

**LuxuryCollective**.®

**R I C H A R D   G R A M S**

REALTOR®

## RESUME

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We begin with a central belief – your home is one of your most valuable possessions.

In fact, many of our clients that have only their home equity to see them through their retirement years find that we are prudent stewards of their beloved home. We sincerely appreciate this opportunity to earn your trust and promise to deliver with integrity and professionalism.

Our first goal is to help you arrive at a list price that represents top market value without alienating potential buyers, no easy task for even the most proficient agent. Yet our unique understanding of the local market, our methodical comparative market analysis techniques, and our industry know-how empowers us to arrive at the optimal price. As you peruse the attached, keep in mind our team of seasoned professionals have prepared this analysis harnessing industry-leading research and experience. Ultimately, we seek to offer confidence and peace of mind before we begin this journey together.

Additionally, you will find robust information that evidence the expertise of our team, and the dedication to our core tenants of integrity, professionalism, and proficiency.

We welcome this opportunity to serve you, and please do not hesitate to contact us with any questions or concerns that arise.

Sincerely,



*Richard Grams*

RICHARD GRAMS  
CalDRE License #02218195  
Direct: (323) 606-3013  
Email: rickg@luxurycollectivere.com



*Eric Delgado*

ERIC DELGADO  
CalDRE License #01831579  
Direct: (310) 909-3464  
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# RICHARD GRAMS

REALTOR® | DRE#02218195

(323)606-3013

BUY | SELL



Richard Grams, widely known as Rick, stands as a distinguished figure in the real estate sector, particularly within the vibrant city of Los Angeles. His unparalleled expertise in analysis and sales, combined with exceptional communication skills, has enabled him to cultivate an extensive network of peers, clients, and associates. This network not only spans the breadth of Los Angeles but also empowers him with access and insights critical to navigating the complex real estate market. Rick's approach to real estate is characterized by a meticulous attention to detail and a relentless work ethic. These qualities, along with his profound analytical abilities and thorough preparation, place him at the forefront of the industry. Whether it's identifying lucrative investment opportunities or providing clients with strategic advice, Rick's methods are designed to achieve optimal outcomes. His success is not merely a product of his professional skills but also his dedication to hard work. Rick believes that there's no substitute for diligent preparation, and it's this belief that has opened the door to limitless possibilities in his career. As a result, Rick Grams has not only established himself as a top-tier professional in real estate but also as a visionary capable of turning any challenge into an opportunity for growth and success.



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WWW.LUXURYCOLLECTIVEREALTY.COM

RICHARD GRAMS | (323)606-3013 | RICKG@LUXURYCOLLECTIVERE.COM

## WHY LUXURY COLLECTIVE?

Our results speak for themselves – we stand by our performance. Our unparalleled track record of success, assisting 20x more sellers per year than the average agent, proof that our actionable research and analysis leads to results.

Our team sells homes in an average of 23 days, for 8% higher than average, due to our expertise, analysis and client relations.

### AVERAGE DAYS ON THE MARKET

AVERAGE AGENT  **58**

LuxuryCollective  **23**

### AVERAGE PERCENTAGE OF LIST PRICE VERSES FINAL PRICE

AVERAGE AGENT  **93**

LuxuryCollective  **101**

### NUMBER OF HOMES SOLD IN THE LAST 12 MONTHS

AVERAGE AGENT  **7**

LuxuryCollective  **461**



## RECENT ACTIVITY



**24764 W SADDLE PEAK RD**  
6 BEDS | 4 BATHS | 4,089 SQFT (APX)  
SOLD FOR \$4,780,000



**15029 VALLEYHEART DR**  
7 BEDS | 6 BATHS | 5,109 SQFT (APX)  
LISTED FOR \$3,275,000



**1927 N WILTON PL**  
4 BEDS | 4 BATHS | 3,000 SQFT (APX)  
LISTED FOR \$3,195,000



**3422 LAURIE PL**  
4 BEDS | 3 BATHS | 2,888 SQFT (APX)  
SOLD FOR \$2,980,000



**4500 HASKELL AVE**  
5 BEDS | 5 BATHS | 2,900 SQFT (APX)  
SOLD FOR \$2,200,000



**3119 VIA DOLCE APT 301**  
3 BEDS | 3 BATHS | 2,010 SQFT (APX)  
SOLD FOR \$1,320,000



**806 SERPENTINE ST**  
4 BEDS | 5 BATHS | 2,684 SQFT (APX)  
SOLD FOR \$2,775,000



**11322 MISSISSIPPI AVE**  
4 BEDS | 6 BATHS | 3,450 SQFT (APX)  
SOLD FOR \$2,850,000



**12430 SHORT AVE**  
4 BEDS | 2 BATHS | 1,302 SQFT (APX)  
SOLD FOR \$1,250,000

# MARKETING APPROACH

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## OUR OBJECTIVES

- Identifying quality buyers until your property is sold
- Weekly, informative communication with our team with updates and results
- Expert negotiation with buyers to deliver the highest dollar value for your property

