





**Our agents
are family.**

**Our clients
are neighbors.**



Game changers.

Mike Deasy and George Penner didn't create deasy/penner & partners because the world needed another real estate firm. Inspired by a passion for design and architecture, and a belief in exceeding expectations, our goal has always been to lead—and lead by example.

Our primary focus is you.

Whether finding you the right home, or preparing yours to sell, no one knows the current landscape as well as we do. Decades of experience in Southern California has given us great insight into the people we serve. We're every bit as creative, passionate and hard-working as you are.



Locally owned.

Our base is here in your backyard. We make decisions locally, so we're more nimble, innovative and proactive than the big box brokerages. On the other hand, we're no mom and pop organization. Our partners, 100 of them and growing, are all real estate professionals with established roots in Southern California. We don't aim to be the biggest, just the best. We're a part of your community.

If you ever wish to speak with us, we are here.

Mike Deasy

A handwritten signature in black ink that reads "Mike".

George Penner

A handwritten signature in black ink that reads "George".





**Global
reach**

**70
countries**

**130,000
affiliate members**

**More
\$1 million+
listings than
any peer**



luxuryrealestate.com

\$190 billion
in real estate
sales annually

Some of the worlds most
admired homes.

Our luxury properties are too wonderful to keep to ourselves. Which is why

deasy/penner & partners is a selected member of the Luxury Real Estate Network.

