



MACKENZIE

ADVANTAGE TEAM

ORANGE COUNTY'S #1 PREMIERE HOME SALES TEAM



WE INVITE YOU TO DISCOVER THE DIFFERENCE



ORANGE COUNTY'S #1 PREMIERE HOME SALES TEAM



MACKENZIE
ADVANTAGE TEAM

949.278.2379 ■ www.macteam.com ■ CA DRE #01038710
TEAM HEADQUARTERS ■ 6833 QUAIL HILL PARKWAY | IRVINE, CALIFORNIA 92603

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Introduction



My overriding goal is to provide the highest standard of excellence, knowledge and professionalism that the real estate industry has to offer. My service is based on trust, performance and honesty in every aspect of each property transaction that I handle. These values are important to me and my team. We uphold them every day. To meet the goals of our clients, The Mackenzie Advantage Team makes use of the latest advances in the industry to yield the highest return to the owners of each property we sell. Our aim is to bring absolute satisfaction to our clients. Only then do we consider it a "job well done."

Sincerely,

A handwritten signature in white ink, appearing to read "Mac Mackenzie", with a stylized, flowing script.

Mac Mackenzie

INTRODUCTION

BY OUR CHIEF OPERATING OFFICER

Selling your home is more than finding a buyer and closing a sale. It's a complex transaction involving your single most valuable asset.

You need an expert like Mac Mackenzie who knows how to protect you and represent your best interests: someone skilled at handling delicate negotiations on your behalf; experienced in avoiding legal pitfalls that could cost you money; accomplished at orchestrating sophisticated marketing strategies that can make the difference between a so-so outcome and a very rewarding one.

Mac's skills in these areas are what defines the Coldwell Banker Orange County Company. Even our most seasoned agents receive intensive ongoing training in a range of specialized areas like contract negotiation, conflict resolution, financial and legal issues, market fluctuations, demographic and cultural factors and state-of-the-art marketing.

As you'll see in the following pages, we back Mac's exceptional skills with a range of powerful connections, resources and expertise only Coldwell Banker® can provide. Why do we offer all this? It's simple. We're focused on more than selling houses. Our goal is to represent you — for life.

It is with great pride that I can recommend Mac Mackenzie's services to you, our greatest asset.

Sincerely,
Jeff Culbertson



**PRESIDENT
CHIEF OPERATING OFFICER**

Coldwell Banker Orange County
and Desert Communities

Welcome to the Mackenzie Advantage Team



OUR PHILOSOPHY

The Mackenzie Advantage Team, led by Mac Mackenzie, is the most productive team in the Orange County real estate market today.

Mac has finished 2004 through 2010 as the #1 sales agent out of 90,000 REALTORS® nationwide, ranked by units sold. Mac Mackenzie first received Top Investment Producer for Orange County in 1989. His success has continued throughout the years; he has been named a member of the "Chairman's Circle" for over a decade, and has received the "Legends Award" and the "Diamond Chairman Award" - the highest achievement awards in the country attainable by an agent.

Mac Mackenzie and his team apply specialized methods learned from successful marketing companies and other successful broker-agents; they have developed a unique approach to selling in a competitive market. Mac Mackenzie has established himself as a proven leader in personalized service and successful sales.

Mac prides himself on his relationship with his clients and has always been a top producer. After breaking all sales records and finishing as the number one team in Orange County, Mac Mackenzie mastered the fine-home market during his association with Coldwell Banker.

Mac Mackenzie and his team attribute their success to their extensive knowledge of the housing market combined with aggressive and personalized marketing efforts.

"A successful sale at top dollar requires more than simply placing a listing in the multiple listings, holding open houses, passing out a few flyers and shaking a few hands," Mac says. "It requires innovative cutting-edge methods of exposing your property to a greater extent than is normally attained by the conservative, safe techniques and constraints of traditional real estate agencies."

Mac's approach and philosophy have paid off time and time again for each client. After years of combined professional experience in residential sales, The Mackenzie Advantage Team's new business comes from referrals by satisfied clients and direct marketing.

"I know how to market and sell real estate." Mac states, "I believe any property that is properly marketed is not only good as a guaranteed sale, but will achieve a higher sales price."

"People need to hire someone they feel comfortable with, someone who has a proven track record and is current with the knowledge and trends of today's market. They hire a qualified person they know will get the job done and done right. Just remember, nothing replaces experience."

INNOVATIVE TEAM CONCEPT



People are the heart of every business and my organization is no exception. Overwhelmingly, the quality of the people determines the success of the business. Most organizations are looked at from the strength of the people in the enterprise.

I attribute my success to the unparalleled efforts of my team. I have developed an innovative team concept. No other agent in Orange County utilizes a team of this size incorporating this kind of talent.

The Mackenzie Advantage Team is composed of a team of highly-trained professionals dedicated exclusively to serving you, the customer. The team contributes to the overall success of the enterprise while enabling me to do what I do best ... sell your home for top dollar!

Meet the Team



MAC MACKENZIE

PRESIDENT

Short Sales and Foreclosure Specialist (SFR)
Real Estate Collaboration Specialist – Divorce (RCS-D)

Mac Mackenzie, President of The Mackenzie Advantage Team at Coldwell Banker, has been actively involved in every facet of the real estate industry for over 21 years. Mac was the top producer at Prudential Real Estate through 1998 and at Coldwell Banker from 1998 to present, and has received national recognition from his peers by being #1 in residential units sold nationwide for over 12 years in a row. What Mac brings to his clients is a unique combination: the toughness of a born negotiator combined with a genuine concern for the welfare of his clients. Mac's strong commitment, coupled with the ability to overcome any obstacle, have made him the highly successful sales agent he is today.

MAC'S ACHIEVEMENTS

SPECIAL BUSINESS HONORS

- Top 1% in United States Real Estate Agents 2002 to 2010.
- Coldwell Banker's Presidents Elite Club 2001 to 2010. Top 1/4 of 1%.
- Top 1% in Southern California Real Estate Agents 2001 to 2010.
- Coldwell Banker's Top 1/4 of 1% 2001 to 2010.
- Top Sales Volume overall at Coldwell Banker 2001 to 2010.
- Prudential California's Top 1/2 of 1% 1994 to 2000.
- Chairman's Circle Award 1993 to 2000.
- Prudential California's Top 5% 2000.
- E.R.A. - Top 5% Listing/Sales 1990 to 1992.

ORGANIZATIONS

- National Association of REALTORS®
- California Association of REALTORS®
- Orange County Association of REALTORS®
- Newport/Mesa Association of REALTORS®

FAMILY

- Wife Charmaine, daughter Summer and twins Dakota and Montana.

MEET THE TEAM

VICE PRESIDENT SALES, SHORT SALES, REO DIVISION

Short Sales and Foreclosure Specialist (SFR)

Eagle Scout

Having handled several hundred real estate sales in his career, his experience and consistent “can-do” attitude ensures a smooth home sale, short sale, REO or purchase. Dave’s daily responsibilities include overseeing the marketing department, managing the team of buyers’ agents and PR specialists, new business development and managing the sales process including all steps of the transaction and escrow process.



