

# INTERO

Real Estate Services



Thank you for considering Intero Real Estate Services to represent you in the sale of your home. Intero's sales associates have the knowledge, experience and come equipped with superior customer service skills that will help you in every step of the real estate process. Couple our great sales associates with the most cutting-edge real estate brokerage in the country and you have a combination second to none.

Founded right here in the Bay Area in 2002, our commitment is to provide a superior home buying and selling experience for our clientele. We have developed the best training and most powerful selling tools available for our associates. Intero's corporate marketing strategy of exposing your home to buyers not only locally, but around the world, ensures your home will sell quickly for top dollar.

Like no other place, buyers come from around the world to call the Bay Area home. In addition to local marketing using traditional methods (open houses, newspaper advertising, for sale signs, etc) our strategy targets all buyers, including the international audience. To introduce you to the unique services and innovative programs provided by Intero, we have developed this Intero Marketing Portfolio. It explains in detail what Intero does different than other firms to expose your home to more buyers and get your home sold for top dollar.

This Marketing Portfolio will guide you through our approach of uniquely marketing your home and explain our use of innovative methods to expose your property not only locally, but to the worldwide market. We hope you will find our progressive approach unique and helpful in making a decision to have Intero represent you in the sale of your home.

Sincerely,

A handwritten signature in black ink that reads "Gino Blefari". The signature is fluid and cursive, with the first name "Gino" being larger and more prominent than the last name "Blefari".

Gino Blefari  
President and CEO  
Intero Real Estate Services

## —— The Question ——

How can I sell my home  
in today's market?

———— The Answer ————



The background of the entire page is a photograph of a stack of old, worn books. The spines of the books are visible, showing various colors like red, brown, and black, some with gold leaf detailing. The books are resting on a dark wooden surface. In the bottom right corner, a portion of a wooden chair with a decorative, carved backrest is visible. The lighting is warm and slightly dim, creating a cozy, scholarly atmosphere.

# *What Does Intero Mean?*

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## PRINCIPAL TRANSLATIONS:

intero(intero): whole

intero(intero): entire

## ADDITIONAL TRANSLATIONS:

(intero, di un solo pezzo): one-piece

wholesome

(complessivo): overall

(pieno): full

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*After growing from 0 to 1000 agents in less than 18 months (the fastest organically grown Real Estate company in the history of the industry), it was time to reflect on what had been accomplished and what needed to be done to take Intero to the next level. With this exercise we developed the Intero Value Pyramid, which includes our original 10 values along with 5 new values, that fully represents the Intero culture.*





# Introducing Intero's Home Search Application for iPhone



## Search Thousands of MLS Listings

- Complete Listing Details
- High Resolution Pictures
- Virtual Tours

## Features

- Contact the Listing Agent with One Tap
- Get Directions & Create Your Own Personalized Home Tour
- Explore the Neighborhood, Schools, Restaurants
- Recent Sales
- More!



Visit your iTunes Store,  
or go to the App Store on your iPhone.  
Search *Intero Real Estate Services*.  
Download it now... It's free!



## Get On-Demand Property Information Right in the Palm of Your Hand, Anytime!



⇒ Receive showing instructions via text, in addition to property information, instantly. Exclusive for Intero Agents!

⇒ Register your clients' cell numbers to be notified of their text inquiries. Otherwise, leads are driven directly to the listing agent for all Intero listings, and leads on non-Intero listings go to Intero Client Services.

⇒ Text INTERO to 59559 from your GPS enabled iPhone or Droid to get info on the five active properties closest to where ever you are.

**Sign riders are available to help boost leads  
on all of your listings!**

**Text INTERO to 59559  
for property info on  
ANY active Silicon Valley listing**

*At Intero, we never stop innovating.*



**INTERO**  
REAL ESTATE SERVICES.



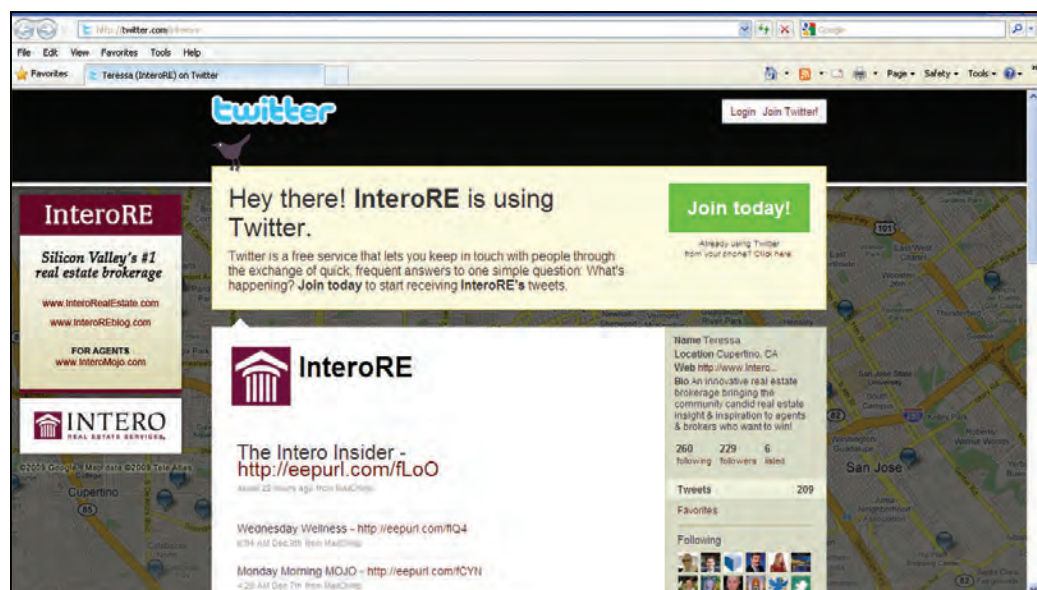
# Intero & Social Media:

## *Real People Connecting with Real People*

Become a Fan of Intero at [www.facebook.com/InteroRE](http://www.facebook.com/InteroRE)



Follow Intero at [www.twitter.com/InteroRE](http://www.twitter.com/InteroRE)



## Intero continues to embrace technology with an ALL NEW website becoming the public's go-to real estate resource.

The real estate industry bears little resemblance to the way we did business 10 years ago. Today's consumers are starting their home buying or selling on-line, and they are doing more than just searching for a house – they are deciding where to LIVE! At Intero, we understand the most successful companies today are drawing more and more clients from resourceful, well-designed websites. For this reason, Intero has teamed up with Terabitz to arm our agents with the hottest tools, resources and information that promises to give agents the cutting edge in real estate.

