

Why list your home with us?

Sherwood
REAL ESTATE

- * OUR BRAND
- * OUR HERITAGE
- * OUR MARKETING
- * OUR PARTNERSHIP
- * OUR TEAM
- * YOUR HOME

The Changing Face of the Business of Real Estate

A STATE OF FLUX The business of a real estate transaction has changed exponentially. Since the housing bubble, the global internet and the widespread adoption of mobile devices, buying and selling real estate has been in a constant state of flux.

Where the exchange and access of information is 'free to all' that wish to acquire it, special sales and marketing is an imperative—especially when it comes to selling a luxury item such as an estate home.

PRE INTERNET THE AGENT'S LEVERAGE Before the market crash and 'bubble,' frivolous and unscrupulous agents and lenders took advantage of the old system. The old system that guarded the business of real estate relied on an agent's exclusive access to information.

POST INTERNET - A LEVEL PLAYING FIELD Today, everyone has access to the same information. Every home and every purchaser is subject to the internet's 24 hour watchful eye.

This level playing field, coupled with a search engine's 'content relevance' decision making power, create transparent market conditions that are based upon a standard of quality.

The real estate transaction has changed. And we have changed with it.

2300 NORFIELD COURT, THOUSAND OAKS, CALIFORNIA, 91361
MGRISOLIA@SHERWOODDC.COM LALAIMO@SHERWOODDC.COM





OUR HERITAGE

Sherwood Development Company is a subsidiary of Castle & Cooke, Inc.

Castle & Cooke, Inc and Dole Food Company, Inc. are privately held companies owned by David H. Murdock, who also serves as Chairman & Chief Executive Officer of both companies since 1985.

Castle & Cooke is primarily involved in real estate development and ownership, transportation equipment leasing, trucking, brick and building materials manufacturing and other investments.

We are a committed team with a combined 100 years of hands on experience in the Sherwood Community.

Our offices are located on-site in Dickens Patch across from the Trentwood Gate next to the Sherwood Tennis Club.

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ABOUT US



SECTION 'A'