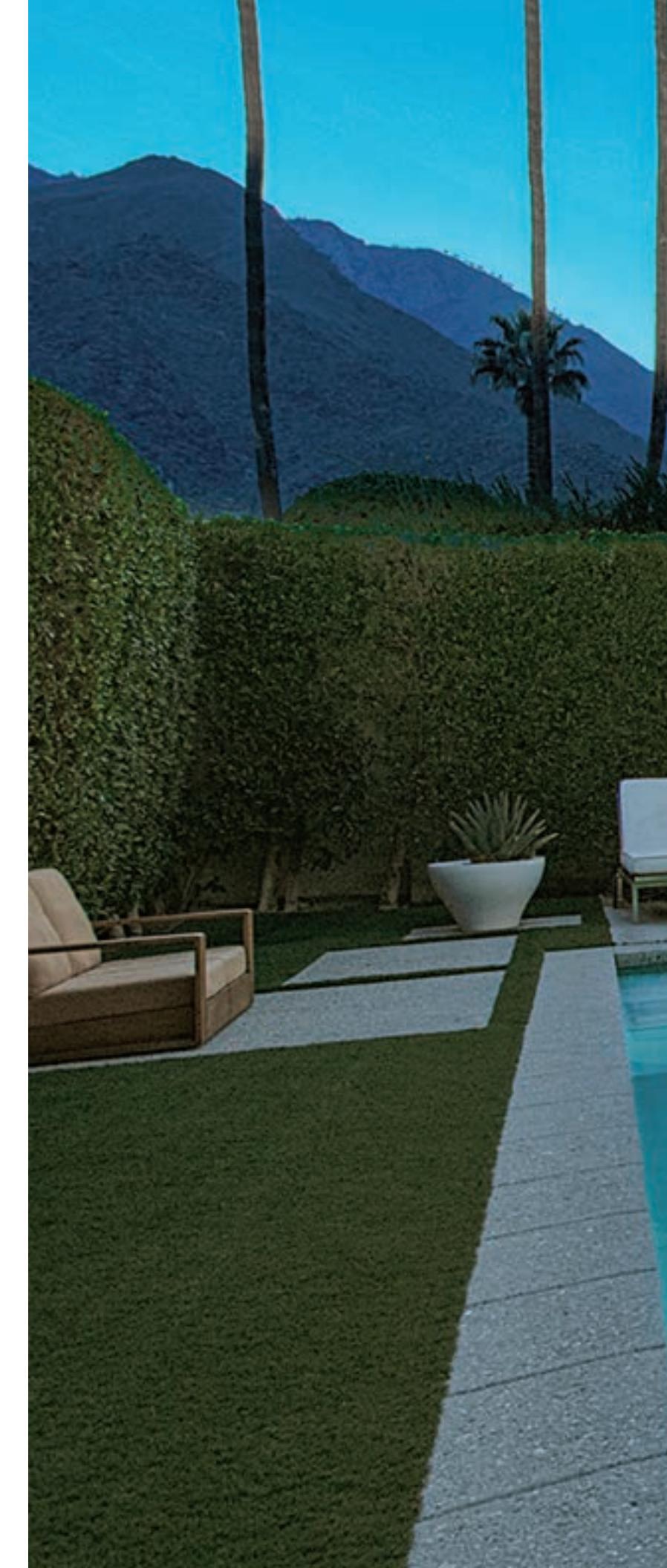
Philanthropically driven partners

Marketing specialists

Pricing experts

Community leaders

Every city and neighborhood in Southern California has its own flavor. From Malibu to Palm Springs, our reach incorporates a stunning array of personalities, identities and styles. Unlike the national brokerages, we understand why Pasadena isn't Venice, and Downtown isn't West Hollywood.





Entrenched in the region.



We know design.

deasy/penner & partners properties are regularly featured

in national publications such as *Architectural Digest*,

The New York Times, *The Wall Street Journal*, *Variety*, *Forbes*,

Los Angeles Times and *Wallpaper**. If a home has been recognized

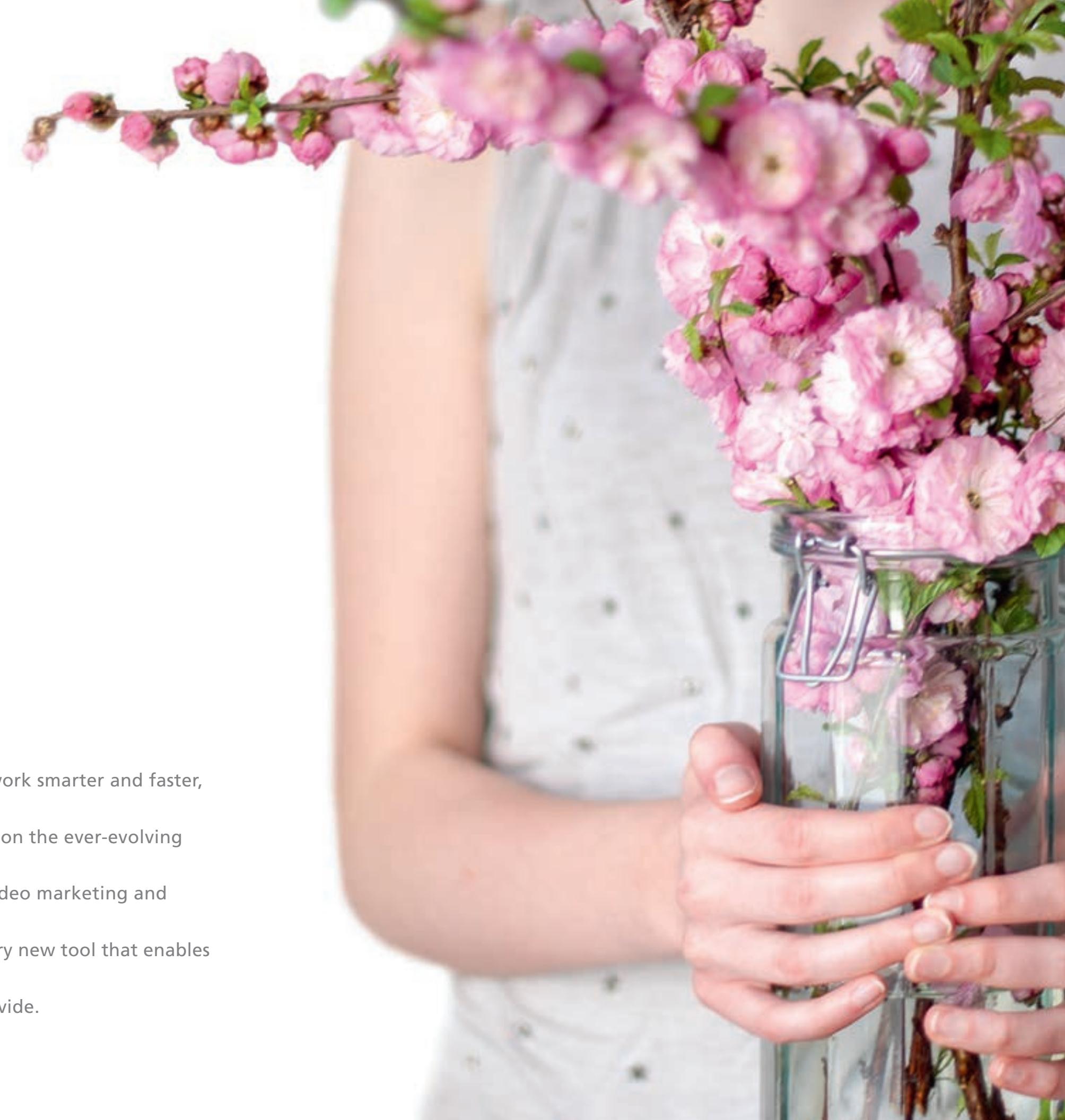
for its design excellence, chances are good it's one of ours.





