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a presentation on listing and selling your property





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## ABOUT NILOO



Global Real Estate Advisor, DRE #01184601  
**760.861.9555**  
niloo.shams@sothebysrealty.com  
desertsothebysrealty.com

The sale of your home will not happen by chance. Your home will be sold by a competitive, well connected and professional agent who has proven strategies with verifiable data to prove those strategies are working.

Niloo Shams has a 29 year track record as a top producing agent in the Coachella Valley. Together with her team of hand-picked professional agents and the unparalleled local, national and global support of the Sotheby's International Realty brand, Niloo's clients have the assurance to know that they are working with the best and can expect excellence in the service they receive. Your home will get maximum exposure through strategic and targeted marketing efforts. Niloo and her team's main goal is the successful sale of your home and to make the process seamless and an enjoyable experience to each client.

Niloo understands the nuances of marketing and selling distinguished and unique properties. She believes that every home has its own unique characteristics and design and to sell it successfully, the marketing efforts should tell the home's unique story.

Competitive by nature, Niloo leaves no stone unturned in the marketing and sale of her clients' homes and is unwavering in her efforts until she gets your home sold and makes friends out of each satisfied client. A large part of her business is a stream of referrals from past clients who become friends and refer their friends and family

Niloo's partnership and affiliation with Desert Sotheby's International Realty is yet another strategy to provide herself and her clients with a competitive edge in today's ever-changing real estate market. Your home will receive maximum exposure through the use of cutting edge technology and the incredible world-wide reach via Sotheby's International Realty's expansive syndication of each listing. In addition, the verifiable results will be emailed to you weekly. This verifiable information is a crucial element that keeps Niloo's advertising efforts focused in relevant cities and directly in areas where potential buyers come from.

It is proven that video is essential in today's online sales environment and specifically in markets where buyers are coming from out of the area and purchasing second homes. We provide an exposure beyond any other company. No other company in the desert offers the video syndication online through as many channels as Sotheby's International Realty and no other company will send you the verifiable data that the online marketing strategies are working.

Sellers take advantage of Niloo's almost 30 years experience negotiating favorable terms for them. She has an incredible level of energy to stay the course until the job is complete and every client is wowed and ready to send all their friends her way.



## MEET THE TEAM



### **DRAKE SCRIVENS**

Global Real Estate Advisor | DRE# 02172829  
760.668.6976 | drake.scrivens@sothebysrealty.com

Born and raised in Palm Desert, Drake has seen the real estate growth in the valley and knows the different areas and neighborhood like the back of his hand. You can say that real estate is in Drake's DNA. His grandfather was a local builder and his father is a local, seasoned luxury home builder. Drake has joined his step-mom, Niloo Shams, at The Shams Group team and brings honesty, integrity and a tremendous work ethic to the team. Drake's qualities have earned him the trust of his clients and a stream of referrals from buyers and sellers of real estate in the Coachella Valley.



### **PAUL HOLZMAN**

Licensed Transaction Coordinator | DRE# 00672565

Paul Holzman brings 40 years experience in real estate to The Shams Group team. As the team transaction coordinator, he makes sure all paperwork is signed by all parties in the transaction and that the I's are dotted and the T's are crossed. As an experienced REALTOR® himself, Paul knows the ins and outs of the real estate business and ensures that The Shams Group clients have a seamless and enjoyable real estate experience.



### **NATALIE BROWN**

Licensed Listing Coordinator | DRE# 01002117

Natalie Brown started her career in real estate 35 years ago. She is a listing coordinator for The Shams Group and ensures that all aspects of the listing are taken care of. Natalie prides herself in being an organized and dynamic person who makes sure everything needed to prepare a home for the market are attended to with precision. Natalie is a great asset to The Shams Group team and loved by all our sellers.

# UNPARALLELED MARKET REACH

## **SOTHEBYSREALTY.COM**

Sotheby's International Realty's website, sothebysrealty.com, is the #1 most trafficked website in the world for luxury properties.

## **PROPERTY SYNDICATION**

Sotheby's International Realty's proprietary listing distribution program ensures that properties in all areas are seen by more affluent buyers online than any other real estate brand. This program places properties up front and center on over 10,000 websites, a feat that cannot be imitated or duplicated by other real estate brands.

