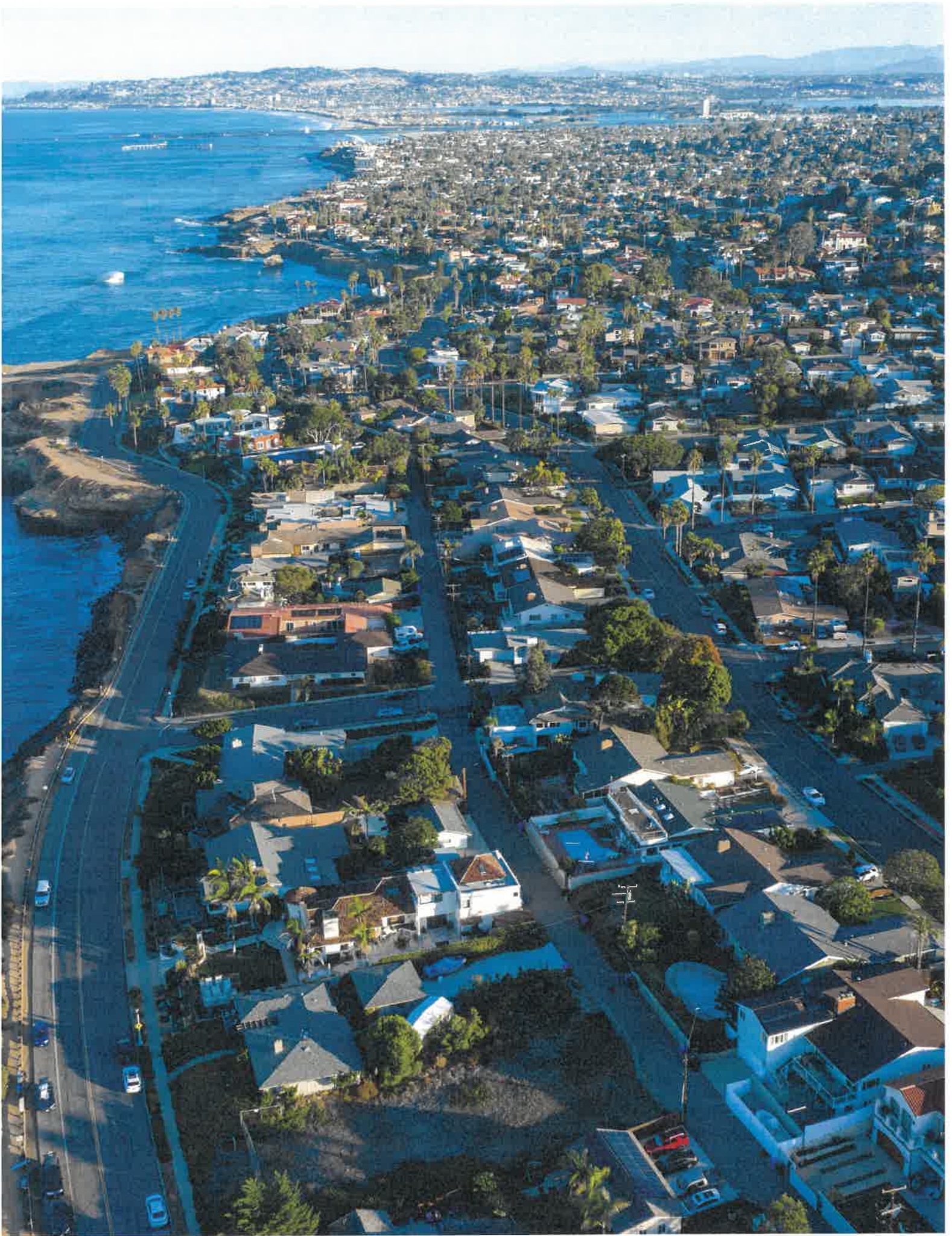
TARGETED MARKETING

The Coldwell Banker Global Luxury program enables me to identify the right affluent clientele for your exceptional home.

Our relationship with Wealth Engine gives me access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level. By curating the data based on lifestyle, interest and net worth, the precise audience of affluent buyers most likely to purchase your home can be targeted.

Our relationship with Supreme Auctions allows me to represent your home with America's foremost luxury real estate auction firm to create a sense of urgency to promote buyer interest action. With stellar reputation and a client satisfaction rating that is second to none, their proprietary accelerated marketing service showcases luxury real estate to qualified buyers to help me sell your home expediently at market value.





EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of outstanding real estate service.

We are proud to deliver exceptional property marketing that is designed to quickly attract attention and showcase your property with a digital-first strategy that maximizes the modern media marketplace. Coldwell Banker Realty is committed to ensuring that your property is uniquely positioned to sell.



Professional Photography

36 high quality photos are taken that are perfect for print and online display



Property Tour

The photos taken are used to produce a luxury virtual tour that is set to pleasing music.

This tour is placed on the MLS and used in many social media posts as well as sent out.



Property Brochure

We will create and print beautiful professionally printed brochures with a tractable personal QR Code. This brochure will be shared with all visitors to your home as well as others who are looking for a new home.



Single-Property Website

Your property will be displayed in its own professionally designed website that will be viewable on all devices. It will be shared in strategic e-mail blast and numerous social media sites.

EXCLUSIVE PROPERTY MARKETING



Just Listed eFlyer

A “Just Listed” electronic flyer will be created and I will send it out to my personal contact list, and professional contacts.



Mobile Brochure

A beautiful mobile yard sign brochure will be created to text out and post on social media. This mobile brochure will provide a personal “text code” that when entered delivers your home presentation details and photos. I will be notified of their interest and will follow up with them to further share the benefits and details of your home



Area REALTOR® Notification

ALL San Diego County Realtors, who have closed at least one sale in the last 12 months will have an electronic brochure e-mailed to them, letting them know your home is now available to be purchased



Silver Envelope Home Announcement

We will create, print and mail a minimum of 50 stunning trifold property availability announcement with trackable QR Code that will be placed in Luxury Silver Envelopes, which will definitely get noticed and mailed directly to prospective buyers and to your neighborhood.

EXCLUSIVE PROPERTY MARKETING

Luxury Property Showcase

Properties priced above \$1,000,000 will be featured in online advertising for 30 days on The Wall Street Journal / Real Estate and the Mansion Global websites.