Innovators.

New technology allows us all to work smarter and faster, and deasy/penner & partners lives on the ever-evolving forefront. From mobile apps to video marketing and VR home tours—we embrace every new tool that enables us to improve the services we provide.

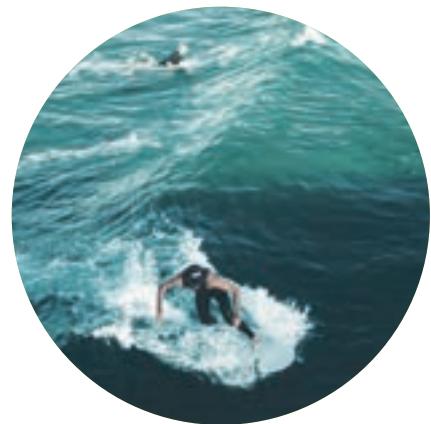






"Our deasy/penner agent guided us through a sensitive and challenging deal with a comforting blend of professionalism and compassion, making the whole selling process far less painful than we could have ever imagined."

– Diane S., Homeowner



New Developments Division

deasy/penner & partners has a new developments team dedicated to the successful marketing of Southern California residential developments, mixed-use and historic condominiums, as well as conversions and small-lot subdivisions. As exclusive representatives of over 40 multi-unit projects, we are well-versed in all aspects of the development and sales process.



ROCKEFELLER



Pricing your property.

This can be an emotional decision, it helps to remember:

- A property priced accurately at launch will typically generate the greatest interest and the largest profit.
- Most people search within defined ranges for properties online. When a property is overpriced it may not even be seen by qualified buyers.
- Houses that remain active on the market for an extended period of time often grow “stale” in the minds of potential buyers.
- It’s important to receive an offer, even one you might consider too low. Once a buyer is engaged with your property, our agents will make every attempt to negotiate a higher price point.
- Sellers may set expectations, but the current market establishes the price.