## PRESENTATION OF PROPERTY

- Interior design consultation to provide a list of recommendations on what will help you home sell for the most amount of money and pale the competition.
- Detailed notes of all the special features of your property to include in our beautiful marketing materials and entice ready buyers.
- Professional photography with high-voltage, movie-style lighting so that your home is shown in the best light possible.

## MARKETING

- Industry-leading marketing designers will create flyers and emails to send to the top 100 brokers in the area, prior to broader market introduction to streamline broker outreach
- Identification of targeted demographics via Google and Facebook marketing efforts
- For example, data-informed creation of demographic 1 (buyers who live within 2-5 mile radius) and demographic 2 (eligible buyers who can afford property sales price with a 20% down payment based on income)
- Outreach to prospective buyers up to two hours daily to identify and schedule potential buyer visits, catalyzing multiple offers and high foot traffic

## PRICING

- Competitive pricing to begin sales process, opening rather than narrowing prospective buyer pool
- Candid and transparent communication with you the seller to adequately explain determination of sales price



## AWARDS & RECOGNITION

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MODERN LUXURY

**POWER  
PLAYERS  
2016**

ANGELENO MAGAZINE — POWER PLAYERS

Top 1% of REALTORS® in America | Eric Delgado

KELLER WILLIAMS REALTY INTERNATIONAL  
TOP 50 PRODUCING AGENTS

Ranked #3 Nationwide | Eric Delgado

**AMERICA'S  
TOP REAL  
ESTATE  
AGENTS**



**REALTRENDS**  
THE TRUSTED SOURCE

2018 REAL TRENDS TOP 100 REALTORS®

Individual Sides | Eric Delgado

Team Sides | Eric Delgado

## CLIENT REVIEWS

### Highly likely to recommend | 5.0 ★

10/2/2021 - Gemini3

Sold a Townhouse home in 2019 in North hollywood, North hollywood, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Great sales attitude, excellent real estate knowledge and skills. Sold my property's twice: in 2010 sold for highest price on a sliding market and also in 2019 sold my townhome.  
Highly recommend!

### Highly likely to recommend | 5.0 ★

11/4/2020 - vahiksar

Sold a Single Family home in 2020 in Rossmoyne, Glendale, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

My experience with Eric was very pleasant. Right from the start I was so impressed by his negotiation and communication skills that I decided to list my house with him though but for a previous phone call, I'd never met him before. I find him a man of high integrity who works very hard and gets great results. The level of accountability that Eric and also his team bring to the table are noticeably above the norm and that provides you with confidence and piece of mind while you wait for your house to be sold. I highly recommend Eric to anyone who wish to sell their house.

### Highly likely to recommend | 5.0 ★

11/6/2019 - Jrbragg66

Bought and sold a Single Family home in 2015 in Canyon country, Santa clarita, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Eric Delgado is a person I can trust when it comes to realtors. He is very knowledgeable in this industry and continues to excel in it. He impressed me and my wife the first time we met him. He knew things about our we were selling that we did not even know. He really does his homework and research. He will do whatever he has to, to make you happy as the buyer and or seller. He has you in his best interest. Trust is not easy to find but with Eric I trust him very much.

### Highly likely to recommend | 5.0 ★

11/2/2019 - user624618

Bought a Single Family home in 2017 in Sun valley, North hollywood, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Eric was a pleasure to have as our real estate agent. Eric never left any questions unanswered and always responded promptly. I would highly recommend him.

### Highly likely to recommend | 5.0 ★

2/21/2019 - zuser20160218115139784

Bought and sold a Single Family home in 2018 in Encino, Encino, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Eric is a tremendous real estate professional and someone that I would highly recommend. He helped guide us through two complex transactions which required his knowledge and experience to successfully complete. Eric is a pleasure to work with and an all around great person.

