



RANDY MACK & HEIDI FAULKNER

707.696.6272 • 707.480.4098 mack-faulkner.com



ARTFULLY UNITING EXTRAORDINARY HOMES WITH EXTRAORDINARY LIVES

Our brand is known throughout the world for representing homes that embody the rich tapestry of varied lifestyles, distinct settings and diverse locales. Where the utmost quality is considered intrinsic.

WHERE THE ESSENCE OF THE EXTRAORDINARY IS DEFINED.

RANDY MACK & HEIDI FAULKNER

(707) 696.6272 (707) 480.4098

randy.mack@sothebysrealty.com heidi.faulkner@sothebysrealty.com

mack-faulkner.com

CERTIFIED REAL ESTATE SPECIALISTS ©

Thank you for calling us regarding the potential sale of your property. This book is designed to provide background on our experience and qualifications to market your property. It will also outline the process we will undertake to prepare for your appointment, what you can expect during the appointment, and after.

Randy Mack and Heidi Faulkner are setting new standards by refining the art of residential brokerage with a practiced eye of identifying the unique value of a property. They offer a deep commitment to excellent service and have a passion for unparalleled quality.

Our focus is to listen and understand the goals you want to accomplish, offer our professional guidance by discussing alternatives and establishing a plan of action that will execute your personal real estate goals.

Feel free to contact us with any questions or concerns. We look forward to working with you and building a lasting relationship.

Thank you for the opportunity to be of service.

- Randy Mack and Heidi Faulkner

REALTORS





RANDY MACK CRS REALTOR

Randy Mack understands the discerning needs of clients who seek a high-level of service. He specializes in finding extraordinary homes for the connoisseurs of life. A lifelong resident of California and a 40 year resident of Sonoma County, Randy is very well versed in current real estate trends and offers his clients' exceptional expertise when positioning their homes in today's market or evaluating and securing an upcoming purchase. The interconnected global reach of Sotheby's International Realty along with Randy's astute attention to detail make him the ideal Realtor of choice to assist you with all your Sonoma County Real Estate needs.



(707) 696 6272 DRE# 01252462

randy.mack@sothebysrealty.com

HEIDI FAULKNER CRS REALTOR

Heidi was born and raised in Marin County and moved to Sonoma County over 40 years ago. With deep family roots in West Sonoma County, she has a love for the area that began when she was a child. In 1890 her great-grandparents came from Italy and built the famous Union Hotel, located in the quaint village of Occidental near Bodega Bay.

"I wake up every morning pinching myself that I get to show off this inspiring landscape to my clients."

Heidi is driven by her joy in sharing the beauty of Northern California and a deep commitment to serving her clients with the utmost care and professionalism. She listens to her clients needs and goals, taking on each challenge with great diligence to ensure success.



(707) 480 4098 DRE# 01227446

heidi.faulkner@sothebysrealty.com

SERVICES

Whether you are looking for an estate, ranch, vineyard or residence, we have the experience and dedication to help you reach your real estate goals.

We are proud to have aligned ourselves with Artisan Sotheby's International Realty an inspirational brand based on heritage, tradition and expertise. We are setting new standards by refining the art of residential brokerage with a practiced eye of identifying the unique value of a property. We offer a deep commitment to excellent service and have a passion for unparalleled quality. Unique homes require skillful marketing through our local expertise and Sotheby's International Realty interconnected global network of offices that are dedicated to the extraordinary.

We bring a combined 40 years of industry experience in residential, commercial and land sales. We provide the highest level of service in all phases of the buying and selling process.



PRIOR TO OUR APPOINTMENT

Before meeting any potential seller client, we will do some basic research on your property, including but not limited to:

Researching and printing any available:

- Deed and/or certificate of title
- Recorded Plan(s)

Rights of First Refusal

Easements

Deed Restrictions

Mortgage Information

A general search of recent sales and competing offerings will be undertaken to be refined after the first appointment and inspection of the property.



OUR FIRST APPOINTMENT

At our first meeting we will take as long as necessary to answer your questions and gather sufficient information to prepare a detailed, written Opinion of Value that will be presented at the second appointment. Without a thorough gathering of information at your property, it is impossible to prepare a meaningful price opinion. Aside from getting to know one another, the initial appointment will include:

- A consultation that will lead to a full understanding of your goals and expectations in the potential offering of your property.
- A discussion of the laws of agency. We will then ask that you sign a form confirming this discussion, a requirement of CA License Law.
- A tour of your property where you point out details and items of interest that only you as the owner would be aware of.

