



# 31887

*Circle Drive*

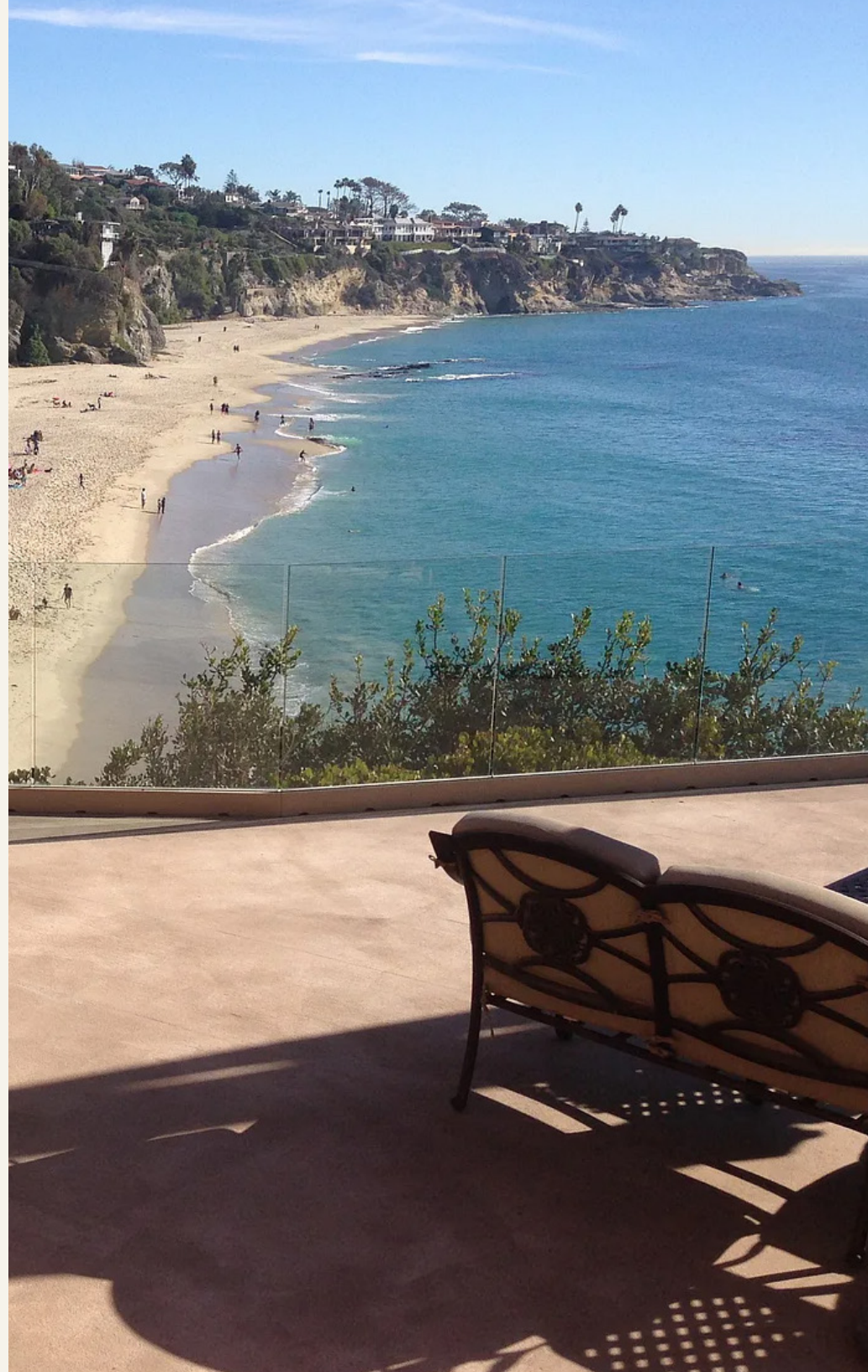
LAGUNA BEACH

PRESENTED BY: MELISSA ESNAL | THE ESNAL GROUP

# Wealth Engine

It's all about who we know. The Agency's wealth intelligence software discovers buyers based on a property's attributes. We can search by location, interests, business alliances—virtually anything it takes to target prime prospects. It then provides multiple ways to connect with those buyers.

Tech with a human connection. The way of the future.





# Defining Your Buyer

We use comparative analysis, our insights, hyper-local feeder market trends, the price point, and attributes of your home to determine the most likely buyers. We'll then create a targeted plan to get your property in front of them and their brokers.

## **PROFILE 1**

Out-of-state/International Buyer  
Texas, Arizona, Pacific Northwest, East Coast, Canada and abroad  
Net Worth ~\$50M+  
Owns 2+ Homes  
Frequent Traveler

## **PROFILE 2**

Local Buyer Laguna Beach/Southern California  
Primary Residence  
Enjoys Coastal Lifestyle  
Values Privacy  
Net Worth ~\$50M+



## *Laguna Beach* Location Overview

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Laguna Beach's 31887 Circle Drive is special because it captures the essence of true Southern California coastal living in one of the most exclusive stretches of South Laguna. The home sits on a private oceanfront street with direct beach access and panoramic views of the Pacific, Catalina Island, and the coastline. The surrounding South Laguna Bluffs neighborhood is known for its secluded feel, dramatic blufftop setting, and proximity to hidden coves and iconic beaches like Thousand Steps Beach and Table Rock Beach.

What also makes this location stand out is the balance of privacy and accessibility. Residents enjoy a tucked-away, low-traffic environment while still being minutes from the Montage Resort, Dana Point, downtown Laguna Beach galleries, restaurants, hiking trails, and luxury coastal amenities.