*So what makes our partnership with Terabitz so valuable rather than simply using websites like Zillow or Trulia?*

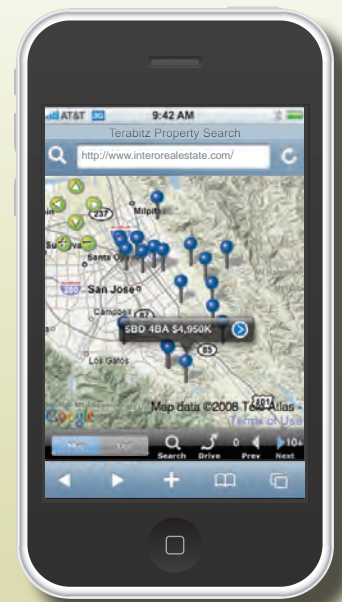
At the very simple level, sites like Trulia and Zillow have created data-rich home search sites built on broker provided listings. As a result, agents now play a supporting role in a movie in which they should be starring. InteroRealEstate.com, powered by Terabitz, is turning the tables by perfecting the real estate home search function that enables anyone, anywhere, to define their experience by providing a single site loaded with information.

At the very heart of this new technology is comprehensive local information that is built into InteroRealEstate.com. We seamlessly weave local information from multiple sources into the home search, down to the street level and we present it in an intuitive map interface. Our goal is to provide the tools and information to keep our agents a cut above the rest. This means delivering priceless information to every home in the United States!

- Clients will love the easy-to use search experience loaded with information facilitating them to make smart decisions.
- Makes Intero agents the authoritative source for local information in their market by integrating a complete set of data. Intero agents and clients will find ALL MLS listings, and effortlessly find schools, child care, restaurants, grocery stores, and other valuable local information relevant to the property.
- Includes full email alert functionality.

Additionally, we are excited to introduce the world's first **iPhone** home search application. This groundbreaking technology is exclusive to Intero and enables:

- Clients to take advantage of the wealth of information located InteroRealEstate.com anywhere using the world's first iPhone home search application.
- Tech-savvy buyers using iPhones will turn to Intero first for their real estate needs. Mobile search is not only imperative - it is a powerful differentiator.



Intero's iPhone application



Map View with School Bit View



Map view with Listing Photo Rolodex Feature



Dashboard view - create your own 'My Intero' page





**INTERO**  
REAL ESTATE SERVICES®

# Our customers and Realtors moved. So we moved with them. Find us online.

**INTEROMojo**  
*For agents and brokers who want to win*

The Inter Story | Become an Inter agent | Franchise opportunities

## Monday Morning Mojo: Small changes, big impact

By Tom Tognoli | JULY 13TH, 2009 | 0 Comments

**Good Morning MOJO,**

This morning I would like to share how even the smallest changes in life compounded can make a huge impact.

Choose to brew your own cup of coffee in the morning instead of hitting Starbucks or Peets and you will save around \$3 a day, approximately \$1,100 a year. Continue with this change for 20 years at an 8% compounded rate of return and you will have saved over \$50,000.

Bring a PB&J on wheat and a piece of fruit for lunch to work, instead of going to Baja Fresh or In-and-Out Burger. Not only do you add 10 years to your life, but you save \$8 a day, approximately \$2,000 a year. Again, continue with this change for 20 years and invest it at an 8% compounded rate of return, and you will bank close to \$100,000.

interomojo.com

**Intero Real Estate Blog**  
Local real estate insights — from the people who know

Search for property | Local Market Data | Find an Intero agent | Why work with Intero?

## Intero Insider: Signs of life, but will they "trickle up?"

By Gino Bieflari | JULY 9TH, 2009 | 0 Comments

I've been in real estate for twenty-five years. I've been through down markets before. And I know how they end.

It never varies: The recovery *always* starts at the entry level. The demographic forces that drive long-term demand for California housing eventually pull first time buyers back into the market.

These first time buyers buy from sellers who themselves "move up" to higher priced homes. This "trickle up" effect eventually reaches the high-end of the market.

And so a recovery goes.

So it was encouraging to me that data from REInfoLink, Silicon Valley's MLS, showed extremely strong activity at the market's entry level this month. Moreover, in the first week in June our number of pending listings exceeded new listings for the first time since July of 2005. This is an indicator of a healthier supply/demand balance.

In fact, at Intero, we saw the number of closed transactions increase over 48%.

View posts by market area:

- Contra Costa County
- Cupertino
- Los Altos
- Monterey County
- San Jose
- San Mateo County
- Santa Clara County
- Saratoga

Search by keyword

Recent | Popular | Comments

- The Intero Insider: Signs of life, but will they "trickle up?"
- Intero becomes top real estate company in Silicon Valley

The Intero Insider

A monthly e-newsletter with fresh market data and candid insights from Intero CEO Gino Bieflari

View past issues | **SUBSCRIBE**

Ask Bob

Video Q&A on hot real estate topics with Intero Chairman and nationally-recognized real estate expert Bob Moles

interoreblog.com

## Go to Intero's blogs and subscribe to our weekly emails

### Inspiration

**MondayMorningMojo**  
*A job of inspiration from Intero Real Estate COO Tom Tognoli*

Intero Mojo blog | MMM archive | Become an Inter agent | Subscribe to this e-newsletter

## Monday Morning Mojo

Jul 06, 2009 01:00 AM | Tom Tognoli

**Good Morning MOJO**

The more I have thought about it, the more I realized that what is holding us back most in life is not what I thought. So, what is it really?

What stops us from being healthy, stops us from being successful at our job, stops us from having great relationships, stops us from being happy, stops us from being fulfilled, causes us to be victims? What is stopping us from getting what we want in life? It is the thing that holds us back from making the necessary changes in our life, and it is not fear of change.

This has been a consistent topic in Monday Morning MOJO because change is the key to getting what we want most, but it is the one thing most of us are not willing to do, no matter

Tom Tognoli, COO  
Intero Real Estate  
About Tom  
Intero Tom

Follow us on Twitter  
Find us on Facebook

**Intero Cool Apps**  
Discover a new tech solution to make your life easier. Sign up for your free trial today!

View past issues | **SUBSCRIBE**

### Market insight

**The Intero Insider**  
Fresh market data and candid insights from Intero CEO Gino Bieflari

Intero blog | Insider archive | InteroRealEstate.com | Subscribe to this e-newsletter

## Signs of life, but will they "trickle up?"

By Gino Bieflari, President and CEO, Intero Real Estate Services

I've been in real estate for twenty-five years. I've been through down markets before. And I know how they end.

It never varies: The recovery *always* starts at the entry level. The demographic forces that drive long-term demand for California housing eventually pull first time buyers back into the market.

These first time buyers buy from sellers who themselves "move up" to higher priced homes. This "trickle up" effect eventually reaches the high-end of the market.

Gino Bieflari, CEO  
Intero Real Estate  
About Gino  
Email Gino

Follow us on Twitter  
Find us on Facebook  
Like us on LinkedIn

**Market data**  
The latest housing market numbers, straight from the MLS.

View data

### Intro to new tech tools

**Intero Cool Apps**  
A new tech tool for your business every week

Intero Mojo blog | Cool Apps archive | Become an Inter agent | Subscribe to this e-newsletter

## This week's Cool App: Drop.io

How many times have you tried to email a document to a client that was so large it never left your inbox? How many hours do you spend last year standing over a fax machine?