At the conclusion of our tour together, we will take a second walk through of the property on our own and dictate a detailed room by room description.

At that time notations will be made from our Staging Checklist regarding steps that you might consider undertaking to enhance the market value of your home and shorten the time on market.

Before leaving, we will take at least one exterior photo to include in the Marketing and Opinion of Value Report. Due to weather conditions and time of day, this may not be an optimal photo. Professional external and internal photos will be taken once the listing agreement is signed.



TIMELINE

Signing of Listing Agreement Discussion of improvements to be made Cleanup and refurbishment of agreed upon improvements

7 - 10 days Staging of property

1 - 2 days Photography shoot

7 - 10 days Property brochure and flyer created and printed

3 - 4 days Crest forms (Sotheby's International website) completed Entered into Multiple Listings Service

48 hours after photos Property on market and Broker's Tour Web presence begins Sotheby's International website sothebysrealty.com Artisan Sotheby's website artisansothebysrealty.com Mack-Faulkner.com (featured in properties & blog sections) Mack-Faulkner Facebook business page All Sotheby's International online partners

1st available Sunday Open house In-person marketing promotion Key offices and brokers throughout Sonoma county Multiple Listings Service weekly meetings Possible print advertising as needed Real Estate Reader





Clear out the clutter. Buyers want to be able to imagine themselves in your space; seeing your Use smart accessories. Clear the kitchen counter of appliances, spice racks, towels,

- imagine themselves in your space; seeing your personal collectables and storage prevents them from doing so. Leave only necessary furniture, keeping in mind that you want the space to look big, clean, spacious, and uncluttered.
- Freshen up the style. Aim for a style that most buyers would like, even if it's not your favorite. Neutral colors work best, creams, light grays, white work best; just add colorful touches here and there in your accents such as pillows, a well-placed vase or art piece.
- It's all in the details. Set the table. It's easy to do and makes a big impact. Buyers walk in and instantly feel welcome, like as if they're coming over for dinner. Light clean- or non-scented candles, place plush towels and fancy soap in the bathrooms, a breakfast tray on the bed, a pretty book on the coffee table and fresh flowers in the living room.
- Play with texture. Wallpaper, pillows, rugs, blankets, baskets, and other tactile accessories can add texture to the look of a room.

- Use smart accessories. Clear the kitchen counter of appliances, spice racks, towels, and cooking utensils. Leave only a few things: a cookbook, a shiny teakettle and a bowl of lemons.
- Small furniture, big space. Downsize your furnishings to upsize the room. If the room looks tight to you it likely will to potential buyers as well. Take some of the furniture out to create more visual space.
- Create vignettes. Setup small "scenes" that help buyers visualize their potential life in this home. A quiet reading space with a comfy chair in the bedroom or a lounge chair under a tree in the backyard might provide give some thoughtful ideas to buyers as they walk your property.
- Don't forget the outdoors. Those spaces add as much interest for the buyer as interior rooms. Add an outdoor rug, small table or bistro chairs, or a few plants to your backyard deck and a well-placed urn or small tree on the front porch. Remove all dead plants and trim all overgrowth. Remove any broken chairs, tables or unsightly play structures.

PRIOR TO SECOND APPOINTMENT

The draft of the Competitive Market Analysis will be completed and the field of comparable sales and competing offerings will be narrowed to include those most similar to your property based on our inspection.

Certain properties will require detailed percentage adjustments to account for differences between your property and recent sales.

In that case, we will prepare a spreadsheet designed to illustrate the percentage adjustments of the important elements of comparison between your property and those of recent sales. This will allow us to arrive at the sales price for the comparables that are more meaningful in the prediction of the selling price for your property.





OUR SECOND APPOINTMENT





The second appointment ideally also takes place at the property but can take place in our office if necessary.

We will present the marketing plan and our price opinion. Keep in mind, that the price suggested in the Competitive Market Analysis is only the first step in deciding on the initial offering price of your property.

We will discuss the marketing process and any questions you have will be answered. Initial agreement on the offering price will be made and kept confidential between us. If we agree that additional input should be considered, we will leave the price out of our listing agreement temporarily.

