



Prepared by



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THE ENGEL & VÖLKERS STORY

Experts at your service



Engel & Völkers was founded in 1977. We began as a specialty boutique agency providing high-end real estate services to wealthy European investors in search of assistance from experts who were highly professional and discreet. We proved our competence and passion early on and quickly earned a reputation for our unparalleled level of service, highly valued network and strong leadership in the market. Our successes lead to greater demand for what we offered. With a brand gaining in recognition and reputation, we established a system that allowed us to expand without sacrificing our higher standards of quality.

In 1988, we launched our own lifestyle, design and architecture magazine, GG. Through this publication, we define our brand and showcase the premier properties we represent. In 1990, we

opened our first international shop in Majorca, Spain. It marked the beginning of our worldwide expansion throughout Europe, Africa, Asia, and North America.

Today, there are approximately 9,000 real estate advisors in over 30+ countries and with 850 locations spanning through six continents. Though the Engel & Völkers firm has grown beyond a small boutique agency, you can still rely on us for the qualities that remain our keys to success - local market expertise, a highly valued network, and an unparalleled level of service quality.

ENGEL & VÖLKERS VANCOUVER

Representing the area's best

Operating in Vancouver since 2015, Engel & Völkers Vancouver has experienced unmatched success in our market. We have locations in Yaletown (our flagship shop), Kerrisdale, West Vancouver and South Surrey with over 148 Real Estate Advisors that bring an elevated experience to Vancouver and beyond. With a refined brand and innovative team, we're here not only to buy and sell homes, but to help you discover the fullness of life found in your next move— whether it's a first home, dream home, or even a castle (we can help with those, too). From Vancouver to Majorca, Boston to Belize, and everywhere in between, our people possess a shared passion for all that we do.



“ When considering buying or selling a property, it is essential to work with true market experts who take the time to understand your unique real estate goals. ”

Christian Völkers, Founder

Tyson Davies

REAL ESTATE ADVISOR



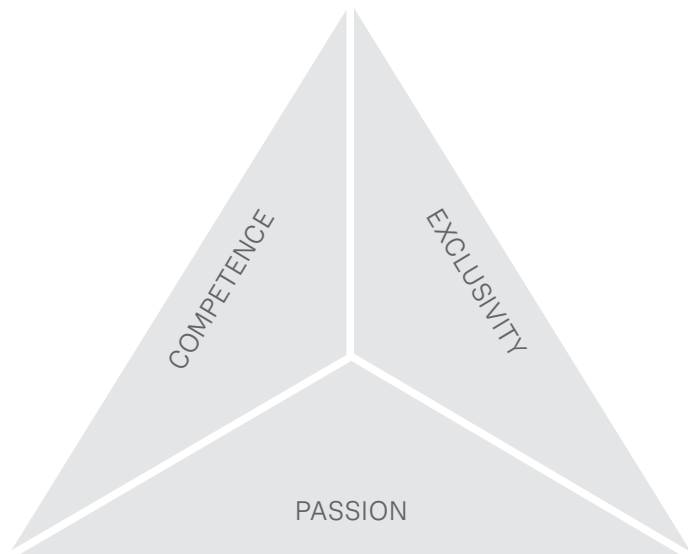
Communication is the foundation of business, I pride myself on being able to build relationships with everyone around me in order to create smooth transactions, gain knowledge and leverage these relationships for good. As a hard-working professional who is deeply enthusiastic about real estate, my focus and intuition allow me to understand my clients' unique needs and deliver a tailored service as everyone is naturally different and no two transactions are the same. One of my main goals during the real estate process is making everything move efficiently and as effectively as possible taking away as much of the stresses as I can. Known for my excellent negotiation skills, I strive to ensure the best possible outcome for my clients. Whether selling or buying real estate, research is key to understanding the market, what is to come and when to do so. I offer clients all my knowledge and guidance throughout the whole way with expertise and commitment.

ENGEL & VÖLKERS®

Competence ♦ Exclusivity ♦ Passion

THE CORE VALUES THAT DEFINE US

“Engel & Völkers evokes a real estate experience with the utmost competence, exclusive expertise and passion for all that we do. Handcrafted attention to every detail and meticulous white-glove service is what each and every one of our clients deserves.”



There is a single vision shared by the thousands of professionals who represent Engel & Völkers worldwide. It is to link together the aspirations of discerning individuals around the world, be it in a private or business context with total passion. To achieve this vision, we have established a set of core values. These values help to maintain our high level of service quality worldwide and reinforce the

meaning of our brand for each and every Engel & Völkers advisor.

Our training, marketing capabilities and international network ensure that our advisors can competently meet your real estate needs. They will develop a customized strategy and provide the specialized services that will work exclusively for you. And they will do it all with total passion.



A Higher Standard Worldwide

35+ COUNTRIES SPANNING 5 CONTINENTS

Engel & Völkers is one of Europe's most recognized real estate brands. We specialize in the sale and leasing of premium residential property, commercial real estate and yachts around the globe. We are also a trusted source of real estate market news and trends on a global scale. Engel & Völkers is part of a culture that appreciates fine living and discerning taste.

Our reputation among the high-end segment of buyers and sellers have given us the ability to become the first real estate company in the world with a specialized division dedicated to the sale of historic properties. These include classical mansions, castles, palaces and cloisters throughout Europe. While we continue to reach new heights in the super-prime real estate markets we never lose sight of the

roots of our success. We continue to value the knowledge, service and network we use to assist each and every client we serve and to achieve their highest real estate aspirations.