## **THE NETWORK**

Sotheby's International Realty's network of top producing agents across 1,000 offices in 70 countries produced over 114 billion in total sales volume in 2019. This network of agents consistently work together to refer clients to one another, meaning that properties listed with Sotheby's International Realty benefit from the entire network working together to drive awareness and buyers.

## **MARKETING**

Sotheby's International Realty's hand-selected global marketing plan provides clients the most comprehensive, targeted marketing in real estate touching connected TV, earned press, print, digital, social and experiential marketing.

## **INNOVATION**

Sotheby's International Realty's digital innovations consistently attract buyer loyalty. Buyers interact with first-to-market innovations such as virtual reality property tours, embedded video showings and area lifestyle immersion. The result? Sotheby's International Realty has more video and VR interaction than Zillow, Coldwell Banker, Compass, Berkshire Hathaway, Engel and Volkers and Realtor.com combined.

WHY LIST WITH THE SHAMS GROUP

## **NOTEWORTHY CLIENTELE**

A clientele base including: 71 of Forbes 100 Wealthiest People, 253 of Forbes 400 Wealthiest Americans, 60 of Worth Magazine's Benefactor 100 List, and 78 of Forbes 100 Wealthiest Americans.

## **PROVEN TRACK RECORD**

277-year brand heritage, \$114 billion annual sales volume in 2019, \$2.4 billion in annual referrals, 34 Million website views annually, 123 Million property video views, 4.4 billion media impressions annually.

## **MEDIA DOMINATION**

Sotheby's International Realty receives more press mentions and media collaborations than any other real estate brand. Due to the quality and consistency of Sotheby's International Realty's inspirational properties, brands such as Apple, Vogue, The New York Times, Wall Street Journal, Dwell, Financial Times, Dow Jones and beyond drive their viewers, readers and brand loyalists to Sotheby's International Realty properties daily.

## **BRAND POWER**

The powerful Desert Sotheby's International Realty blue sign and classic branding immediately differentiate my clients' properties. The Desert Sotheby's International Realty's brand is aspirational, placing it in a league with brands like Tiffany & Co., Porsche and Gucci. This brand power attracts the attention of qualified buyers.

# THE SHAMS GROUP DIFFERENCE

Our main goal is to earn your trust through results and a seamless and enjoyable real estate experience. We will prepare a strategic marketing plan unique to your home and a tried and true approach in this market for the precise launch of your listing to generate the most offers. Our 30 years of honed negotiation skills will ensure that no amount of your investment dollars are left on the table.

1. A pre-listing inspection that will allow you to fix any issues that may arise during the escrow process.
2. We will do a walk through with you through your home to make sure the home shows beautifully and if needed, will recommend state-of-the-art staggers in every price range to make sure your home looks its best to ensure a quick sale for the highest price.
3. Daytime, dusk/dawn and drone photography, video and property website created by a professional architecture photographer to show your home in its best light to potential buyers online. We believe online photography and videography are crucial in grabbing a buyer's attention and when prepared in the right light, will evoke emotion in potential buyers that will allow participation in bidding wars.
4. Strategic launching date of your home on the market. We have found through experience and success that the launch date on the market for your home is best on a Friday where we can advertise the home for open house on Saturday and Sunday and create buzz and momentum for maximum interest and multiple offers. We schedule the buyer response deadline for the following Monday at 5 PM, allowing us to review all offers with you and choose the offer that best suits your needs, timing and price. This strategy allows us to send counter offers in a timely manner for a successful sale.
5. Online syndication is paramount when 90% of buyers start their searches online, not only because Coachella Valley's feeder markets are outside of the area, but also due to the pandemic. The Desert Sotheby's International Realty's online global syndication is unparalleled. The photography, videography and listing information will syndicated to over 10,000 top luxury real esatet and lifestyle websites, including The Robb Report, The Wall Street Journal, Financial Times, The Chicago Tribune, and more. The results will be sent to you via a weekly email report.

6. Receiving and processing offers - We verify the legitimacy of buyers through conversation and communication with the buyers' agent and will always receive a proof of funds and/or pre-approval letter on a potential loan. We will summarize all offers after we email them to you so you know what price, terms and closing date they have and whether they are cash or financing with the appropriate proof of funds and lender's pre-approval.
7. Sending of sellers' disclosures to buyer's agents and buyers. This lowers the contingency period and avoid any delays in the removal of contingencies.
8. We have a transaction coordinator on staff who assures that all paperwork is sent to the appropriate parties, reviewed and securely signed via docu-sign.
9. We will communicate the results of advertising and marketing with you weekly and provide feedback on every showing. We will walk you through the escrow process until the close of the sale
10. We are a team of driven, organized and results-oriented individuals that conduct our business with integrity and build relationships with clients and brokers alike.