DAVE CANNON

VICE PRESIDENT OF OPERATIONS DIRECTOR OF LEGAL MARKETING

Short Sales and Foreclosure Specialist (SFR)

Real Estate Collaboration Specialist - Divorce (RSC-D)

Laurie brings to The Mackenzie Advantage Team over 20 years of law firm management experience. As Vice President of Operations, Laurie’s most important task is to act as a liaison to our sellers. Laurie makes sure that all marketing and sales information is communicated to our sellers on a timely basis. Laurie manages all print media advertising, and oversees our legal and administration departments to ensure that the listing and advertising process runs smoothly.



LAURIE HINES

Welcome to the Mackenzie Advantage Team



DIRECTOR OF MARKETING & ADMINISTRATION

Isaac Dozor is a graduate of The University of California at Davis with degrees in Political Science and History. Isaac is responsible for a variety of tasks for The Mackenzie Advantage Team. Among them, Isaac gathers the information needed for a complete and informative meeting between Mac Mackenzie and his clients. Isaac is also responsible for maintaining accurate, up to date property information on our website. Isaac applies a creative, detail oriented eye to every aspect of your property's flyers, online presence and advertising impact. Isaac's philosophy is that hard work, coupled with creativity, technology, attention to detail and partnership with our sellers is the key to a successful marketing campaign.



ASSISTANT DIRECTOR OF MARKETING & ADMINISTRATION

As a long time team member and mother of four, Julee brings hard work, experience, endless patience and attention to detail to every aspect of the company that she is involved in. From taking in-bound calls to expediting marketing/advertising materials to helping produce showing feedback; Julee exudes a bright personality and positive enthusiasm, ensuring our clients receive nothing but the highest quality customer service and care.



LEGAL COUNSEL

James Keathley is a seasoned attorney, specializing in law as it pertains to Real Estate and Mortgage Banking. Jim understands that real estate issues affect buyers and sellers at a very personal level. He combines effective legal advice with the knowledge and strength required to resolve our clients' questions as quickly and effectively as possible. Jim is dedicated to legal excellence and committed to providing the highest level of client service.

TRADITIONAL ADVERTISING

Our local and national advertising program is designed to generate broad consumer awareness for The Mackenzie Advantage Team. Increased awareness of our premium service and market share keeps The Mackenzie Advantage Team at the top of property buyers' minds.

Locally, through targeted media placement coupled with a comprehensive public relations plan, The Mackenzie Advantage Team's advertising program brings buyers to our properties before others.

While most property advertising today is done on the internet, as a Coldwell Banker Previews International® client there are other, exclusive opportunities your Previews® Property Specialist may take advantage of to give your luxury property the exposure it deserves.

REGIONAL AND LOCAL MARKET PUBLICATIONS

We may also list your home in one of our prestigious local or regional magazines.



Coast Magazine
Daily Pilot
Daily Pilot Times
Distinctive Homes
Haute Living
HB Independent
Homes and Land
Coastal, North and South

Irvine World News
Laguna Beach Independent
Laguna Beach Magazine
Los Angeles Times
Luxe Magazine
Newport Beach Independent
Newport Beach Magazine
OC Business Journal

OC Register
Orange Coast Magazine
Riviera
The Robb Report Collection
San Clemente Sun Post
San Clemente Times
Unique Homes
Wall Street Journal

REGIONAL NETWORK

2 STATES ■ 7 COUNTIES ■ 807,000 READERS



The Regional View Magazine network gives our agents unrivaled access to buyers across the Southwest. With over 807,000 copies distributed across the Southwest's most popular newspapers, our agents have the ability to advertise your home to thousands of potential buyers every week.

Orange County and the Desert

Approximately 250,000 copies distributed from San Clemente to Newport Beach to Irvine and throughout the Coachella Valley.

Greater Los Angeles, Santa Barbara and Ventura

Approximately 230,000 copies distributed throughout Westside LA, South Bay, San Fernando Valley, San Gabriel Valley, Conejo Valley, Santa Barbara, Montecito, Oxnard and Ventura.

San Diego and the Temecula Valley

Approximately 162,000 copies distributed throughout San Diego County and the Temecula Valley.

Arizona

Approximately 165,000 copies distributed in Phoenix, Lake Havasu City, Heber/Overgard, Prescott, Tucson and GreenValley-Canoa.

View Digital Editions

Each regional View has a digital version for Consumers who prefer reading our magazine online, or who are looking for properties from across the globe. The digital version of View is available to our clients worldwide via the Internet. They can review the magazine, search for listings, agents or offices to that suit their needs or go through our archive of past editions.

VIEW MAGAZINE

view



View complements the expertise of your agent with a comprehensive multi-media resource reaching hundreds of thousands of homebuyers in Orange County and the Coachella Valley.

- **View Magazine**—A weekly color magazine distributed through the Los Angeles Times, Orange County Register, and the Desert Sun.
- **View Digital Edition**—For consumers who prefer reading our magazine online, View is also available in a robust, digital format that distributes to our clients worldwide via the Internet.

Advertising



Los Angeles Times

THE ORANGE COUNTY
REGISTER

The Desert Sun

MACKENZIE ADVANTAGE TEAM
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Marketing/Sales

LISTING PERIOD

- Enter listing in office log.
- Transfer Disclosure signed and in file.
- Agency Disclosure signed and in file.
- Submit listing to Multiple Listing Service.
- Listing Agreement signed, copy to Seller, original in file.
- Seller Affidavit FIRPTA signed and in file.
- For Sale sign installed.
- Lock Box installed.
- Property photos taken.
- Ads written with Seller's input.
- Business cards, fact sheets left with Seller.
- Digital art work and copy layout designed
- Advertising readied and placed in appropriate media.
- Listing announced, "plugged" at weekly office meeting.
- Color photos ordered.
- Color photos taken for interior brochures.
- Multiple listing computer printout placed in file.
- Brochures created.
- Brochures delivered to Seller.
- Copy of ads mailed to client.
- Feedback from showings relayed to client by phone/email.
- Periodic price evaluation.
- Price change entered in MLS computer system (if needed).
- Price change printout put in file.
- Price change on brochures.
- New brochures displayed at home.
- New supplies of brochures and fact sheets delivered.

OFFER PRESENTATION

- Offer received.
- Offer reviewed with Seller.
- Counter or original offer signed by Seller.
- Counter offer returned to selling agent.
- Contract accepted and signed by all parties.

MARKETING/SALES PLAN

DURING ESCROW

Once your home is under contract, contact The Mackenzie Advantage Team with any questions.