Wherever an Engel & Völkers office has opened, whether in Europe, Africa, Asia, or in the Americas, the worldwide recognition of our brand follows. For the homes we represent, including yours, this means greater worldwide exposure enhanced by the confidence of our brand. This has been the strategy that has enabled us to successfully reach qualified international buyers for the homes that we represent.

Engel & Völkers began providing services more than 30 years ago as a boutique agency known for its highly specialized real estate service to a small but exclusive clientele.

Local and International Expertise

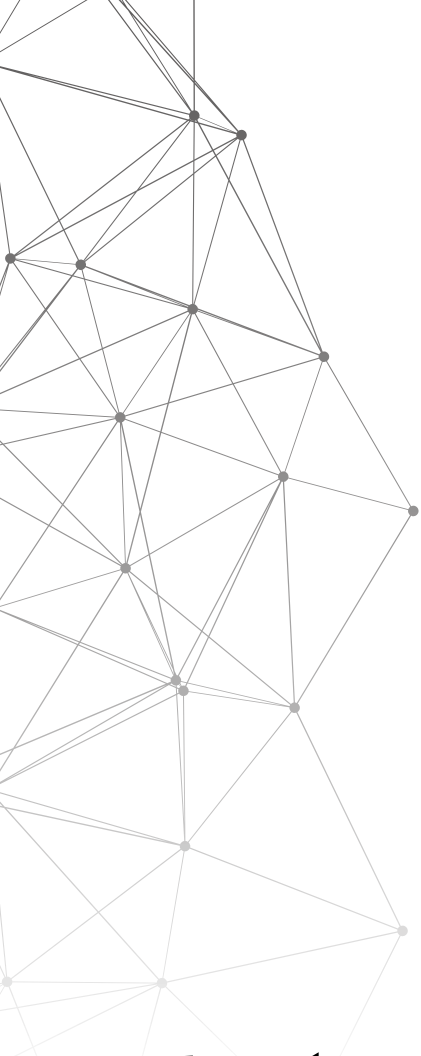
PROVIDING WORLD-CLASS SERVICE

Today, as an international brand serving the needs of many thousands of home sellers and buyers around the world, we continue to value our boutique style of business. We will hold our relationship with you closely and give back to the communities we share.

We know the unique features of your local towns and neighborhoods because we understand that these offer priceless value that will affect how we market your property.

Though we belong to an international network, we are a local shop and all of our advisors are local experts. Many have grown up in the neighborhood and have a network of clients who are also their friends. What they all have in common is the ability to reach buyers and markets locally, nationally and around the world.





The strength of our network

OUR COLLABORATIVE APPROACH

With Engel & Völkers you have a dedicated team working to achieve your real estate goals. Our expert advisors have specialized knowledge of local market activity and neighborhood trends. They can evaluate your home in the context of ever changing factors that impact both to ensure an effective pricing strategy.

Working with Engel & Völkers means you receive the personal service of an advisor who is supported by members of Engel & Völkers North America in New York City as well as representatives of our global headquarters team in Hamburg, Germany.

Your advisor will also have access to our exclusive network of Engel & Völkers professionals worldwide. All work in collaboration to execute and deliver marketing campaigns, public relations exposure, social media engagement, and global outreach to attract more buyers for your home. These elements ensure your property is viewed by the highest number of potential buyers.

Every home is a mansion

LUXURY SERVICE ALWAYS

While we do represent historic castles and mansions throughout the world, we represent homes at all price points, providing the same standard of premium service and personal attention for all. No matter the price, size or style of a home, Engel & Völkers' core values ensure the very best service and commitment. Our experience and achievements in the many locations and countries we operate have given us a breadth of tools and strategies to be effective for a wide variety of properties, price points and market conditions.

We take a consistent approach that includes market research, strategic marketing and maximizing the exposure throughout our network, for every home. The international

recognition of our brand continues to provide the advantage of gaining the attention of a wider audience of potential buyers for every home we represent.

Through periods of strong economic growth and in less certain times, Engel & Völkers has maintained consistent success in its sales for the past 30 years.





Concierge service throughout

OUR ADVISORS DELIVER PEACE OF MIND

As an Engel & Völkers client, you are our highest priority. Our collaborative approach to the sales process means involving you in as much or as little of the activities as you would like. However, through it all, we will provide proactive and ongoing communication, reporting on the status of your home as often as is most convenient and valuable for you.

You will receive regular updates on the status of your property, written reports on each showing, details of our marketing campaigns and new measures before they are implemented. We consider open and frequent communications between our advisors and clients to be essential. Our hope and our goal is to have the successful sale of your home be the first of many opportunities in which we can be of service in achieving your real estate goals

Detailed information to keep you up to date:

- Reports after each showing
- Activity reports on the status of your sale
- Latest market information
- Evaluation for marketing measures
- Advice on aesthetic improvements

The best real estate agents help their clients buy and sell homes. Engel & Völkers advisors do more. They will offer you guidance and insight in ways not every agent can. In fact, we designate our agents as “Advisors”, to better define the higher level of service they provide. Engel & Völkers maintains consistently high levels of service experience throughout the world by managing performance at every level. We are highly selective of the agents who join us. We approach top performers with proven track records and real estate professionals who are well respected within the community. A deep understanding of client service is essential. Our advisors start out great and always strive to be better.

First and foremost, they are the experts. They can recommend restaurants, movie theaters, financial institutions, popular tourist attractions and cultural events. Most importantly, they can talk about the real estate market and where your home is in the bigger picture. Being experts, our advisors provide more than facts. They will provide you with valuable insight that is relevant to your personalized needs and see to every detail throughout the process so you won't have to worry.