**Drop.io**, a new online file sharing and collaboration tool, dispenses with those problems completely.

Here's how it works: Go to [Drop.io](http://Drop.io) (yes, weird web address - there's no ".com", just ".io"), follow the steps to create a "Drop". Drop.io is a place online - essentially a small website - to which you can upload documents, photos, movies and more.

Once you upload your files, you can share your Drop with everyone or set up a password and grant only selected people access. You and your viewers can comment on every file in your Drop and can, if you like, share them on Facebook, Twitter and other online communities.

**Cool App overview:**

**Name:** Drop.io  
**Website:** [drop.io](http://drop.io)

**What it does:** Allows you to share files (photos, Word documents, PDFs and more) online easily and securely

**How to use it:** Create a Drop.io site for every transaction and load disclosures, reports, etc. online for 24/7 viewing by clients

**Cost:** Free



# INTERO

REAL ESTATE SERVICES®

## Office Locations

### CALIFORNIA Northern California

Alamo  
3200 Danville Blvd.  
Suite 100  
925.831.8057

Brentwood  
5541 Lone Tree Way  
Suite 150  
925.516.9090

Brentwood  
8640 Brentwood Blvd #D  
925.634.1116

Campbell  
900 E. Hamilton Ave.  
Suite 100  
408.879.7270

Carmel-By-The-Sea  
San Carlos, btw  
5th&6th  
PO Box 1153  
831.233.5148

Castro Valley  
3185 Castro Valley Blvd.  
510.886.1100

Cupertino  
10275 N. De Anza Blvd.  
408.342.3000

Discovery Bay  
1540 Discovery Bay Blvd.  
Suite B  
925.634.1111

El Dorado Hills  
4364 Town Center Blvd. #120  
916.358.8631

Folsom Lake  
1360 E. Natoma Street  
Suite 130  
916.303.4545

Fremont - Mission  
43225 Mission Blvd.  
510.651.6500

Gilroy  
790 First Street  
408.848.8400

Hayward  
77 Jackson Street  
510.690.1700

Hollister  
800 San Benito Street  
Suite C  
831.637.2112

Livermore  
187 South J. Street  
925.371.6500

Los Altos  
496 First Street  
Suite 200  
650.947.4700

Los Gatos  
518 North Santa Cruz Ave.  
408.357.5700

Markleeville-Alpine County  
14831 Hwy 89  
530.694.2794

Menlo Park  
807 Santa Cruz Ave.  
650.543.7740

Milpitas  
248 Hillview Drive  
408.956.2950

Milpitas II  
1410 Dempsey Road  
408.262.2370

Milpitas - NHA  
200 Serra Way #44  
408.684.5000

Morgan Hill  
175 E. Main Ave.  
Suite 130  
408.778.7474

Salinas  
221 Main Street  
Suite 201  
831.594.7897

San Carlos  
1250 San Carlos Ave.  
Suite 102  
650.622.1000

San Francisco  
1788 19th Avenue  
415.242.8177

San Jose - Almaden  
5580 Almaden Expressway  
408.754.9500

San Jose - Cambrian Park  
1900 Camden Ave.  
408.558.3600

San Jose - East Valley  
2110 Story Rd.  
Suite 100  
408.937.2300

San Jose - Evergreen  
4075 Evergreen Village Center  
Suite 180  
408.850.9590

San Jose - Evergreen Valley  
2230 Quimby Rd  
408.528.7800

San Jose - Lincoln Ave.  
2061 Lincoln Ave  
408.445.3600

San Jose - Santana Row  
377 Santana Row #1180  
408.557.3800

San Jose - Silver Creek  
5609 & 5613 Silver Creek Valley  
Rd.  
408.574.5000

San Jose - Vietnam Town  
9999 Story Road  
408.684.5000

San Jose - Willow Glen  
1567 Meridian Ave.  
408.979.5900

San Mateo  
1100 Park Place  
Suite 100  
650.931.8300

San Ramon  
11020 Bollinger Canyon Road  
Suite D  
925.498.0010

Santa Cruz  
2222 East Cliff Drive  
Suite 150  
831.464.5310

Saratoga  
12900 Saratoga Avenue  
408.741.1600

Union City  
32145 Alvarado-Niles  
Suite 101  
510.489.8989

### Southern California

San Diego - Bonita  
3404 Bonita Rd.  
619.920.9255

San Diego - El Cajon  
1741 La Valhalla  
619.444.9400

La Quinta  
78-000 Fred Waring Drive  
Suite 202  
760.674.9200

Palm Springs  
431 S. Palm Canyon Dr.  
Floor 1 Ste 1  
760.844.7500

Rancho Cucamonga  
10803 Foothill Blvd, Suite 110  
909.900.5855

Santa Barbara  
510 State Street #275  
805.729.6061

Valencia  
28225 Newhall Ranch Road  
661.702.0188

### ARIZONA

Scottsdale  
7890 E McClain Dr, Unit #2  
480.338.0501

### NEVADA

Incline Village  
570 Lakeshore Blvd.  
775.832.4900

Minden/Gardnerville  
1362 US HWY 395 South  
Suite 112  
775.783.5330

Reno  
6990 S. McCarran Blvd.  
Suite 300  
775.284.8314

### COLORADO

Evergreen  
29029 Upper Bear Creek Road  
303.670.3232

### TEXAS

Austin  
11120 Los Comanchero Rd.  
512.784.5111

Houston  
5100 Westheimer Rd, Ste 200  
713.568.2389

### INTERNATIONAL

#### UNITED KINGDOM

Cambridge  
Compass House, Vision Park,  
Histon, CB24 9AD  
+44 7725 552252

#### CHINA

##### Hong Kong

One IFC 20/F, Central H.K.  
+ 852 39606485

##### Shanghai

300 Huai Hai Zhong Road  
+ 86 135 0195 9809

#### MEXICO

##### Los Cabos

Los Cabos S. de R.L. de C.V.  
Local 7 de la Unidad Comercial  
ubicada en Boulevard Mauricio  
Castro no. 4650,  
Col. Zona Hotelera,  
San Jose del Cabo, Baja California  
Sur, C.P. 23400  
011-52-1-624-160-7924



## Global Reach, Human Touch.

Being part of the global economy goes far beyond technology; it requires the human touch. Wherever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professionals. Only the best of the best are part of the global network whose name says it all.



