



LUXURY

THE ART OF SOLD:
A SUCCESS STUDY IN UNIQUE &
LUXURY MARKETING EXCELLENCE



Barton Smith | Luxury Real Estate Advisor

THE FUTURE OF LUXURY HOME MARKETING...

Evolved with innovation and a dedication to providing the best home selling experience in the real estate industry. My work with eXp Luxury offers a white-glove service that serves you on a local and global level. Our approach goes beyond a simple listing...I will guide you on this journey, so that we together, ensure your property is presented in a world class manner, highlighting all features that will 'Wow!' the market.



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WORLD-CLASS REAL ESTATE RESULTS THAT SPEAK FOR THEMSELVES

BARTON SMITH

With over two decades of experience in California's dynamic real estate market, I bring a client-first approach that goes beyond buying and selling homes. My focus is on understanding your goals, your vision, and delivering results that align perfectly with them.

I specialize in creating seamless, stress-free experiences whether you're purchasing your dream home, selling for maximum value, or making strategic investments. Every move is backed by market insight, strong negotiation, and a deep commitment to your success.

Real estate isn't just about transactions, it's about trust, relationships, and making the right decisions at the right time. My goal is to guide you with clarity, confidence, and care at every step of your journey.

It's not just about transactions; it's about creating lasting relationships and helping clients find their dream homes



Client Testimonials

Barton is the best! He went above and beyond multiple times while we were buying our house, including helping us to reach an agreement with the seller in time to meet a tax credit deadline that was super important to us financially. He's great at what he does, and also a wonderful person who is dedicated to the welfare of his clients and community. We highly recommend Barton!

- Rachel Ede

Barton is a great agent. He is experienced, an absolute pleasure to work with and knowledgeable. Anybody looking to buy or sell Real Estate in Petaluma will be in great hands working with him!

- Samuel Foote

Barton is friendly, easy to work with and engaging. He knows his market, and is constantly improving his practice and trying to "help others help themselves". He is attentive to clients needs and attentive to detail.

- Richard Thornton



Success Story: The Buckingham Residence

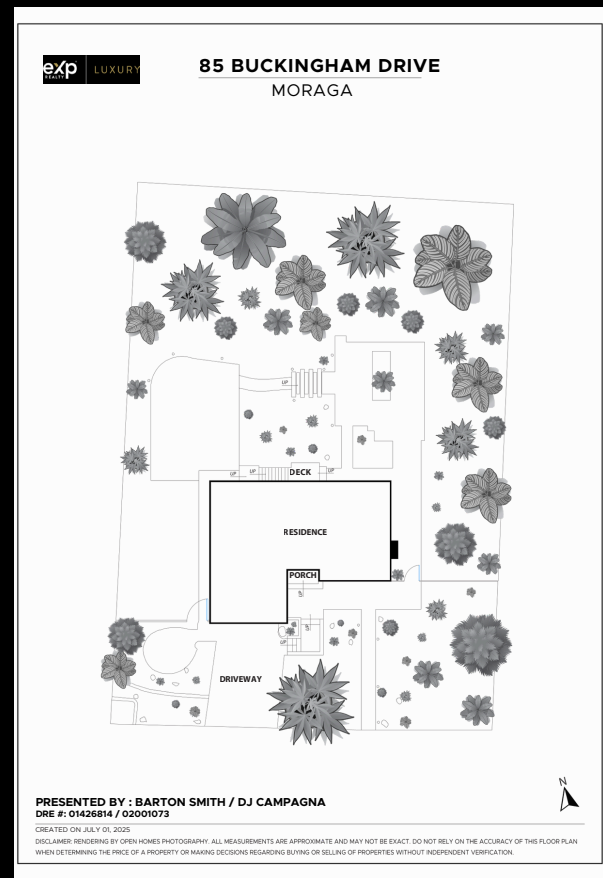
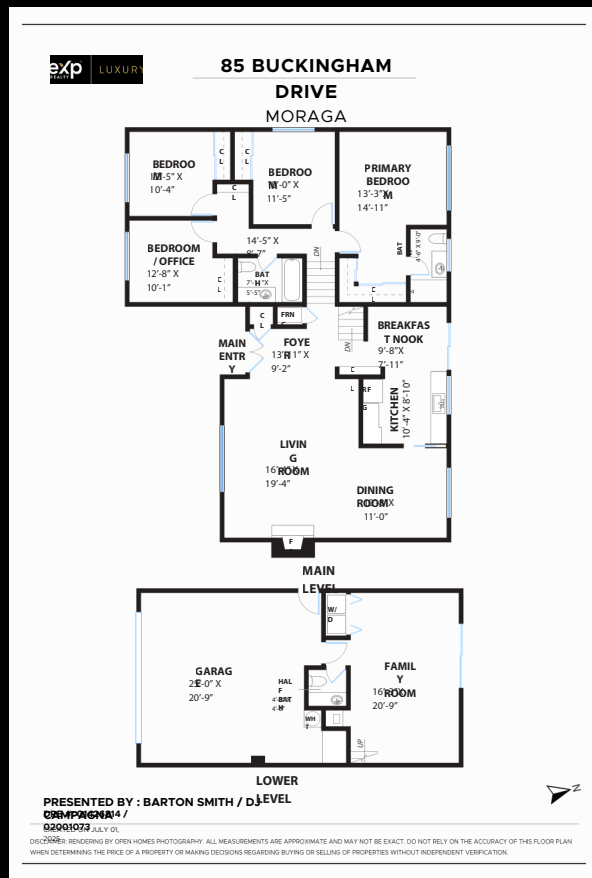
- Status: 2 Offers SOLD at \$1,525,000 / Listed at \$1,525,000
- Property Focus: 1960s Luxury Hillside property with Open Space