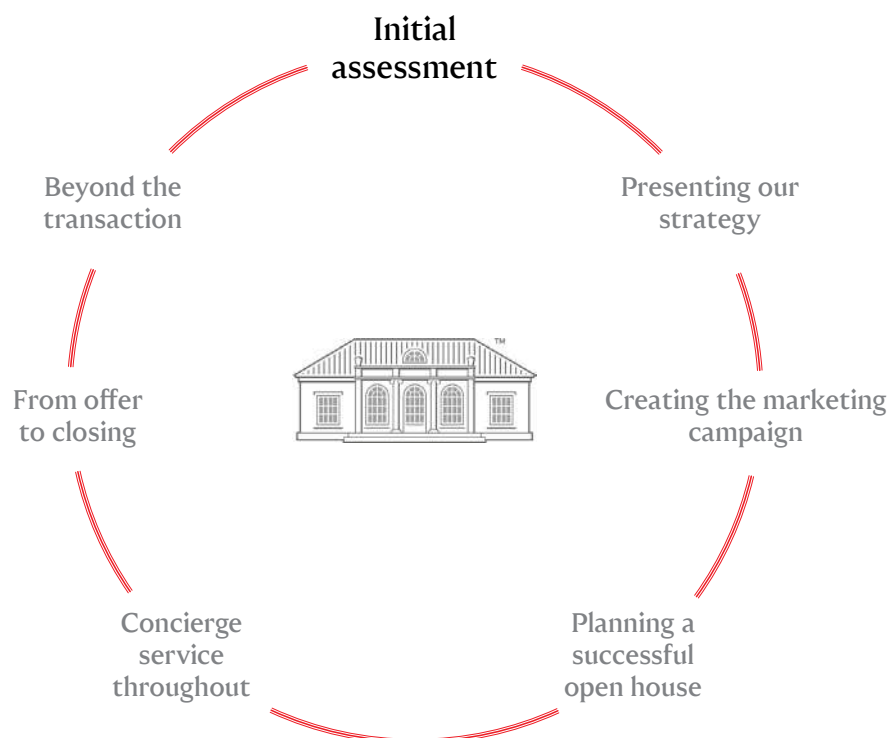
Seller representation

OUR CONCIERGE LEVEL OF SERVICE

Your Engel & Völkers advisor will tend to every need throughout the home sales process to ensure a worry free experience for you. You can expect insight and information from a market expert, marketing strategies tailored to your property, proactive communication and ongoing consultation.

The marketing professionals at Engel & Völkers who support our advisors have committed themselves to a clearly defined goal: to identify the maximum value of your home and to sell it for the best price possible.

Using our broad range of expertise and the specialized training received at our company-owned academy, we dedicate ourselves to this goal and perform with total passion.



Initial assessment

GETTING TO KNOW YOUR NEEDS



The better we know you, the better we can serve you. That is why we start with an individual consultation with every client. Our goal is to get a better understanding of your expectations and to learn more about the property through your eyes.

As a leading real estate company with an international profile, you will be provided with exceptional service that starts from day one. During this step in the process, our advisor will review every aspect of your property, ask questions and research the local market trends and activity.

The steps are taken to determine key marketing points, outline the ways in which we will collaborate with you on a pricing strategy, identify your home's target audience and gain a full understanding of your specific and unique needs. This crucial first step sets a course for you, our advisor, our brokerage and our brand to work together to sell your home at the highest price within an acceptable time frame and in a stress-free manner.

The scope of our research:

- Review your property
- Conduct a homeowner interview
- Research market activity and trends
- Identify target audience
- Outline pricing strategy
- Gain full understanding of unique homeowner needs

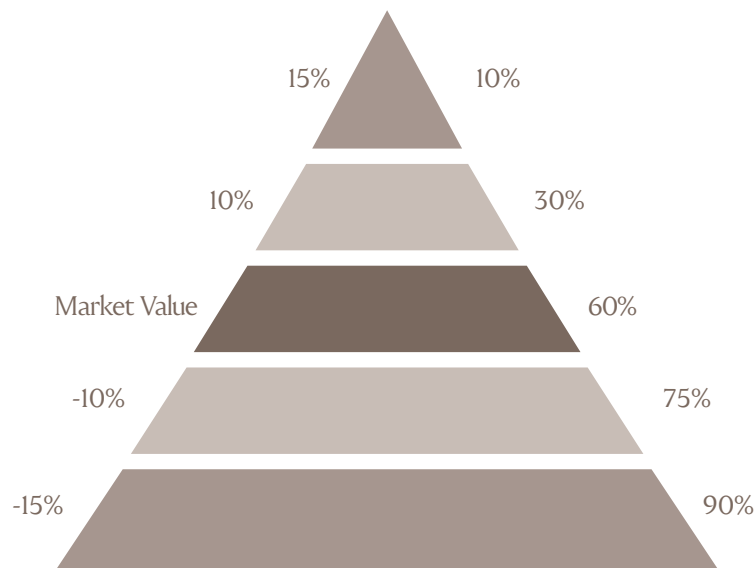
An effective listing strategy

PRICE, TIMING AND EXPOSURE

Finding the best buyer for a home is to expose it to the largest number of potential buyers. The market dictates the amount of attention a home will receive based on its listed price. Pricing above market value will get the attention of fewer potential buyers. Pricing at or below market value will attract more buyers.