Lastly, we will review our Listing Evaluation Form. A score calculated from six factors that impacts the sale of property will be calculated to predict the time required to find a buyer for your property. At that time we will provide a checklist that will help you prepare your home for photography.

During the meeting, a professional photographer will shoot as many inside and outside photos as necessary to fully capture the essence of your property. We may take additional photos as necessary.

COMMUNITIES

OF SONOMA COUNTY





Sonoma County is located about 40 miles north of San Francisco in Northern California and consists of approximately 1,768 square miles of natural beauty. Sonoma is the northwestern most county of the nine counties that make up the San Francisco Bay Area.

Sonoma County is best known for its rich and vibrant winery scene. Sonoma County is adjacent to Napa County and is the wine country's largest producer of wine. The history of Sonoma County's productive agriculture dates back to the 1880's and Sonoma County is still a leading producer of a variety of agricultural products including grapes and apples.

Sonoma County's combination of mild temperatures, beautiful landscape's, rolling hills, abundant green space's and it's vibrant artisanal agricultural scene all help to attract millions of tourists each year. Small, quaint towns full of restaurants, art studio's and shopping opportunities along with breathtaking redwood forests, rivers and ocean vista's make Sonoma County an easy place to visit or call home.

SEBASTOPOL COMMUNITY

Located only 52± miles north of urban San Francisco, Sebastopol has a small-town feel with culture beautifully mixed in. Only a 20± minute drive to the Pacific Ocean, this charming town is influenced not only from the natural beauty that surrounds it, but also the artistic and agricultural endeavors throughout the area. The rural areas directly outside Sebastopol are covered in luscious vineyards and productive orchards. Crops are celebrated through annual festivals such as the Apple Blossom Festival and the Gravenstein Apple Fair.





SANTAROSA COMMUNITY

Being the largest city along the Northern California coast, Santa Rosa attracts both standard American amenities as well as artisan businesses that make Northern California so unique. Located 55± miles north of San Francisco makes this small city the perfect gateway to Sonoma wine country. The Mediterranean climate that allows for the luxurious indoor-outdoor lifestyle enjoyed by residents and visitors, is also perfect weather for all of the grapes grown in the area. For all these reasons and more, the horticulturist Luther Burbank said of his home, "I firmly believe, from what I have seen, that this is the chosen spot of all this earth as far as Nature is concerned".





FORESTVILLE COMMUNITY

Nestled 60± miles north of San Francisco this small town has a long history of cultural richness and natural beauty. Where the Laguna de Santa Rosa and Mark West Creek meets the Russian River, you can find this confluence of natural beauty and utopian ideals. With the redwood forests to the west and the rolling hills speckled with prolific vineyards to the south, the natural beauty helps create the artistic energy emanating from Forestville. With the town's unofficial motto being "Forestville, The Good Life", this idyllic locale lives and breathes its self-adopted mantra. Events such as the Forestville Youth Park Parade, eateries like the Russian River pub and innumerable outdoor opportunities, the sense of place and pride of community in Forestville is felt by residents and day-trippers alike.





PETALUMA COMMUNITY

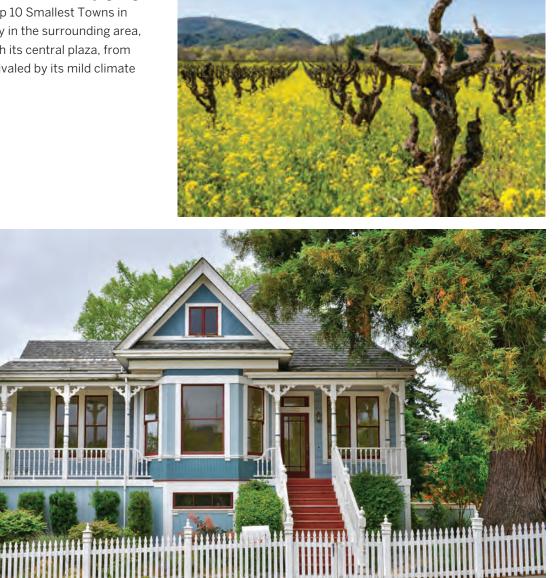
Nestled on the side of Sonoma Mountain, Petaluma is a small town with a historic downtown. Many of the buildings in the quaint downtown area have survived the 1906 San Francisco earth quake, adding to the charm of this locale. It is no wonder this town has been the backdrop for many movies hoping to capture the charm and carefree feel of yesteryear. With history in the Gold Rush and many historic ties to a rich agricultural heritage, Petaluma is a town with the work ethic of the ranch and the culture of the artist. Now a hub for technology and innovation, Petaluma is where history, culture and innovation find confluence.