### Highly likely to recommend | 5.0 ★

2/20/2019 - annabellereseda

Sold a Condo home in 2018 in Reseda, Reseda, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

My husband and I struggled with the idea that selling our condo would be a difficult challenge. The realtor who first listed our property, ambitiously stated that he would close a deal with in 30 days. We extended into 60 days and did not have a single offer.

Like a ray of sunshine, Eric Delgado and his stellar team rescued us. Their well-researched strategy was so impressive, it is unbelievable that we received not just one but several offers.

Every stage of their management was extremely skilled, professional and efficient. Each member of the team is friendly, helpful and masterfully experienced. Love, love, love Eric Delgado's team, exceptionally fabulous!

### Highly likely to recommend | 5.0 ★

10/24/2018 - aimeenlimon

Sold a Single Family home in 2018 in Simi valley, CA.

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

Eric did a stand up job. He was patient when we needed it, he understood and listened when the crazy process of buying & selling a home got stressful. He always made me feel like he was protecting me and working "FOR" me. That wasn't the case with other realtors in the past.





## YOUR WHITE GLOVE TEAM

Luxury Collective is committed to providing you with the White Glove treatment and meeting all of your expectations, from getting your home placed on the market to the final touches. From front of the line to behind the scenes, we will be there every step of the way.

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### **ERIC DELGADO** FOUNDER | REALTOR® | DRE License # 01831579

Eric is a proven leader - with over 950 properties sold throughout his career, he is a prime example of relatable and dedicated professionalism. He is a shrewd multi-tasker with singular expertise in the real estate industry. Most of all, Eric champions training and education for himself and his team. His focus on leading and maintaining an office full of ambitious minds has spurred his success both in sales of luxury real estate as well as high marks with customer satisfaction. His tireless advocacy for clients inspires innovative solutions, efficient problem-solving and persistence among his team. He takes time to ensure each member of his team is well-equipped to carry on the mantle of excellence in the luxury real estate market.

### **SANDRO BONONI** Sales Director | REALTOR® | DRE License # 01401037

Sandro Bononi started his career in Real Estate 17 years ago, and since then has been ranked the top agent year in and year out. In 2019, Sandro Bononi sold over 140 homes with \$100 million in closed sales. This is because he takes a different approach to Real Estate, one that was built on personal touches, win-win deals and positive results. He utilizes the latest technologies, market research and business strategies to exceed expectations. More importantly, he listens to each of his client's needs and finds solutions that are tailored specifically for each of his clients.

### **VERONICA ANANIA** Listing & Transaction Supervisor | REALTOR® | DRE License # 02039519

Veronica embodies the concept of providing peace of mind for clients throughout their real estate journey – from the initial listing to the final closing. Throughout the process, Veronica diligently works to simplify what can often be an overwhelming journey, alleviating stress and serving as an invaluable source of information and assistance for any client question or concern. With Veronica, clients can confidently anticipate industry-leading service from the very beginning to the end of their real estate transactions. They can place their trust in her, knowing that their deals are in capable hands, thanks to her extensive experience, effective communication skills, and unwavering reliability. As an integral member of the Luxury Collective team, Veronica excels at handling various aspects of the real estate process, from managing inspection reports to navigating disclosures, providing timely updates on loan status, and expertly guiding clients through the intricacies of detailed walkthroughs. Throughout all these tasks, Veronica consistently maintains the highest levels of professionalism and dependability.

# #1 LUXURY AGENT

2020  
REALTRENDS



ERIC  
DELGADO



HARMA HARTOUNI, DAN STUEVE AND  
EVERYONE AT KW ENCINO-SHERMAN OAKS  
CONGRATULATE ERIC DELGADO

AS PER THE WALL STREET JOURNAL

SALES VOLUME

SALES SIDES

#4

IN THE SFV

#2

IN THE SFV

#16

IN LOS ANGELES

#2

IN LOS ANGELES

#59

IN CALIFORNIA

#8

IN CALIFORNIA

#126

IN THE USA

#141

IN THE USA

LuxuryCollective

**kw** ENCINO-SHERMAN OAKS  
KELLERWILLIAMS.


# #1 INTERNATIONAL AGENT

# CONGRATULATIONS



# #1 ERIC DELGADO

Eric is ranked #3 out of 181,000 KW agents internationally – our unequalled success has been built on a foundation of marketing proficiency, attentive client relations, and insatiable desire for results. By hiring the best, you can rest assured that you can achieve the best.





AMERICA'S  
#1 AGENTS  
ARE WITH AMERICA'S  
#1 REAL ESTATE  
COMPANY

The real estate company of choice  
for agents and their clients.