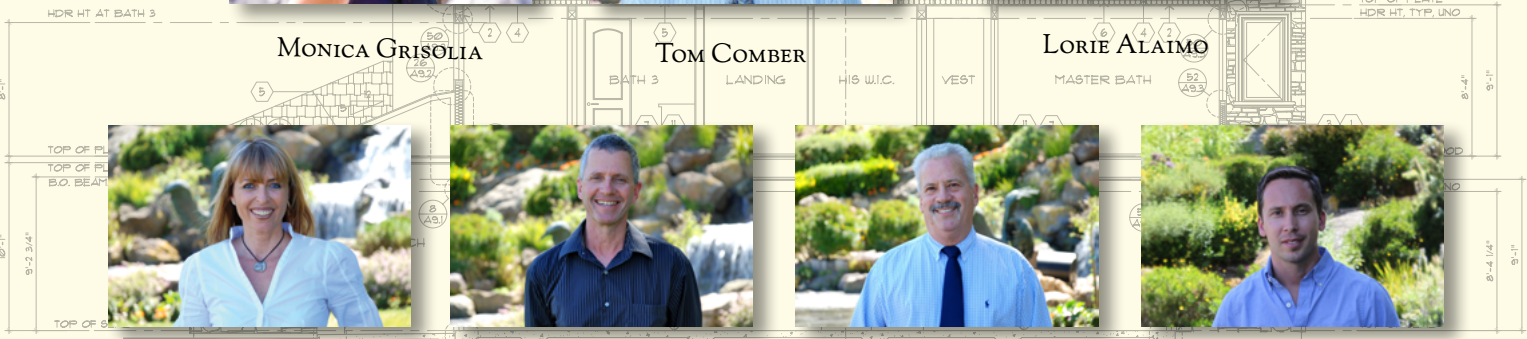
MONICA GRISOLIA



TOM COMBER



LORIE ALAIMO



SOPHIE IDAN



SHA DINKEL



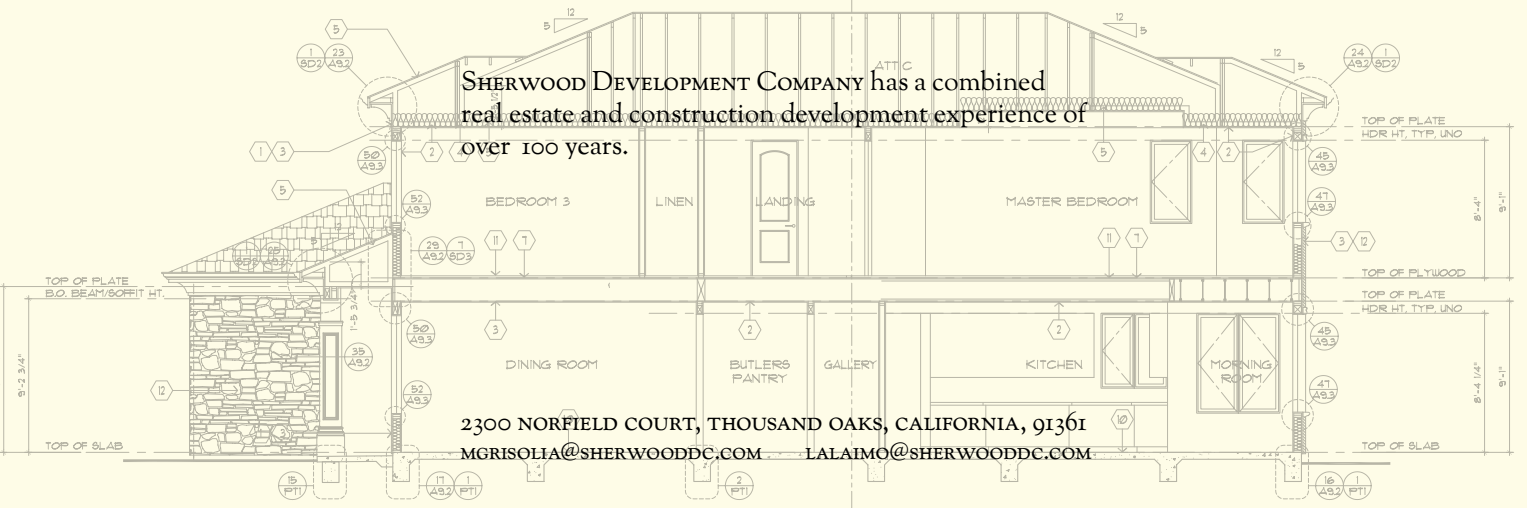
MIKE McMULLEN



MILAN GEORGEFF

SECTION 'B'

SHERWOOD DEVELOPMENT COMPANY has a combined real estate and construction development experience of over 100 years.



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SECTION 'C'





Listing with Sherwood ensures that your agents are not “hiding” behind a brand. We are our brand. We take that seriously. Your home is different, your marketing should be also.

CUSTOM CO-BRANDING

We feel our marketing message should be every bit as unique as the home you are selling. Every home that we take to market, be it a previously owned home or our new construction, we carefully craft an individually ‘branded’ marketing message.

We uniquely craft a marketing plan specific to your home by assessing market conditions through a carefully planned course of action based upon trending economic wealth shifts, regionalized luxury real estate market conditions, and global demographic shifts and wealth migrations.

100% CUSTOMIZED

Because of our brand, we are able to partner with the regions and world’s most elite media outlets. Our partnerships and our variety of media channels allow us to maximize our marketing exposure to the people who matter.

- high end specialty magazines
- local and international broker community
- special charity events and gatherings

Because of our relationships with the media, we are able to customize your marketing tailored to suitable market conditions, market trends and global economic forecasts. Our unique position has established lasting partnerships with unique media outlets where we both benefit from each others presence.

GLOBAL INTERNET PRESENCE & PLATFORM ~ A MEASURED APPROACH

We have developed an online platform to promote the Sherwood brand and elite Country Club & Golf Course lifestyle. We utilize our branded web presence to craft and broadcast a signal that reaches—and targets—the affluent buyer.

UNIQUELY CRAFTED FIRST ~ THEN MARKETED

Our marketing is based upon our carefully selected and crafted branding message.

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CUSTOM MARKETING

CUSTOM CO-BRANDING

Each property is given its own domain name that is linked to its own webpage on SherwoodRealEstate.com.

CUSTOM PHOTOGRAPHY

Your property will be photographed by our marketing department in order to be featured on our websites and in our chosen partnering media outlets.

