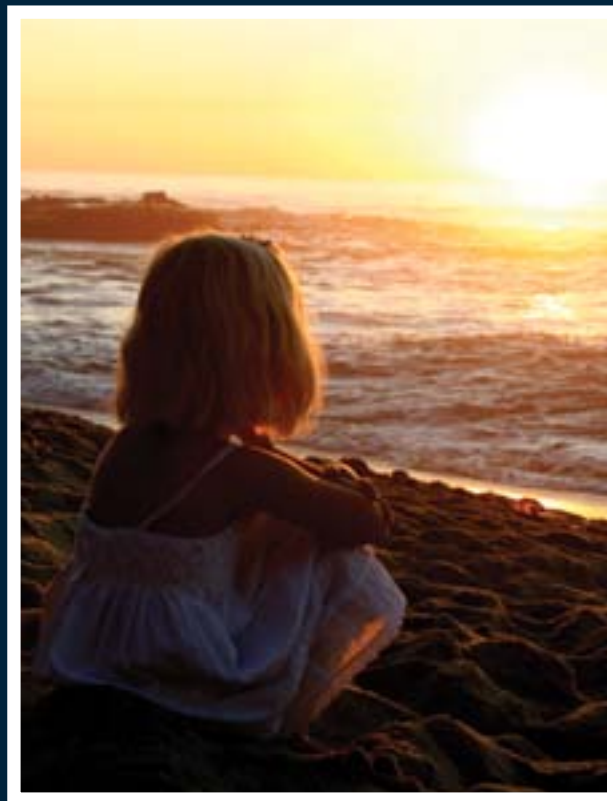
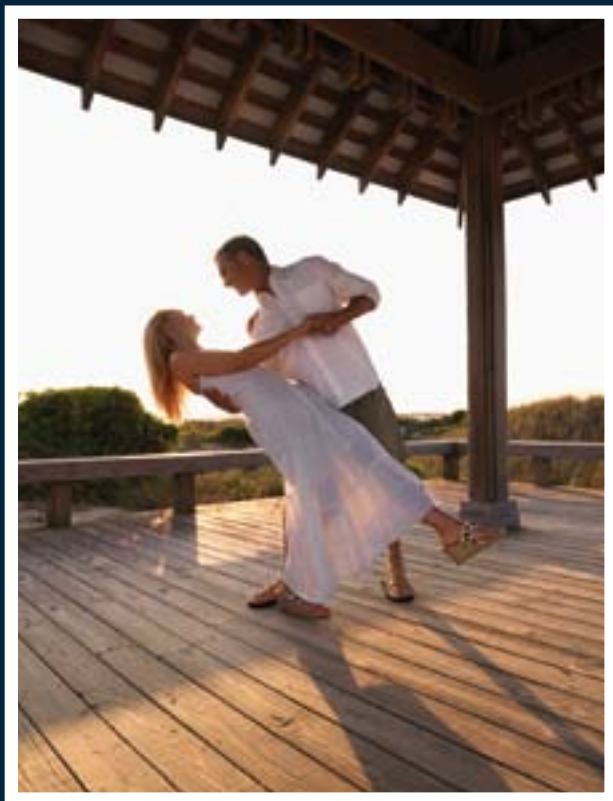


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# **WE ARE** *passionate* **ABOUT REAL ESTATE**

Why do we sell real estate? Because we believe each of us have an inherent desire to look back at our lives and see a strong foundation of family and home. We hold fast to the idea that kids only grow up once and parents and grandparents have a finite number of opportunities to be heroes.

Home is where families connect, memories are made and legacy is passed from one generation to the next. We get enormous satisfaction from marrying families to the real estate that becomes the center point of their lives.

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# READY TO

# *win*



Commitment is the spirit of determination and effort found in every member of Conciant International Realty (CIR).

Every day we show up with the mind-set to leave no stone unturned, no path unexplored to uncover all possibilities.

Many strive to succeed...CIR always finds a solution to win.

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# **WE ARE THE MOST COMPETITIVE AND INNOVATIVE REAL ESTATE SALES TEAM YOU CAN HIRE.**

Like elite athletes, we train to win, to go further, to break records.  
The only way to win is to be innovative, resourceful and dedicated.