Ranked on the 2018 REAL Trends  
"The Thousand"

**Individual Sides** Kyle Seyboth · Libby Sosinski · Ashley Nicholson · Fidel Batres · Stephanie Vitacco · Jenna Lucas · Tara Savage · Erick and Julie King · Bricena Aragon · Mary Whitworth · Eric Delgado **Team Sides** Lucido Agency · Ben Kinney/Home 4 Investment Team · The Loken Group, Inc. · Kevin Blain Team · Five Doors Network · Hergenrother Realty Group · The EZ Sales Team · Jeff Glover & Associates · The Rider Elite Team · The Griffin Group · United Home Group · Kristan Cole Real Estate Network · Jose Medina and Associates · Joe Rothchild Realty · Global Living · The Heyl Group · Unity Home Group · The Perna Team · David Hoffman Group · Josh Deshong Real Estate · The Kenny Klaus Team · Team Monzo · Bustos Real Estate · The Stephen Cooley Real Estate Group · Jim Shaffer and Associates · The Mike Hicks Realty Group · The Levinson Team · TeambuilderKW · The Haro Group · Benchmark Real Estate Team · The Lander Team · Laura Gillott Team · Blasingame Group · Coyle/Becton Property Group · The Incorvaia Team · The Laurie Finkelstein Reader Real Estate Team · The Maez Group · Mark Hite Team · The Dan Holt Team · Dar Walden Team · Lee Tessier Team · Legacy Group · The Holli McCray Group · The Reynolds Team · Advantage Home Team · The Ryan Dallas Team · Jennifer Young Team · The Delia Group · The Redbud Group · The Huff Group · Real Estate By Design Group · The Icon Team · The Johnson Team · The Amy Kite Team · The Hogan Group · 14 Moves Goerss Team · Jay Schmidt Group · The Roy Group · Xperience Real Estate · Gate Arty & the Group · Brown Dean Group · Frank Montro Homes · Matt Fetick Team · Center City Listings · Edie Waters Network · Brenkus Realty Network · Spokane Home Guy Group · Wilson Realty Group · Homehelper Consultants · Ryan Hanson Homes · The Edge Group · The Krause Basler Network · Charlotte Mabry Team · The Anderson Group · Fox Real Estate Network **Individual Volume** Stephanie Vitacco · Coco Tan · Kyle Seyboth · Eric Delgado **Team Volume** Lucido Agency · Ben Kinney/Home 4 Investment Team · The Loken Group, Inc. · Five Doors Network · Kevin Blain Team · The Rider Elite Team · TeambuilderKW · Global Living · Hergenrother Realty Group · Alchemy Real Estate Group · Chernov Team · Dave Clark Team · Jeff Glover & Associates · United Home Group · KASE Real Estate · The Heyl Group · The EZ Sales Team · Jesse Weinberg and Associates · Sue Adler Team · Kristan Cole Real Estate Network · Juliana Lee Team · The Reynolds Team · Joe Rothchild Realty · Brett Jennings Real Estate Experts · Steven Cohen Team · Boyenga Team · Unity Home Group · Jennifer Young Team · The Laurie Finkelstein Reader Real Estate Team · David Hoffman Group · Josh Deshong Real Estate · Fulcrum Properties Group · Noel Team · Bustos Real Estate · Eng Garcia Grant & Co. · Cesi Pagano Team · Xperience Real Estate · Fineman Suarez Team · The Bracha Team · The Kenny Klaus Team · The Griffin Group · Lysi Bishop Real Estate · Jay Schmidt Group · The Chou Team · The Hoffman Murphy Real Estate Team

## SOCIAL MEDIA

Today's real estate market is changing every day, and so are the best techniques and strategies for achieving results. Did you know over 70% of adults use Facebook/Instagram every day? Luxury Collective proficiently harness the power of exponential reach and audience identification through Facebook/Instagram to connect buyers and sellers seamlessly. We leverage the power of Facebook through expending advertising dollars on the platform, leading the industry in shaping Facebook/Instagram posts, identifying key audience demographics, and ultimately growing the potential pools of customers for you. Every day, our influence and content marketing potential grows on our Facebook platform, finding "hidden" buyers, simplifying open house planning and creating excitement and interest in your property. Before we ever hit the market, Luxury Collective runs analytical campaigns to catalyze publicity and visibility – let us do the legwork and enjoy the market-leading results of our 21st century marketing capability.