- n 600 member companies
- n 5,000 offices
- n 150,000 associates
- n 30+ countries
- n Home sales of \$250 billion
- n Nearly 1 million transactions
- n #1 market leader in 41 of the top 90 markets in sales volume, transaction sides or both – nearly double that of the closest competitor

Argentina	Greece	Portugal
Australia	Guam	Puerto Rico
Austria	Hong Kong	Singapore
Bahamas	Indonesia	South Africa
Belgium	Israel	Spain
Canada	Italy	Switzerland
Cayman Islands	Jamaica	Turks & Caicos
Costa Rica	Mexico	Uruguay
Denmark	Netherlands	Virgin Islands
England	New Zealand	
Fiji	Panama	

LeadingRE.com | RELOHomeSearch.com  
LuxuryPortfolio.com

06.29.10





## We Market to the World.

When selling your home, you need out-of-area as well as local exposure to the highest possible number of potential buyers. We deliver. With 150,000 talented associates around the world, we market your home in 30+ different countries, ensuring the most eyes on your property. It's global vision with a personal view.

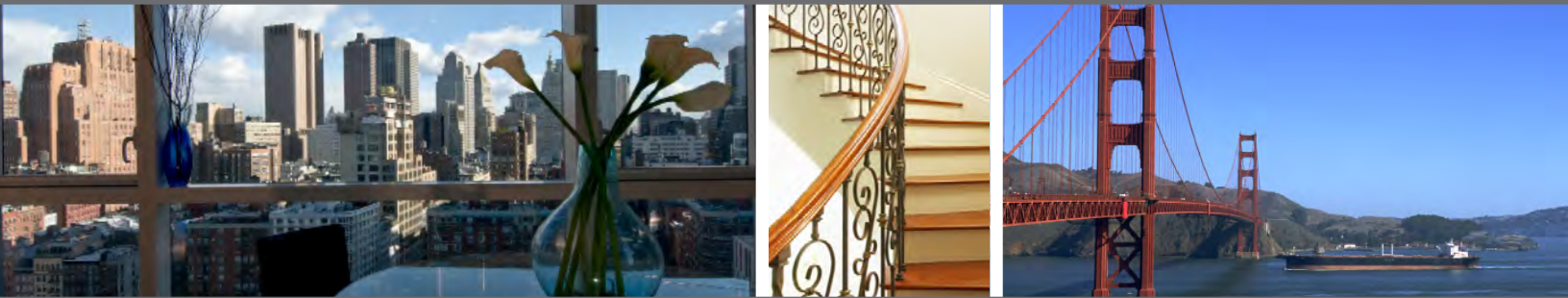


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- **AS A MEMBER OF LEADING REAL ESTATE COMPANIES OF THE WORLD®** we receive inbound clients of our fellow 150,000 network associates in 30+ countries...clients who may be interested in purchasing your home.
- **AS SOON AS YOUR HOME IS POSTED TO OUR WEBSITE** locally, it is immediately accessible from the websites of the top real estate firms in the world through our network's "RELO® Home Search" program, with access to nearly 2 million online listings and high Google rankings.
- **LEADING REAL ESTATE COMPANIES OF THE WORLD®** is a pedigree denoting the very best companies with the most qualified clientele, who wish to do business with similar firms in their new destination locations, attracting potential buyers for your home as a result.

## Coast to Coast and Everywhere in Between, We've Got it Covered.

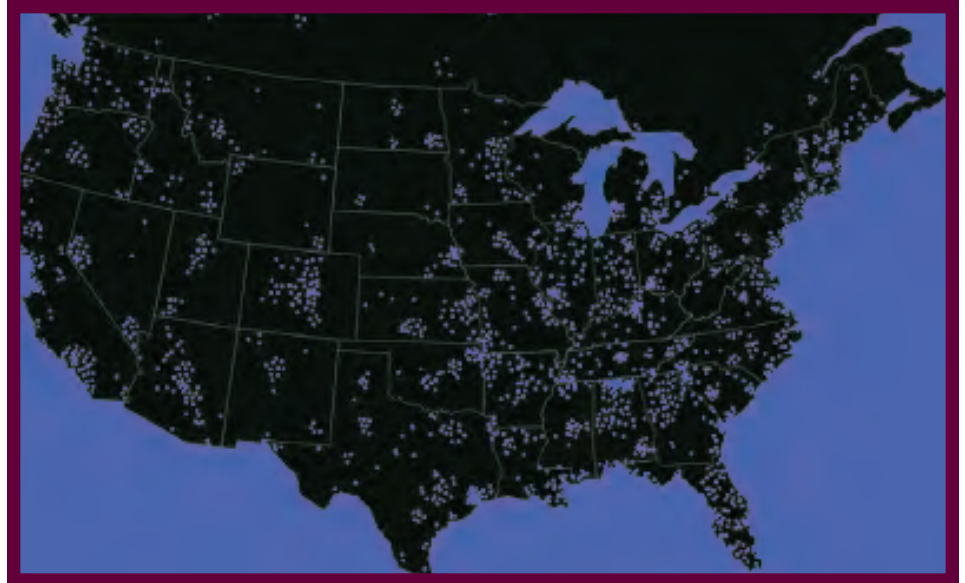
Throughout the U.S. to points around the globe, we have a real estate professional ready to help you find your ideal home. Whether it's an urban oasis or a country retreat, you'll find the perfect property when you work with the top names in real estate — Leading Real Estate Companies of the World®.



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LeadingRE.com  
RELOHomeSearch.com  
LuxuryPortfolio.com

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**REAL ESTATE IS STILL A LOCAL BUSINESS** – Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a national/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.