# **OUR EXPERIENCE IS NOT LIMITED TO THE BOOM DAYS OF REAL ESTATE. WE HAVE BEEN SUCCESSFUL IN A VARIETY OF MARKET CONDITIONS.**

There is always a solution. We drive forward to determine what  
the solution is and apply it.

# **WE ARE PRAGMATIC.**

We don't tell you what we think you want to hear;  
we communicate in terms that only lead to sales.

# **WE DON'T HIRE SALESPEOPLE, WE ARE SALESPEOPLE.**

With a deep understanding of our role, we approach each day  
from the perspective that we work for you  
and your buyers, not for ourselves.

# CONSIDER YOUR OPTIONS

## A. Build your own in-house sales team

**PROS:** Control of overhead costs and commissions.

**CONS:** Responsible for hiring and firing, training and strategy.  
Limited access to new ideas.

## B. Hire a Brokerage

**PROS:** A network of offices and potential buyers.

**CONS:** Rarely 100% dedicated to your project. They have other listings,  
and will continue to sell them.

## - OR, BETTER -

## C. Work with CIR. The best of both worlds

**PROS:** Exclusivity and attention. Our team is 100% dedicated and focused  
on the only project they are committed to...yours.

We also have extensive broker networks and understand how to find  
buyers and prepare them to buy.



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# EVERYONE *loves* TO BUY AND HATES TO BE SOLD

It's no secret that most buyers have a tendency to resist sales people. We understand that reaction and have developed a series of proven techniques that allow us to engage in constructive conversations rather than one-way monologues.

The key to our approach is curiosity and understanding; the goal is a heightened insight into a buyer's needs and wants.

By helping buyers take-charge of a real estate opportunity, we become a trusted advisor.

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# WE DON'T BELIEVE IN SELF-GUIDED



Perception is all there is...in many cases your buyers make up their minds based on how they view things.

How things appear are not always how they are. Dialogue and constant communication are the roots of understanding which creates desire for the buyer.

We insist on verbal interaction with your prospects and make sure that they are given the opportunity to grasp the true value of your real estate opportunity, and to make their decision based on the factual story.

We hold a similar philosophy when speaking with you.

We want to talk to you one-on-one, share with you where we've been and smash the perceptions that all sales organizations are equal.

We believe that if you take a self-guided tour of our services, you will never truly discover the leadership and experience that CIR brings to your project.

# THERE IS ALWAYS A

# *solution*

Our disciplined approach is both flexible and responsive. Designed to be small, fierce and quick, we maintain our objectivity.

## **1 DECONSTRUCT**

We begin by analyzing every detail of your real estate offering because, in the end, nothing else matters if it will not sell.

## **2 STRATEGY**

Our approach is to craft a foundational strategy which the team executes from Day One.

## **3 LEARN**

We strive for an environment which encourages new ideas and greater understanding each and every day. This allows us to apply effective ideas that we have ascertained from one region to all other projects we work on.

## **4 TRAINING**

Our sales team receives constant training to make sure we are always performing at peak levels and able to use what we've experienced today to help power ready solutions for tomorrow.

## **5 REPEAT**

Our truly disciplined approach is repeated, perfected and followed until intuition and innovative thinking become part of the process. This flexible process has proved to be effective for us and is ingrained in the DNA of all of our sales associates.

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# GREAT TEAMS ARE NOT BORN, THEY ARE

# *Trained*

Shoulder to shoulder, the core team of CIR has worked together in one incarnation or another for more than 15 years. We have worked in the trenches, depending on one another, continuously demonstrating a great level of commitment to each other and to the task at hand.

We push each other to work harder. As a result, we attract the best of the best within our industry to join our team.

By giving it everything we've got, we advance from sales people to trusted advisors, committed to finding a solution in any situation.