- Escrow opened and escrow number assigned.
- Buyer's money deposited in escrow.
- Copies of contract to Seller.
- Copies of contract to selling agent.
- Copies of contract in office file.
- Sales file established and checklist put in file.
- Earnest money recorded in trust book.
- Earnest money deposited in escrow.
- Sales file completed.
- Seller Letter outlining dates mailed to Seller.
- Purchase Letter outlining dates mailed to Buyer.
- Title policy ordered.
- Preliminary Title report received.
- Physical Inspection scheduled.
- Geological Inspection scheduled (if applicable).
- City Inspection scheduled (if applicable).
- Inspection reports reviewed by Mac Mackenzie.
- Seller and Buyer agree on inspection terms/remedies.
- Inspection contingencies removed.
- Smoke detector compliance noted.
- Earthquake Hazards booklet delivered to Seller.
- Earthquake Hazards booklet delivered to Buyer.
- Flood and Seismic Hazards documents signed by Buyer and Seller.
- Lender called for weekly updates.
- Appraisal scheduled.
- Market comparable prepared for appraiser.
- Weekly updates from lender communicated to Seller.
- Follow-up on appraisal.
- Loan approval.
- Loan documents signed.
- Escrow instructions drawn - rough draft returned to escrow.
- Escrow instructions signed by Seller and returned to escrow.
- Escrow instructions signed by Buyer and returned to escrow.
- Escrow contacted daily for updates.
- Final walk through scheduled for Buyer.
- Closing statement prepared by escrow.
- Closing statement given to Seller.
- Check remitted to Seller by escrow.
- Close of escrow.
- Keys, garage door openers, etc. delivered to Buyer.
- Assist Seller in purchase of another home.
- Refer Seller to "Top Agent" in new hometown.
- Monitor services to Seller by referred agent.
- Assist Seller wherever possible with move.



e-MARKETING

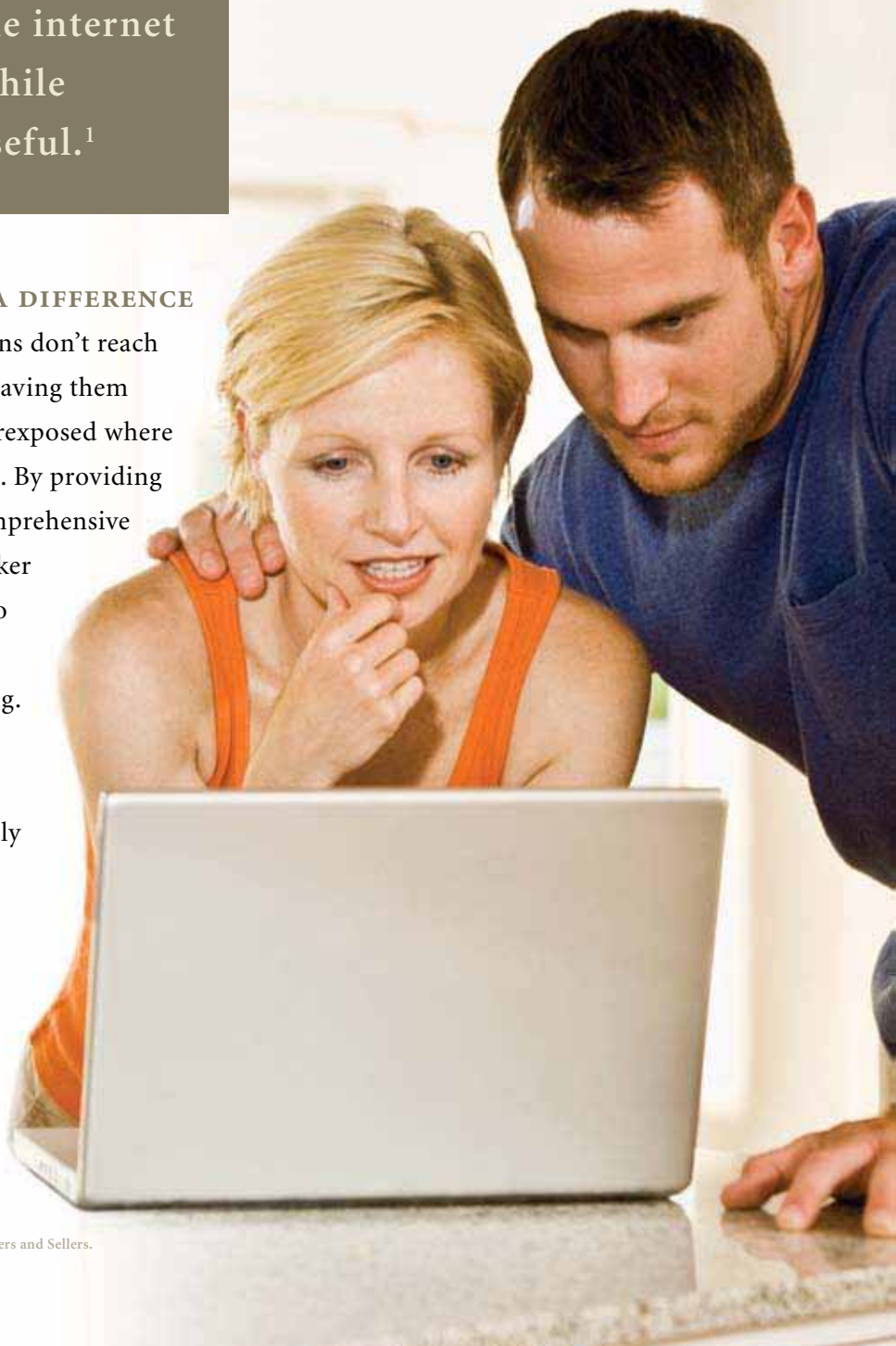
77% of home buyers found the internet useful in their home search while only 2% found newspapers useful.¹

eMARKETING THAT MAKES A DIFFERENCE

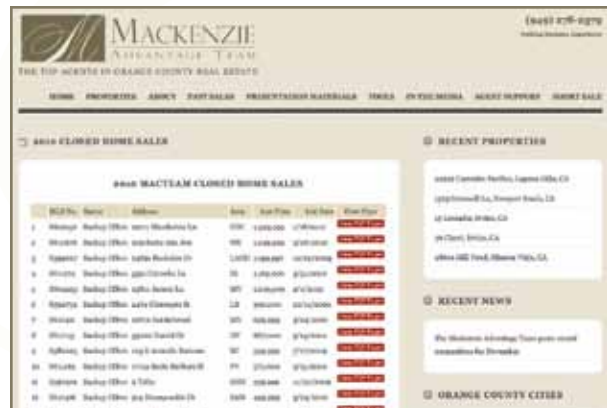
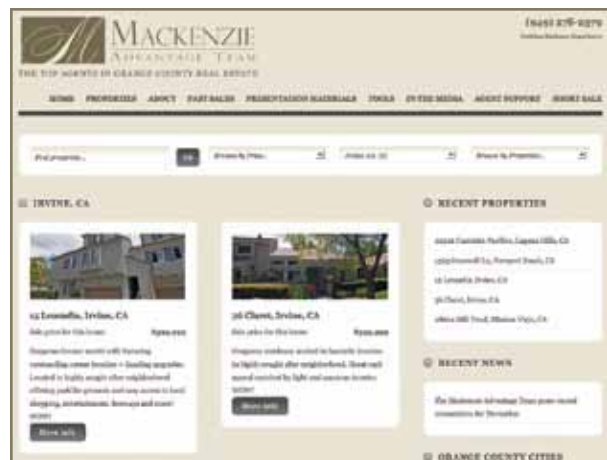
The vast majority of eMarketing plans don't reach enough of the top real estate sites, leaving them incomplete and your property underexposed where buyers are searching — the internet. By providing our Previews® Specialists with a comprehensive eMarketing program, Coldwell Banker Previews International® is helping to ensure your listing appears where today's home buyers will be shopping.

To tap into the internet audience of luxury home buyers, we automatically syndicate your listing to the world's leading Web sites, giving your exceptional property the maximum exposure it deserves.*

1 2009 National Association of REALTORS® Profile of Home Buyers and Sellers.