# PREMIER COMPANIES. UNMATCHED RESULTS.

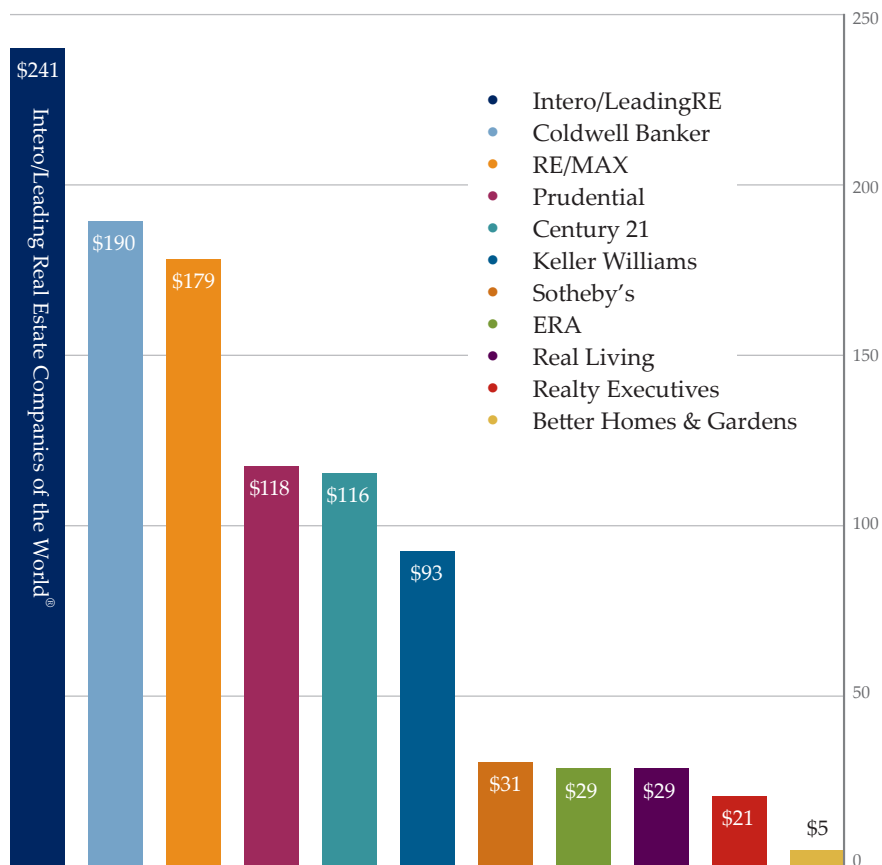
MORE U.S. HOME  
SALES VOLUME IN 2009  
THAN ANY NATIONAL  
REAL ESTATE BRAND

Volume shown in billions of dollars

Leading Real Estate  
Companies of the World®  
is 27% ahead of its closest  
competitor in sales volume and  
leads all national brands  
in total units sold,  
with nearly one million sales.

A global network of 600 premier real estate firms with 150,000 sales associates in 30+ countries around the world, Leading Real Estate Companies of the World® represents the best-known local and regional real estate firms. Even in a challenging market, these companies continue to outsell the competition. In 2009, network companies produced nearly \$250 billion in home sales – \$60 billion more than any other national brand.

## 2009 HOME SALES VOLUME\*



\* Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2009 production.

 **LEADING REAL ESTATE  
COMPANIES OF THE WORLD®**

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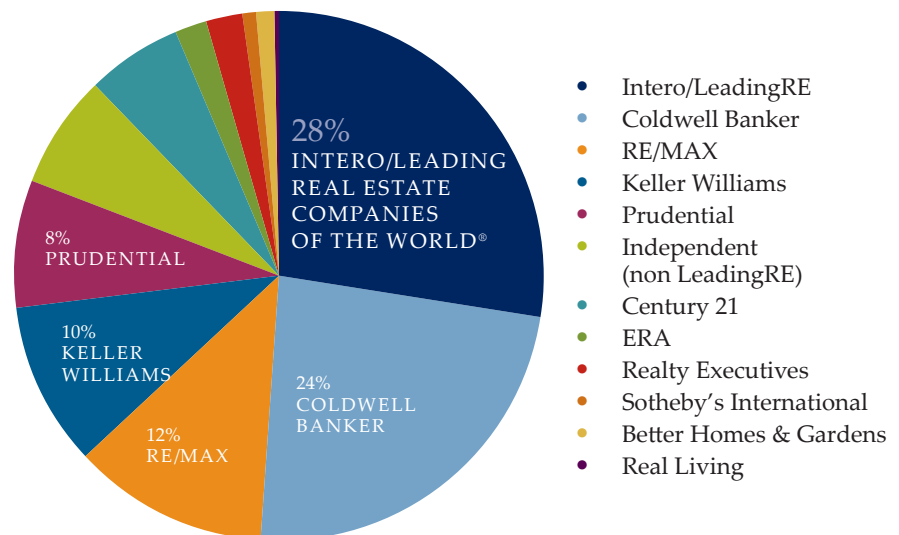




# TOP FIRMS. MORE SALES.

2009 TOTAL  
HOME SALES UNITS  
BY THE TOP 500 U.S.  
REAL ESTATE FIRMS

When it comes to home sales, the firms affiliated with Leading Real Estate Companies of the World® are the best of the best. In 2009, the LeadingRE network ranked #1 in units sold and sales volume among the top 500 companies in the country, with about 75,000 more transaction sides than the closest competitor. With 600 affiliates in 30+ countries around the globe, our 150,000 sales associates are committed to delivering results, and our sales record proves it – year after year.



Source: REAL Trends Top 500 for 2009 production.

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COMPANIES *of* THE WORLD®**

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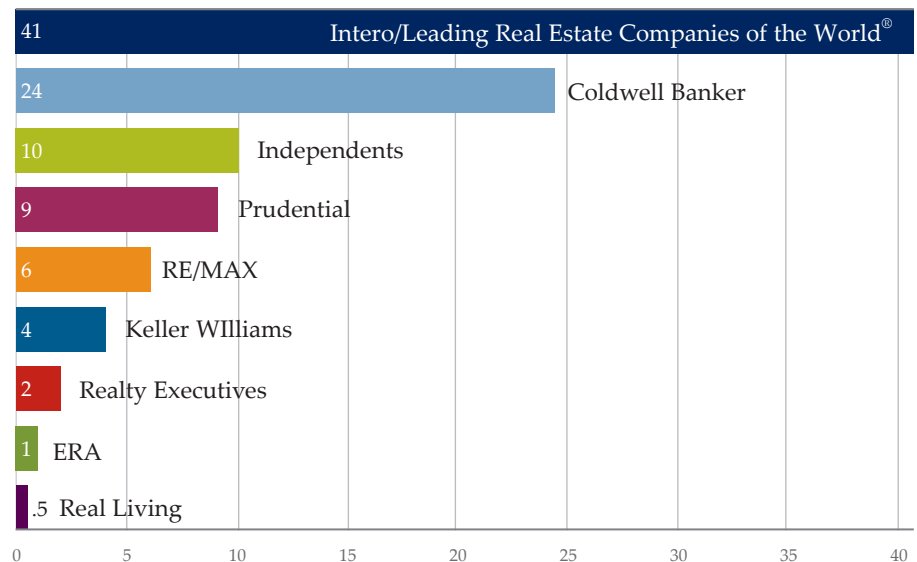




# LOCAL BRANDS. MARKET LEADERS.

NUMBER OF TOP  
90 U.S. MARKETS  
IN WHICH  
NETWORK AFFILIATES  
WERE #1 IN  
SALES VOLUME,  
TRANSACTION SIDES  
OR BOTH IN 2009

Real estate is a local business, and the independent firms of Leading Real Estate Companies of the World® dominate in markets across the U.S. Once again, LeadingRE affiliates were the #1 firms in sales volume, transaction sides or both in 41 of the top 90 American markets in 2009 – almost twice the number of #1 market leaders than our closest competitor. LeadingRE affiliates bring you the best of both worlds: local market strength and international connections.



Source: REAL Trends Market Leaders for 2009.

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COMPANIES *of* THE WORLD®**

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# Property Search in 13 Languages on *www.InteroRealEstate.com*

Giving buyers the information they need, no matter what language they speak.