Targeted Online Advertising

Targeted geographic technology, allows us to advertise the availability of your home directly to local buyers both online and on social media.



Extensive Online Exposure

Your home will be fully displayed on thousands of local, national, and world-wide websites including the sites that roughly 90% of all prospective home buyers visit. Zillow, Realtor.com, and Trulia.



YouTube Advertising

A 30 second ad will professionally produced and shown on YouTube utilizing optimized Audience targeting. This ad will run continuously to ensure that 3,300 views are achieved.



Seller Update

You will receive a detailed online report weekly that provides all the marketing activity that has been implemented to market the availability of your home and maximize its exposure.

KEEPING YOU INFORMED

SHOWINGS

Scheduling of Showings

- I will personally conduct all showings
- I will notify you of all showing requests with the time and date requested
- Showings will only take place with your confirmation
- I will arrive early and turn on all lights, and appropriate features
- After the showing, all lights and features will be turned off and doors locked

Showing Feedback

- Immediately after the showing I will call, text or e-mail you from my smart phone and share my impressions of how it went. I typically am able to share the following:
- How long the prospective buyers viewed your home
- How long they have been looking for their new home
- What their time frame is to be moved into their new home
- Where they currently live
- If they have to sell their existing home to buy a new one
- The demographics of the family (approximate ages of children, if any)
- Features of competitive homes that they have already seen and liked
- Any objections they may have raised and what I said to overcome them
- If I feel we may be on their short list of homes for serious consideration
- To get the prospective Buyer's final feedback, I will follow up with the buyer's agent for detailed feedback to determine their level of further interest and use the opportunity to overcome any of the Buyer's objections that the agent may share. Once I have this feedback, I will let you know what I have learned.

Tracking The Number Of On-Line Visitors Looking At Your Home

Through my strategic alliance with key National Real Estate websites I am able to schedule weekly or bi-monthly reports to be forwarded to you directly from those sites indicating the number of visitors having viewed your home with week, this month and this year.





ABOUT MIKE

MIKE'S PROFESSIONAL HIGHLIGHTS

- Over 2 decades as a Professional Realtor®
- 8 times top 10 Nationally for a major brand
- Former Bank, President, Senior Banking Institution Executive
- 16 Years as Number 1 Agent/Team in Rancho Santa Fe
- Represented over 425 Sellers & Buyers of properties over \$1,000,000
- Largest sale \$21,500,000
- Juris Doctor Degree 1983



MICHAEL TAYLOR

GLOBAL LUXURY SPECIALIST

Over the past 3 decades Mike has worked successfully in the banking and real estate industries. The first 18 years of his career were spent as a senior executive of both LA-based, Topa Savings Bank (formally known as Bel Air Savings and Loan) and Topa Thrift and Loan, which were owned by his mentor, John E. Anderson, for whom the UCLA Anderson School of Management is named. Mike was instrumental in successfully navigating the institutions through the Savings and Loan crisis of the early 90's and was a key contributor in the successful negotiations to sell the Institutions to a Midwest bank holding company in late 1996.

Mike directly supervised a portfolio of over \$2 billion in real estate loans and was hands-on in the supervision of all litigation matters, REO Sales and problem loan work outs.

After the sale of the company, Mike was President and CEO of Royal Bank, a small bank in Los Angeles, and guided the owners and Board of Directors in achieving approval of a consolidation plan from the Federal banking regulators.

In mid 1997, Mike switched hats and became one of the country's most successful Berkshire Hathaway / Prudential sales agents. Mike and his team ranked nationally as one of the top 10 Company Teams, (out of 64,000 agents) 8 times. Mike has also earned the honor of being the Company's Number 1 Rancho Santa Fe Team for 16 years. Mike is no stranger to selling Luxury Homes. He was the co-listing agent for one of only two homes that have sold above \$20,000,000 in Rancho Santa Fe. In mid 2019, Mike was able to fulfill his dream of helping build a boutique Luxury Brand, agent inc.

Mike has returned to his roots of luxury client representation and joined forces with the oldest most well known real estate brokerage company, Coldwell Banker. Mike is thrilled about bringing custom service to his clients with the best marketing and client support features in the industry.

Mike grew up in Mesa Arizona, attending the University of Arizona on a basketball scholarship, and completed his education while working full-time in the banking industry, earning his Bachelor of Law (1982) and his Juris Doctorate (1983) degrees from Western State University College of Law (Thomas Jefferson) here in San Diego.

Having spent over 3 decades in real estate sales and real estate banking, Mike is uniquely qualified to assist homeowners with the pricing, negotiations and sale of their homes

Mike's in-depth knowledge of the market and his management, financial and legal background, coupled with his unwavering commitment to helping his clients achieve their real estate goals, make him the ideal real estate professional to sell your home.

MICHAEL TAYLOR

MY PHILOSOPHY

Buyers and Sellers are much more informed and knowledgeable than ever before and deserve the highest possible degree of professionalism and range of services from their Real Estate Professionals.

We know that the sale and purchase of your family home is more than a financial investment. It is one of the most important decisions your family can face and a deeply emotional one. All of us are fiercely loyal, rigorously honest and protectively discrete. We understand how much trust you are placing in us, as we are often privy to the intimate and personal details that drive a family's real estate transition.

We are expert analysts, consultants, marketers, and negotiators enabling us to achieve the best results for you.

The Michael Taylor Group operates on a solid foundation of core values that are grounded in honesty, respect, transparency, and integrity. This unwavering commitment to our core values is apparent in everything we do. It drives our achievements in quality service, performance, and above all, client satisfaction.

We would love the opportunity to assist you in any way we can. Please give us a call and experience first-hand our personal commitment and dedication to your successful real estate transition.

MICHAEL TAYLOR

THE POWER OF EXPERIENCE

We want to thank you for your interest in **The Michael Taylor Group** for the marketing and sale of your home or finding the home of your dreams! We understand the selection of your real estate professional is of critical importance and we are confident that the talents and experience of The Michael Taylor Group backed by over 3 decades of successfully representing luxury properties in Rancho Santa Fe and surrounding communities, and managing financial institutions, present a powerful advantage to you and your family. Mike Taylor, along with our experienced team would be honored to represent you if given this opportunity.