HEALDSBURG COMMUNITY

Healdsburg is situated amidst the three most important wine regions in the country, giving this town accolades including continuous award as one of the "Top 10 Smallest Towns in America". With the Russian River, Dry Creek, and Alexander Valley in the surrounding area, Healdsburg is yet another charming gateway to wine country. With its central plaza, from the 19th century, Healdsburg has impeccable charm that is only rivaled by its mild climate and strong sense of community.



AN ICONIC BRAND DISTINCTION

Building on the centuries-long reputation of the preeminent auction house, the Sotheby's International Realty brand is recognized globally. Our legacy of quality service and expertise is unmatched.



BRAND HERITAGE

Recognized worldwide, the prestige of the Sotheby's brand is unparalleled. The acclaimed auction house, established in 1744 in London for collectors of art and other fine possessions, expanded to New York City in 1955. Sotheby's International Realty inherited the iconic brand name, building on its legacy by delivering unrivaled real estate services.



A UNIQUE COLLABORATION

Our alliance with Sotheby's is our unique difference. The properties represented by our network are exclusively featured in Sotheby's auction house marketing programs including high profile client events, showcases in the signature publications, and in digital newsletters and on sothebys.com.



A GLOBAL CONNECTION

When a home is represented by the Sotheby's International Realty[®] brand, it is presented to a highly qualified global clientele through exclusive channels and relationships. Our proprietary network of residential brokerage companies are located in 70 countries worldwide, making Sotheby's International Realty a truly global real estate brand.



The New York Times MANSION GLOBAL THE WALL STREET JOURNAL. ARCHITECTURAL DIGEST AD П dwell VANITY FAIR VOGUE FINANCIAL TIMES THE **MANA**TIMES YouTube

PARTNERSHIPS

We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning and international impact enable the Sotheby's International Realty brand to successfully connect with a global clientele.

THE ECONOMIC TIMES JamesEdition

LUXURY ESTATE

PropGOLuxury Google



NIKKEI

Fmirates

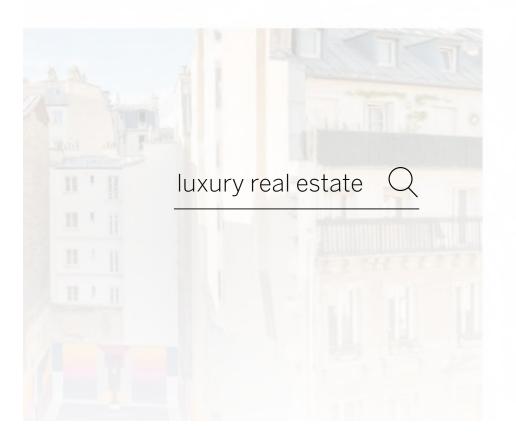




TARGETING ADVERTISING

With an emphasis on exclusivity, the Sotheby's International Realty advertising plans are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey. Our robust digital and print strategy is aimed at showcasing homes to highly-qualified homebuyers.