The macteam.com Web site is unrivaled in the industry. Internet home buyers tend to be highly qualified and more affluent. California home buyers using the internet are much more likely to have higher incomes and pay higher prices for the homes. Our exclusive, highly marketed website will sell your home.



Internet Marketing

VISIT WWW.MACTEAM.COM TODAY

949.278.2379 ■ www.macteam.com



CORPORATE WEB SITES

COLDWELL BANKER'S PROPRIETARY WEB SITES GENERATE OVER 2 MILLION VISITORS FROM AROUND THE GLOBE EVERY MONTH



COLDWELLBANKERPREVIEWS.COM

ColdwellBankerPreviews.com is our award-winning Web site dedicated to luxury properties. The site features more than 10,000 luxury property listings from around the world, along with special features and content specifically targeted to the affluent, luxury home buyer. ColdwellBankerPreviews.com attracts elite buyers and allows potential buyers a preview of your property 24 hours a day, 7 days a week.



COLDWELLBANKER.COM

Links to ColdwellBankerPreviews.com are featured throughout the ColdwellBanker.com site which attracts over 2 million visitors from more than 100 countries. The site is also equipped with a "You may also like" feature allowing home buyers to utilize tools similar to those they use when shopping online for many everyday purchases.



CALIFORNIAMOVES.COM

CaliforniaMoves.com features properties listed on 20 Multiple Listing Services (MLS) in Northern and Southern California. ColdwellBanker.com links to local Web sites, including CaliforniaMoves.com, more than 100,000 times each month, providing visitors with up-to-date community information including new listings in the area, Open House Tour schedules, maps and driving directions.



OCVIEWONLINE.COM

OCViewOnline.com is the robust digital version of our weekly color magazine. The online version of the View is distributed worldwide to our online clients via the internet. OCViewOnline.com reaches thousands of consumers before the weekend so potential buyers have more time to review properties and schedule visits.

ONLINE DATA FLOW

Multiple Listing Service
All 20 in California



REALTOR.com®
and 5 partner sites



CaliforniaMoves.com

HOME BUYERS START ONLINE
- SO DID WE.

84% of home buyers are searching online.¹

To tap into this audience of home buyers, we automatically syndicate your listing to the world's Web sites, giving your property the maximum exposure it deserves.*



ColdwellBanker.com



ColdwellBankerPreviews.com
Listings over \$1 million



OCViewOnline.com



AOL Real Estate



Cyberhomes.com
and 3 partner sites



Frontdoor.com
and 75+ partner sites



GoogleBase.com



Homefinder.com
and 90 partner sites



Homes.com



IHT.com



NYTimes.com



OpenHouse.com



Trulia.com
and 90+ partner sites



Wall Street Journal
Listings over \$500,000



Yahoo.com
and 3 partner sites



Zillow.com
and 130+ partner sites

Internet Marketing

¹ 2009 CA National Association of REALTORS® Survey of CA Home Buyers.
*Some listings may not qualify for all Web sites.



Web Partners

OCViewOnline.com
CaliforniaMoves.com
ColdwellBanker.com
ColdwellBankerPreviews.com*
AOL® Real Estate
Cyberhomes.com
Aol001.cyberhomes.com
BankofAmerica.cyberhomes.com
RealEstate.com

Enormo.com – *Coming Soon*
(+40 Partner Sites)
Google Base™
Homes.com
IHT.com
Oodle.com – *Coming Soon*
OpenHouse.com
NYTimes.com

WallStreetJournal.com
(listings start at \$500,000)
Yahoo! Real Estate™
Lakeland Ledger
Palm Beach Post
Sarasota Herald Tribune

FRONTDOOR.COM NETWORK PARTNERS

13wham.com
4029tv.com
abc4.com
carolinascw.com
cbs46.com
cbs47.com
cbs47.tv
Click2Houston.com
counton2.com
cwalkansas.com
fox16.com
fox30online.com
fox5vegas.com
foxcarolina.com
foxreno.com
justnews.com
KCCI.com
kcrq.com
kctv5.com
KETV.com
kfoxtv.com
kgbt4.com
kget.com
khlstv.com
kitv.com
kmbc.com
knvn.com

KOAT.com
KOCO.com
kpho.com
krcg.com
ksbw.com
ktvu.com
kvos.com
kxrm.com
local12.com
Local6.com
nbc13.com
nbc25online.com
nbc4i.com
News4Jax.com
NewsNet5.com
TheBostonChannel.com
TheDenverChannel.com
TheIndyChannel.com
ThePittsburghChannel.com
TurnTo23.com
wach.com
WAPT.com
wbaltv.com
wbng.com
WDSU.com
webcenter11.com
WESH.com

wetmtv.com
wfsb.com
wftv.com
WGAL.com
WISN.com
wjactv.com
wjtv.com
wkbt.com
WLKY.com
WLWT.com
WMTW.com
WMUR.com
wnct.com
wnem.com
WPBF.com
WPTZ.com
wpxi.com
wral.com
wrbl.com
wsbtv.com
wsmv.com
wsocv.com
wstm.com
WXII12.com
WYFF4.com

NETWORK PARTNERS

HOMEFINDER.com NETWORK PARTNERS

Alexandria Town Talk
Allentown Morning Call
Asbury Park Press
Asheville Citizen Times
Battle Creek Enquirer
Beaufort Gazette
Belleville News Democrat
Biloxi Sun Herald
Bradenton Herald
Centre Daily Times
Chicago Tribune
Chillicothe Gazette
Contra Costa Times
Coshocton Tribune
Courier-Journal
Daily Record
Eagle Gazette
Fort Lauderdale Sun Sentinel
Fort Myers News Press
Fresno Bee
Great Falls Tribune
Greenville News
Hartford Courant
Hattiesburg American
Hilton Head Island Packet
Homes News Tribune
Idaho Statesman

Indianapolis Star
Inside Bay Area
Iowa City Press Citizen
Ithaca
Journal and Courier
Kansas City Star
Lansing State Journal
Las Cruces Sun-News
LATimes.com
Ledger-Enquirer
Lexington Herald-Leader
Macon Telegraph
Merced
Modesto Bee
Monterey County Herald
Montgomery Advertiser
My Central Jersey
News Herald
News Journal
OpenHouses.com
Orlando Sentinel
Press Enterprise
Raleigh News & Observer
Richmond Palladium Item
Rochester Democrat and Chronicle
Rock Hill Herald
Sacramento Bee

Salisbury Daily Times
San Jose Mercury News
Santa Cruz Sentinel
Springfield News-Leader
St. Cloud Times
Statesman Journal
Sun News
Sun-Sentinel
Telegraph-Forum
The Advocate
The Californian
The Coloradoan
The Daily Journal
The Marion Star
The Miami Herald
The News-Messenger
The News-Star
The Observer-Dispatch
The Reporter
The State
The Tribune
Times Herald
Times Recorder
Visalia / Tulare
Wichita Eagle