The screenshot shows the Intero Real Estate Services website. At the top is the logo with the text "INTERO REAL ESTATE SERVICES". To the right are social media icons and links to "login to your account" and "create a new account". Below this is a navigation bar with links: PROPERTY SEARCH, GET A LOAN, FIND AN AGENT, FIND AN OFFICE, SELL YOUR HOME WITH INTERO, CONTACT, BLOG, CAREERS, FRANCHISE, ABOUT. A row of 13 flags represents the supported languages: English, Deutsch, Español, Français, Italiano, Português, Русский, Polski, 日本語, 한국어, 简体中文, 繁體中文, and Tiếng Việt. Below the flags are three buttons: "LE TUE SCELTE", "LE PROPRIETÀ IN LISTA DEL NOSTRO UFFICIO", and "CONSULENTE VIRTUALE". The main section is titled "CERCA PROPRIETÀ IN LISTA" and contains a search form with fields for "Ubicazione" (city, state or country), "Tipo di immobile" (Residenziale), "Prezzo" (up to), "Prezzo in valuta" (EUR), "Camere da letto" (Qualsiasi), "Stanze da bagno" (Qualsiasi), and "Cercare in base al numero MLS:". A large red "CERCA" button is at the bottom right of the form.

This block contains two overlapping screenshots of the Intero website. The top screenshot shows the "RAFFINA LA RICERCA" (Refine Search) section, which is a duplicate of the search form seen in the previous block. The bottom screenshot shows the "RISULTATI" (Results) section. It displays a list of three properties with their details: 1. Numero MLS: 0164295, Superficie di casa: 829 mq, Città: San Gregorio, Zona: Codici postali: CA, 94062, Paese: USA, Prezzo: \$40.000.000; 2. Numero MLS: 0191622, Superficie di casa: 1.072 mq, Città: Hillsborough, Zona: Codici postali: CA, 94010, Paese: USA, Prezzo: \$29.000.000; 3. Numero MLS: 0494297, Superficie di casa: 1.380 mq. To the right of the list is a map of the San Francisco Bay Area with markers for the properties. Below the list is a detailed view of a property, showing a large photo of a staircase and several smaller photos of the interior and exterior. The text "Descrizione dell'Immobile:" is visible at the bottom of the detailed view.





**INTERO**  
REAL ESTATE SERVICES®

## Seizing the Online Opportunity Abroad and Broadening our Audience of Buyers

According to NAR's 2009 International Survey – 23% of REALTORS® served international clients. California being one of the most popular choices for an international buyer accounts for approximately 13% of the total U.S. real estate transactions.

At Intero we strive to keep ahead of the curve and bring new innovative opportunities to maximize the exposure of our listings. Intero's forged relationships with some of Asia-Pacific and Europe's most trafficked real estate websites and influential real estate publications.

You'll find Intero listings are currently being syndicated to PropGoLuxury.com on homes priced above \$2 million, as well as ALL our active listings on PropGo.com.

**PropGoLuxury.com**



**iProperty.com**

Also Intero brings additional affordable opportunities for our agents to tap into these boundless and growing markets – above and beyond our syndication. With both online and print options our agents can choose to enhance and feature their listings on PropGoLuxury.com, iProperty.com and PropertyGuru.com. Or they may choose to do a traditional magazine print ad with LP-Luxury Property Magazine or Property Report Magazine.



*Intero always strives to bring new exposure and new opportunities to our agent's business.*





## THE ULTIMATE INTERNATIONAL REAL ESTATE NETWORK



### WHAT IS LUXURY PORTFOLIO FINE PROPERTY COLLECTION™

*A powerful luxury property program designed to:*

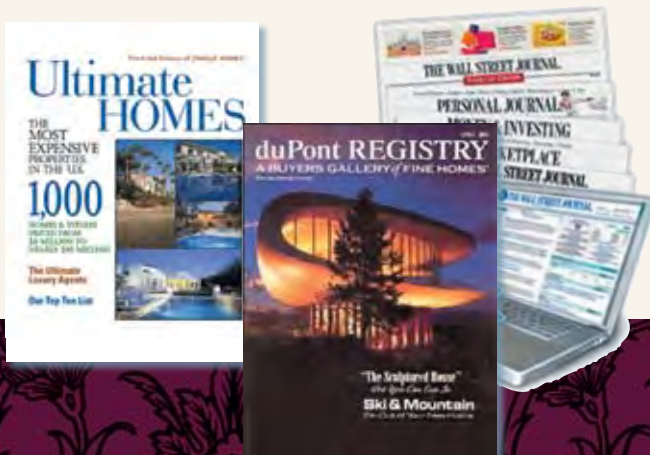
- Deliver national/international exposure to your \$2 million+ property listings.
- Attract out of area buyers to your upper bracket listing.
- Give you access to additional marketing resources.
- Associate with the most powerful luxury firms and sales associates.



### WHO IS THE LUXURY PORTFOLIO FINE PROPERTY COLLECTION™

The firms that make Luxury Portfolio are some of the most powerful independent brokerage firms and members of Leading Real Estate Companies of the World™. Of the 600 firms in "Leading RE" nearly 200 of those firms are in luxury destinations and participate in this new initiative.

Many of these firms are previous SOTHEBY'S firms, prior to the sale to Cendant and the creation of a franchise brand that is no longer exclusive to luxury properties. In addition many Luxury Portfolio firms are also CHRISTIE'S affiliates and some also participate in Who's Who in Luxury Real Estate – it is truly the best of the best!



### HOW IS LUXURY PORTFOLIO DIFFERENT?

- *Captivating Website* - Traffic to our award-winning website continues to increase each month. Visitors to the site number over 100,000 monthly. In fact, each property receives an average of more than one "virtual showing" per day. Numbers have risen partially due to our higher ranking on search engines such as Google and MSN, with Luxury Portfolio showing first on the list in many markets. The Luxury Portfolio Blog is another innovative feature on LuxuryPortfolio.com, and has been recognized among the top 125 luxury blogs by elitechoice.org — one of only six real estate blogs to receive this award.
- *Powerful Advertising* - Luxury Portfolio is the largest full-page advertiser in the Wall Street Journal, with a presence in the U.S., European and Asian editions. These prominent advertisements are the biggest drivers of traffic to your properties on LuxuryPortfolio.com. Our branded advertisements provide for additional exposure in high-end magazines such as Departures, Veranda, the Robb Report Vacation homes, Forbes Life, Architectural Digest, Wine spectator and more. These advertisements reached an affluent audience of over 65 million in 2007.
- *International Appeal* - With properties and relationships around the globe, LuxuryPortfolio.com was the first truly international real estate website. We now display information in nine languages and 22 currencies, which has resulted in multilingual search engine optimization and visitors from over 170 countries each month. Our membership includes over 200 real estate firms — 24 of which are from outside the United States. Our listings are spread over 43 states and 15 countries.
- *Highly Ranked Professionals* - Luxury Portfolio is comprised of the best real estate companies and agents in the country. In fact, our network has many of the top-producing sales professionals, as noted on "the real estate top 200," a ranking of real estate professionals by the Wall street Journal and Real Trends.
- *More Top Properties* - Luxury Portfolio currently boasts an inventory of \$28 billion, including over 150 \$10 million-plus properties and nearly 700 \$5 million-plus properties. With 12,000 luxury properties listed on our site, we have more \$1 million-plus properties than the Christie's and Sotheby's websites.