*"The outside world can push you into day two if you won't or can't embrace the powerful trends quickly. If you fight them, you are probably fighting the future. Embrace them and you have a tailwind."* -Jeff Bezos

We look forward to showing you how we are a "day one" real estate team and laser-focused on the sale of our listings for the highest price in the shortest time possible, ultimately making raving fans of our clients through the referral of their friends and family.





What a wonderful REALTOR® and lovely person! When we first met with Niloo we had a very specific list of things we were looking for in our Indian Wells vacation home search, which meant a limited group of homes requiring patience and an eagle eye in a very tight market. Over the course of 9 months, she'd send us links that were 98 percent fits, truly understanding our vision. Then the 100 percent fit appeared and hours later we had an offer in. What's quite stunning is that this home listed on a Friday evening and she dropped whatever she was doing to draft our offer. She deftly negotiated our proposal and streamlined a 2-week close, with inspections. We don't live locally, so she was also incredibly helpful providing us with a list of recommended tradespeople and stores to get us settled into the new home. Throughout our time working with her she was immediately responsive via text and phone, graciously answering quick questions or managing complex requests. A home run (pun intended)!

**BILL AND CLAIRE WOLFENDEN**

WHAT MY CLIENTS ARE SAYING ABOUT ME

# TESTIMONIALS

The experience with Niloo was excellent. She sold my home the day it listed. She's an absolute pleasure to work with. She was always quick to respond and would explain things very clearly. I'm Canadian so real estate processes are very different in California than they are in Canada. Niloo made the experience very simple for me. I'd recommend her to anyone.

**C. LEWIS**

It was an absolute pleasure to work with Niloo on the sale of our home. The professionalism exhibited by her and her team made this transaction the best of all our past real estate experiences. Niloo's knowledge and appreciation of current market, use of the best photographer, her sweet and kind attitude made this transaction smooth and easy. A one week full price offer! Amazing. We recommend Niloo to everyone looking to buy or sell in the desert area.

**CHUCK AND SUSAN WEISBART**

Being from Canada we were more than overwhelmed with the process of buying a home in the desert area. We knew we needed someone to hold our hand throughout the buying process. We spoke to a few agents before our initial contact with Niloo Shams. We were quickly put ease with Niloo's extensive knowledge of the Coachella Valley and different neighborhoods. Niloo listened to our needs and presented options that fit our criteria. She is an expert negotiator. Returns calls promptly and walked us through the whole process. She was organized and she and her staff made buying our second home easy and a perfect experience. We will recommend Niloo to friends and family looking to buy in the desert and consider her a valuable friend.

**DAVE AND KAREN SEATH**

Niloo knows her business and has a winning team at The Shams Group. We listed our home with The Shams Group after having listed it with 3 other agents unsuccessfully. Niloo did not waste any time. She brought a stager and had our home partially staged so that it showed at it's best for potential buyers. She scheduled photography, videography and got our home exposure through the Sotheby's brand and top internet portals. She brought us qualified buyers and was there at every showing discussing the best features of our home to potential buyers. Niloo communicated with us after every showing to keep us involved in the selling process. Two weeks in and we had results! A cash offer negotiated by Niloo and a quick sale and smooth escrow. What we learned from this process is that who you work with matters. There is no other agent in the desert like Niloo. We highly recommend her and her team at The Shams Group.