CUSTOM AD DESIGN

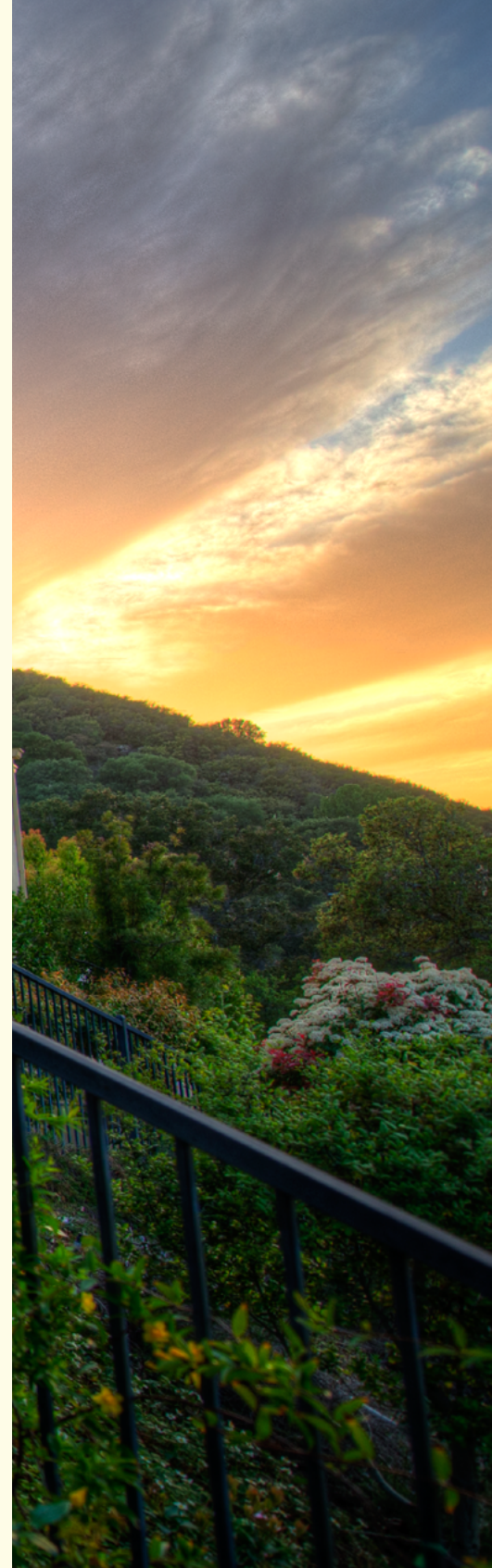
Your property will be featured and custom designed with property branding in all of our major Sherwood Real Estate advertising campaigns.

CUSTOM DESIGNED GLOSSY FLYER

A custom glossy flyer will be designed and printed for availability at your home with Sherwood branding. Cobrand for consumer take-aways and marketing collateral

CUSTOM EMAIL MARKETING

Targeted marketing email designed and sent to our exclusive global email list of agents, buyers and sellers



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CUSTOM PROPERTY LOGOS

2803 Hemingsford Way *The* LAKEHOUSE 230 LAKE SHERWOOD DRIVE

898 Lake Sherwood Drive 200 BAYBROOK COURT *La Maison* ronde *Lake Sherwood* estate

102 QUEENS GARDEN DRIVE

UNIQUELY PHOTOGRAPHED



Each property is photographed and uniquely represented, showcasing your home's charm and individuality and bringing about its identity.

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805.373.5992

BRE #01108133



BRE #01901391

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License No. 01059113

CUSTOM MAGAZINE DISPLAY ADS



2803 Feningsford Way
Thousand Oaks, California

Located behind the gates of Sherwood Country Club

2900 sq ft, 4 bedrooms, 3.5 baths, Custom Mediterranean Villa, surrounded by breathtaking landscaped grounds & golf views. Includes a formal living room, family room, formal dining, media



Sherwood
REAL ESTATE

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Michelle Garcia Lisa Adams
805-373-5992



Sherwood
REAL ESTATE

230 LAKE SHERWOOD DRIVE

2900 sq ft French Colonial custom Sherwood lake home, 3 bedrooms, including a spacious master suite, 3 baths, den, optional 4th bedroom, a fireplace, covered deck off family room, fully equipped gourmet kitchen with dual ovens, islands, granite slab counters and breakfast nook. The backyard leads to a water/lake slip, a private dock and no-tube.

Offered at \$1,999,000



Michelle Garcia - Lisa Adams

SHERWOODREALESTATE.COM

805-373-5992

1 Ask us about our mobile program

The Sherwood Lake Club is a common interest that is not affiliated with Sherwood Country Club. The listing is available to Sherwood Country Club or Sherwood Lake Club or may apply to any person that is a member of the Sherwood Country Club. Sherwood is not affiliated with any other club or organization.