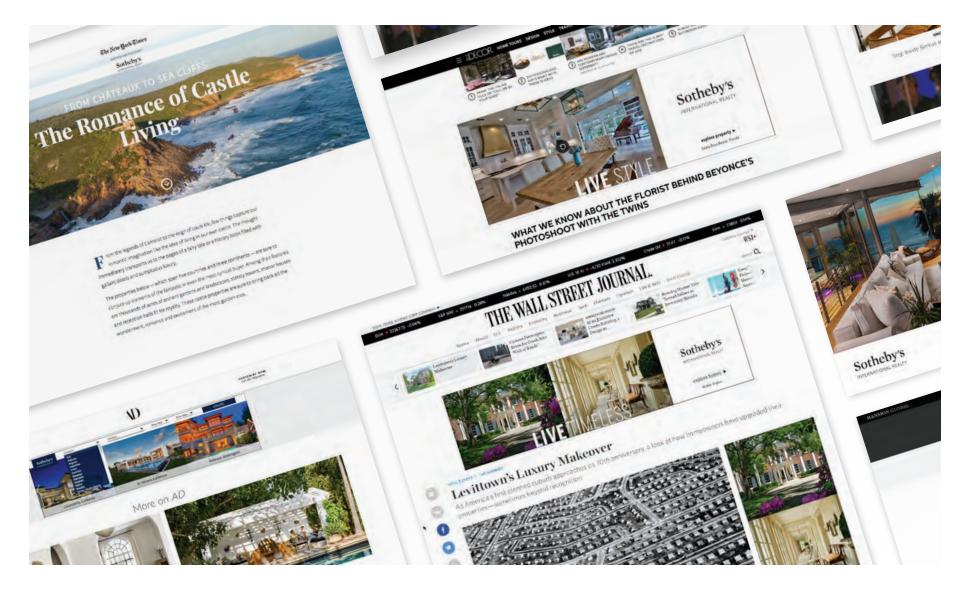
ASHION ENTERTAINING ART + AUCTIONS TECHNOLOGY MOTORING EVENTS





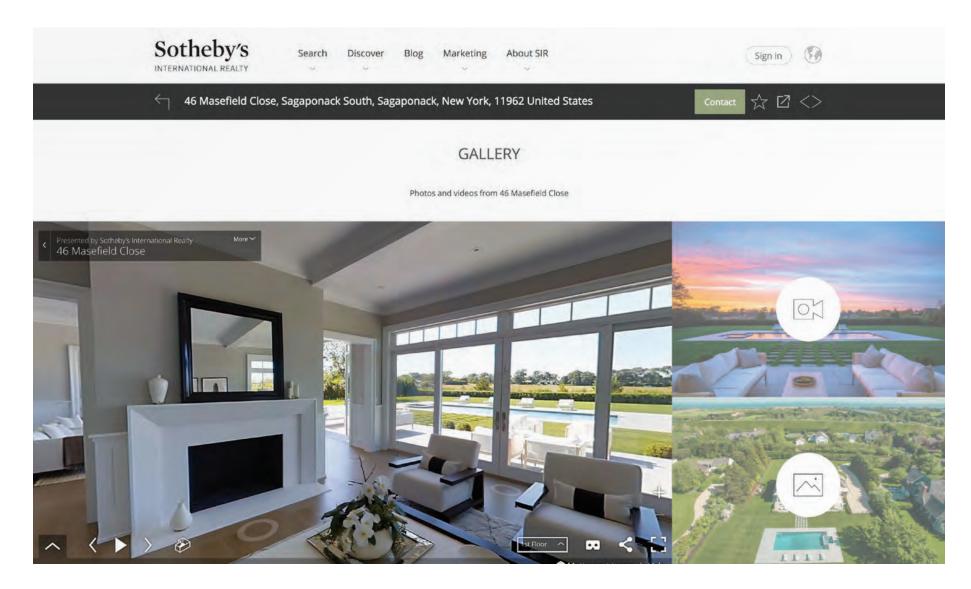
BRAND MARKETING

High-quality, richly illustrated and engaging content delivered across multiple platforms inspires our global clients. Because purveyors of fine art and possessions are equally passionate about their homes, we take pride in showcasing our properties in high-definition video, virtual reality tours, and rich photography. These engaging formats are designed to inspire buyers and sellers in all phases of their journey.