Internet Marketing

REALTOR.com® NETWORK PARTNERS

Comcast.net
Move.com
MSN.com
TheNest.com
Worldproperties.com



TRULIA.COM NETWORK PARTNERS

303area.com/real-estate
abcnewspapers.com
allaboutthearea.com
americantowns.com
arizonawebpage.com
atlantamagazine.com
azcentral.com
bakersfield.com
bowlinggreentimes.com
browardpalmbeach.com
californiamoves.com
carolineprogress.com
cbmove.com
cbpacific.com
charlestoncitypaper.com
citizentribune.com
classifieds.urbantulsa.com
dailyharrison.com
dallasnews.com
dingmangroup.com
dwellagency.com
elkvalleytimes.com
elsberrydemocrat.com
firesideguard.com
foxbusiness.com
goochlandcourier.com
goskagit.com
grundycountyherald.com
heraldchronicle.com
heraldprogress.com
hermannadvertisercourier.com
hobokensbesthomes.com
homebuyinginstitute.com

homes.tamapabay.com
id-digest.com
insidetoday.com
jerseydevilhomes.com
kdhnews.com
kiplinger.com
kvue.com
landise2realestate.com
laweekly.com
lawyerstitle.blogspot.com
lincolncountyjournal.com
loopnet.com
louisianapressjournal.com
manchestertestertimes.com
miaminewtimes.com
mortgagesum.com
myareanetwork.com
mydwelling.com
myfloridahomestore.com
nashvillescene.com
newhavenleader.com
newphaserealty.com
northernnecknews.com
NorthJerseryhomes.com
northumberlandecho.com
nvdaily.com
ocweekly.com
orlandosentinal.com
parade.com
pegasusnews.com
plotornot.com
pressofatlanticcity.com
rft.com

sarasotahomesonline.com
seattleweekly.com
seniorhousingnet.com
shelbynews.com
shemcreeksc.com
silvar.com
smalltown.com
snapshot.trulia.com
soldville.com
southwesthomesnow.com
tampabay.com
thecentralvirginian.com
thegoheens.com
thephoenix.com (phx.com)
thesunchronicle.com
thisweeklive.com
tolosapress.com
tricitylocal.com
tullahomanews.com
unitedonline.net
usnews.com
vandalialeader.com
villagevoice.com
washingtonpost.com
webmapfree.com
westmorelandnews.com
westword.com
yourplaceforhomes.com
zidaho.com
zilpy.com

NETWORK PARTNERS

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Andover Townsman
Athens Daily Review
Batesville Herald-Tribune
Bluefield Daily Telegraph
Cedar Creek Pilot
Chickasha Express Star
Claremore Daily Progress
Classified Ad Network (CNHI-CAN)
Cleburne Times Review
Clinton Herald
Commerce Journal
Commercial News
Commonwealth Journal
Cooperstown Crier
Cordele Dispatch
Corsicana Daily Sun
Crossville Chronicle
Cumberland Times News
Derry News/Weekender
Edmund Sun
Effingham Daily News
Enid News & Eagle
Farm Talk
Gainesville Daily Register
Glasgow Daily Times
Gloucester Daily Times
Goshen News
Grand Traverse Herald
Grayson Journal Enquirer
Greensburg Daily News
Greenville Herald Banner
Hendricks County Flyer
Home Magazine
Jacksonville Daily Progress
Knoxville Journal Express
Kokomo Tribune
Laurel Leader-Call
Lockport Union-Sun & Journal
Mankato Free Press
McAlester News-Capital
McCreary County Record
Mineral Wells Index

Montgomery Herald
Morehead News
Mt. Vernon Register News
New Castle News
Niagara Gazette
North Jefferson News
Olive Hill Times
Ottumwa Daily Courier
Palestine Herald-Press
Pauls Valley Daily Democrat
Pella Chronicle
Picayune Item
Pryor Daily Times
Richmond Register
Rockwall County Herald Banner
Royse City Herald Banner
Rushville Republican
San Marcos Daily Record
Shelbyville Daily Union
St. Clair News Aegis
Stanly News & Press
Suwannee Democrat
Tahlequah Daily Press
Tampa Tribune
The Ada Evening News
The American
The Branford News
The Cullman Times
The Daily Citizen
The Daily Item
The Daily News of Newburyport
The Daily Southerner
The Daily Star
The Danville News
The Duncan Banner
The Eagle-Tribune
The Evening News
The Fayette Tribune
The Haverville Gazette
The Herald
The Herald Bulletin
The Huntsville Item
The Independent
The Jasper News
The Joplin Globe

The Journal - Register
The Land
The Lebanon Reporter
The Leeds News
The Mayo Free Press
The Meadville Tribune
The Meridian Star
The Midwest City Sun
The Moultrie Observer
The Muskogee Phoenix
The News Courier
The Newton Record
The Norman Transcript
The Orange Leader
The Oskaloosa Herald
The Pharos-Tribune
The Port Arthur News
The Press-Republican
The Randolph Guide
The Record-Eagle
The Register Herald
The Salem News
The Sentinel Echo
The Star Beacon
The Star Herald
The Stillwater Newspress
The Tifton Gazette
The Tribune
The Tribune Star
The Tribune-Democrat
The Union-Recorder
The Zionsville Times Sentinel
Thomasville Times-Enterprise
Times Tribune
Times West Virginian
Times-Leader
Tonawanda News
Tuttle Times
Valdosta Daily Times
Washington Times Herald
Waurika News Democrat
Wayne County Outlook
Weatherford Democrat
Woodward News
XL Marketing

Internet Marketing

*Based on regional Previews price points. Web site list subject to change without notice.

MACKENZIE ADVANTAGE TEAM

949.278.2379 ■ www.macteam.com



MOBILE TECHNOLOGY

BRINGING INFORMATION TO BUYERS—WHEREVER THEY ARE.

Just as the internet changed the way people search for homes, mobile technology has changed search habits even more. Coldwell Banker Previews International® has stayed at the forefront of those changes with its ever-evolving mobile technology tools. Our best-in-class Web site is accessible right from your iPhone® or Blackberry®. With this, first-of-its-kind application for Smartphones, buyers can instantly access information about your listing and contact your Previews® Property Specialist from anywhere!



ONLINE VIDEO: THE FUTURE OF REAL ESTATE

Coldwell Banker® is the first in the industry to put the full power of its brand and network behind a tool that represents the future of real estate—the video listing.

YouTube™ is the first place most consumers go today when looking for video content online. Consumers are increasingly turning to YouTube™ for much more than entertainment. YouTube™ is now the world's second largest search engine, trailing only Google™.

Many consumers now search YouTube™ for content related to practical information they need—including when they want to know more about a specific area or town.

To create On Location, Coldwell Banker worked with YouTube™ to develop a totally customized framework and experience. Coldwell Banker is the first real estate brand to launch an easy-to-use online destination for video content that offers consumers information on everything real estate. On Location uses video to help consumers find out more about the local areas and real estate issues that matter most to them.



Through the use of dynamic IP lookup, consumers are provided with local results as soon as they hit the site.

Resources



Coldwell Banker® has forged relationships with a network of reputable firms to streamline the closing process.

COLDWELL BANKER CONCIERGE® SERVICE

Coldwell Banker Concierge® is a complimentary service for Coldwell Banker clients that provides assistance and access to top-quality home service providers. Our goal is to provide our clients with the best home improvement and service provider referrals possible, at no charge. We strive to deliver exceptional workmanship at the highest value through our pre-screened service providers while meeting the timing requirements of our clients during the home selling process.

POWERFUL EXPERTISE – IN-HOUSE LEGAL TEAM

In addition to having the most seasoned agents, Coldwell Banker has a full in-house legal team that works to minimize your legal exposure and advise your agent on the legal aspects of your transaction.