Paula J. Clarke, Inc.



784 LAKE SHERWOOD DRIVE



Michelle Garcia

Sherwood
Development Company
SHERWOODREALESTATE.COM

805-373-5992



Lisa Adams

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Sherwood
REAL ESTATE

Thousand Oaks, California

2900 sq ft, 4 bedrooms, 4.5 baths, elegant water-fronted Contemporary Sherwood waterfront estate, with private dock, expansive mountain & dramatic lakefront views.

This property is 2.4 acres, 7 full baths, 4 car garage, 1000 sq ft, a ranching estate in the front with multiple pools, swimming pool, tennis court, 2nd level formal dining, 1000 sq ft, custom granite, ovens & marble top/bath, hand-carved kitchen of custom craftsmanship throughout.

Beautifully appointed library with beverage bar, tiered powder room, infinity-edge Pebble-Tex finished pool of one full featured open cook, custom fireplace of triple with expansive grass area that meets the shoreline. Many other highly regarded custom features in this premiere of unique Sherwood lakefront estate.

Please consider this request

Paula J. Clarke, Inc.

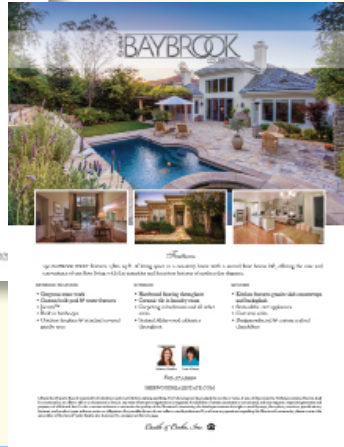
Custom Co-Branded printed display advertising featuring your home.
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CUSTOM DESIGNED GLOSSY SELL SHEETS



158 Upper Lake Road - Custom Brochure



290 Baybrook Court - Custom Brochure



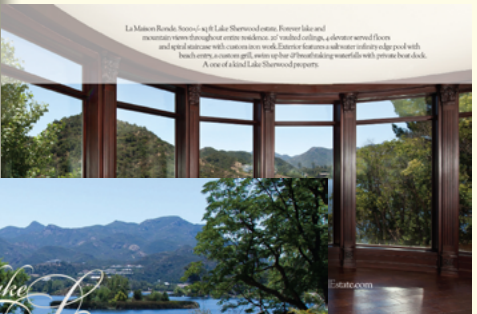
2803 Hemingsford Way Custom Brochure



784 Lake Sherwood Dr Custom Brochure



230 Lake Sherwood Drive - Custom Brochure



898 Lake Sherwood Drive Custom Brochure

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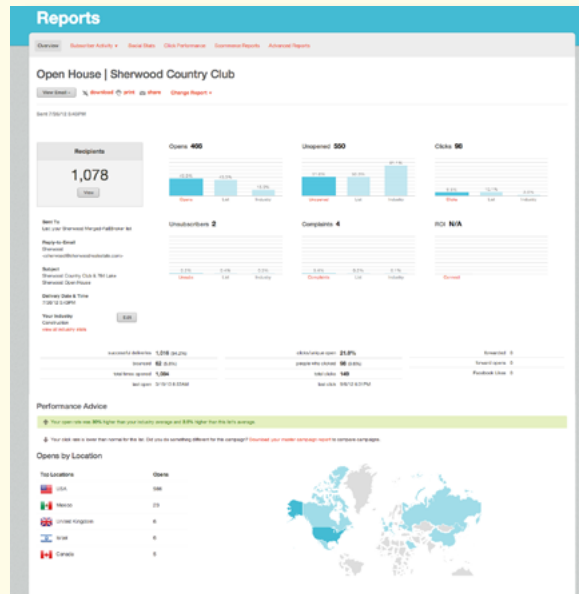
TARGETED EMAIL MARKETING

We will design and send an email campaign to our exclusive mailing Sherwood mailing list. Our email marketing is subjected to a marketing analysis assessing rates feedback.



EMAIL STATISTICAL ANALYSIS

Every email we send is targeted and measured through careful analysis.



Our email campaigns are subjected to a rigorous statistical analysis that assess the effective open rate and cross checked with the response rate with our exclusive email list, comprised of the most affluent homeowners locally, within the Sherwood Community, regionally along the Southern California coastline and internationally to the world's most elite buyer's representative.