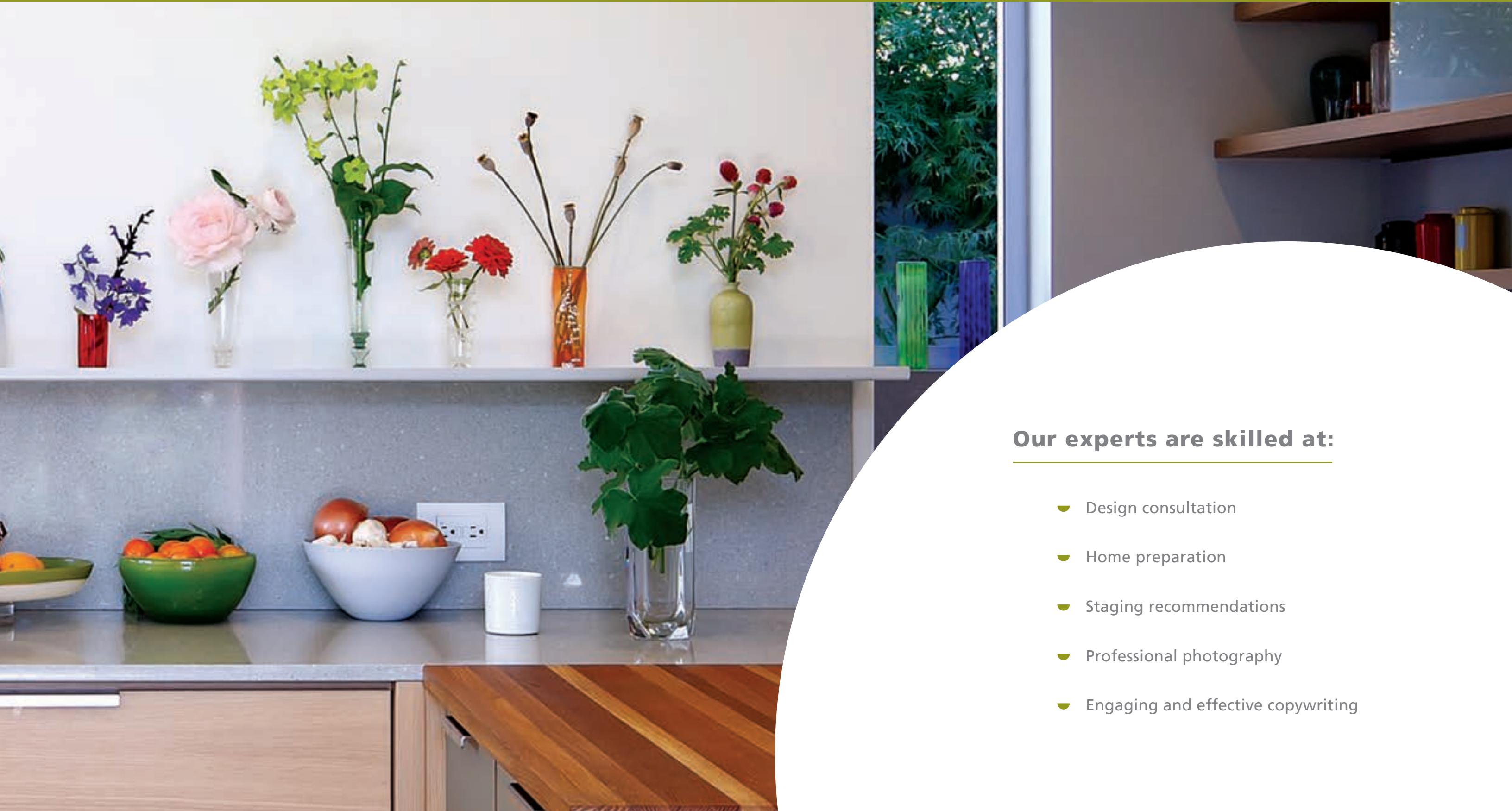
"deasy/penner & partners truly captured the spirit and beauty of my home with their gorgeous marketing materials. We feel that their outreach certainly was a major factor in securing multiple offers. Within a week, we were in escrow, at a price well over asking."

– Simon P., Homeowner



Getting you ready for launch.

Attention to detail separates us from the other real estate agencies.