The award winning **Michael Taylor Group** has demonstrated results year in and year out. Consistently ranking in the TOP one half of one percent of all of Prudential / Berkshire Hathaway HomeServices Realtors in North America (Chairman's Circle) for 18 years and ranking as the #1 BHHS team in Rancho Santa Fe for 16 years. Mike has taken his vast years of success and experience and joined the growing Luxury Company Agent inc.

Mike and his team are known for their:

- Uncompromising business ethics and passion for the luxury real estate business
- In-depth knowledge of all the Rancho Santa Fe and surrounding communities
- Pioneering the use of market analysis and intelligence to better predict the direction of pricing and prepare clients for sales and negotiations
- Innovative selling techniques (i.e. estate auctions, trading, etc.)
- Personalized service and responsiveness

Our National Award Winning Track Record provides a rock solid foundation and nation-wide access to valuable resources and tools. As a nationally awarded and respected team, we continuously network and interact with the most successful real estate agents around the country, resulting in the sale of prime properties in Rancho Santa Fe and the surrounding areas.

MICHAEL TAYLOR

The Benefits of Choosing The Michael Taylor Group

- Unparalleled Experience – Over 3 decades in real estate sales and real estate banking. A true business approach to the marketing and sale of high end real estate. Selling an expensive property is like selling a small business, a seller should demand a professional who can help pave the way for a successful and smooth transaction.
- Business & financial analysis and problem solving – strategically analyze and position you and your property for optimal representation and optimal return.
- Construction and physical inspection guidance - Mike's experience in the construction business has proved invaluable in guiding and resolving issues in one of the more difficult aspects of closing escrow.
- In-depth knowledge of the uniqueness of all communities comprising Rancho Santa Fe and surrounding areas - Our team members cover all areas of San Diego County, we all know the ins and outs of the specific areas helping clients make better informed purchase decisions.
- Comprehensive market, trend and financial analysis of the Rancho Santa Fe and San Diego markets
- Skillful in the initial pricing analysis
- Experienced in managing the complexities of closing escrow
- Highly talented with loan pay-offs and the organization of new financing
- Will strategically counsel you through the maze of real estate transactions

Customized Marketing Program for Your Home

We have developed a very effective program to personalize the marketing for each property. Once we have met with you and toured your home, we will customize a marketing plan to best market your property. Depending on your requirements, we will select the most effective combination of print, web and personal/professional networks and resources to develop a compelling marketing and sales proposition for your home.

Our relationships, networking and customized marketing program will keep your property in front of buyers looking to purchase in our area as well as the agents and brokers working with clients looking in your price range. Realizing the most important communication is with other agents, we make this our priority.

Our attention to detail, expertise in the San Diego real estate market, our experience in negotiating, and relationships with other agents, will deliver a personal and effective approach in finding a home that perfectly fits your needs.

Our enthusiasm, professionalism, confidence, ethics and “Power of Experience” have resulted in great success.

MICHAEL TAYLOR

PROFESSIONAL AWARDS

PINNACLE AWARD*

- 1997, 1998, 1999, 2000, 2001, 2002, 2004, 2006

CHAIRMAN'S CIRCLE DIAMOND

- 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016

CHAIRMAN'S CIRCLE AWARD

- 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018,

RANCHO SANTA FE TOP SALES VOLUME **

- 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2014, 2015

* Pinnacle Award is presented to the top ten Berkshire Hathaway HomeServices / Prudential agents nationwide

**Team Production



MICHAEL TAYLOR

TESTIMONIALS

“ In today’s challenging real estate market our best decision was to employ the Michael Taylor Group to facilitate the sale of our Covenant home. Mike and the entire team offered a superior blend of market knowledge, capabilities and responsiveness to develop and execute an effective selling strategy. The marketing tools were comprehensive and of the highest quality. The counsel provided during the selling process was exceptional, honed by years of experience and backed by an honest and straightforward approach that promoted trust. We would recommend the Michael Taylor Group without equivocation to all prospective home buyers and sellers in the Rancho Santa Fe Community.”

-Bill & Betty Smith
Seller of a Rancho Santa Fe Covenant Home

“ Thank you for all your fine efforts on my behalf. I enjoyed our times together personally as well as professionally. It is easy to see why Mike Taylor and his Team are so successful. You made me feel valued. I hope I was a good client! I shall extol your virtues to my friends.”

-Bud Dock
Seller of a Del Mar Home

“ I personally want to thank you for a job well done. The way you conducted yourselves was top notch. I will refer my friends your way. I look forward to being a resident in your backyard. Once again, you’re a class act.”

-Ted Gaines
Purchased a Fairbanks Ranch Home

“ Mike, and team worked wonderfully throughout the process of selling my La Cima home. They are nice, available, competent, steady, reassuring and when the ‘deal’ was to be ‘made’, they were all over it. This has been one of the best experiences I have had in my business career. I have bought and sold many houses, and have dealt with many aspects of the real estate business, and Mike Taylor and his team are the best I have come across! They were an absolute pleasure to deal with, and I will wholeheartedly recommend them to anyone who will listen. I can’t wait to do it again!”

-Michael Kreiss
Kreiss Interiors
Seller of a Rancho Santa Fe Home

“ Mike was terrific in quickly leading us to the perfect home and community. Knowing little about the area, we needed his knowledge, patience and enthusiasm. We so enjoyed working with him and look forward to doing it again in the future.”

-Dave & Lori Gatto
Purchased a Fairbanks Ranch Home

“ On the house we recently sold at auction, Mike did a superb job of getting us the best possible deal under difficult circumstances. I have dealt with many business professionals in the course of my 36 year career and Mike is as good as anyone I have worked with. I can't recommend him highly enough.”

-John Hendrick
Seller of a Cielo Home

“ After accepting my new post with the UN Development Fund for Women, we found ourselves having just five weeks to move internationally. You can imagine the stress level, especially since my husband was on travel during the first two weeks of this process. Mike Taylor and his entire team have been my personal life savers. Mike indicated at the time we listed, 'Just put this out of your mind; we will handle it'. And he delivered. The Michael Taylor Group took care of every detail making it almost effortless for us. Ricardo and I are so grateful that we want to recommend Mike and his team to anyone needing great real estate professionals.”