## PROFESSIONAL PHOTOGRAPHY



“We met Luxury Collective at an open house for a property that they were selling. They are laid back and welcoming. They were the first listing agents that didn’t contact us after finding out that we didn’t already have an agent. We are first time home buyers and Luxury Collective walked us through the process and made us feel comfortable. There was never any pressure to try and close a transaction as fast as possible. Their assessments on properties were always very honest and they let us move at our own pace. They really have the buyers best interest in mind. My wife and I have pretty hectic schedules during the day and Luxury Collective were very accommodating. There were a few nights we were on the phone with Luxury Collective at 10 PM because we couldn’t chat during the day. They answered all of our questions on the same day and never took more than a few minutes to respond. Every day that we wanted to see places they were able to make accommodations to get us into them. They are very professional and great to work with. They were very knowledgeable in the areas that we were looking (Sherman Oaks, Encino, and Tarzana). I would highly recommend them to anyone that is looking for an agent in the Valley.”

**-F. Malchow**





Luxury Collective go the extra mile (and they know where they're going while leading there). They are very responsive and understand the nuances of process and negotiation. These skills went a long way for us, particularly during the accelerated closing timeline during which Luxury Collective were able to coordinate the financing team to close, fund, and record in the same day. Thanks for being awesome, Luxury Collective."

-J. Lee

## STAGING

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Luxury Collective innovative staging strategies make every home look like it just jumped out of a magazine!

### Why home staging?

Staged homes are typically sold in half the time of an unstaged home for an average of 5-10% higher!



### INCREASE BUYER INTEREST

90% of buyers start looking online where you only have a few moments to catch a buyer's interest.



### SELL PROPERTIES FASTER

Homes that are staged sell 75% faster than those that are not.

### HIGHER SALE PRICE

83% of staged properties sell for the asking price or above.



### CREATE A WARM AND INVITING ATMOSPHERE

Transform an otherwise humdrum interior into an elegant and attractively styled home, which allows buyers to visualize themselves in the home.



## VIRTUAL STAGING

### BEFORE



### AFTER



### INCREASE BUYER INTEREST

90% of buyers start looking online where you only have a few moments to catch a buyer's interest.

### SELL PROPERTIES FASTER

Homes that are staged sell 75% faster than those that are not.

### HIGHER SALE PRICE

83% of staged properties sell for the asking price or above.

### BEFORE



### AFTER



### A FRACTION OF THE COST OF HOME STAGING

We can virtually furnish an entire room for just US\$32.00 per image.

### GET RID OF THAT EMPTY, COLD AND ABANDONED FEELING

Fill your listing with stylish furniture which allows buyers to visualize themselves in the home.

# QUESTIONS TO ASK YOUR AGENT

QUESTION	AGENT 1	AGENT 2	LuxuryCollective
HOW MANY HOMES DID YOU SELL IN 2023?			104
WHAT IS THE AVERAGE NUMBER OF DAYS ON THE MARKET FOR YOUR LISTINGS?			23
WHAT PERCENTAGE OF THE LIST PRICE DO YOUR LISTINGS USUALLY SELL FOR?			101%
WHAT PERCENTAGE OF THE PROPERTIES THAT YOU LIST RESULT IN SUCCESSFULLY CLOSING ESCROW?			99%
WHAT IS YOUR MARKETING PLAN OF ACTION AND WHAT ARE THE NON-TRADITIONAL METHODS THAT ARE MOST EFFECTIVE IN SELLING MY HOME?			TO BE PRESENTED
IF I LIST MY HOME WITH YOU, WHEN WOULD THE MARKETING BE COMPLETED?			WITHIN 48-72 HOURS
HOW DO YOU KNOW WHO SHOWS MY HOUSE AND HOW DO YOU FOLLOW UP?			WEB-BASED SOFTWARE
HOW OFTEN WILL I BE UPDATED?			WEEKLY
HAVE YOU HIRED A BUYERS SPECIALIST TO AVOID DUAL REPRESENTATION OR A CONFLICT OF INTEREST?			YES
HAVE YOU HIRED LICENSED STAFF TO HANDLE ALL PAPERWORK SO YOU ARE FREE TO SPEND ALL OF YOUR TIME SELLING MY HOME?			YES
DOES YOUR OFFICE HAVE THE LEVERAGE OF AN INTERNATIONAL BRAND?			YES
ARE YOU AN APPROVED LUXURY LISTING SPECIALIST?			YES



**LuxuryCollective**

[www.luxurycollectiverealty.com](http://www.luxurycollectiverealty.com)