## Intero Goes Green

Intero has continually been committed to giving back to the communities we serve. Now Intero has found a new way to bring this concept of giving to the environment. Intero has teamed up with EcoBroker International to offer our company an exclusive opportunity to earn an EcoBroker Certified® Designation adding yet another differentiator to our real estate business. EcoBroker is a program designed to help communities across the United States, and internationally, take advantage of and encourage energy efficiency and sustainable design in real estate properties. Through EcoBroker educational courses, real estate professionals acquire the knowledge and resources to become Certified EcoBrokers and assist clients in their pursuit and marketing of properties with green features. EcoBrokers are equipped with additional energy



John Beldock, PH.D., CEO of ECOBROKER International, and Gino Blefari in front of Gino's Hybrid Vehicle.

and environmental information and tools that help them provide added value to all of their real estate transactions. EcoBroker training helps real estate agents address the newest topics in real estate, such as green home certification programs like Energy Star Qualified Homes, energy-efficiency, and sustainable design. The EcoBroker designation also assists real estate agents in working through issues that may arise in real estate transactions, such as mold, radon, and poor indoor air quality, by providing real solutions.

## Additional Steps Intero is Taking to Help the Environment

But Intero's green efforts don't stop with just helping our agents become EcoBrokers. We've also uncovered other ways to help the environment like adjusting the way we do business. Recently we successfully tested an Eco friendly program with the City of Cupertino, and Santa Clara County to help reduce the trash that was being produced by our Cupertino office. By simply providing each desk, conference room and kitchen with a large recycling bin coupled with a much smaller trash bin, this office was able to reduce its trash output by more than 35%. With these "green" changes in place, Intero has now become a Certified Green Business, and we are in the process of rolling this program out to our entire company.





# COMMITMENT

*Since the inception of the Intero Foundation in 2004, over \$1.5 million has been donated by our agents and employees to Bay Area non-profits devoted to children in need.*

The Intero Foundation is dedicated to having a positive, long-lasting impact on children of our community, whose well-being is a significant and vital part of our future.

We recognize that we earn our living from the community. One of the core values of Intero Real Estate Services is commitment, and the Foundation was created through our commitment to the community and its children. We believe it is our responsibility to make a difference.

Everyone at Intero trusts in the universal law that says "You must give in order to receive". We take immense pride and satisfaction in belonging to a company in which everyone donates to the Intero Foundation.





# The Intero Foundation's Grants in 2010

We understand the universal law that you "must give in order to receive." One of our core values is commitment, and we therefore take great pride in belonging to a company in which everyone donates to the Intero Foundation. In 2010 alone, over \$170,000 was granted to organizations benefitting children in need, right here in our own communities.



From its inception in 2004, the Intero Foundation has collected over \$2 million in donations from Intero agents and employees, securely endowing \$300,000 while giving over \$1.7 million in grants to nonprofit organizations that support children in need.





**INTERO**  
REAL ESTATE SERVICES®

# International Marketing Opportunities in Asia-Pacific

**PropGOLuxury.com**

**PropGO**

**iProperty.com**

**PropertyGuru**  
Singapore's Leading Property Site  
.com.sg

CONDOMINIUMS • VILLAS • APARTMENTS • HOT DEALS • INTERIORS • DESIGN  
**PROPERTY REPORT**  
The trusted source for Real Estate news  
SINGAPORE • MALAYSIA • INDONESIA  
www.property-report.com

**CREATING CLASS**  
designing uber luxurious properties

**LP**  
LUXURY PROPERTIES 地标  
312  
爽夏加勒比  
**CARRIBEAN COOL**  
专题 | 豪邸东主加建对比 | Caribbean Playground  
零部流 | 陈瑞娟 · 拉希德 | Creativity | Karim Rashid  
热点聚焦 | 巴西 | Focus | Brazil  
北京 | 颐和园豪宅 | Summer Palace Splendor

*Are you looking to expose your listings to active international markets?*

Business in China and the Asia-Pacific region is booming. More new millionaires have been created in China than any other country in the world. With China giving every indication of becoming the world's next economic giant, it's time to consider how to expose your listing to this potentially boundless market.

At Intero Real Estate Services, we strive to keep ahead of the curve and bring you new and exciting opportunities to maximize the exposure of each and every one of your listings. Intero's forged relationships with some of Asia-Pacific's most trafficked real estate websites and influential real estate publications, to bring you an affordable opportunity today to tap into this budding market before all the rest.

You'll find Intero listings are currently being syndicated to PropGoLuxury.com on homes priced above \$2 million. We are also syndicating to PropGo.com ALL of our active listings. In addition to these efforts - we now bring you the opportunity to enhance and feature your listings on PropGoLuxury.com, iProperty.com and PropertyGuru.com. There are also print advertising options within two different magazines: LP-Luxury Property Magazine and Property Report.

Please contact the Intero Marketing Department for further details.





LUXURYREALESTATE.COM™

John Brian Losh, Publisher

LUXURY  
PORTFOLIO™  
FINE PROPERTY COLLECTION



CityCrisbs™ **backpage.com**  
Find your home



LuxurySiliconValley.com  
Luxury Homes and Condos for \$3 Million Plus

**LiveDeal**  
Online Local Marketplace



**HomeSeekers.com**  
Your Solution to Find the Right Place, at the Perfect Price.



WSJ RealEstateJournal.com  
THE WALL STREET JOURNAL Guide to Property

**YAHOO! REAL ESTATE**

craigslist

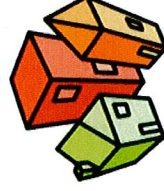


MercuryNews.com  
The Mercury News



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hotpads.com  
The place to find your place™



**terabitZ**  
every bit on real estate

CONTRA COSTA TIMES  
ContraCostaTimes.com





## **Intero Franchise Services, Inc. Executes a Definitive Master Franchise Agreement for the Houston Metropolitan Area**

*Innovative brokerage company further expands national presence with the opening of the first **Intero® Andare(sm)** office in Texas*

Silicon Valley, CA (February 24, 2011) – Intero Franchise Services, Inc. has signed a master franchise agreement in Texas with Avanti Capital Management ("Avanti"), a real estate investment group operating in the Houston metropolitan area.

Avanti will operate as a master franchise of the Intero Brand with an exclusive territory that encompasses the Houston, Texas metropolitan area. Avanti's aggressive growth plans include, through an affiliate, opening its first company owned office located in West Ave, this spring. West Ave is a hip luxury urban neighborhood located in the heart of River Oaks. Initial franchise locations are planned in the Katy and Woodlands markets.