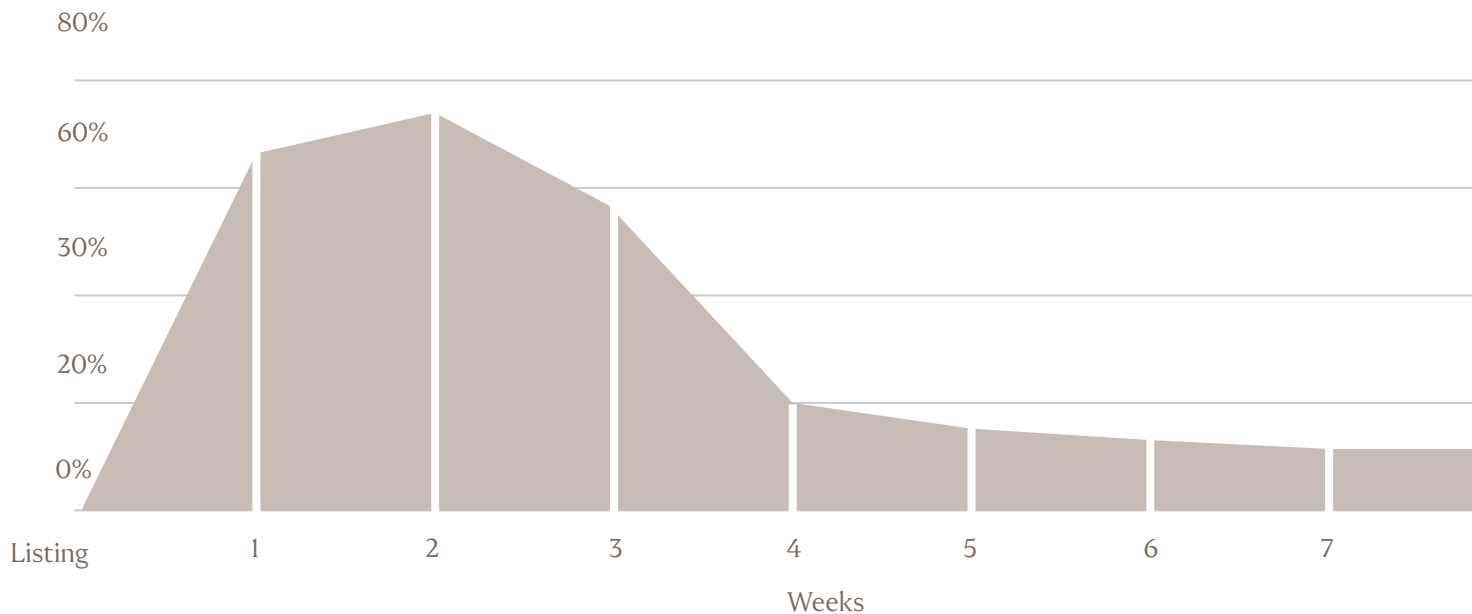
The chart represents the amount of interest among potential homebuyers once a property is listed. Statistics show that interest and excitement are highest within the first four weeks on the market. With the higher level of interest comes the best opportunity to communicate the value of the property and to ultimately sell it.

Preparation and, especially pricing, are crucial in capitalizing on this initial exposure. As weeks pass and without the added recognition as a “new listing”, interest falls and reintroducing the home at an adjusted price typically does not receive the same attention as the first four weeks.



Asking price compared for Market Value

Pricing is everything. If you miss the right price range, the chances are fewer buyers.





All-encompassing marketing reach

MULTI-PLATFORM STRATEGY

Local exposure & marketing initiatives:

- Engel & Völkers Advisor's contacts and relationships
- Exclusive exposé display (varies per shop)
- Yard sign
- Property showings
- Professional photography
- 3D Tour & Floor plans
- Video Tour
- Custom Property brochure
- Custom Email blast to local database.

National exposure:

- Engel & Völkers North America network
- Engel & Völkers Shop TV Private Residences
- The New York Times
- The Wall Street Journal
- Architectural Digest

Online exposure:

- evrealestate.com
- vancouver.evrealestate.com
- wsj.com
- MansionsGlobal.com
- JamesEdition.com
- Realtor.ca
- Juwai.com (Weekly leads - 90% of the received leads are for properties over \$5 Million)
- ListHub Global
- Facebook
- Instagram

International exposure:

- Engel & Völkers global network GG Magazine
- International New York Times
- International media exchange
- Worldwide exposés display
- Global corporate communications

**Some media channels may have established minimum pricing prerequisites for property features.*

Creating the marketing campaign

DESIGNING BESPOKE STRATEGIES

With a full understanding of your home's position in the market and a pricing strategy to meet your goal within an acceptable time frame, our marketing team will go to work in developing and executing a custom strategy to promote your home to the target audiences we've identified.

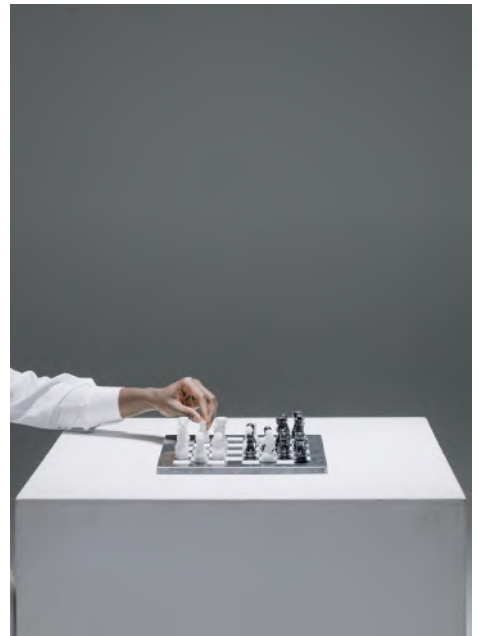
Professional photographers will capture images of your home that will leap out of the pages of world-class publications where Engel & Völkers ads are placed. Our designers will work together to build your campaigns which may include direct mail, online advertising, social media posts and on exposés appearing in shops throughout our international network.

