

RE/MAX TRI-CITY REALTY

Every One A Professional!



Ruby Davidian

Broker/CRS/ABR/SFR

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Ruby Davidian
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With over 15 years of experience in the real estate industry, Ruby Davidian has the expertise and commitment to make sure you become her next satisfied client. As most of her new clients were referred from previous ones, Ruby Davidian proves to be the trustworthy, hardworking, and reliable REALTOR® of choice.

If you are in the market, call Ruby Davidian –a REALTOR® who takes the stress out of the process so you can focus on the excitement of buying a new home, or have the confidence of maximizing your sale.

MULTI-FACETED EXPERTISE PUTTING YOUR BEST INTERESTS FIRST:

- Strong Negotiation Skills: Aggressive, but Patient
- Handles Challenges in Transaction with Confidence
- Creates Web Advertising, including Virtual Tours and Custom Web Addresses
- Multilingual Skills -English, Armenian and Farsi (Persian)
- Works with Local and Diverse Print Advertisements
- Resident of Glendale for over 20 years

LOCAL AND NATIONAL REALTOR ASSOCIATION MEMBERSHIP ENSURING YOU HAVE CUTTING EDGE GUIDANCE IN TODAY'S CHANGING MARKET:

- Broker-Associates
- Certified Residential Specialist (CRS)
- Accredited Buyers Representative (ABR)
- Member of the Institute for Luxury Home Marketing (ILHM)
- Short Sales and Foreclosure Resource (SFR)

MORE ABOUT RUBY

- I like beaches, music, sports
 - I love walking on Brand Boulevard to Americana
 - I watch Food Channel once in a while and try to follow their recipes
 - I enjoy living in Glendale and the diversity all around!
 - Call Ruby Davidian today to buy or sell your home with confidence.
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Why RE/MAX Tri-City Realty...

- Multiple locations and beautiful offices.
 - One owner means one decision.
 - Legal counsel services.
 - Knowledgeable computer consultant to continuously update our software and hardware.
 - No floor time: the sales associates receive all the ads and sign calls on their own inventory. You can assure your sellers that each and every call, you will personally handle for their property.
 - Full service commercial and investment divisions.
 - Tools such as AIR, Costar, and LoopNet provided for the commercial practitioner.
 - "RE/MAX Mainstreet" is an Internet web site for the exchange of ideas and information.
 - "RE/MAX Leadstreet", a Network Lead Management System built by REMAX to provide their agents with generated leads through the Internet.
 - RE/MAX University, an online network for its associates. From live chat sessions with industry leaders to continuing education programs, this network provides unparalleled educational shows, which include CRS, GRI and CCIM classes and designations amongst others. The "classroom" can be at our locations or from the comforts of your own home.
 - In-house educational and business seminars are conducted by the real estate leaders at office meetings and one-on-one.
 - We offer flexible, creative advertising and marketing programs through the RE/MAX design center.
 - Another reason - the RE/MAX referral network of over 100,000 sales associates worldwide who work one-on-one through our CD roster. With no corporate fees taken you receive 100% of your well-earned referral fees.
 - You are in business for yourself, BUT NOT BY YOURSELF! Our policies and procedures are simple - follow the law and code of ethics.
 - This is a fun environment with lots of social activities such as summer beach parties, social parties hosted by Ruby, our annual awards dinner, the Christmas party and the Oktoberfest.... And more!!
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ONE OFFICE MULTIPLE LOCATIONS

Attention Sellers: We advertise everywhere knowing that not every buyer comes from your neighborhood!! We are present in Shopping for Real Estate, La Canada Valley Sun, Glendale News-Press/ Burbank Leader, Korean Papers, Homes & Land Magazine, The Real Estate Book, and The Los Angeles Times.

Glendale
811 N. Central Ave.

Commercial/ Industrial
805 N. Central Ave.

Pasadena
1055 E. Colorado Blvd, #5128

La Canada Flintridge
1433 Foothill Blvd.

Los Feliz/ Silver Lake
2150 Hillhurst Ave.



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WE ARE:

- A full service real estate firm, a part of the largest real estate company in the world with branches in Glendale, La Canada Flintridge, Pasadena, Los Feliz/Silverlake, and a Commercial Division.
 - Successful agents with an average of 10+ years experience and approximately \$6 MILLION in sales annually, 3 times the national average according to the National Association of Realtors®. Outpacing the industry standard with increasing sales volume year after year.
 - A company dedicated to promoting the properties of our clients through proper advertising formats. We provide placement in a variety of media such as the Los Angeles Times, the Glendale News Press and Burbank Leader, Shopping For Real Estate, Homes & Land Magazine and the Real Estate Book, national television and radio spots as well as, high-end estate property market with our *Select Properties* Division.
 - Committed to providing the technical support our associates need by enhancing their marketing resources. In addition, we are actively involved in the technology age by participating in the RE/MAX national website "Main Stream" and regional websites to maximize their exposure to the buying public. Dedicated to an on-going education program for our associates with **RE/MAX University**.
 - Committed to providing the most up-to-date information for our associates on recent real estate laws through our legal counsel.
 - Involved in the community by supporting activities such as the "Children's Miracle Network", "Relay for Life", the "Run for the Hungry", coaching and sponsorship for the American Youth Soccer Organization (AYSO), and running in the *L.A. Marathon* for Child Share, an affinity program with Village Christian Schools.
 - Maximizing client benefits by holding memberships with several multiple listing services including the Glendale Board of Realtors, Pasadena/ Foothill Association Realtors, Burbank Board of Realtors Greater Los Angeles Board of Realtors, plus commercial MLS including American Industrial Real Estate Association, CoStar Comps, and LoopNet.
 - Veterans in the commercial real estate arena with our own Commercial Division that is dedicated to providing clients with information on commercial/investment properties throughout California. We are utilizing the on-line services of A.I.R., CoStar, and LoopNet.
 - Participants in the on-line agent-to-agent RE/MAX Referral Network, which has been recognized as one of the best in the world.
 - A professional environment of highly motivated, focused, caring, enthusiastic, and knowledgeable agents working together to be the best for their clients.
 - The RE/MAX balloon is recognized nationally as a symbol of excellence in real estate.
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Current Technology