"We are honored to align with the Intero family of companies, a premier brand with an amazing story that is rapidly expanding domestically and internationally," said Avanti CEO and President of Intero Houston, Daniel Ciscomani. "We are excited to introduce a fresh approach into the Houston market with innovative systems, training, technologies, and unmatched executive leadership."

The Intero office in West Ave will be led by local broker, Katie Maxwell, and will feature the **Intero Andare** design, a smaller technology-rich and more eco-friendly space designed for today's mobile REALTOR.

"The economics of a real estate brokerage today are different than a few years ago," said Tom Tognoli Intero COO. "Ciscomani's progressive business philosophy coupled with the Intero Andare office model will revolutionize the way real estate is done in Houston."

Intero President and CEO Gino Blefari added, "Continuing to build on our global presence, this agreement presents an incredible opportunity to further align Intero with internationally recognized U.S. markets."

The launch of Intero Houston follows the recent announcements of [Intero UK](#), [Intero Shanghai](#) and [Intero Hong Kong](#) locations.



## **Intero International Franchise Services, LLC, goes global signing first master franchise agreement in the UK**

*Intero brand and innovations now available in the UK and beyond*

Silicon Valley, CA (February 16, 2011) —Intero International Franchise Services, LLC, has signed a master franchise agreement to extend the Intero brand into new markets with GPEA, LTD.

GPEA, LTD is the owner of two of the largest real estate networks in the UK, the Guild of Professional Estate Agents and Fine & Country. Together their more than 700 offices service the UK.

Mike Bidwell, Former COO of Fine & Country and today's CEO of Intero UK explains, "My intention for bringing the Intero® brand to the UK is to revolutionize real estate. The Intero presence in the UK as a leading brand will provide quality services and solidify exceptional relationships."

Intero Chairman Robert Moles adds, "We are thrilled with this agreement because it allows us to walk right through Europe's front door to expand the Intero brand, and our spirit of innovation, to a market hungry for a new approach to the traditional real estate brokerage."

Malcolm Lindley, Founder of the Guild of Professional Estate Agents, stated, "My commitment to maintaining a higher standard in global luxury real estate is perfectly suited to the Intero brand and the people who stand behind it. The systems, training, technologies and unmatched executive team all contribute to an extraordinary approach to real estate that will find great reception in these new markets."

The launch of Intero® UK follows the recent announcements of the first Asia Intero franchise, [Intero Shanghai](#) and the opening of the [Intero Hong Kong](#) location.

"Our continued expansion represents the Intero commitment to a global brand presence, a necessary element to thrive and innovate in a real estate business," concludes Intero CEO Gino Blefari.





## **Intero International Franchise Services, LLC. Signs First Franchise in Asia**

*Leading brokerage company to open first Asia office in Shanghai, China*

CUPERTINO, SILICON VALLEY, USA – January 31, 2011 Interio International Franchise Services, LLC. ("Interio") announced the signing of its first international franchise in Asia located in Shanghai, China with [Global Gate Property Corp](#) ("GGP").

GGP is an international real estate group, who works with investors seeking to gain exposure to real estate investment opportunities. A highly experienced management team leads GGP. The team has been operating in Asia for over three decades, and has built up an extensive network of connections across Asia.

GGP CEO Gary Ohlbaum said the deal with Interio® creates a great opportunity to link with a company with a strong Western US presence that is the market leader in Silicon Valley, California. "Being part of this global community allows us to offer our partners and clients investment opportunities from within the group rather than referring out the business to other brokerages," said Ohlbaum.

David Cheung, who heads GGP's Shanghai operations, said: "The continued growth of Asia's economies, high asset prices, particularly in real estate, and rising currencies relative to the US dollar, have made Asians significant buyers of US real estate. The Interio brand's strength in the US, particularly in California, where many Asians choose to buy given its geographical proximity to Asia, established Chinese community, favorable climate, and economic, educational and work opportunities, make it the ideal partner to provide quality real estate investment opportunities to our client base."

The first Interio franchise in China follows the company's plan to expand internationally throughout the Asia-Pacific region. Interio International offers master franchise opportunities in select markets throughout the world.

Interio Chairman Bob Moles pointed to China's huge growth in home ownership and with 1.3 billion people it presents a great business opportunity. "With the Interio strong value proposition, we know that our company will quickly rise above the competition," he said.

Interio CEO Gino Blefari noted that the first Shanghai franchise represents the company's commitment to solidifying the brand's global presence, a necessary element to thrive and innovate in today's real estate business.

"We've always thought about expansion in terms of the individuals involved. We go where we find people who are the right fit for the Interio brand because they have the same values and believe in the culture we've created. The GGP executives are those people. With them on board, we simply couldn't pass on the opportunity to expand," Blefari said.

About the Interio® brand



## **Intero International Franchise Services, LLC. opens**

### **Intero Hong Kong**

*Leading brokerage company further expands presence in Asia-Pacific region*

CUPERTINO, SILICON VALLEY, USA – February 7, 2011 -- Intero International Franchise Services, LLC, announced the opening of its first office in Hong Kong, solidifying its presence in the Asia-Pacific region. This is the first Intero© owned office outside of the United States.

Intero U.S. Realtor Kenny Lo will head the new office, located at the One International Finance Centre at 1 Harbour View Street, Central, in Hong Kong. Lo has served Intero real estate clients since 2009 with dedication and integrity, attracting investors from Hong Kong and across the Pacific region to U.S. residential and commercial properties.

Robert Moles, chairman of Intero, said, "A number of Hong Kong investors are already waiting to take advantage of opportunities in U.S. and Bay Area real estate markets in particular. The Asia-Pacific region's economic growth, high real estate prices and rising currencies relative to the U.S. dollar have created a lot of interest in U.S. properties."

"Expanding the Intero brand in the Asia-Pacific region is important to the brand's reputation as a global leader," said Intero CEO Gino Blefari. "Kenny Lo is a perfect representative – a stellar Intero agent, working directly from Hong Kong, bridging the Pacific divide. Hong Kong investors will now have knowledge and access to real estate markets throughout the Bay Area."

Lo said, "We have several active real estate deals already in progress with Hong Kong investors and U.S. properties. I'm proud to be a pioneer for Intero Hong Kong."

The opening of Intero Hong Kong follows the recent launch of the [Intero Shanghai](#) license with [Global Gate Property Corp](#) ("GGP"). GGP is an international real estate group, who works with investors seeking to gain exposure to real estate investment opportunities.

### **About the Intero® brand**

Founded in 2002, [Intero Real Estate Services, Inc.](#) has quickly become one of the premier real estate brands in the U.S. In 2004, Intero Franchise Services Inc. began

franchising and currently is operating in many of the western states. In 2009, Intero International Franchise Services, LLC embarked on developing territories in Asia Pacific, Europe, Middle East, Africa and the Americas. The companies are private and headquartered in California's Silicon Valley. For more information about Intero Hong Kong visit <http://www.interohongkong.com>

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