We also have a dedicated public relations group who find newsworthy features to present to our list of local, national and international media.

We will market your property in a focused manner to prospective buyers that we have specifically chosen from within our network our existing global list that includes more than 400,000 clients around the world. We will also leverage the Engel & Völkers brand locally to maximize exposure, as well.

Full service marketing and advertising:

- Professional high quality creative work
- Engel & Völkers brand recognition
- Advertisements in local, national and international publications
- Preferred placements and branding on top real estate search sites
- Presence on Engel & Völkers websites
- Social media and public relations





Picture perfect

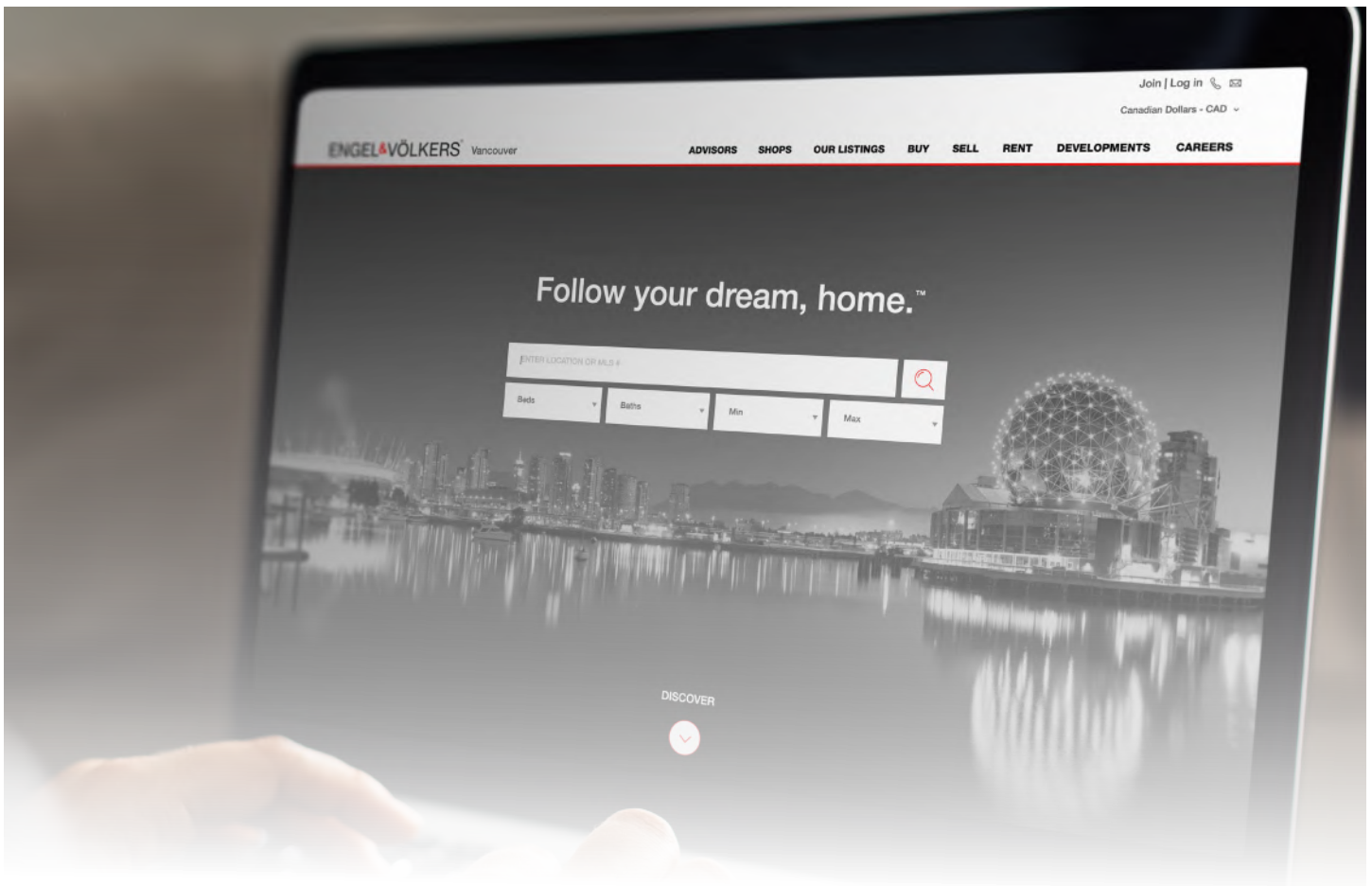
EYE CATCHING IMAGERY

We only work with professional photographers and videographers who have earned our trust when it comes to the quality of their work. They are the best in their fields and produce work that captures both the details and the essence of a property's greatest features.

On our websites, brochures, print advertising and videos exceptional presentation is not only an essential requirement of the Engel & Völkers brand, it greatly increases the chance of connecting your home to the right buyer.

When a potential buyer notices the right home it is typically love at first sight. Online or in print, you only have one chance to make a great first impression.

Within the few minutes it takes for an opportunity to be won or lost, when noticing your property, it is all the more critical that the presentation of your property digitally and in print is professionally styled.



Superior Online Presence

CAPTURING MILLIONS OF VISITORS EACH DAY

The Engel & Völkers network of websites are the center piece of our integrated online marketing strategy. It includes our local, national and international websites designed to introduce and engage highly qualified visitors from nearby and afar.

Our website leads the industry for its design, tools and functionality. The intuitive and visually attractive layout of the Engel & Völkers websites increase the amount of time spent viewing to increase engagement and lead generation.