-Rebecca Reichmann
Seller of a Rancho Santa Fe Home

“ Mike and his team were as delightful in person as they looked in their advertising. Coming from the East Coast, we needed to be educated. We received their total commitment and benefited tremendously from their expertise. Our thanks to great agents and wonderful friends!”

-John & Cynthia Fullmer
Purchased a Fairbanks Ranch Home

“ Shawn and I are both very grateful to you. I think we can both agree that you are the most professional, in all dimensions, real estate agent that we have ever worked with, and we have done quite a few deals over the years.

Thank you, thank you, thank you! ”

-Bob Poole
Seller of a Fairbanks Ranch Home

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Bridges	\$4,800,000	Seller	Calle La Serra
Bridges	\$4,750,000	Seller	Calle La Serra (90)
Bridges	\$4,200,000	Seller	Calle Tramonto
Bridges	\$4,100,000	Seller	Calle Tramonto
Bridges	\$4,050,000	Seller	Calle La Serra (95)
Bridges	\$4,000,000	Buyer/Seller	Calle Ponte Bella (2)
Bridges	\$3,900,000	Seller	Calle Ponte Bella (23)
Bridges	\$3,875,000	Buyer/Seller	Strada Fragante
Bridges	\$3,750,000	Buyer	Calle La Serra
Bridges	\$3,687,500	Seller	Calle Stelina (28)
Bridges	\$3,642,000	Buyer	Calle Ponte Bella (24)
Bridges	\$3,625,000	Buyer/Seller	Calle La Serra
Bridges	\$3,600,000	Buyer/Seller	Calle La Serra (87)
Bridges	\$3,500,000	Buyer/Seller	Calle La Serra (90)
Bridges	\$3,350,000	Buyer/Seller	Calle La Serra (101)
Bridges	\$3,325,000	Seller	Calle Ponte Bella (25)
Bridges	\$3,315,000	Seller	Calle La Serra (89)
Bridges	\$3,168,750	Seller	Calle La Serra (116)
Bridges	\$3,168,750	Seller	Calle La Serra (116)
Bridges	\$3,150,000	Seller	Calle La Serra (96)
Bridges	\$3,100,000	Buyer/Seller	Calle La Serra (97)
Bridges	\$3,000,000	Buyer	Calle La Serra (99)
Bridges	\$3,000,000	Buyer	Calle La Serra
Bridges	\$2,995,000	Seller	Calle La Serra (88)
Bridges	\$2,900,000	Buyer/Seller	Calle La Serra (117)
Bridges	\$2,850,000	Buyer/Seller	Calle La Serra (115)
Bridges	\$2,800,000	Seller	Calle Ponte Bella (25)
Bridges	\$2,770,000	Seller	Calle La Serra (113)
Bridges	\$2,750,000	Seller	Calle Ponte Bella (27)
Bridges	\$2,729,000	Buyer	Calle La Serra (lot 113)
Bridges	\$2,700,000	Buyer/Seller	Calle La Serra (96)
Bridges	\$2,650,000	Seller	Calle La Serra (105)
Bridges	\$2,500,000	Seller	Calle La Serra (103)
Bridges	\$2,434,000	Seller	Calle Portone
Bridges	\$2,433,000	Buyer/Seller	Via Candela (13)
Bridges	\$2,425,000	Buyer/Seller	Calle La Serra (102)
Bridges	\$2,275,000	Buyer/Seller	Calle Portone (154)
Bridges	\$2,250,000	Buyer	Calle Portone
Bridges	\$2,225,000	Buyer	Calle Portone (155)
Bridges	\$2,147,135	Seller	Calle Portone (156)

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Bridges	\$2,142,500	Seller	Calle Portone (154)
Bridges	\$2,050,000	Seller	Calle Portone
Bridges	\$1,978,000	Seller	Calle Portone (155)
Bridges	\$1,820,000	Seller	Calle Portone (162)
Bridges	\$1,695,000	Seller	Calle Portone (158)
Bridges	\$1,672,000	Seller	Calle Portone (163)
Bridges	\$1,615,000	Seller	Calle Portone
Bridges	\$1,600,000	Buyer/Seller	Calle Ponte Bella (1)
Bridges	\$1,558,202	Seller	Calle Portone)166)
Bridges	\$1,532,023	Seller	Corte Fresco (189)
Bridges	\$1,500,000	Seller	Calle Ponte Bella (lot 1)
Bridges	\$1,500,000	Seller	Strada Fragante (187)
Bridges	\$3,000,000	Buyer	Calle La Serra (99)
Bridges	\$1,600,000	Seller	Strada Fragante (land 197)
Carlsbad	\$1,600,000	Seller	Vivaldi Street
Carmel Valley	\$1,840,000	Buyer	Del Vino Court
Carmel Valley	\$1,770,000	Seller	Sunset Point Pl.
Carmel Valley	\$1,630,000	Buyer	Modena Place
Carmel Valley	\$1,570,000	Buyer	Winstanley Way
Chula Vista	\$1,800,000	Seller	Majastad Lane
Cielo	\$3,700,000	Seller	Punta del Sur
Cielo	\$2,400,000	Seller	Camino De Arriba
Cielo	\$2,100,000	Seller	Camino de Arriba (83)
Cielo	\$1,525,000	Buyer	La Orquidia
Covenant	\$20,913,000	Seller	El Camino Del Norte
Covenant	\$6,367,500	Seller	Via Recanto
Covenant	\$6,265,000	Buyer/Seller	El Nido
Covenant	\$5,625,000	Buyer/Seller	Los Morros
Covenant	\$5,125,000	Buyer	Linea Del Cielo
Covenant	\$5,100,000	Seller	Via Recanto
Covenant	\$4,900,000	Seller	Via Recanto
Covenant	\$4,695,000	Buyer	Lago Lindo
Covenant	\$4,600,000	Buyer	El Acebo Del Norte
Covenant	\$4,550,000	Seller	El Camino Del Norte
Covenant	\$4,310,062	Seller	San Elijo
Covenant	\$3,655,000	Seller	Puerta Del Sol
Covenant	\$3,600,000	Buyer	Lago Lindo
Covenant	\$3,575,000	Seller	San Elijo