**JOHN AND SUSAN SACKS**



# MARKETING PLAN

## PRIOR TO PUBLISHING LISTING

- » Professional photos taken
- » Listing documents signed
- » Shoot video/matterport, if applicable

## IMMEDIATELY AFTER LISTING

- » Property on local multiple listing service
- » Feed property to top real estate websites
- » Key and keybox installed
- » Signage ordered
- » Preliminary title report ordered
- » Identify where buyers in the area are from

## 1ST WEEK AFTER LISTING

- » Flyer/brochure prepared and ordered
- » Set up on online traffic reporting
- » Set up on photography reporting
- » Send out syndication email
- » Prepare open house ads, if applicable
- » Prepare newspaper/magazine/digital ads
- » Call all agents with listings in the area

## EVERY 30 DAYS AFTER LISTING

- » Call all agents with listings in a similar price range
- » Update comparative market analysis to confirm price is accurate
- » Review comparative market analysis
- » Review marketing plan with seller
- » Consider price change adjustment
- » Contact showing agents with new price
- » Schedule and hold a new open house

## AS NEEDED UNTIL ACCEPTED OFFER

- » Send out digital assets for the home
- » Contact seller with feedback from showings
- » Qualify calls as serious vs. curious
- » Present offers with seller's net proceeds
- » Skillfully negotiate and represent client

## AFTER ACCEPTED OFFER

- » Verify and submit paperwork to brokerage
- » Monitor contract
- » Send seller's disclosure forms to buyer
- » Verify deposit of buyer's earnest money
- » Schedule settlement at title company
- » Assist seller in transferring utilities
- » Schedule buyer home inspection and appraisal
- » Coordinate with buyer's lender and title companies

## ONE WEEK AFTER CLOSING

- » Check-in with clients
- » Ask for feedback to improve service
- » Ask for feedback on marketing plan
- » Ask for referrals/testimonials

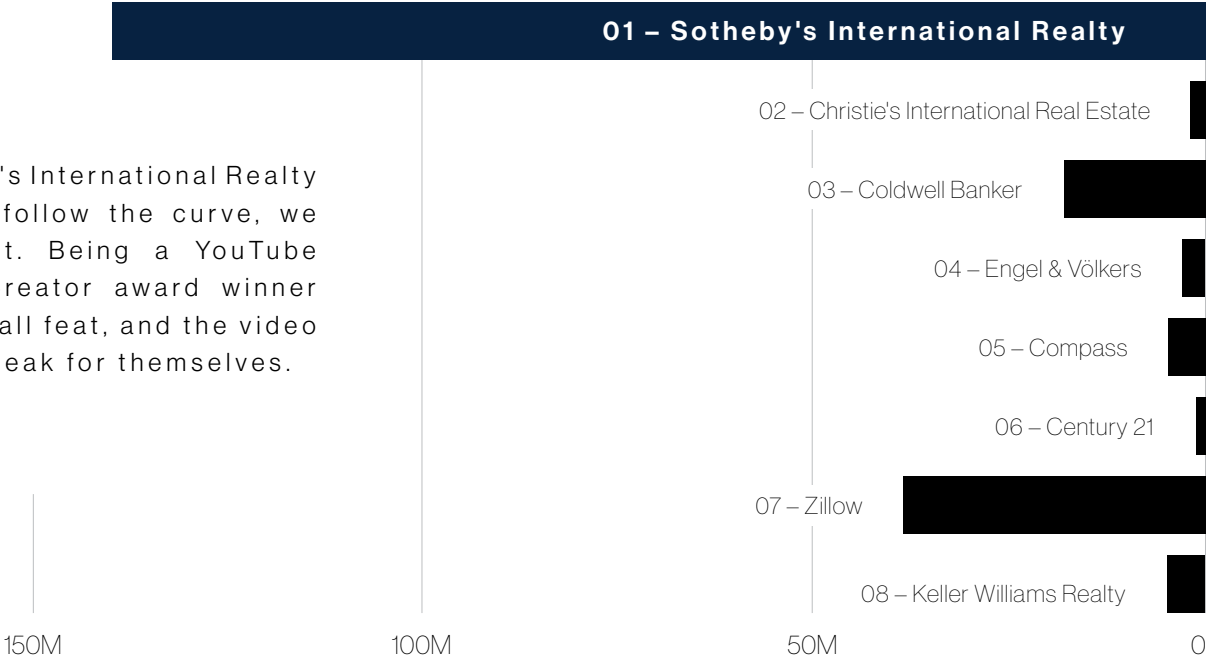


# MEDIA PARTNERSHIPS

L.A. TIMES  
SOTHEBY'S MAGAZINE  
WALL STREET JOURNAL  
MANSION GLOBAL  
NEW YORK TIMES  
DESERT MAGAZINE  
DESERT SUN  
PALM SPRINGS LIFE HOMES MAGAZINE  
DESERT SUN RETREATS  
CONDÉ NAST  
FINANCIAL TIMES

VIDEO INNOVATION  
AND DOMINATION

Sotheby's International Realty doesn't follow the curve, we create it. Being a YouTube Silver Creator award winner is no small feat, and the video views speak for themselves.