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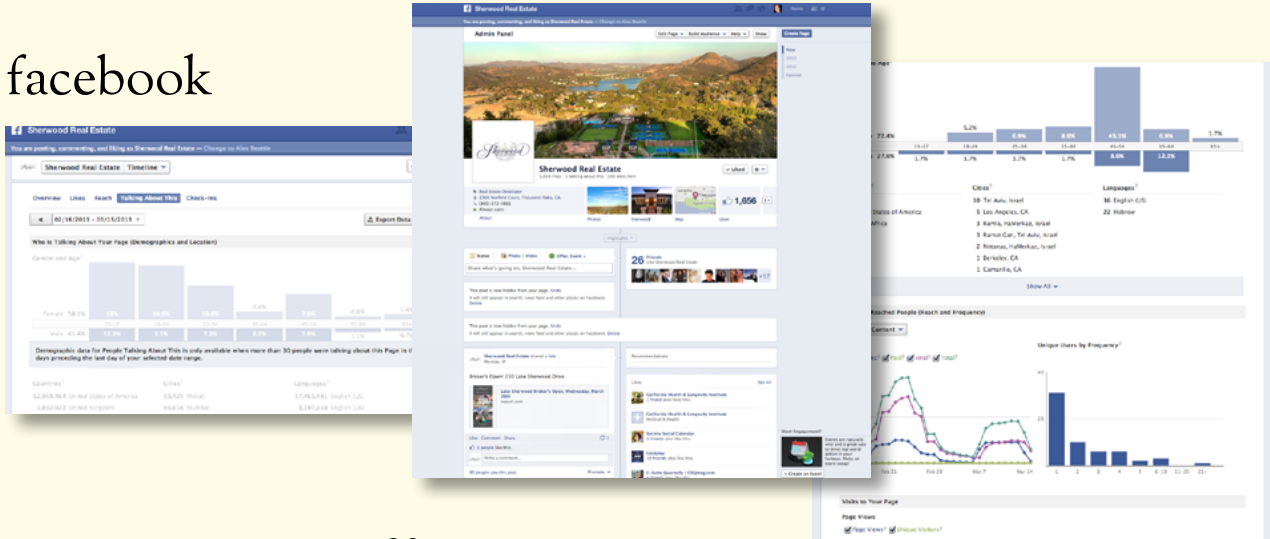


SOCIAL MEDIA MARKETING & METRICS

We utilize our website via blogs and our publishing system to stream relevant and updated content to the search engines.

Our facebook and social media marketing is analyzed using real time trends and constant analysis of each post and interaction

facebook



CONTENT CREATION & Multi-Media Distribution

After we've decided on the particular branding, we create an enhanced media presentation of your property that will be distributed on various Video hosting sites such as Vimeo.com and YouTube.com

Each element of our online marketing is rigorously tested and measured against current trends and previous marketing campaigns.



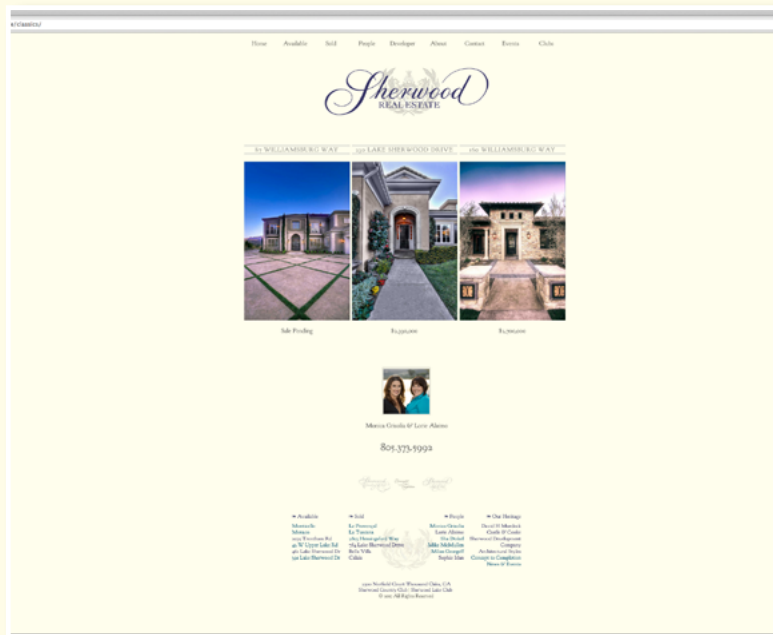
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WEBSITE MARKETING & STATISTICAL ANALYSES

Our website, SherwoodRealEstate.com, and all of our social media outlets are rigorously checked and cross checked for incoming traffic, social engagement and search engine optimization.