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Covenant	\$3,475,000	Seller	La Madreselva
Covenant	\$3,100,000	Seller	Mimosa
Covenant	\$3,100,000	Seller	San Elijo (lot)
Covenant	\$2,900,000	Seller	El Vuelo
Covenant	\$2,875,000	Seller	Via de la Cumbre
Covenant	\$2,775,000	Seller	Paseo Victoria
Covenant	\$2,735,875	Seller	Las Planideras
Covenant	\$2,700,000	Seller	El Montevideo
Covenant	\$2,575,000	Seller	Las Planideras
Covenant	\$2,500,000	Buyer	Paseo Delicias
Covenant	\$2,269,000	Seller	Los Eucaliptos
Covenant	\$2,218,140	Seller	El Vuelo Del Este
Covenant	\$2,136,250	Seller	Paseo Arbolado
Covenant	\$2,034,120	Seller	Calzada Del Bosque
Covenant	\$1,890,000	Buyer	Los Eucaliptos
Covenant	\$1,850,000	Seller	Las Montanas
Covenant	\$1,475,000	Seller	Via De Santa Fe
Covenant	\$1,350,000	Seller	Rancho Cielo #21
Covenant	\$1,100,000	Buyer	Via De Santa Fe
Covenant	\$1,190,000	Seller	Paseo Delicias
Crosby	\$1,500,000	Seller	Nathaniel Court
Del Mar	\$5,995,000	Seller	Hidden Pines Lane
Del Mar	\$2,950,000	Buyer/Seller	Sun Valley Road
Del Mar	\$2,750,000	Seller	Lugano Lane
Del Mar	\$2,150,000	Buyer	West Lane
Del Mar	\$1,870,000	Buyer	Caminito Posta Delgada
Del Mar	\$1,810,000	Seller	Caminito San Sebastian
Del Mar	\$3,324,375	Buyer	Nob Avenue
Del Mar	\$1,735,000	Buyer	Sun Valley Road
Del Mar	\$1,645,000	Buyer	Caminito Barbuda
Del Mar	\$1,635,000	Seller	Rancho Viejo Drive
Del Mar	\$1,554,322	Buyer	Stratford Court
Del Mar	\$1,635,000	Seller	Rancho Viejo Drive
Del Mar	\$2,200,000	Buyer	Pine Needles
Del Mar Country Club	\$4,000,000	Buyer	Greensview Court
Del Mar Country Club	\$3,650,000	Seller	Strawberry Road
Del Mar Country Club	\$3,500,000	Buyer	Emerald Lane

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Del Mar Country Club	\$3,450,000	Seller	Dalia Drive
Del Mar Country Club	\$3,400,000	Seller	Dalia Drive
Del Mar Country Club	\$3,075,000	Buyer/Seller	Strawberry Road
Del Mar Country Club	\$2,900,000	Seller	Fairway Place
Del Mar Country Club	\$2,800,000	Seller	Clubhouse Drive
Del Mar Country Club	\$2,200,000	Seller	Belle Vista Drive
Del Mar Country Club	\$1,857,500	Seller	Dalia Drive
Del Mar Country Club	\$3,075,000	Buyer/Seller	Strawberry Road
Del Rayo Downs	\$1,570,000	Buyer	Churchill Downs
Del Rayo Downs	\$1,530,625	Buyer	Saratoga Corte
Del Rayo Estates	\$8,500,000	Seller	Rancho Dieguino Road
Encinitas	\$3,750,000	Seller	5th Street
Encinitas	\$2,225,000	Seller	Neptune Avenue
Encinitas	\$2,110,000	Buyer	Via Zamia
Encinitas	\$1,875,000	Buyer	5th Street (lot)
Encinitas	\$1,865,000	Seller	E Street
Fairbanks	\$4,800,000	Seller	Via Dos Valles (232)
Fairbanks	\$4,650,000	Buyer	Circa Del Sur (522)
Fairbanks	\$4,200,000	Seller	Paseo Hermosa (195)
Fairbanks	\$4,100,000	Seller	Via Dos Valles (64)
Fairbanks	\$4,125,000	Seller	Ave Arroyo Pasajero
Fairbanks	\$4,000,000	Seller	Via De Los Rosales (88)
Fairbanks	\$3,990,000	Seller	Avendia Alteras (362)
Fairbanks	\$3,975,000	Seller	Via Canada Del Osito (153)
Fairbanks	\$3,680,000	Seller	Via Dos Valles
Fairbanks	\$3,560,000	Seller	Avenida Picacho (301)
Fairbanks	\$3,550,000	Buyer/Seller	Via Canada del Osito
Fairbanks	\$3,500,000	Seller	Via Lago Azul
Fairbanks	\$3,400,000	Seller	Circa Del Norte (181)
Fairbanks	\$3,245,000	Seller	Avenida Floresta
Fairbanks	\$3,200,000	Seller	Via Dos Valles (64)
Fairbanks	\$3,200,000	Seller	Via Cazadero
Fairbanks	\$3,150,000	Seller	Via Lago Azul (117)
Fairbanks	\$3,150,000	Buyer/Seller	Avenida Floresta
Fairbanks	\$3,110,000	Buyer	Via Canada Del Osito (150)
Fairbanks	\$3,100,000	Seller	Calle Composeco