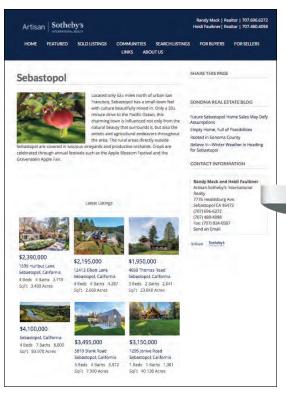
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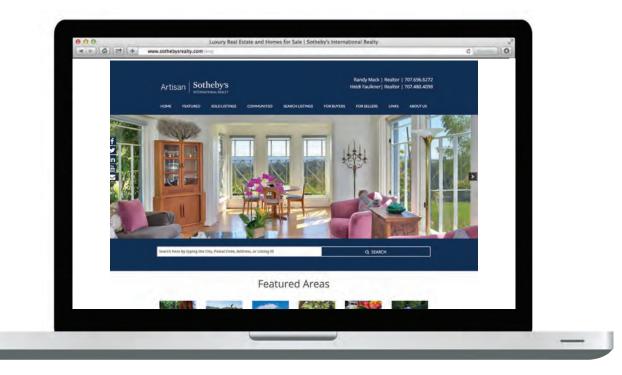
The art of marketing a property is based on showcasing each home's unique character. In 18 languages, our enhanced editorial approach on sothebysrealty.com enables millions of viewers to immerse themselves in our collection of 3D virtual reality tours, high-definition videography and high-resolution photography. This content rich experience is more effective in driving perspective buyers to sothebysrealty.com and engaging them once they arrive.



WEBSITE MARKETING MACK-FAULKNER.com









THE VOICE OF LUXURY REAL ESTATE



Yahoo's First CEO Is Selling His House for \$19.4 Million

Tim Koogle, now a venture capitalist and philanthropist, is downsizing.

By James Tarmy

August 31, 2017, 5:00 AM EDT

Five months before he got married, Tim Koogle, Yahoo's first chief executive officer, was in the market for a house. It was early 2003, and he and his fiancée, Pam Scott, "were looking for our first house together," Koogle said. "I asked her: When you walk out of the door in the morning, do you want to have your feet land on dirt, or asphalt?" The answer was an emphatic "dirt," and so, after a brief search, they purchased a midcentury modern house on 12 acres in Los Altos, Calif., for about \$8 million.



When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the Sotheby's International Realty brand and position our proprietary global network as the voice of luxury real estate. When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the Sotheby's International Realty brand and position our proprietary global network as the voice of luxury real estate.

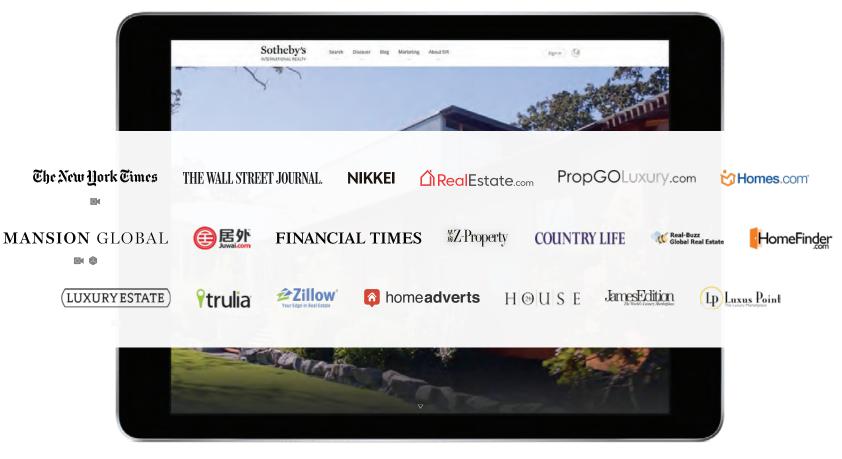
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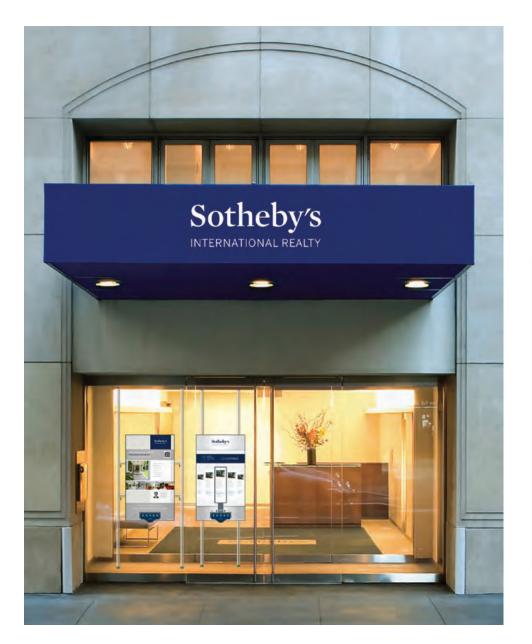
PROPERTY DISTRIBUTION

Our global property marketing partners include the most authoritative news, lifestyle and financial voices, as well as real estate-centered websites. Additionally, once a home is showcased on sothebysrealty.com, it is exclusively marketed on more than 100 Sotheby's International Realty affiliate websites around the world. Results are measured with a variety of analytics and reporting tools, which enable sales associates and clients to refine a marketing campaign's impact.