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# Marketing Your Property

Every property has a unique story, and we're here to tell it in an unforgettable way. The Agency's full-service creative division excels in the art of marketing and branding real estate, having positioned some of the world's most iconic properties. We custom-tailor marketing strategies to make each listing compelling and relatable. Of course, we are competing, and that means every edge matters.

I'll make sure your home is positioned properly so prospective buyers can immediately understand why it's special—and why it's the perfect fit for them.



## MARKETING

The Agency full-service *creative division* excels in the art of *marketing* and *branding* real estate, having positioned some of the world's most *iconic properties*.

WE CUSTOM TAILOR MARKETING STRATEGIES TO MAKE EACH LISTING COMPELLING AND RELATABLE.

Masterful design and powerful storytelling—*all in a day's work*.

# Print & Digital *Advertising*

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My method: Tell a story to the people who are most likely to *buy the house*.

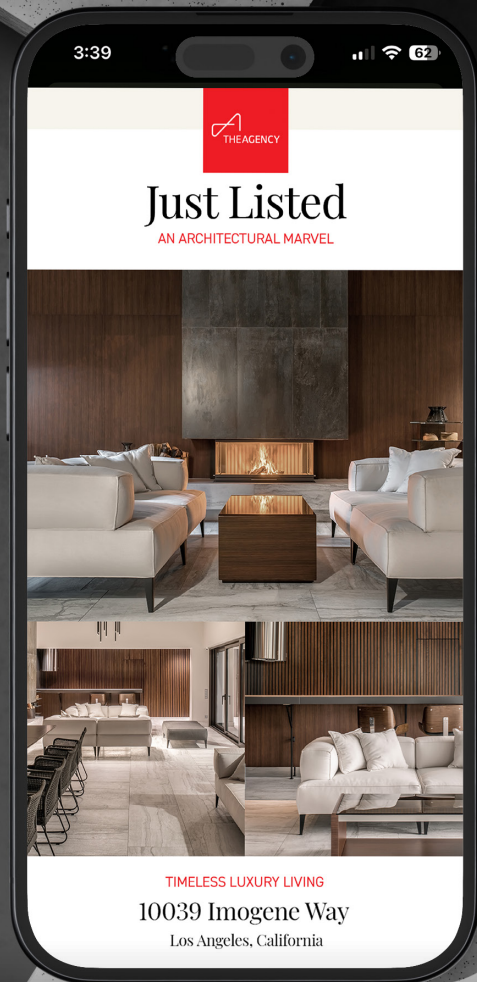
Our in-house media team makes it fast to place effective advertising campaigns across digital platforms while measuring data and success to continuously improve campaign efficacy. We use this to place smart print ads in the publications that resonate best with our likely buyers. Finally, our relationship with the leading real estate advertising team at RealForce allows me to ensure your curated placement with intentional targeting.

Whether digital or print advertising, my campaigns provide maximum exposure and ensure our listings stand out from the crowd.

Fitting in was never *The Agency's style*.



# Email Strategy



Targeted, thoughtful, strategic.

We use powerful analytics and data science to guide our digital campaigns and ensure we reach the right buyers at the right time. Today's buyers are the most knowledgeable and tech-savvy in history. Your brokerage and your agent should be too.

DEPLOY A TAILORED EBLAST TO TARGETED RECIPIENTS AND CLIENTS IN THE AREA AND FROM A CAREFULLY IDENTIFIED PROSPECT LIST.

DEPLOY A SERIES OF TARGETED "JUST LISTED" EBLASTS TO MY DATABASES, WHICH INCLUDE BROKERS, ACTIVE CLIENTS AND TRUSTED REFERRAL NETWORKS.

REACH BROKERS WHO HAVE HAD RECENT TRANSACTIONS IN THE AREA AND COMPARABLE PRICE POINTS.

TARGET BROKERS WHO SERVICE OUR FEEDER MARKETS. REACH POTENTIAL BUYERS FROM OUR NETWORK OF IN-MARKET CONTACTS.

CONTACT PREVIOUS CLIENTS ACTIVE IN MY REFERRAL NETWORK.

## Social Media Strategy

In addition to leveraging The Agency's regional social media channels, I'll work to gain exposure on The Agency's global account, leveraging our position as one of the most-followed brokerages in the world to put your listing centerstage. Based on your target buyer, I'll determine the proper platform, tactic and timing to showcase your home, creating exceptional content around your property and strategically sharing it in accordance with industry best practices.



Los Angeles Times | ARCHITECTURAL DIGEST | San Francisco Chronicle | Forbes | Entrepreneur

GLOBAL BRAND PRESENCE

# Public Relations *Reach*

THE POWER OF THE MEDIA IS IN THE PALM OF OUR HANDS.

Our in-house, bi-coastal Public Relations team keeps everyone talking about The Agency and our properties. They hold long-standing relationships with some of the world's most influential journalists, prominent influencers and tastemakers. They ensure we're always part of the conversation.

A BI-COASTAL TEAM BASED IN MAJOR U.S. METROS

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2,000+ PRESS PLACEMENTS ANNUALLY

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*Hundreds of articles* in The Wall Street Journal, The New York Times, Los Angeles Times, Architectural Digest, Robb Report, Mansion Global, San Francisco Chronicle *and more*

THE WALL STREET JOURNAL. | The New York Times | MANSION GLOBAL | dwell | Robb Report

# 31887 Circle Drive







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# Thank You.

YOUR HOME. MY EXPERTISE.  
A MATCH MADE IN REAL ESTATE HEAVEN.

[THEAGENCYRE.COM](https://www.theagencyre.com)