EXECUTIVE RELOCATION

Top-level executives relocating to California represent a key pool of highly qualified and motivated buyers. Each year, Cartus and its global network of more than 900 quality real estate firms assist more than 2,100 of the world's leading organizations in relocating more than 100,000 key employees, including cross border collaborations with more than 160 countries.

Coldwell Banker also acts as the local representative for virtually every other relocation management company in North America. Many of these relocation companies, along with a multitude of corporations, designate Coldwell Banker as their broker of choice to facilitate the relocation of their executives to California.

TITLE SERVICES – EQUITY TITLE

Equity Title Company, a full-service independent title agency, is the preferred provider of services for Coldwell Banker clients. Founded in 1980, it offers exceptional underwriting strength, a complete range of title and escrow services and exceptional service.



RESOURCES

REAL ESTATE FINANCING – FIRST CAPITAL

As one of the largest mortgage brokers in California, First Capital Mortgage offers a variety of loan programs and has access to every wholesale lending institution available. Our financial services company takes great pride in its customer relations, quick processing time and open lines of communication. Trained loan officers work with real estate sales associates, clients and client advisors to provide valuable, timesaving, professional services. Licensed in all fifty states, First Capital offers one-stop shopping with the best services at the lowest possible rates.



REAL ESTATE FINANCING – COLDWELL BANKER® HOME LOANS

Coldwell Banker Home Loans has created a mortgage financing experience that is fast, simple and convenient. Coldwell Banker Home Loans is committed to building relationships and to offering the finest products and services in the real estate industry. Boost your home buying power in minutes and know for sure how much home you can afford. It's a fast and simple way to an easier home buying experience!



HOME WARRANTIES – HOME PROTECTION PLAN

Statistics show that properties with a home protection plan have higher selling prices and faster selling times. The Coldwell Banker Home Protection Plan, administered by American Home Shield®, enhances your home's appeal by offering buyers repair or replacement protection on every covered mechanical system or major built-in appliance for one full year after the sale. This home protection plan can also help protect your home while it is on the market. In the event of a covered breakdown, a home protection plan can provide quick relief for you at a very busy time.



ESCROW SERVICES – WEST COAST ESCROW

Founded in 1965, West Coast Escrow has been servicing clients of Coldwell Banker since its inception. With West Coast Escrow's exclusive Escrowlink Web site, you can access complete, secure information on the status of your escrow transaction and connect with your escrow officer anytime.



GLOBAL REACH

Your buyer could be **anywhere**.
Fortunately, **Coldwell Banker®** is **everywhere**.

One of the world's leading brands for
the sale of million-dollar-plus homes
with approximately 3,300 offices
and nearly 100,000 sales associates around the world.

Affiliated Resources

United States	Costa Rica	Italy	Panama	Venezuela
Aruba	Dominican Republic	Jamaica	Peru	Vietnam
Australia	Ecuador	Japan	Puerto Rico	British
Bahamas	Egypt	Korea	Romania	Virgin Islands
Belize	France	Lebanon	Saudi Arabia	(Anegada, Jost Van Dyke, Tortola, Virgin Gorda, along with smaller cays and private islands)
Bermuda	Guatemala	Malta	Singapore	
Canada	Honduras	Mexico	Spain	
Cayman Islands (Grand Cayman, Cayman Brac, Little Cayman)	India (Mumbai only)	Netherlands	St. Kitts/Nevis	U.S. Virgin Islands (St. Croix, St. John, St. Thomas, Water Island, several smaller islands)
China	Indonesia	Netherlands Antilles (Curacao, Bonaire, Saint Eustatius, Saba, St. Maarten)	St. Martin	
Colombia	Ireland	Nicaragua	Turkey	
	Israel		Turks & Caicos	
			United Arab Emirates	

OUR LOCAL NETWORK



Affiliated Resources

With over 1,000 sales associates in 12 offices, Coldwell Banker Orange County and Desert Communities grossed \$3 billion in sales in 2010 making us one of the most successful real estate companies in the nation.

From the stunning coastal communities of Newport Beach, Laguna Beach and Dana Point to the rural equestrian enclaves of San Juan Capistrano and Villa Park, Coldwell Banker Orange County and Desert Communities offers an extensive range of residential opportunities guaranteed to entice local residents to international jet-setters.

Coldwell Banker Previews International® agents are closely allied with a powerful network of the company's top real estate professionals in areas all over California, the nation and the world — agents who are likely to be working with buyers who are in the market for property like yours.

To showcase your incomparable property discreetly, powerfully and internationally...choose Coldwell Banker Previews International.



In the News



As Coldwell Banker's #1 agent
in Orange County for 2009,
[Mac] Mackenzie's success is derived from
his intuitive feel for the industry
and by making the necessary adjustments
to his team to best serve his clients.

View Orange County
June 5 - June 11, 2010



People are the heart
of every business
and Mackenzie's organization
is no exception.

— Brett Wyland, Branch Manager



Orange County Register
August 28, 2010



2006 residential real estate is a whole new ballgame

By Maurice Naragon

You are either in or out, but don't be in half way. 2005 ... that was the year to take your chances. Prices were at an all time high and multiple offers were coming in on most every property. This year it is a completely different market.

If you remember the early 1990s, the average house price in L.A. dropped from \$222,200 in 1990 to \$176,300 in 1996. That's a loss of 20 percent. Taking inflation into account, the drop was closer to 34 percent. For almost nine years since that time, California real estate has been a booming investment. But those days may have come full circle for now.

Mac Mackenzie is an 18-year veteran of real estate in Southern California and Coldwell Banker Real Estate's No. 1 agent by volume in Orange County and the United States. He is based out of Coldwell Banker's Corporate office in Irvine. As the county's top producer, Mackenzie says, "If your house is on the market today and you need to sell, you need to get serious about the agent you choose to market your home and how that agent helps you qualify the price at which you list your home. Gone are the days of 'let's price it high and see what it does', as many people experienced in early to mid 2005. To sell your house today, you need to have an aggressive agent who can help you get ahead of the price curve."

Is this a sign of troubling times ahead? When asked of Mackenzie, he said, "Well, not necessarily. Market corrections often happen after a swift upswing in prices like we saw in the past three years. Interest rates are holding pretty well and homes are still selling, but it's the smart sellers with the right agents that are getting their homes sold before losing their equity from the declining prices."

The Los Angeles Times of October 19, 2006 reported that lenders sent out somewhere around 27,000 default notices from July to September 2006 in California. This is more than double the foreclosure notices sent out to homeowners during the same period the previous year. And this is happening in many areas throughout Orange County and the rest of the country.

Home sales were down statewide in September of 2006. In all, 42,450 homes were sold - a 28.8% drop from the same month last year and a 14.8% decline from August. This means sales volume is down and a lot of inventory is sitting unsold. There are smarter buyers in the market than last year. It has become a buyer's market.

Mackenzie noted, "What will save you in

this market is experience. You want an agent that has completed a lot of residential transactions over the past 10 years. Above all other qualities, experience is what will help you get the most value out of your home."