VIDEO 🔹 VIRTUAL REALITY

TOUCH GALLERY



We continually employ impactful technology to showcase the homes represented by our network. At Sotheby's International Realty office locations, our cutting-edge storefront touch galleries are state-of-the-art. These high-definition, through-the-glass touch-screens encourage interaction with our global properties.



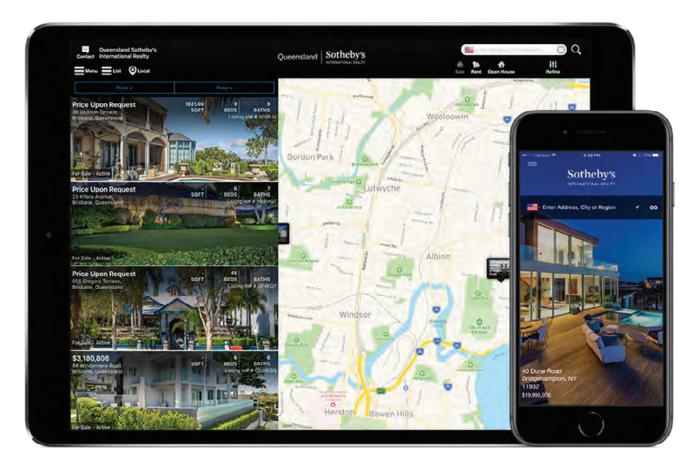
APPLE TV

The Sotheby's International Realty Apple TV app is designed to fully immerse consumers in the brand. With our innovative app, homebuyers can discover Sotheby's International Realty properties from the comfort of their living rooms. Unique to our app, users can explore our extraordinary offerings via lifestyle and amenities and can highlight properties and recent searches.



SIR MOBILE

The Sotheby's International Realty mobile app is the only luxury real estate app that serves properties in nearly 70 countries. Featuring high-quality media content, the app brings property searches to life with GPS and a drawing tool to locate homes. A points-of-interest toolbar features lifestyle amenities such as local restaurants, golf courses, resorts and more.





SOCIAL MEDIA



NOT ALL REALTORS ARE

CREATED EQUAL

Randy Mack and Heidi Faulkner joined Artisan Sotheby's International Realty in 2010 because of it's strong partnership with Sotheby's International Realty,® and the brokerage's ability to place clients' homes on a level above any other firm in the area, by offering extraordinary marketing partnerships with some of the strongest media outlets in the world. Artisan Sotheby's International Realty specializes in the sale of luxury homes, vineyards estates, ranches and commercial property throughout Sonoma, Mendocino and Lake counties and like Randy and Heidi, strive to provide exceptional service, in-depth market knowledge and unmatched marketing opportunities to buyers and sellers.

125

Generated over \$125 Million in property sales in Sonoma County

45

Combined Years of Real Estate Experience

10

Consecutive Years of receiving a rating of 10 out of 10 from previous clients

98

Percentage of transactions from past clients and referrals

4.7

Overall Google Rating from current clients

SELECTION OF **SALES**

868 High School Road, Sebastopol Ca 95472 \$2,219,000

Country living located 5 blocks from downtown rests 2 homes on 4 acres in a private park-like setting. This old world Spanish, Mediterranean, style main home captures the warmth and inviting spirit of an era gone by. Built with state of the art materials, every detail of this single level home was created to embrace the comfort, ease, grace and poetic charm of early Spanish architecture. Landscaping boasts waterfalls, ponds, gardens and orchard.

4059 Burnside Road Sebastopol, Ca 95472 \$2,125,000

Awe-Inspiring views of the majestic Mt. St Helena and beyond, this Spanish-inspired home will capture your heart. Enjoy privacy and seclusion on approx. 7.35 acres, nestled in the hills of West County. This home features exquisite architecture that was thoughtfully designed to capture the breathtaking views in each room and frame the artistic distinction of profound natural beauty outdoors.