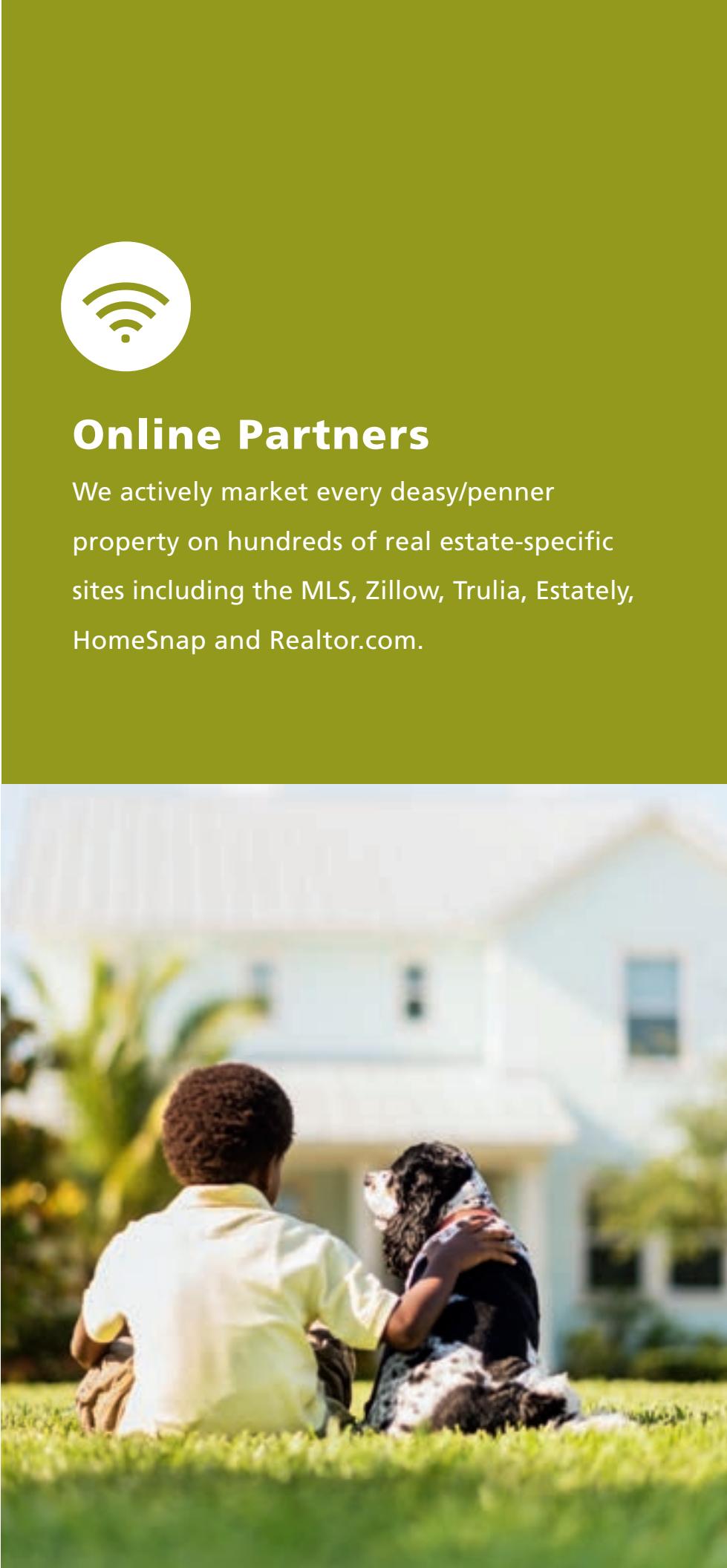


Our experts are skilled at:

- Design consultation
- Home preparation
- Staging recommendations
- Professional photography
- Engaging and effective copywriting

Integrated Marketing

We use every tool available to precisely target any audience—no matter how broad or specific. From social media sites to micro-targeted emails, from cutting edge events to old-school newsprint, we craft marketing to get our outstanding properties the attention they deserve.