As a top producing real estate agent, Mackenzie believes it is important to hit the potential buyers with many different angles of marketing. He said, "I spend around \$25,000 a month in newspaper and magazine and many other advertising venues to make sure yard signs and the MLS listings aren't the only way people can find the homes we have for sale. This is a much more savvy market of buyers than we have seen before. They do a lot of research on the Internet. So I have also invested heavily in our website, www.macteam.com, to make sure buyers can find all the information they need before visiting the home. We provide satellite maps of the areas and directions to the properties, as well as many photos of each home. We even have a direct portal to the MLS on our site so they can directly search the MLS listings without the help of an agent. This makes many people more comfortable than having to deal with a salesman in the early stages of shopping."

If you look at Mackenzie's website, you will see that his past five years' sales history is quite impressive, and there is no question of his experience in the Orange County real estate market.

"Potential home sellers should interview several agents before deciding who is most qualified to sell their home. Listing your home for sale is not a small decision, and neither should be the selection of who sells it for you," Mackenzie said. "Many people choose a family member, friend or the 'local agent' down the street to sell their home. That can be a grave mistake. They aren't always the most qualified for the job. And if the home doesn't sell and the market prices continue to decline, you will miss the best sales price for your home. This can put undue pressure on the seller and everyone loses."

Mackenzie also notes that his marketing team runs extensive, recent comparative pricing analysis studies on the street, neighborhood and local community of a potential seller's home to know exactly what the property should be priced at before meeting with a seller. "You can never be too prepared or know too much when it comes to selling a home in a specific neighborhood, and



Mac Mackenzie

"If your house is on the market today and you need to sell, you need to get serious about the agent you choose to market your home and how that agent helps you qualify the price at which you list your home."

this can make the difference in pricing the house properly and getting the most for the sellers or chasing the price down in a declining market," he adds. "In just 15 to 20 minutes, I can give a seller a tremendous perspective on what the market is doing and how their home should be marketed."

These words of wisdom might just make the difference between a quick, profitable sale and a long stretch of little attention and constant reductions in your home sales price. Nobody can predict exactly what the market will do this fall or early next year, but it doesn't appear that prices are going to rise any time soon.

Those who are 'in' are selecting the aggressive agents with lots of marketing power and pricing their homes or properties aggressively. Others may just find themselves chasing the prices down and missing the better sales opportunity they once had. If you want to sell your home, it would be prudent to interview your sales agents wisely.

Mac Mackenzie is Coldwell Banker Real Estate's No. 1 agent by volume in Orange County and throughout the entire United States in 2005. His website can be found at www.macteam.com.

THE ORANGE COUNTY REGISTER

MARKETPLACE

SUNDAY, MAY 14, 2006

TODAY'S THEME

REAL ESTATE

REMODELING

Experts say there is little research into the returns that homeowners receive on remodeling investments. **Page 3**



\$627,000

MEDIAN PRICE FOR ORANGE COUNTY HOME FOR 22 BUSINESS DAYS ENDED MAY 11. **Source: DataBank**

GOT LOAN?

A couple have an unrealistic time frame for getting the money for a down payment on a house. **Page 3**

READ IT

"Inside Track to Careers in Real Estate," by Stan Ross, chairman of USC's Lusk Center for Real Estate. Look at jobs beyond the obvious professions, especially as housing market cools.



SAND H. PARK
Alicia Mellor, the owner of a \$3.4 million home he is now sold \$117.5 million worth of homes in 2005.

O.C. plays catch-up on property tax bills



JONATHAN LANSNER
REGISTER COLUMNIST

Orange County property owners may not be as financially stretched as we feared. Well, at least, when it comes to paying property taxes.

It was a shock when the county revealed earlier this year that taxpayers skipped making last December's installment at the fastest delinquency rate in a decade.

An MFA wasn't required to know that more than a few O.C. household budgets are stretched by, among other items, rising interest rates and soaring energy bills. Still, it seems too early in the real

estate cycle for economic pressures to force a flood of folks to skip paying the property tax bill.

Now some fresh figures from the local tax collector show that December's late payments weren't as ominous an economic signal as they first appeared to be.

Economic blips do happen. December's bill may have been an anomaly, but let's also be clear: The new data aren't a perfect report card, either.

Orange County residents managed to average to gather \$57 million to pay off late December bills. As a result, missed payments on that first tax install-

ment are now down to \$20 million, or 1.50 percent of the amount due.

Still, that's the highest late-pay rate in four years. Of course, that's not as bad as the "worst in a decade" label we previously used for taxpayers' ability to meet the deadline.

As for the second payment that was due in April? The news is far better. The county's still missing \$78 million, or 4.1 percent of the amount due. That's an improvement from the previous year's pace. It

SEE LANSNER PAGE 10

HOUSEHOLD NAMES

AN ELITE FEW REALTORS SELL A DISPROPORTIONATE NUMBER OF O.C. HOMES. THOUGH AGENTS ARE PLENTIFUL, ONLY ABOUT 1 IN 7 MAKES THE MEDIAN INCOME, RESEARCH SHOWS.



SAND H. PARK, FOR THE REGISTER

TOP GUM: Mac Mackenzie, above, stands outside a \$3.4 million home that he is listing in Laguna Beach. Last year, Mackenzie sold more homes than any other agent in Orange County.

ON NEWS 1: Mackenzie's competition at the top is John McMonigle, who specializes in mansions.

Mac Mackenzie is one busy guy.

Last year, he sold 158 homes – more than any other real estate agent in Orange County.

That's one home closing every other business day, or three homes a week.

Although luxury home salesman John McMonigle is the county's top agent in dollar terms because he sells so many million-dollar mansions, Mackenzie is the top agent in unit terms, selling lots and lots of ordinary homes, with an average price of just \$667,800.

BY JEFF COLLINS THE ORANGE COUNTY REGISTER

Last year, Mackenzie sold five times as many homes as the average number sold by the top 1 percent of all "active" agents in the county, according to an analysis by Real Data Strategies Inc., a local real estate research firm.

His secret?

"I just don't believe it's impossible," said Mackenzie, 50. "I guess I'm one of those people who, if asked if I could fly, I'd fly."

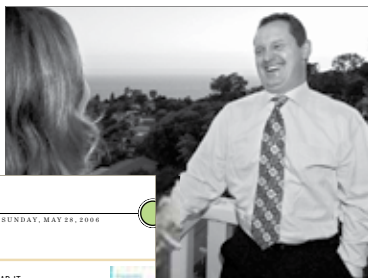
SEE AGENTS PAGE 2

Marketplace 2 | Sunday, May 28, 2006

FROM THE COVER

The Orange County Register

AGENTS: NOT EASY MONEY FOR ALL



FROM PAGE 1

Mackenzie flies in a rarified atmosphere in which an elite few of the county's top agents handle a disproportionate share of the county's real estate business.

And the feat is even more remarkable considering that less than one out of every seven practicing real estate agents earns as much as the county's median family income: \$72,000.

While state records show there are nearly 60,000 real estate license holders in Orange County, Real Data President Don Velling estimates that just 10,242 are affiliated with active real estate brokerages.

Of those, 10,000 were "active" – that is, had sold at least one home they had listed, the figures show.

The remaining 8,643 failed to sell any of their own listings, although 2,554 of them had at least one sale on behalf of a buyer.

The top 1 percent of active agents – a mere 100 professionals – dominated the market in 2005, selling one out of every 13 homes listed in Orange County, Real Data's figures show.