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# OUR PROCESS

## 1. HAVE AN INITIAL CALL WITH YOU TO UNDERSTAND THE NEEDS OF YOUR PROJECT

## 2. PLANNING & DESIGN OR REVIEW PHASE

- Organize site tour of development
- Review of product if already built
- Initial review of overall program for site

**OUTCOME: STRATEGY MEMO – PRESENT INITIAL THOUGHTS AND RECOMMENDATIONS**

## 3. STRATEGY & MARKETING DEVELOPMENT

- Market research of local area
- Research needs of potential amenities for project (golf course, spa, etc.)
- Master plan, product and branding charette
- Sales Solution Session (for a full master plan a product release schedule will be created)
- Marketing budget creation

**OUTCOME: SOLUTION BLUEPRINT- RECOMMENDATIONS ON PRODUCT, PROGRAM, SALES PLAN, MARKETING PROGRAM AND BUDGET**

## 4. MARKETING, SALES & CLOSINGS

- Implementation of sales strategy
- Ongoing review of execution of sales strategy to ensure results
- Sales
- Ongoing buyer relations
- Closing of real estate

**OUTCOME: EXECUTION OF A STRATEGIC MARKETING CAMPAIGN AND SALES PROGRAM THAT DELIVERS QUALIFIED BUYERS**











# SCOPE OF SERVICES

## PROJECT PLANNING & DESIGN

Focus Group Facilitation  
Master Planning  
Product Design / Programming  
Hospitality Brand Advisory  
Closing Strategies

## PROJECT REVIEW

Sales Staff Audit  
Sales Information and Flow / Pathing  
Inventory Mix and Pricing  
Comparative Market Analysis (S.W.O.T.)

## OPERATIONS

Contract Audit (file process)  
Sales Tracking (revenue and traffic reports)  
Database Review to Maximize Conversions  
 Closings  
Customer Care

## MARKETING

Strategy Development  
Creative / Branding  
Marketing Fulfillment (print and digital)  
E-Communication Strategies  
Public Relations  
Homeowner Care Strategy and Budget  
Website Audit / SEO Tactics  
Event Planning / Management  
Budget Cash Flow Creation and Management  
Media Campaign Audit / Creation

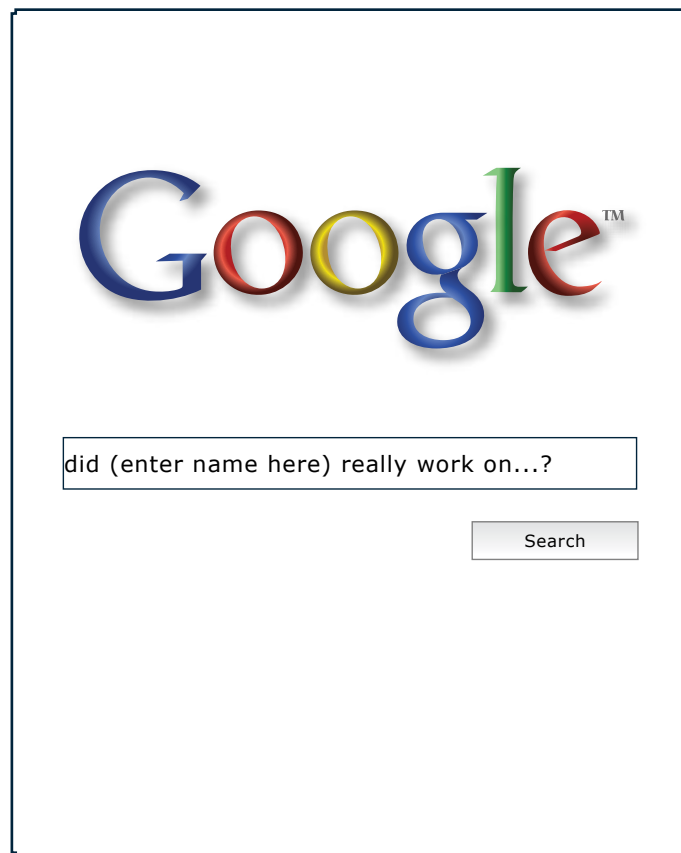
## SALES

Hiring, Training and Motivating  
Ongoing Sales Strategies  
Standing Inventory Selling



# DUE DILIGENCE

If you are considering other sales team alternatives, we encourage you to ask them about their specific roles on any given project — then listen carefully to the answer. You will discover that not all experiences are equal. If we say that we worked on a project, then you can rest assured that we will prove that we operated there and what we sold. We will verify and validate our roles, responsibilities and lessons learned. Give us a call and we'll tell you anything you want to know about any of the projects listed opposite.