As part of our overall web strategy, our shop-level websites concentrate on listing exposure for local and regional homebuyers while potential buyers searching nationally are connected to our pages through our Engel & Völkers U.S. site. International buyers visiting any of our other Engel & Völkers websites from countries around the world are also linked in to our pages.

A hand is holding a tablet that displays a real estate website. The website has a grid of property listings with images and text. A semi-transparent white box is overlaid on the tablet screen, containing text. In the background, there is a blurred image of a person's hand holding a smartphone, also displaying a real estate website. A network of white dots connected by lines is overlaid on the entire image, creating a digital or technological feel.

Our EDGE platform

EXTENSIVE DOMESTIC & GLOBAL EXPOSURE

At Engel & Völkers we keep our consumers' best interests top of mind, leading with personal experience and leveraging technology to enhance the white glove service we provide. In the evolving landscape of real estate it's important that we continue to align ourselves with diverse and strategic partners that provide the greatest opportunities to give our network an EDGE in their business and consumers the EDGE in selling their homes through the most efficient and enjoyable process possible. That EDGE has never been stronger!

The Extensive Domestic & Global Exposure (EDGE) platform for our North American network is a means of expanding our online listing syndication platform created to provide you that very EDGE.

Unrivaled online exposure

OUR MULTI-CHANNEL PLATFORM

90% of home buyers began their search using the internet and 47% who started this way actually purchased the home they found online. We understand the power and the necessity in strategic online exposure for your listing. Our partnership with ListHubGlobal, the nation's number one distribution network, is one of the key ways we attract more potential buyers to our listings.

Juwai.com is where Asia goes to find an international property. Meaning; "home overseas", the site is visited by thousands of Chinese buyers, the largest international property buying force, each day from over 315 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore.

The Wall Street Journal has expanded its online marketing power with the introduction of Barron's, Penta, Marketwatch and Mansion Global, a standalone, luxury real estate website and mobile app that connects wealthy global buyers with extraordinary properties. James Edition is the premium online marketplace where high-networth buyers search worldwide to find extraordinary real estate, yachts, jets, jewelry and all accouterments of the luxury lifestyle.



The E&V mobile strategy

CONNECTING BUYERS TO YOUR HOME

A growing number of real estate related searches are happening on mobile devices, which is why the fastest growing component of our digital marketing strategy is for our smartphone and tablet users. We've developed mobile apps and optimized our marketing tools for mobile access to ensure our presence in this emerging segment.

Designed for the iPhone®, Android®, iPad® and other mobile and tablet devices, the E&V Mobile App searches and finds the most accurate and up to date MLS listings from the Engel & Völkers network. We've also ensured that our listings appear on the most popular real estate mobile apps being downloaded, including Partner sites including Realtor.ca.

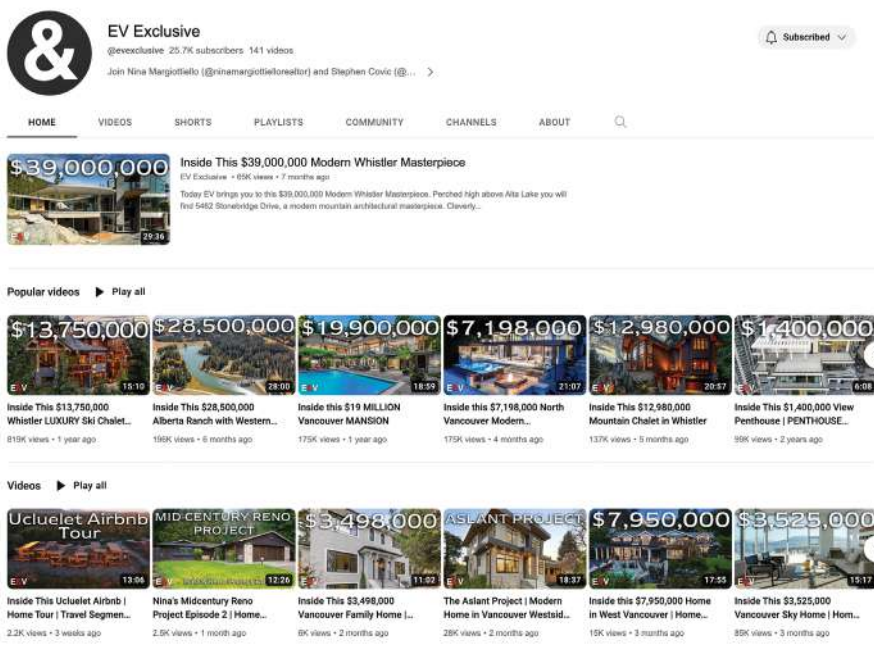


The E&V Mobile app gives you access to:

- Home searches by price, beds, baths, lot size & square footage and more.
- Home searches by new to market and price reduction listings and open houses.
- Saved searches to keep track of viewed homes.
- One-click-contact to an Engel & Völkers' sales advisor.

Social Media strategy

ENGAGING FANS, CREATING BUYERS



Engel & Völkers places special attention in social media where over 35% of all online activity is spent. We engage our friends and fans through our Facebook® pages and YouTube® videos ensuring that our brand, services and premier properties remain a topic of conversation.

Through Instagram® and Facebook® we are able to create content relevant to the market plus sponsored ads that will effectively showcase your property and drive traffic to the website.

Our strategy in social media is to be where our clients and potential clients are, providing content of true value and driving traffic to our properties. We also use social media to strengthen our connections locally by reporting and sharing news and interests happening within our community.