The top 100 together sold \$5.6 billion worth of real estate – almost as much business done by the 5,000 agents at the bottom.

"It's a huge disparity of talent and ability and income ... Agents freak out when they see the disparity between agents who know what they're doing and those that do not," Velling said.

Real Data's analysis looks only at the performance of agents working for sellers. Yet Velling said it's representative of the performance of the profession as a whole and of the disparities between top performers and the rest of the crowd.

The 10,000 active agents averaged four home sales apiece

Total value of homes sold per average agent:

Top 100 active agents	\$1.6 billion	\$14.3 million
Next 100 active agents	\$880,000 average sale price	\$9.2 million
Next 100 active agents	\$725,000 average sale price	\$10.4 million
Next 100 active agents	\$700,000 average sale price	\$11 million
Next 100 active agents	\$660,000 average sale price	\$5.8 million
Next 100 active agents	\$610,000 average sale price	\$5.3 million
Next 100 active agents	\$610,000 average sale price	\$5.3 million
Next 100 active agents	\$580,000 average sale price	\$5.2 million
Next 100 active agents	\$540,000 average sale price	\$4.8 million
Next 100 active agents	\$495 average sale price	\$500 thousand
Next 1,442 agents	\$0	

Sales volumes by producer

Overachievers dominated O.C.'s real estate sales last year. The top 100 "active" agents averaged \$14.3 million in total sold real estate listings last year. The bottom half of all "active" agents, meanwhile, averaged \$1 million or less. The average price per listing in the top 1 percent was over \$1 million, while the average listing in the lower 50 percent was \$440,000 or less.

The Register

For Mac Mackenzie's listings, visit www.macteam.com

on behalf of sellers they represented. The average sales price was \$673,000.

Eight out of every 10 sales were handled by the upper half of all the active agents.

That means two out of every 10 sales are split among the remaining 5,000 active agents, who averaged one to two sold listings apiece.

Assuming they used industry-prevailing commissions and commission splits, agents in the bottom half earned on average less than \$25,000 a year representing sellers.

Velling said his data show that agents in the bottom half of the profession either need to move into the upper half or "get ... out of the business."

Meanwhile, the number of Californians getting real estate licenses keeps going up.

The state Department of Real Estate reported last week that there are nearly 500,000 licenses – equal to one real estate license holder for every 52 adults. That's up 100,000 in the past two years.

"There are too many agents

chasing too few transactions," Velling said.

"Everybody wants to make the easy money ... They look at John McMonigle and say, 'I can do that,' when there are 10,242 (in Orange County) who can't."

Not all agents are full-timers. And for many agents, real estate is a household's second income.

For Mac Mackenzie, however, selling homes is a full-time job and then some.

For Mac Mackenzie, however, selling homes is a full-time job and then some.

AGENTS OF THE PACK

Orange County's top real estate agents in 2005. Velling said, and Mackenzie was tops in total units sold. Here's a

JON MCMONIGLE

Real estate sales agent; head of the McMonigle Group, agent of Monarch Estates development firm; former owner of Strata Properties Brokerage; Coldwell Banker in Newport Center

2005 home sales: 158 (157 on behalf of sellers, one on behalf of a buyer)

Total value of 2005 home sales: \$117.5 million

Average price: \$667,800

Web site: www.monarchestates.com

Source: Real Data Strategies Inc.

MAC MACKENZIE

Real estate sales agent; head of the Mackenzie Advantage Team Brokerage; Coldwell Banker in Irvine

2005 home sales: 158 (157 on behalf of sellers, one on behalf of a buyer)

Total value of 2005 home sales: \$117.5 million

Average price: \$667,800

Web site: www.macteam.com

Source: Real Data Strategies Inc.

Staff writer Jeff Collins

Last year, he sold 158 homes – more than any other real estate agent in Orange County... [and] five times as many homes as the average number sold by the top 1 percent of all 'active' agents.

Orange County Register

COMPANY APPRECIATION



“ You achieved the TOP 100 of all agents nationally. And congratulations on the Number 1 agent in the Nation for affiliated sales services. No other agent in the United States achieved your status...”



“ Not only were you number 1 in Orange County for units sold but you were number 1 in total services for the company. ”



“ Your outstanding performance has earned you a place among a truly exclusive group of real estate professionals - a highly select 1% of the more than 75,000 Coldwell Banker Sales Associates worldwide. ”

Coldwell Banker Acknowledgement



CUSTOMER APPRECIATION

June 22, 2010

Mac Mackenzie
Coldwell Banker
6833 Quail Hill Parkway
Irvine, California 92603

Dear Mac,

We would like to commend you and your staff for the excellent, professional service you provided us in the recent sale of our home.

As you know, our home was on the market for almost two years without a single offer and limited guidance from our previous agent. We were frustrated and unsure of what steps to take in these difficult economic times.

Your straightforward advice and determination were very much appreciated. All of our questions and concerns were with the sale of our home.

Thanks to you and your retirement group.

Sincerely yours,

Kris Oke

Ken and Kris Oke
Newport Beach, CA

Mr. Thomas "Mac" Mackenzie
Executive Director, MacTeam
6833 Quail Hill Parkway
Irvine, California 92603

Dear Mac,

I am writing to you to express my appreciation for the exceptional service you and your team provided us during the sale of our home. We were very impressed with the professionalism and dedication of your team.

From the moment we contacted your team, we felt that we were in good hands. You took the time to listen to our needs and concerns, and you provided us with the guidance and support we needed throughout the entire process.

It was a pleasure working with you and your team, and we highly recommend your services to anyone looking to sell their home.

Best regards,

Ken and Kris Oke
Ken and Kris Oke
Newport Beach, CA

“ As you know, our home was on the market for almost two years without a single offer and limited guidance from our previous agent... we sold our home within 3 months of signing on with you! ”

“ ...you and your team guided us into making the ‘right’ decisions for our family... [and] also demonstrated the depth of experience needed to get transactions closed when getting them closed was the exception rather than the rule. ”

“ It is clear to us that you have assembled and trained a group of professionals dedicated to providing excellent service. It was indeed a pleasure working with this exceptional group through the listing, sale and closing process. ”

“ ...your team pulled off what I considered the ‘impossible.’ Your team accomplished in less than 30 days something the previous REALTOR® could not do in 6 months. ”

Mr. and Mrs. Fred Sweeney
2007 Douglas Creek

Mr. Tom Mackenzie
The Mackenzie Advantage Team
6833 Quail Hill Parkway
Irvine, California 92603

Dear Mac,

Frank and I would like to thank you for your excellent work and efforts on our behalf for the successful sale of our home. We were very impressed with the professionalism and dedication of your team.

We would also like to commend you on the "The Mackenzie Advantage Team" for the exceptional service you provided us throughout the entire process.

February 13, 2009

Mac,

I just wanted to write a quick note to thank you for everything and for the sale of my home in Orange. Even with the hard times today with the mortgage crisis all around us your team pulled off what I considered the "impossible."

Your team accomplished in less than 30 days something the previous realtor could not do in 6 months.

I received unbelievable communication from all members of your team the entire time my home was listed with you.

I will communicate to all my friends that Mac Mackenzie and the MacTeam are the realtors that will get the job done!!!

Thanks again-
Doug Remp

PLEASE VISIT OUR WEB SITE FOR MORE REFERENCES

WWW.MACTEAM.COM