# PREPARING TO SELL

## GENERAL AREAS

- » Clean the entire house and remove clutter.
- » Keep all lights and lamps on. Be sure to turn on under cabinet lights and other decorative lights.
- » Replace all burned out light bulbs.
- » Light bulbs should be the same color.
- » Keep ceiling fans off for the duration of the photo shoot.
- » Televisions and computer screens should be off for the duration of the shoot.
- » Open all blinds and window coverings.
- » Shutters should be open to expose the maximum amount of window but should not be drawn up completely.
- » If your property has views that can be seen from the interior, be sure to clean all windows and remove screens if possible.
- » Remove as many personal and family photographs as possible.
- » Remove small rugs to show flooring.

## DINING ROOM

- » Clear, dust and polish table.
- » Feature one centerpiece that adds color and contrast to the room.
- » Straighten and evenly space chairs.
- » Remove child seats or booster chairs.

## KITCHEN

- » Clear countertops of non-decorative items.
- » Remove all refrigerator magnets and decorations.
- » Hide garbage cans in pantry or closet.
- » Remove soaps and dishes from sink and any dish towels draped over the sink or oven handle.
- » Remove distracting over-cabinet decorations.
- » Remove napkins, paper towels, spices, oils.

## LIVING ROOM

- » Remove all non-decorative items.
- » Declutter the fireplace mantle.
- » Fluff and straighten furniture pillows.
- » Remove toys and electronics.
- » Hide all wires.

## MASTER BEDROOM

- » Make bed, straighten skirt, fluff pillows.
- » Iron or press linens.
- » Remove all personal non-decorative items from night stands.
- » Remove electronics and wires.
- » Remove clutter from dressers and other surfaces.
- » Remove family photos.
- » Clean under bed.

## SPARE ROOMS

- » Remove vinyl and photos from walls.
- » Remove posters, logos and stickers.
- » Remove any trash cans and laundry bins.
- » Clean under the bed.
- » Make beds.
- » Remove or organize toys.

## BATHROOMS

- » Clean bathroom.
- » Remove all personal items.
- » Remove all non-decorative items.
- » Close closet doors.
- » Remove shampoo, soap, wash cloths, etc. from bathtubs and showers.
- » Remove and hide toilet paper roll.
- » Remove used towels.
- » Remove rugs and floor mats.

## PETS

- » Hide pet bowls in garage or closet.
- » Hide pet toys and beds in closet.
- » Keep pets in a hidden crate or outside.
- » Clean pet waste and toys out of backyard.



THE PHOTOGRAPHER'S GUIDE TO GETTING YOUR HOME READY



# SUPPORT STAFF

The staff and management of Desert Sotheby's International Realty are a unique team of 50-plus talented, diverse individuals who have combined their efforts in the goal of delivering the most effective real estate services to our clients. Our agents and their clients have the daily support of in-house marketing, transaction, legal, operations, relocation, property management, photography and videography departments.



IN-HOUSE AWARD-WINNING MARKETING TEAM

## QUESTIONS

**WILL WE SAVE MONEY BY LISTING OUR PROPERTY OURSELVES?**  
Do you believe your property would sell at a fixed price, or do you believe that it would sell in a range of prices based on the marketing, photography, real estate brand and negotiation skills of your agent? Having a professional, licensed and trained sales associate advocating for and marketing your property ensures a smooth transaction and for the highest market value possible.

**CAN WE LIST FOR ONLY 30/90 DAYS?**  
In order to best market your property with digital, print and experiential advertising, our minimum listing period is 6 months. My recommendation is a year agreement so that you are included in Sotheby's International Realty's global media plan. This strategic plan drives qualified buyers from our key feeder markets.