Google™

did (enter name here) really work on...?

Search

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## BRANDED HOTEL CONDOMINIUM

Four Seasons, Whistler, BC  
Westin Resort, Whistler, BC  
Marriott Blackcomb Springs, BC  
The Hard Rock Hotel San Diego, CA  
The Ritz-Carlton Residential Suites, Kapalua, HI  
Trump International Hotel & Tower, Waikiki, HI  
Westin Monache, Mammoth, CA  
La Quinta Resort & Spa, La Quinta, CA  
Trump Ocean Resort, Baja Mexico  
Rosewood Mayakoba, Mexico

## RESORT VILLAGE

The Village at Squaw Valley, CA  
The Village at Mammoth, CA  
The Village at Solitude, UT  
The Village at Blue Mountain, ON  
Chateau at Heavenly Village, NV  
Lake Las Vegas, NV  
Panorama Mountain Village, BC  
Keystone Village, CO

## CLUB MEMBERSHIP & FRACTIONAL OWNERSHIP

Horstman House, Whistler, BC  
The Legends I & II, Whistler, BC  
Whistler Creek, Whistler BC  
The Mayacama Golf Club, Santa Rosa, CA  
Tallus Private Residence Club, Mammoth, CA  
Tanavista, Mammoth, CA  
Altis, Mammoth, CA  
80 | 50 Private Residence Club, Mammoth Lakes, CA  
80 | 50 Private Residence Club, Great Exuma, Bahamas  
Tranquilo, Punta Leona, Costa Rica  
Tonopalo, Lake Tahoe, CA

## LUXURY MASTER PLANNED COMMUNITIES

The Ritz-Carlton, Paradise Valley, AZ  
Wildhorse Meadows, Steamboat Springs, CO  
Terranea, Palos Verdes, CA  
Sierra Star, Mammoth, CA  
Juniper Springs, Mammoth, CA  
The Village at Mammoth, Mammoth, CA

## RESORT CONVERSION

Resort at Squaw Creek, CA

## RAW LAND

Mayacama, Santa Rosa, CA  
Crooked Pines, Mammoth, CA  
Greywolf, Panorama, BC  
Elk Run, CO  
Lake Arenal, Costa Rica

## URBAN DEVELOPMENT

Montefaro, La Jolla, CA  
Amber Lea, Vancouver, BC  
The Spot, Vancouver, BC

## LUXURY TOWNHOMES

**Sierra Star, Mammoth, CA**  
The Timbers  
Mammoth Green  
The Cabins at Crooked Pines  
Solstice  
The Woodwinds

## Juniper Springs, Mammoth, CA

Eagle Run  
Juniper Crest

## Kolea, HI

Koloa Landing

## Panorama, BC

Aurora  
Riverbend  
Greywolf

## CONDO HOTEL

### Mammoth, CA

Juniper Springs Lodge  
Sunstone  
Eagle Run  
White Mountain Lodge  
Lincoln House  
Grand Sierra Lodge  
Westin Monache

### Squaw Valley, CA

First Ascent  
22 Station

### Colorado

Edgemont  
Silver Tip  
River Run

### Lake Las Vegas, NV

Viera  
Luna Di Lusso

### Solitude, UT

Powderhorn Lodge  
Eagle Springs

### Ontario, Canada

Grand Georgian, Blue Mountain  
Red Leaves, Blue Mountain

### Panorama, BC

Taynton Lodge  
Panorama Springs  
1000 Peaks

## STRATEGIC PLANNING

La Solana, La Quinta, CA  
The Hard Rock Hotel, Palm Springs, CA  
Mammoth Crossings, Mammoth Lakes, CA  
Hokulia, Hawaii