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Fairbanks	\$3,098,000	Seller	Circa Oriente (446)
Fairbanks	\$3,025,000	Seller	Circa Oriente
Fairbanks	\$3,014,111	Seller	Via Cordoba (428)
Fairbanks	\$2,950,000	Buyer/Seller	Calle Camposeco (342)
Fairbanks	\$2,900,000	Buyer	Circa Del Sur (524)
Fairbanks	\$2,880,000	Buyer/Seller	Avenida Picacho (300)
Fairbanks	\$2,850,000	Seller	Via de los Rosales (88)
Fairbanks	\$2,845,000	Buyer	Calle Mayor (284)
Fairbanks	\$2,830,000	Seller	Circa Oriente (391)
Fairbanks	\$2,800,000	Seller	Camino De Montecillo (416)
Fairbanks	\$2,800,000	Buyer/Seller	Circa Del Sur
Fairbanks	\$2,750,000	Seller	Calle Mayor (283)
Fairbanks	\$2,732,100	Seller	Circa del Norte (191)
Fairbanks	\$2,700,000	Seller	Camino De Montecillo
Fairbanks	\$2,590,000	Buyer	Camino Sierra Del Sur
Fairbanks	\$2,590,000	Buyer	Camino Sierra Del Sur
Fairbanks	\$2,500,000	Seller	Circa Del Sur (527)
Fairbanks	\$2,500,000	Seller	Circa Del Norte n(189)
Fairbanks	\$2,500,000	Seller	Via Los Farolitos
Fairbanks	\$2,450,000	Seller	Via Cuesta Mansa (457)
Fairbanks	\$2,435,000	Seller	Circa Del Norte (168)
Fairbanks	\$2,425,000	Seller	Avenida Molino Viejo
Fairbanks	\$2,400,000	Seller	Circa del Norte (178)
Fairbanks	\$2,375,000	Buyer/Seller	Avenida Molino Viejo
Fairbanks	\$2,360,000	Buyer	Bia Barranca del Zorro (329)
Fairbanks	\$2,300,000	Seller	Circa Oriente
Fairbanks	\$2,272,750	Buyer/Seller	Calle Mayor (283)
Fairbanks	\$2,250,000	Seller	Via Lago Azul (100)
Fairbanks	\$2,250,000	Seller	Calle Comoseco (320)
Fairbanks	\$2,215,000	Seller	Circa Oriente
Fairbanks	\$2,207,000	Seller	Camino Serra Del Sur (103)
Fairbanks	\$2,200,000	Seller	Via Cazadero (590)
Fairbanks	\$2,175,000	Seller	Calle Mayor (379)
Fairbanks	\$2,150,000	Seller	Circa Oriente (503)
Fairbanks	\$2,125,000	Buyer	Via De Los Rosales (92)
Fairbanks	\$2,125,000	Seller	Fairbanks (180)
Fairbanks	\$2,035,000	Buyer	Via Los Farilitos
Fairbanks	\$1,975,000	Buyer	Via Canada del Osito (149)
Fairbanks	\$1,940,000	Seller	Circa Del Sur (485)

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Fairbanks	\$1,900,000	Seller	Via Dos Valles (62)
Fairbanks	\$1,875,000	Seller	Calle Mayor (284)
Fairbanks	\$1,825,000	Buyer/Seller	Circa Del Norte (203)
Fairbanks	\$1,825,000	Seller	Via De Los Rosales
Fairbanks	\$1,825,000	Seller	Avenida Loma De Oro
Fairbanks	\$1,800,000	Seller	Camino Lago de Cristal (44)
Fairbanks	\$1,687,500	Seller	Circa Oriente (506)
Fairbanks	\$1,687,000	Seller	Camino Acampo (24)
Fairbanks	\$1,630,000	Seller	Via Dos Valles (236)
Fairbanks	\$1,500,000	Seller	Ave Arroyo Pasajero (16)
Fairbanks	\$1,305,991	Buyer	Via Dos Valles (lot 232)
Fairbanks Highlands	\$1,990,000	Seller	Caminito Vistana
Fairbanks Highlands	\$1,885,000	Seller	Caminito Vistana
Fairbanks Highlands	\$1,865,000	Seller	Caminito Vistana
Fairbanks Highlands	\$1,817,500	Seller	Caminito Vistana
Fairbanks Highlands	\$1,665,000	Seller	Caminito Vistana
Fairbanks Highlands	\$1,550,000	Buyer	Caminito Vistana
Hacienda Santa Fe	\$2,300,000	Seller	Paseo Delicias
Hacienda Santa Fe	\$2,150,000	Seller	Noche Tapatia
Hacienda Santa Fe	\$2,100,000	Seller	El Caporal
Hacienda Santa Fe	\$2,000,000	Seller	Via del Bravo
Hacienda Santa Fe	\$1,855,000	Seller	Via Cuatro Caminos
Hacienda Santa Fe	\$1,850,000	Seller	La Soldadera
Hacienda Santa Fe	\$1,825,000	Buyer/Seller	Avenida Peregrina
Hacienda Santa Fe	\$1,775,000	Seller	Avenida Peregrina
Hacienda Santa Fe	\$1,725,000	Seller	Luna De Miel
Hacienda Santa Fe	\$1,500,000	Seller	Avenida Peregrina
La Costa	\$1,700,000	Seller	Sitio Manana
La Jolla	\$2,200,000	Buyer	Fern Glen
La Jolla	\$1,650,000	Seller	Robinhood Lane
La Jolla	\$1,350,000	Buyer	Coast Blvd. #18
Meadows Del Mar	\$3,200,000	Buyer	Meadows Del Mar East
Meadows Del Mar	\$2,500,000	Buyer	Meadows Del Mar East (45)
Meadows Del Mar	\$1,555,000	Seller	Meadows Del Mar (102)
Meadows Del Mar	\$1,500,000	Seller	Meadows Del Mar (59)
Pacific Beach	\$1,825,000	Buyer	Pacifica Drive
Poway	\$2,650,000	Seller	Heritage Drive
Poway	\$2,100,000	Buyer/Seller	Ciera Court