6820 Starr Road Windsor, Ca 95492 \$1,900,000

Upon entering this charming 2004 two story farmhouse, you will immediately recognize that this home offers both quality and a desirable floor plan. Crown molding, large windows and maple hardwood floors throughout, are just a few of the upgrades this home offers. The gourmet in the household will be thrilled to find an updated stainless steel gas range and appliances, an apron sink, concrete counter tops with tile backsplash, and cherry wood cabinets. French doors off from the dining room lead to a back patio complete with fountain and mature landscaping perfect for sunset, sunrise, or vineyard viewing. The main floor master suite is generous in size, has access to the wrap around porch, views of the vineyard and enjoys both eastern and western exposures for lots of light. Two guest bedrooms and an additional full bathroom complete with views of the vineyards and surrounding hills round out the main residence. Entertaining family and friends is a breeze on this property in a delightful vine covered guest house above the 3 car garage. Approximately 960± square feet in size with 2 bedrooms and 1 bath, the home overlooks the vineyard.







SELECTION OF **SALES**



4059 Canfield Road Sebastopol, Ca 95472 \$1,420,000

This canfield estate provides ample living and entertaining space with the convenience and comfort of a newly remodeled home. This 3 bedroom, 2.5 bath home was designed with entertaining family and friends in mind. From updated modern appliances and sophisticated finishings to the high quality craftsmanship and materials this home is move-in ready for even the most discerning buyer. Nestled on three acres, adjacent to a nine acre deeded open space and only 15 minutes from downtown Sebastopol this home is country living at its best. Approximately 2, 725± square feet of living and entertaining space this 3 bedroom, 2.5 bath home is equipped with a multitude of thoughtful design and modern updates that welcome and embrace friends, family and guests with open arms.



4864 Blank Road Sebastopol, Ca 95472 \$1,900,000

Remodeled 3/3 Farmhouse, 2 master suites one downstairs, 6 burner gas Viking, cherry cabinets, granite counters, Marvin windows, hickory and bamboo floors. 3 car detached garage, shop w/rollup door and carport; 1500± square feet in total with sealed epoxy floors. 5 Stall barn including 1 fowling stall, water, and electric in barn with studio above. Tile baths, deck off upstairs master with infra-red heater, skylights, 2± acres of pasture, gated and fenced.



5850 Anderson Lane Forestville, Ca 95436

\$2,700,000 Represented the Buyer

Russian River area, 2 electric gates, custom Mediterranean home, 40-foot salt and solar pool, cabana with a full kitchen with granite and stone and Viking BBQ. Studio, office building, 1500± square foot barn with slab floor. 3± acres plantable for Pinot Noir or Chardonnay. Lush tropical landscape, 24 zone auto sprinkler system.

OUR BUSINESS IS OUR CLIENTS...



I am so appreciative - Heidi Faulkner is a true professional and I recommend her as often as I can.

– Ms. Gannon

Heidi gets the job done in a professional, friendly way. Very sincere, warm person who loves what she does. I'll use her over and over again and actually this was my third transaction with her.

– Ms. Bryan

Heidi was FANTASTIC throughout the entire process! I will be recommending her to anyone I know that needs an agent.

– Ms. Franci & Mr. Smith

Excellent all around. As first time home buyers we couldn't have asked for better agents!

– S. Geisler

We were exceedingly satisfied and would recommend Randy with enthusiasm.

– Mr. & Mrs. Johannes

I wish to express my satisfaction and confidence in your ability to find an ideal home for anyone that I would refer to you. My own experience in purchasing and selling a home with you allowed me to witness the fact that you are truly an expert in your field, handling all aspects of residential real estate transactions. From the beginning, your market analysis to the final stages of negotiations, your calm manner and clear explanation kept me knowing I was in the best of hands.

– Mr. Mitchler

Truly genuine people who I consider my friends and not just my agents.

– Ms. Easton

It was a difficult time for me but Heidi and Randy made it easy and extremely successful. They are fabulous real estate agents.

– D. Hoey

Heidi was excellent and went over and above any agent l've ever dealt with. Five (5 being "excellent") wasn't high enough for her.

- Ms. Busch

I had the opportunity to work with both Randy and Heidi. They are both fantastic. As a first time home buyer I really appreciated their expertise and support.

- Ms. Struthers



mack-faulkner.com



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Book by Evans Concierge Services.