Every webpage is designed specifically for user engagement and visitor interaction. All pages are monitored and tested to ensure that each visitor is able to acquire the information they were looking for.

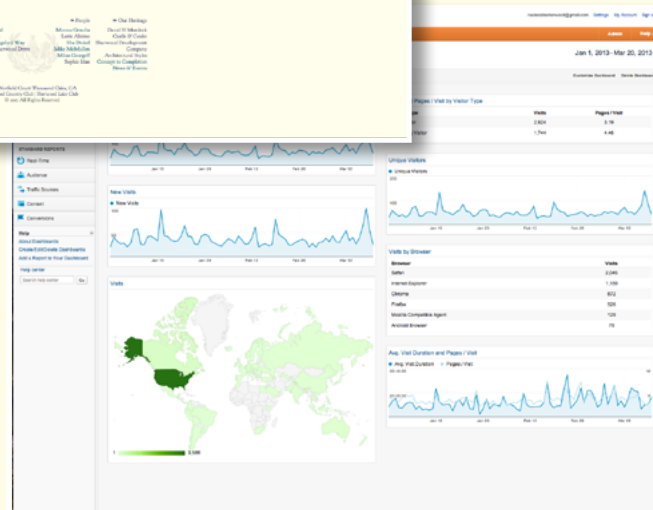


SherwoodRealEstate.com
View our listings, map of properties, our previously sold properties, upcoming & prior engagements, company information & new developments.

Proof of visitor engagement

We carefully monitor and measure every webpage and and every visitor interaction to assess our reach and adjust if necessary.

Each web interaction is carefully measured for search optimization as well as visitor engagement.

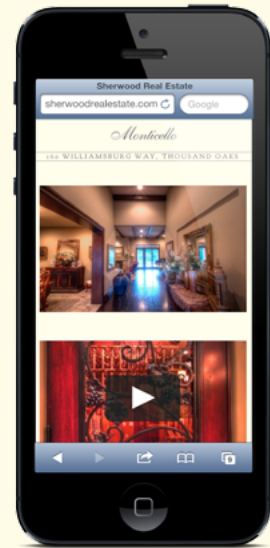


Site analysis includes unique visitors, page views, returning visitors, changes in search engine algorithms and social media trends. We append the site accordingly in order to ensure that that we retain qualified traffic to our website.

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IPHONES & IPAD
fully mobile optimized



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EVENTS & CHARITYS

Our presence around the community as the ultimate in Country Club luxury homes enclave establishes our footprint when we sponsor our Charitable events and co-host exclusive engagements.



Our presence at these engagements gives us a chance to personally engage with potential buyers and sellers about your property in a more 'casual,' sometimes, elegant setting.

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LEGAL DISCLAIMER

1. Sherwood Development Company, L.P., a California limited partnership, is the “developer” of the Sherwood project. It is a separate entity from Dole Food Company, Inc. and Castle & Cooke, Inc. Those entities are not the developer.
2. The use of the Sherwood Country Club [and/or the Sherwood Lake Club] by a buyer is not guaranteed and no representation or warranty is made regarding the availability of memberships in the Club[s] or whether buyer will qualify for such membership. The Sherwood Country Club is a separate entity and not owned by the developer. [Also include the following to the extent there is a reference to the Sherwood Lake Club: [The Sherwood Lake Club is a separate country club that is not affiliated with Sherwood Country Club.]] Purchase of a home does not include membership in Sherwood Country Club [or Sherwood Lake Club] or any right to use private club facilities. Please contact Sherwood Country Club directly for information on Sherwood Country Club.
3. Obtain the Property Report required by Federal law and read it before signing anything. No Federal agency has judged the merits or value, if any, of this property. Nothing contained herein shall be construed as an offer to sell or a solicitation to buy in any state where prior registration is required. Availability of certain amenities is not assured, and may require a separate agreement and payment of additional fees. In the constant endeavor to maintain the quality of the Sherwood community, the developer reserves the right to modify maps, floor plans, exteriors, specifications, features, and product types without notice or obligation. Any models shown do not reflect a racial preference. If you have any questions regarding the Sherwood community, please contact the sales office of Sherwood Valley Realty, Inc. (License No. 01059113) at (805) 373-5992.

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