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
Poway	\$2,007,500	Seller	Old Coach Drive
Poway	\$1,765,000	Buyer	White Rock Station
Poway	\$1,575,000	Buyer/ref	Lake Poway Road
Rancho Del Mar	\$2,225,000	Seller	Vista De La Terra
Rancho Glens Estates	\$2,200,000	Seller	Caminito Mendiola
Rancho Glens Estates	\$2,062,500	Seller	Caminito Mendiola
Rancho Glens Estates	\$1,725,000	Seller	Caminito Mendiola
Rancho Glens Estates	\$1,600,000	Seller	Caminito Mendiola
Rancho La Cima RSF	\$4,100,000	Buyer/Seller	Rancho La Cima Drive
Rancho La Cima RSF	\$3,850,000	Seller	Rancho La Cima Drive
Rancho La Cima RSF	\$3,700,000	Seller	Rancho La Cima Drive
Rancho La Cima RSF	\$2,625,000	Seller	Rancho La Cima Drive
Rancho Pacifica	\$7,300,000	Seller	Rancho Del Mar Trail
Rancho Pacifica	\$6,115,000	Seller	Rancho Del Mar Trail
Rancho Pacifica	\$4,225,000	Seller	Rancho Del Mar Trail (27)
Rancho Pacifica	\$3,787,500	Seller	Rancho Del Mar Trail (40)
Rancho Pacifica	\$3,700,000	Seller	Rancho Vista Bend (65)
Rancho Pacifica	\$3,550,000	Seller	Rancho Verde Trail
Rancho Pacifica	\$2,800,000	Seller	Rancho Vista Bend (75)
Rancho Pacifica	\$2,710,000	Seller	Caminito Pacifica Trail (63)
Rancho Pacifica	\$2,600,000	Seller	Caminito Pacifica Trail
Rancho Pacifica	\$2,570,000	Seller	Rancho Verde Trail)56)
Rancho Pacifica	\$2,422,000	Seller	Rancho Sierra Bend (45)
Rancho Pacifica	\$2,170,000	Buyer	Rancho Solana Trail
Rancho Pacifica	\$2,100,000	Seller	Rancho Verde Trail (121)
Rancho Pacifica	\$2,020,000	Buyer	Rancho Del Mar Trail(land)
Rancho Santa Fe	\$4,850,000	Seller	El Rodeo Court
Rancho Santa Fe	\$4,300,000	Buyer	Ranchito Del Rio
Rancho Santa Fe	\$2,740,000	Seller	Calle Carla
Rancho Santa Fe	\$2,400,000	Buyer	Rancho Santa Fe Farms Road
Rancho Santa Fe	\$2,250,000	Buyer/Seller	Calle Carla
Rancho Santa Fe	\$2,200,000	Buyer	Avenida Del Duque
Rancho Santa Fe	\$2,185,000	Seller	Las Quintas
Rancho Santa Fe	\$1,980,000	Seller	Lago Corte
Rancho Santa Fe	\$1,965,000	Seller	Las Repolas
Rancho Santa Fe	\$1,700,000	Seller	Corte Fresco
Rancho Santa Fe	\$1,730,000	Buyer/Seller	La Floresta (1)
Rancho Santa Fe	\$1,617,505	Seller	Rancho Santa Fe Farms Rd.
Rancho Valencia	\$3,600,000	Seller	Paseo Valencia

MICHAEL TAYLOR GROUP
PROPERTY SALES
\$1,000,000 PLUS

COMMUNITY	PRICE	SELLER/BUYER	PROPERTY
RSF Farms	\$2,850,000	Seller	Turnberry Court
RSF Farms	\$2,750,000	Buyer	St. Andrews Road
RSF Farms	\$2,500,000	Seller	St. Andrews Road
RSF Farms	\$2,500,000	Seller	Saint Andrews
RSF Farms	\$2,200,000	Seller	St. Andrews Road
RSF Lakes	\$1,960,000	Seller	Twin Lakes Court
RSF Lakes	\$1,400,000	Seller	Rancho Santa Fe Lakes Rd.
San Diego	\$3,285,000	Seller	Calle Hermosa
San Diego	\$2,250,000	Buyer/Seller	Caminito Pacifica
San Diego	\$1,800,000	Seller	7th Ave. # 2202
San Diego	\$1,550,000	Buyer	Via Orilla



ABOUT COLDWELL BANKER

THE BEST STORY IN REAL ESTATE

Coldwell Banker the founder of Luxury real estate marketing has a profound story to tell.

The longest standing most dominate brand in real estate. The Coldwell Banker® brand is home to agents and brokers with drive, vision, talent and compassion. They work every day to redefine the standards of what it means to serve their clients and guide them to the homes of their dreams. They create successful and fulfilling lives for themselves and their families with the strength and support of the Coldwell Banker Brand.

Years in Business:
117

First Luxury Video:
1933

AVERAGE Transactions per day:
1668

Transactions over 1 Million 2022:
48,000+

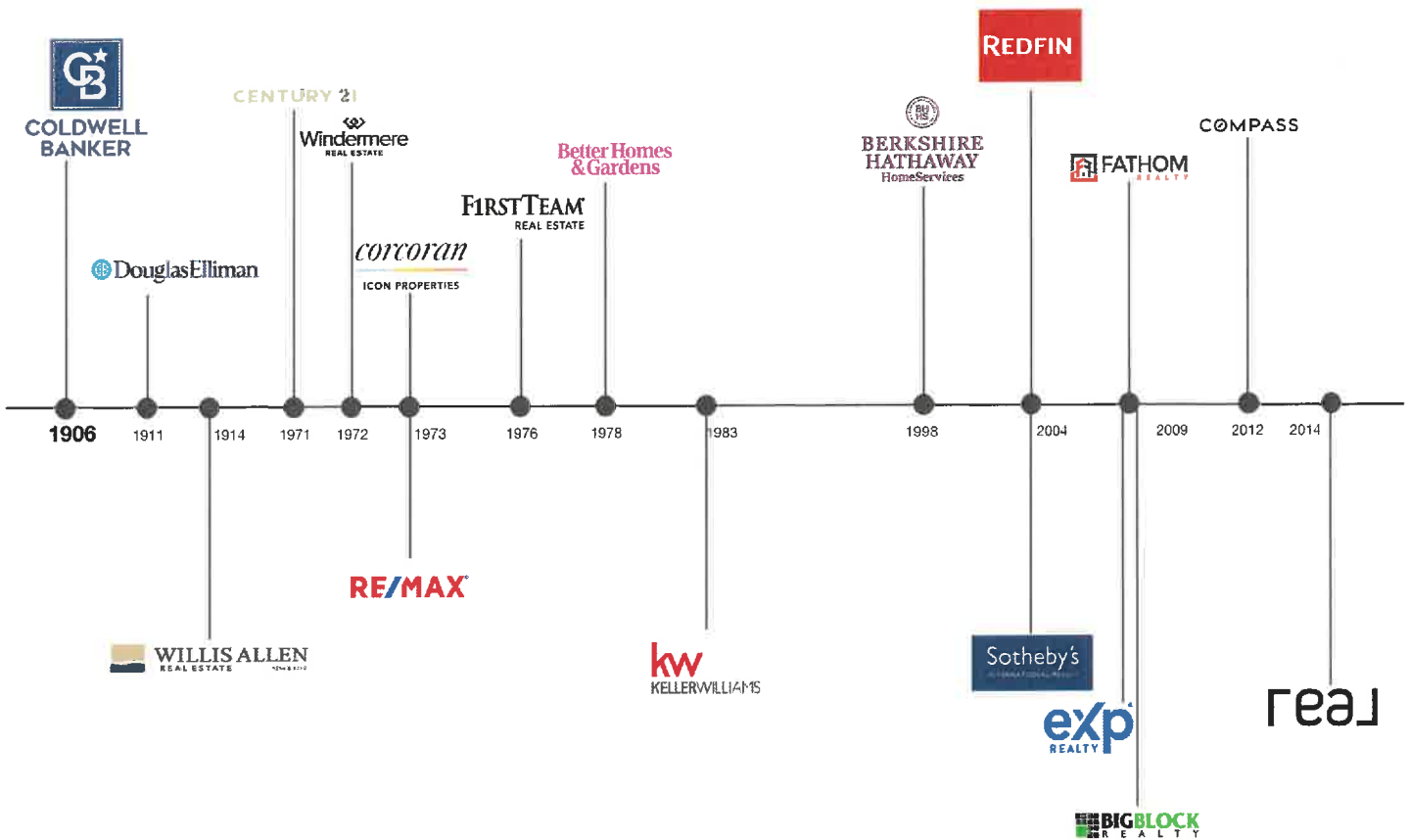
Daily Social Media and Video Impressions:
1,706,000+