# SOME OF OUR SALES EXPERIENCES



1000 BEACH  
VANCOUVER, BC



1000 PEAKS  
PANORAMA, BC



AURORA TOWNHOMES  
PANORAMA, BC



WESTIN RESORT  
WHISTLER, BC



GRAND SIERRA LODGE  
MAMMOTH LAKES, CA



GREYWOLF TOWNHOMES  
PANORAMA, BC



JUNIPER CREST  
MAMMOTH LAKES, CA



LA SOLANA AT SILVERROCK  
LA QUINTA, CA



WESTIN MONACHE  
MAMMOTH LAKES, CA

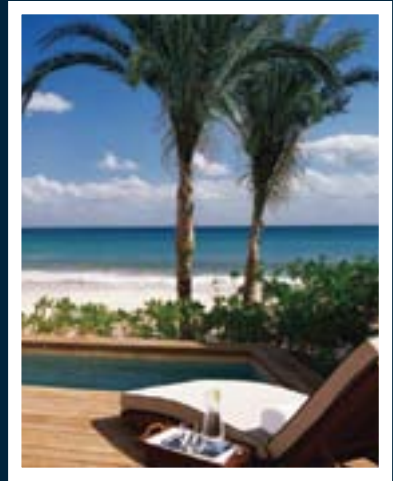
From the projects listed on the previous page, below are images of some of the projects that we've worked on that include primary residential and mixed use resort vacation homes .



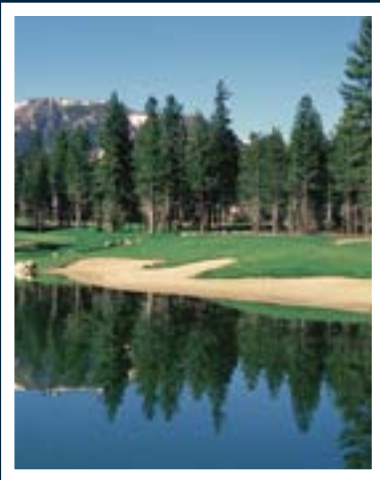
MAYACAMA  
SANTA ROSA, CA



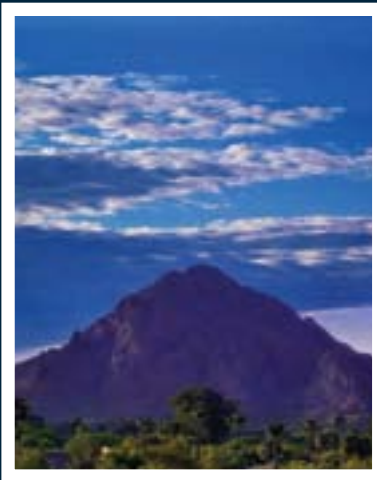
MONTEFARO  
LA JOLLA, CA



ROSEWOOD MAYAKOBA  
MEXICO



SIERRA STAR GOLF COURSE  
MAMMOTH LAKES, CA



THE RITZ-CARLTON  
PARADISE VALLEY, AZ



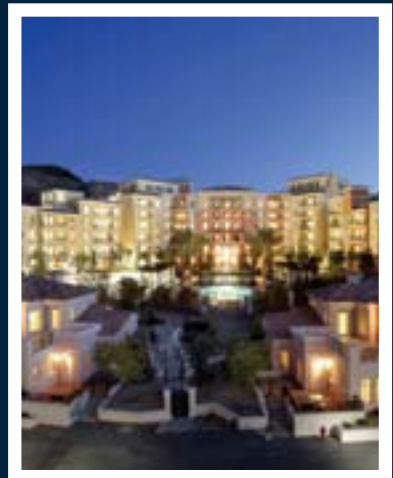
TERRANEA  
PALOS VERDES, CA



THE VILLAGE AT SQUAW  
LAKE TAHOE, NV



THE ELECTRA  
VANCOUVER, BC



LAKE LAS VEGAS RESORT  
LAKE LAS VEGAS, NV







# EVERY DAY YOUR PROPERTY REMAINS UNSOLD, YOU *buy* IT BACK AT 5PM

If you believe that the investment in a professional real estate sales team is high, consider the "cost" of retaining amateurs and literally buying back your property at the end of each day.

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*Yes,* **THERE IS A HIGHER  
LEVEL IN REAL ESTATE SALES.  
TOGETHER WE CAN SOLVE  
ANY SALES CHALLENGE.**

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