SIGNIFICANT SALES

- 1

\$5,990,000

74380 Palo Verde Drive, Indian Wells  
The Vintage Club

7 BED | 14 BATH | 2,369 SQUARE FEET
- 2

\$4,250,000

70149 Sonora Road, Rancho Mirage  
Thunderbird Heights

4 BED | 4.5 BATH | 4,328 SQUARE FEET
- 3

\$1,995,000

77240 Iroquois Drive, Indian Wells  
Indian Wells Country Club

4 BED | 4.5 BATH | 5,755 SQUARE FEET | FURNISHED
- 4

\$1,499,000

77790 N Via Villagio, Indian Wells  
Indian Wells Country Club

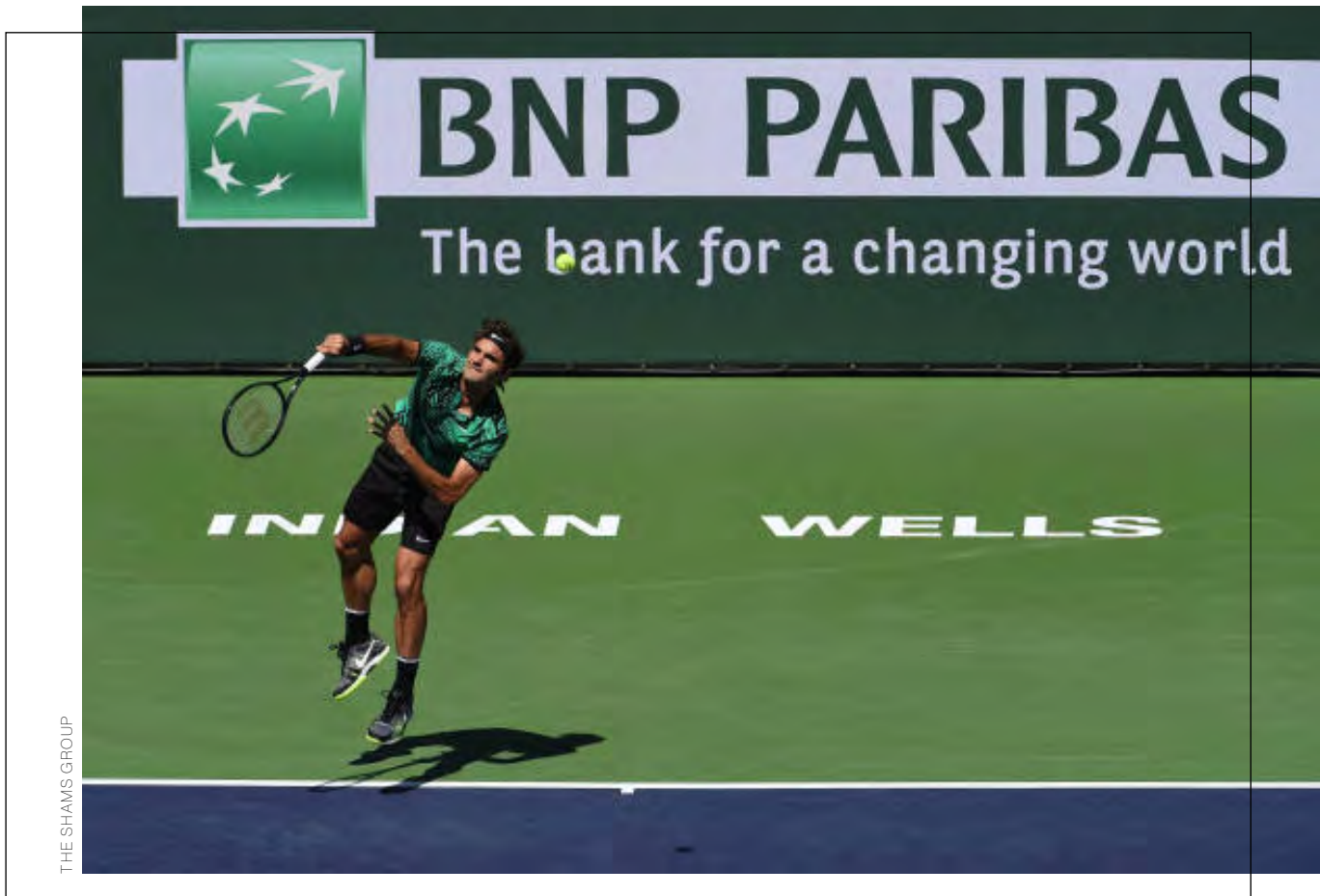
4 BED | 4.5 BATH | 3,529 SQUARE FEET

SCAN THE QR CODES TO VIEW HIGHLIGHTS





# CONTACT



## NILOO SHAMS

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THE  
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