Website visits to Coldwell Banker 2022:
184,000,000+

Number of Coldwell Banker Agents:
100,000+

Number of PR articles 2022:
21,000+

A TIMELINE OF REAL ESTATE COMPANY'S AND BRAND'S 1906-2022





When the prestige of the Coldwell Banker® name aligns with the expertise of today's leading luxury real estate masters and the reach of an international network in 40 countries and territories, the extraordinary is possible.

BRAND POWER
GLOBAL CONNECTIONS
A LUXURY LEADER
MARKETING MASTER

This is the Coldwell Banker Global Luxury® Program at its essence.



MEET THE REAL ESTATE BRAND THAT SHINES LIKE NO OTHER.

The Coldwell Banker® network has an unmatched legacy of success that spans over a century and across the globe. Yet year after year, our affiliated agents continue to raise the bar - delivering world-class results for their clients. For an extraordinary real estate experience, look no further.

#1 IN AGENT TRUST
Coldwell Banker/Quester
Agent Research/Brand
Personality Perceptions
January 2023

#1 MOST VISITED REAL ESTATE BRAND ONLINE
Reflects total website visits for 2022.
Source: Comscore 2022
Media Trends

#1 RATED REAL ESTATE ADVERTISING 11 YEARS RUNNING
Ace Metrix Scores 2012-2022.
Real Estate Category.



COLDWELL BANKER | REALTY

A man with grey hair, wearing a blue blazer over a dark sweater and a light blue collared shirt, stands smiling in front of a white house. To his left is a blue 'For Sale' sign with the Coldwell Banker logo. The background shows a tree with white blossoms and a clear sky.

**623 MILLION
IMPRESSIONS ON
SOCIAL MEDIA,
VIDEO & MORE**

2022 SPROUT SOCIAL AND
MEDIA AGENCY REPORTING

**\$288 MILLION
IN DAILY LUXURY
SALES**

DATA BASED ON CLOSED AND RECORDED
BUYER AND/OR SELLER TRANSACTION SIDES
OF HOMES SOLD FOR \$1 MILLION OR MORE AS
REPORTED BY AFFILIATES OF THE U.S.
COLDWELL BANKER FRANCHISE SYSTEM FOR
THE CALENDAR YEAR OF 2022. USD\$.

ColdwellBanker.com

LEADING THE WAY

OVER A CENTURY OF EXPERIENCE

The Coldwell Banker® brand practically invented modern-day real estate. Founded in 1906 on the principles of honesty, integrity and always putting the customer first, we changed the industry then and continue to do so today.

GLOBAL NETWORK

Through non-stop innovation and forward thinking, the Coldwell Banker brand has grown to become one of the most well-known and trusted names in real estate around the globe. Today, there are more than 100,000 affiliated agents serving clients in 40 countries and territories.

100,000+
AGENTS

40
COUNTRIES &
TERRITORIES

Andorra	Dominica	Netherlands
Argentina	Dominican Republic	Paraguay
Aruba	Egypt	Portugal
Bahamas	England	Sint Maarten
Bermuda	France	Spain
British Virgin Islands	Grenada	St. Kitts & Nevis
Cambodia	India	Turkey
Canada	Indonesia	Turks & Caicos
Cayman Islands	Ireland	United Arab Emirates
Chile	Italy	United States
Costa Rica	Jamaica	Uruguay
Curacao	Luxembourg	U.S. Virgin Islands (St.Croix & St. Thomas)
Cyprus	Malta	
	Mexico	
	Monaco	



#1

IN \$1M+ SALES

Coldwell Banker agents
handled more
\$1 MILLION+ sales than any
national real estate brand.



FUN FACTS ABOUT COLDWELL BANKER REALTY

Oldest Real Estate Company/Brand in US dating back to 1906

Largest with over 3,000 offices, 100,000 agents in 49 Countries & territories

First Company to Establish a Luxury Estate Division

Sells more Luxury Homes than any Brand or Company in the World

First Real Estate Company to Provide its clients with the peace of mind with full affiliated services, including Escrow, Title, Mortgage, and National Relocation Services

In 2021 RFG, Coldwell Bankers holding company was ranked the number 1 real estate brokerage in US for 24th straight year, by National Real Estate Publisher REAL Trends

Partners with AARP to provide Seniors with unique Real Estate Benefits

Raised millions of dollars for charitable causes including 5 million dollars for Habitat for Humanity in 2006

The company that has endured through World Wars, the Great Depression and countless other military and social economic conflicts



COLDWELL BANKER | REALTY



THE GLOBAL STANDARD IN LUXURY REAL ESTATE

Our affiliated agents are a remarkable force in the arena of high-end real estate, transacting \$288 million in daily luxury sales in 2022, with over 48,000 transactions of \$1+ million properties. We're also proud to be a leader in the ultra-luxury space, having closed more than 350 transactions over \$10 million last year.

With our global network of high-net-worth clientele and highly prestigious properties, experienced luxury agents and brokers can be certain that there's no better home for their business than with the Coldwell Banker Global Luxury® program.