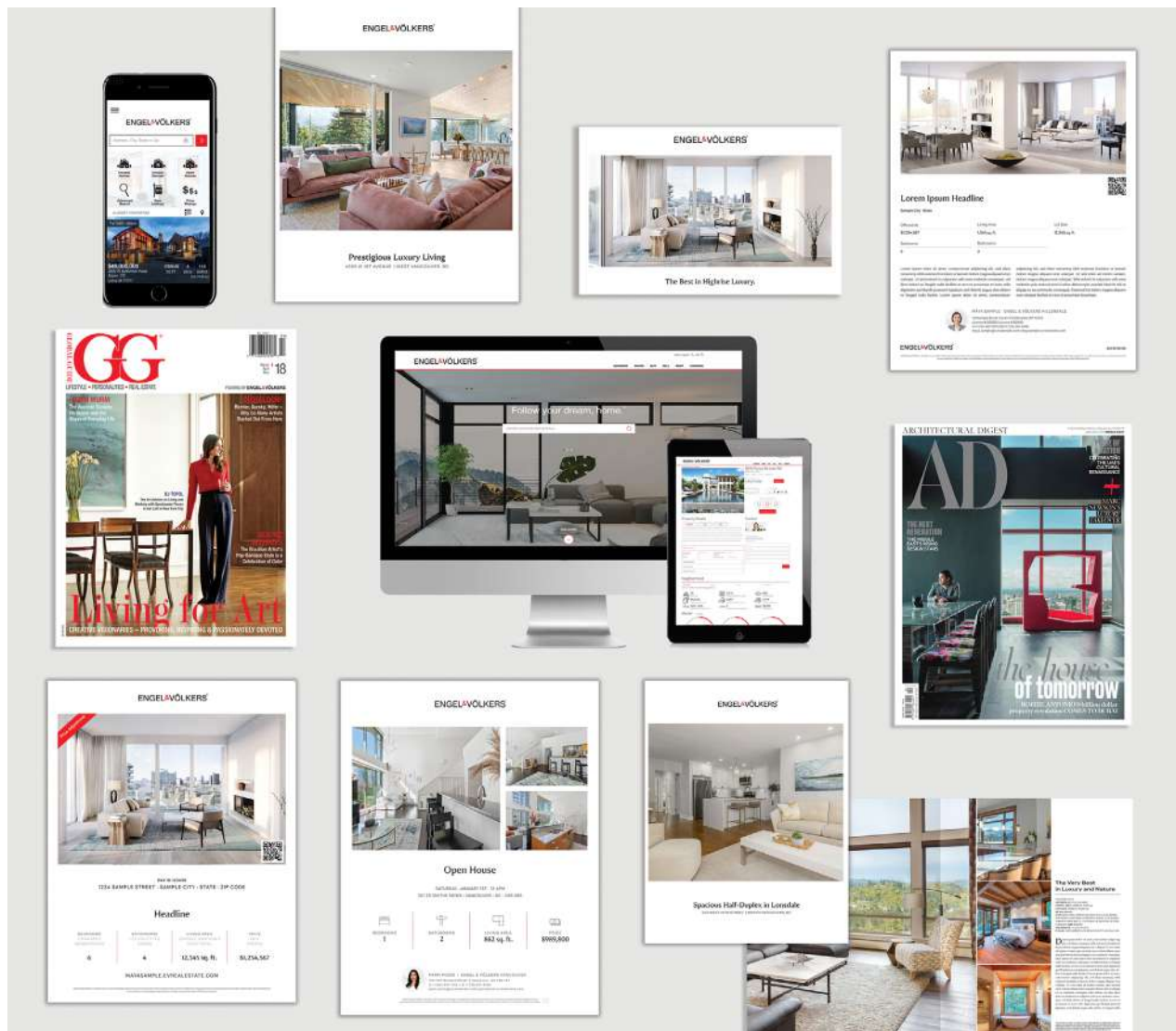
Targeted print placements

ADVERTISING IN PREMIUM PUBLICATIONS

While a greater number of property searches begin online, our relationships with the world's leading publications, local magazines and newspapers and our ongoing public relations activities ensure all around maximum exposure for our listings in print.

Engel & Völkers has maintained special arrangements for years that allow our properties heightened exposure in local, national and international print publications such as The New York Times, Architectural Digest, The International New York Times (formerly The International Herald Tribune) and Condé Nast Traveler.

Our listings appear in foreign publications abroad through our international network of Engel & Völkers shops in 39 countries. Our own publication GG, is designed to promote our properties to our exclusive network of valued clients, and we also work closely with widely read print publications in our area for the best placements of Engel & Völkers listing and to maximize targeted exposure locally.