Floor Plan Highlights:

- Multi-Level Flow: Formal Entertaining spaces on the main level with Private Family Quarters above, & Recreation Room down.
- Remodeled Kitchen: Layout flowed into Backyard through large windows and sliding door to deck.
- Guest Accommodations: Potential for Junior ADU optimized for long-term guests or live-in staff.
- Digital Asset: Click - [Buckingham Portfolio Link](https://www.85Buckingham.com) or go to www.85Buckingham.com

PRECISION IN EVERY DETAIL

Marketing Assets for 85 Buckingham



Professional Floor Plan

Detailed Yard Plan

Core Details:

- **Immersive Experience:** Every luxury asset Barton manages includes high-fidelity spatial data to pre-qualify elite buyers.
- **Structural Excellence:** Highlighting the seamless transition between formal interior spaces and meticulously planned outdoor living.



Success Story: The Howard Modern

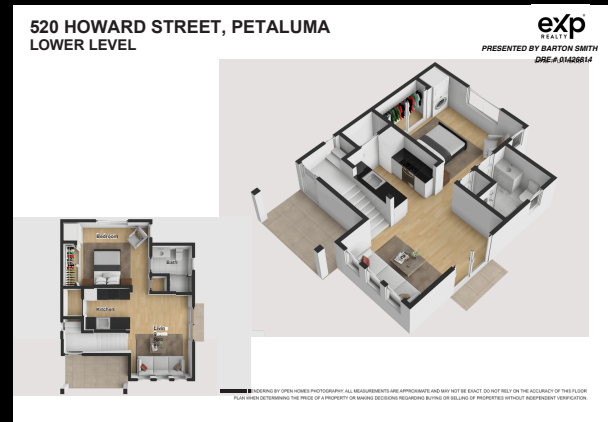
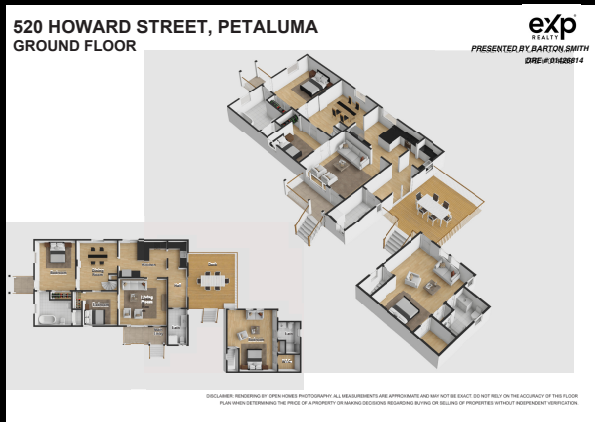
- Status: 1 Offer, Buyer Paid Agent's Commission, SOLD at \$1,415,000, Listed at \$1,495,000
- Property Focus: Historic original home with 2nd Unit for Multi-Generational Buyers

Floor Plan Highlights:

- Marketing Position: Unique Layout Original 1890's home, remodeled in 1925, and a Modern Designed 2nd Unit
- Asset & Challenge: Very desirable Oak Hill neighborhood, compartmentalized home layout, w/ stairs to access all levels
- Outdoor Integration: Exceptional Edible Garden & Privacy Yard
- Digital Asset: Click - [Howard Portfolio Link](https://www.520Howard.com) or visit www.520Howard.com

Success Story : The Howard Modern

The Technology of Luxury Marketing



3D Modeling Floor Plans

Core Details:

- **Modern Precision:** Every square inch of the Howard property was mapped to highlight its contemporary geometric design.
- **Digital Integration:** Utilizing the Open Homes ecosystem to provide a photorealistic rendering of the living experience.



Succes Story: The Mountain View Estate

- Status: 6 Offers, SOLD at \$856,030; Listed at \$799,000;
- Property Focus: Panoramic Vistas & Unique Architectural Style.

Floor Plan Highlights:

- Open-Concept Core: Designed for seamless indoor-outdoor transition to the viewing decks.
- Challenges & Assets: Exceptionally unique Quanset Hut design significantly limited buyer pool, yard size & trees very desired.
- Marketing Ideology: Create exceptional & intentionally limited marketing to draw buyers, then hold multiple Open Houses so Buyers are drawn to see the home in person.
- Digital Asset: Click [Mountain View Portfolio Link](http://www.1863MountainView.com) or visit www.1863MountainView.com

IMMERSIVE TECHNOLOGY & ARCHITECTURAL CLARITY

- **Content:** Spatial understanding from photos is challenging, and critical for Buyers emotional connection and desire for a property. So, my marketing package for every listing includes:
- **Professional Floor Plans:** Gives clarity & remove for furniture planning & spatial flow.
- **Detailed Yard Plans:** Essential for luxury estates where the land is as valuable as the home.
- **3D Walkthroughs:** Capture the flow of the home, views from windows, and transitions which all create Buyer emotion through



WHY MY STRATEGY WORKS



- Hyper Local to Global Exposure: 75+ countries and 92,000+ social media followers.
- Elite Media: Featured in The Wall Street Journal, Robb Report, Mansion Global, and more
- Proven Speed: By providing floor plans and technical data early, we pre-qualify serious buyers and shorten the closing window.



PARTNER WITH SUCCESS

Guiding Your Real Estate Journey with World Class Service!

Thank you all for the
opportunity to serve!

Contact Info:

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