RE/MAX Tri-City is on the forefront of technology. All offices have the latest hardware and software to maximize agent efficiency and performance. We have tools and programs through RE/MAX University, Leadstreet, Mainstreet, Design Center to bring you assistance in a verity of topics including continuing education, designations, marketing, referrals, and our on call Technicians to help with all your Computer needs...



The Value of RE/MAX Technology

Contact Management Database	Agent Website with Click to Call	Marketing Listing & Personal Promotion	Other Tools and Features
<ul style="list-style-type: none"> • Receive online leads • Access customer comments and questions • Track lead activity • Manage all contact information online • Online backup of contacts • Import/export contacts • Print mailing labels • Included and customize email drip campaigns • Add appointments, tasks, and events with email reminders • Automatic listing emails • Enhance listings • Add open houses • Reports 	<ul style="list-style-type: none"> • IDX Feed with all MLS Listings • Consumer property search • Map search, MLS search, and advanced search • Lead generation where all leads are assigned to you • Balloon view and street view • Add reporting code (google analytics) • Showcase your listings or featured properties • Create 1-click featured searches • Unique marketable domain name • Customizable content • Click to call with website page push 	<ul style="list-style-type: none"> • Virtual Tours • Newsletters • Flyers • Postcards • Professional Print Options • Email or Web Distribution • Brochures • Greeting Cards • Property Cards • Slideshow Tours • Web Commercials • CD/DVD Packaging • eCards • Article Library • Phrase Assistant • Image Assistant • Hosting with Detailed Statistics • Virtual Tour Posting 	<ul style="list-style-type: none"> • No Referral Fee for Online Leads • RE/MAX University Training <ul style="list-style-type: none"> • On-Demand • Webinars • Designations • Live Events • Technical Support for RE/MAX Technology Tools • Commercial Listings through the RE/MAX Commercial Information Exchange and Catylist™ • YourName@remax.net Marketable Email • Online Intranet to get industry information and connect with Affiliates worldwide. • Social Networking sites and initiatives <ul style="list-style-type: none"> • YouTube • Facebook • Twitter • LinkedIn
Avg. Non-RE/MAX Cost: <u>\$540</u> RE/MAX LeadStreet <u>Included</u>	Avg. Non-RE/MAX Cost: <u>\$440</u> RE/MAX Agent Microsites <u>Included</u>	Avg. Non-RE/MAX Cost: * <u>\$499</u> RE/MAX Design Center <u>Included</u>	

The average Real Estate Professional may spends \$1,480 per year on online marketing. With RE/MAX, all tools, training, and support listed, are included at no additional cost!





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Advertising

We Advertise in...

Newspapers and Magazines including:

- Shopping For Real Estate
- Los Angeles Times
- Glendale News- Press/ Burbank Leader
- La Canada Valley Sun

Subsidized Advertising









- Homes & Land
- The Real Estate Book
- Local Publications

On the Internet including:

- Tricityre.com
- RE/MAX.com
- Google Base
- Yahoo
- Trulia
- Zillow
- Realtor.com
- RedFin
- CoStar, LoopNet, and AIR for Commercial.
- Amongst Hundreds of Other Web Publications through the IDX

We Advertise everywhere knowing that not every buyer come from the same location... We think outside of the box.



	TOTAL U.S. TRANSACTION SIDES	TRANSACTION SIDES PER U.S. AGENT	NUMBER OF COUNTRIES	NUMBER OF OFFICES WORLDWIDE	NUMBER OF AGENTS WORLDWIDE
	812,056	13.5	79	6,414	92,071
	650,229	7.3	49	3,264	96,689
	438,422	5.6	67	7,711	116,985
	385,005	5.4	2	697	76,688
	318,600	5.9	7	1,885	55,700
	117,196	6.5	46	2,600	29,562
	33,949	3.5	38	500	10,641
	9,704	2.3	1	103	4,290

All data is full year or year-end 2009, as appropriate and provided by RE/MAX, LLC, REAL Trends, and the Realogy SEC Form 10-k Annual Report for 2009. Prudential data is based on REAL Trends estimates.



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Commercial, Investment & Industrial Divisions

- Member of AIR: known as the MLS for Industrial Properties and Office Buildings.
 - Costar online: Includes Comps and Showcase properties for the commercial industry. Provides tenant information, comparables, and available listings.
 - Commercial classes, including the CCIM designation, which can be completed through RE/MAX University.
 - Support from Management with knowledge and experience in the commercial Real Estate sector.
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Our Office Locations



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Los Feliz/ Silver Lake
2150 Hillhurst Avenue



Pasadena
1055 E. Colorado Boulevard, Ste 5128



Commercial/ Industrial
805 N. Central Avenue

One Office Multiple Locations