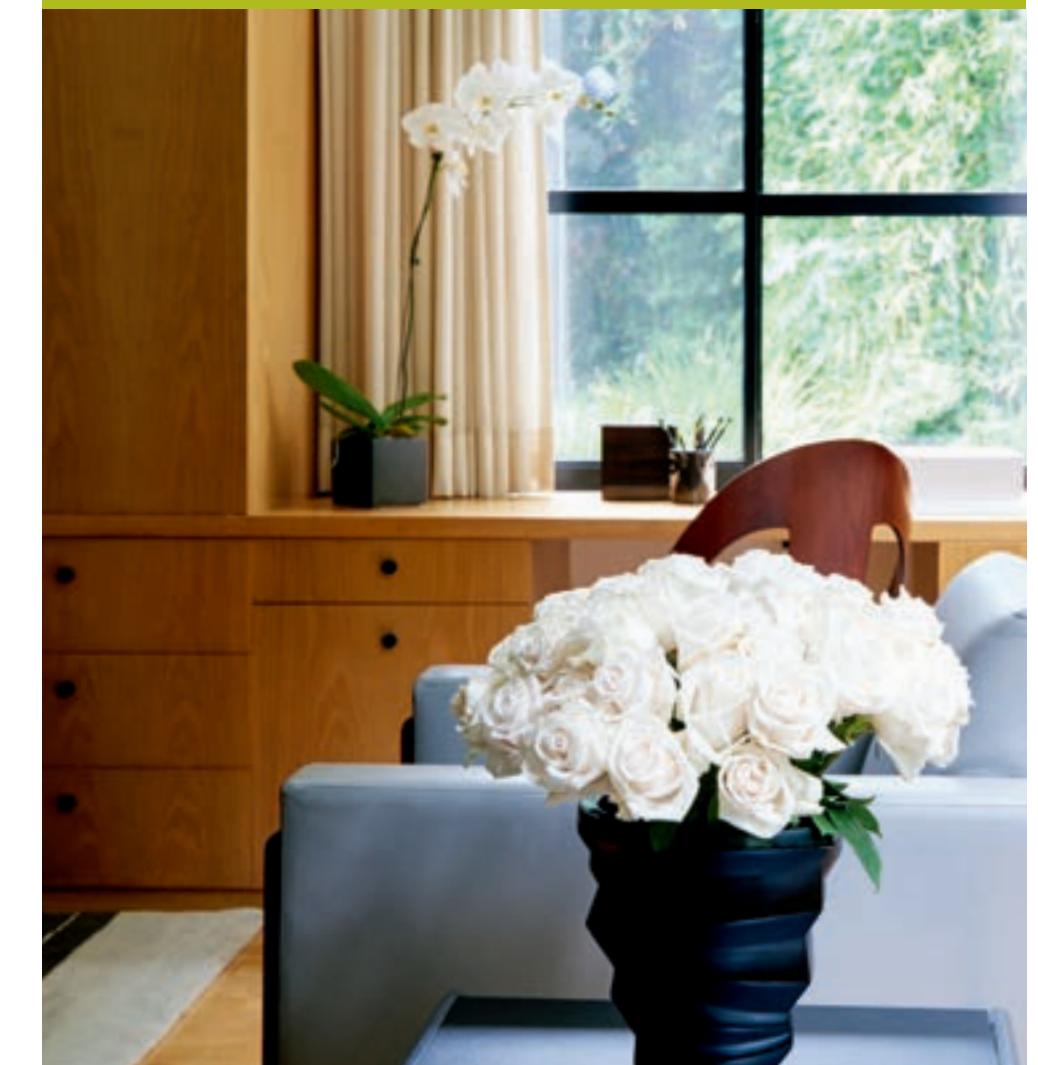
Online Partners

We actively market every deasy/penner property on hundreds of real estate-specific sites including the MLS, Zillow, Trulia, Estately, HomeSnap and Realtor.com.



E-mail Marketing

Employing over 100 databases, our email marketing zeros in on a diverse array of target audiences—brokers, agents and individual buyers—with remarkable specificity.





Print Advertising

From hyper-local publications such as the *Larchmont Chronicle*, to regional papers like the *LA Times* and internationally-recognized outlets such as *The Wall Street Journal* — our ads stand out in local and global print publications.