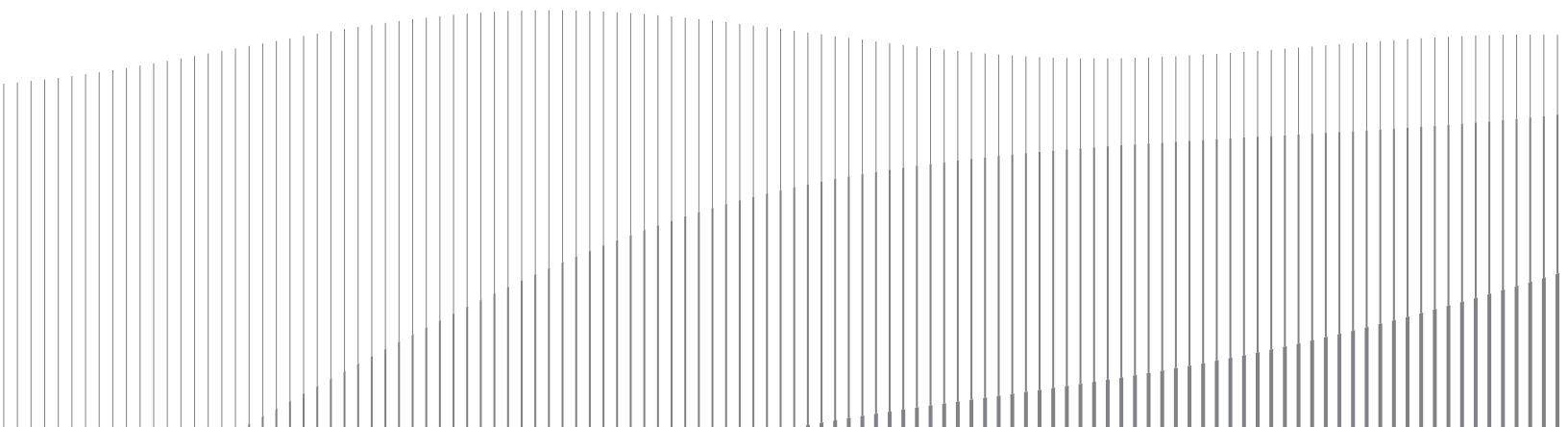
GG magazine

SHOWCASING THE E&V LIFESTYLE

In 1988, we launched GG magazine, a high-end, glossy publication created to keep our clients informed of the latest news and trends in the luxury lifestyle world. It was also the place for us to share premier properties represented by Engel & Völkers.

Printed seasonally and in six languages, GG explores culture, art, design and architecture and profiles innovators, artists and celebrities as well as the incredible homes in which they live. It is also the high end catalog in which we present the properties we represent, including yours.

As part of GG, your property can be delivered directly to Engel & Völkers' top clients, distributed through our international network and made available on newsstands throughout Europe. GG celebrates life and culture, and continues to be the centerpiece of our marketing efforts and the anchor for our growing brand influence.





Local & North American advertising

TARGETING QUALIFIED BUYERS

Published four times a year, Private Residences North America showcases the premier properties represented by Engel & Völkers and offers your property both national and international exposure. This publication is a way for you to reach potential buyers both here and abroad. Private Residences is sought after by Engel & Völkers brokerages internationally for its focus on North American markets.

Additionally, each issue is delivered directly to our exclusive database of home buyers, estate managers, financial advisors and relocation consultants.



Proven measures for ensuring a successful showing:

- Depersonalizing interior design
- Ideal scheduling
- Light repairs, landscaping to enhance curb appeal
- Talking points to elaborate on the home's best features

Planning a successful open house.

LETTING YOUR HOME TELL THE STORY

We believe that careful planning, preparation and a depth of knowledge about your property are the elements of a successful home showing. This includes ideal scheduling to professional staging to a strategic approach to hosting the event.

Our list of contacts include professional services for light repairs, landscaping and staging. We work with you to identify the most convenient dates and hours for the showing and promote them to achieve the highest number of attendees.

Above & Beyond

ACHIEVING THE BEST POSSIBLE OUTCOME



Our service focuses on quickly relaying purchase offers and advising on the submission of counter-offers, the negotiating process itself, inspections, contractual issues and closing preparations.

While we communicate often throughout this process as your representative, it is our role to stand firm and skillfully negotiate on your behalf and to achieve the best results for you. We will assist you throughout the transaction, be present at closing and handle the exchange of keys.

Ideal conditions for a successful closing:

- Agreement between all parties concerning the purchase price and contingencies
- Proper preparation of all required documents
- Regular communications between all parties
- Transaction management
- Service at closing
- Assistance during the handover of the property

Engel & Völkers charity

OUR GLOBAL MISSION TO SERVE

Success is a wonderful thing but sharing that success makes it even more so. A family contact of our President and CEO, Christian Völkers drew our attention to Africa and specifically to the village of Agbetiko.

We believe that our business operations are inextricably linked with a duty to act in a socially responsible way. That is why we have founded the Engel & Völkers Charity e.V. to actively support a primary school project in Togo, West Africa.

The living conditions of children living in the so called “Fourth World” leave no scope for evasion and discussion. It is not just financial inter-connectedness that poses a challenge in our age of globalization but above all social and humanitarian integration.

Engel & Völkers is the first cause marketing sponsor for Special Olympics campaign. This new campaign plans to inspire and mobilize youth around the world to connect with people with intellectual disabilities and create more inclusive communities, leading to a more respectful world for everyone. “Engel & Völkers is proud to be a part of developing the first Unified Generation that will fight inactivity, intolerance and injustice for people with intellectual disabilities,” said CEO of Engel & Völkers North America, Anthony Hitt.

Engel & Völkers chose Special Olympics as the North American charity of choice due to its aligned brand values of passion and competence, the ability to work with Engel & Völkers on national and local levels, and its outstanding brand awareness and reputation. This sponsorship is the first step in the company’s ongoing commitment with its growing North American network of shops and advisors to help create more respectful communities.

Special Olympics is a global movement that unleashes the human spirit through the transformative power and joy of sports, every day around the world.



60 
MINUTES FOR
SPECIAL OLYMPICS



Yaletown Shop

130 - 1152 Mainland Street
Vancouver BC
V6B 4X2

Kerrisdale Shop

2126 W. 41st Avenue
Vancouver, BC
V6M 1Z1

West Vancouver Shop

2416 Marine Drive
West Vancouver, BC
V7V 1E1

Ocean Park Shop

1562 128th Street
Surrey, BC
V4A 3T7