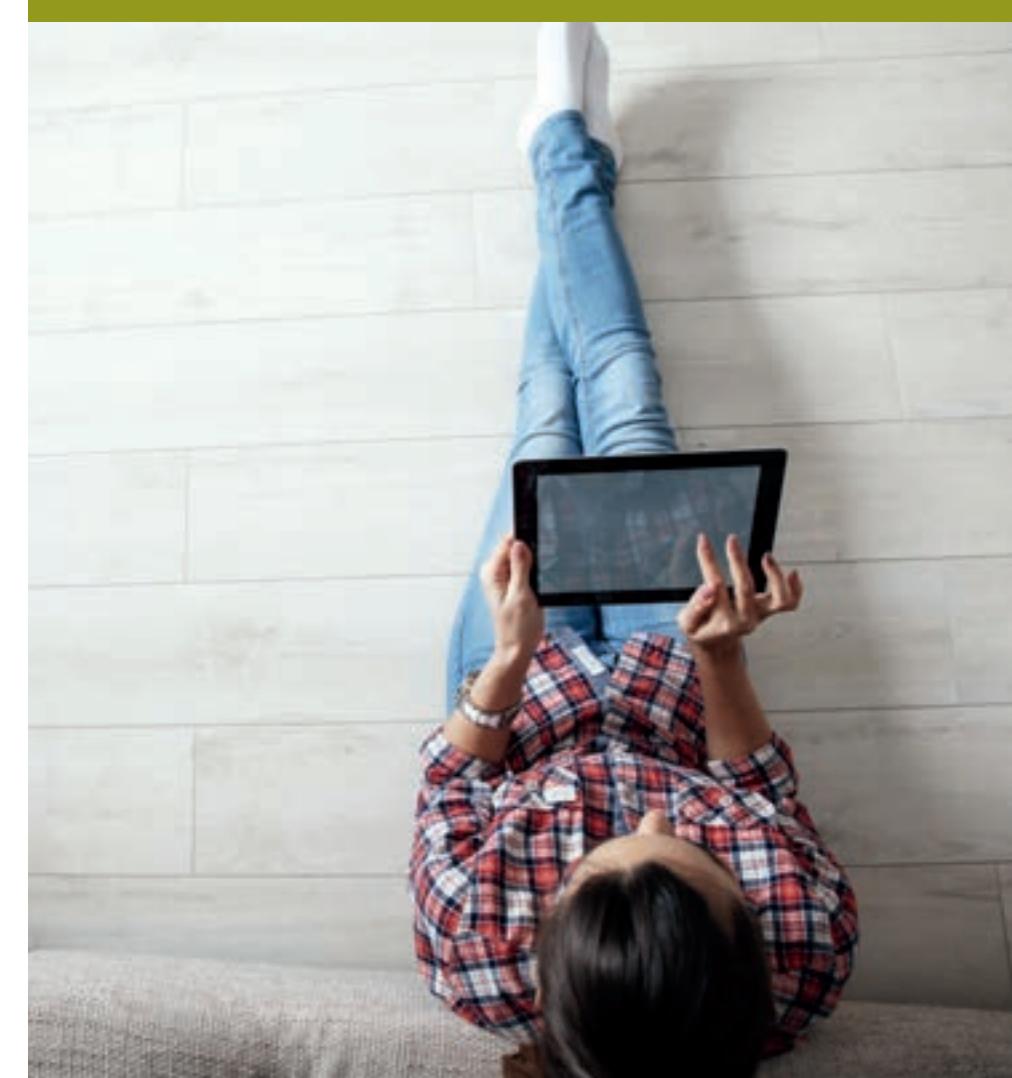
Out-of-the-box Marketing

We entice high net-worth individuals to our listings by curating events with luxury brand partners such as Jaguar and Aston Martin, as well as organizations like Pasadena Heritage and the Santa Monica Conservancy.



Social Media

Our dedicated in-house social media director specializes in promoting properties with engaging content on Facebook, Instagram, Twitter and Pinterest, as well as our own blog.







Public Relations

Our dedicated in-house publicity team works tirelessly to devise, initiate and secure the most compelling editorial coverage for the properties we represent.

944 MAGAZINE
ARROYO MAGAZINE
HOUSE BEAUTIFUL
METROPOLIS
LA TIMES
MONEY MAGAZINE
YAHOO!
INSIDE OUT MAGAZINE
ARCHITECTURAL DIGEST
THE WEEK
FORBES.COM
THE HOLLYWOOD REPORTER
THE WALL STREET JOURNAL
CALIFORNIA STYLE
ANGELENO MAGAZINE
PASADENA MAGAZINE
THE NEW YORK TIMES
LA CONFIDENTIAL
WALLPAPER*
DWELL
IN-TOUCH WEEKLY
VARIETY
LOS ANGELES MAGAZINE
FORBES
CURBED
COCO ECO MAGAZINE
TV GUIDE
HUFFINGTON POST
LATIMES.COM

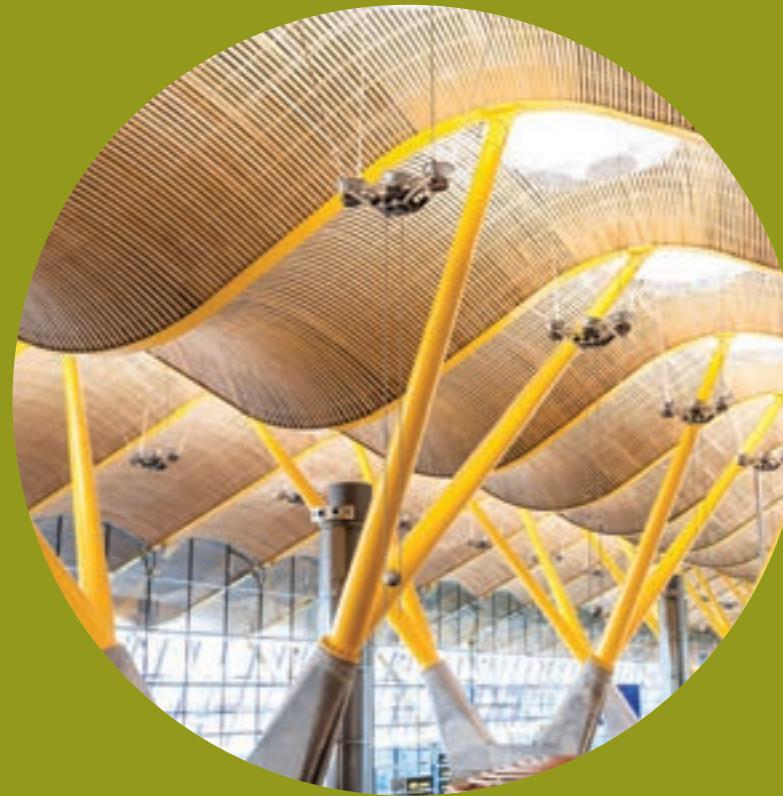


Städel Museum, Norbert Miguletz : Frankfurt, GER

Monica Bonvicini, *She Lies* : Oslo Harbor, Norway



Yulia Gorodinski : *Music and Arts from Mars*, website



T4 Madrid Barajas Airport : Spain



Chris Burden, *Urban Light* : LACMA

Annual Vivid Festival : Sydney, Australia



**We share our passion
for design on our blog**

HomeasArt.com



Hannah Natali, *Golden Nectar* : hannahnatali.com Venice, California



Managing your listing.

Effective marketing can entice prospective parties to a property, but turning them into buyers requires finesse. At deasy/penner & partners, we take great care in managing the process and shepherding clients through the entire listing and escrow. When combined with our knowledge, communication skills and negotiating savvy, we deliver all you need to succeed.



**We place sound counsel at the
forefront of everything we do.**

deasy/penner & partners

Our carefully designed and skillfully executed business philosophy

transforms your aesthetic preferences into an ideal place to live.

This is how we create a Home as Art.[®]



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