

NOBODY **MAKES REAL ESTATE** **EASIER THAN HOMESMART**



*I am Saul Larner and
I refuse to participate
in the recession!*



SAUL LARNER, PH.D., LL.M., MBA

"An International Real Estate Advisor is only as good as his next idea"





AUCTION EXPERIENCE

- Accredited Auctioneer Real Estate (less than 4% of auctioneers have qualified)
- Certified Bi-lingual Auctioneer
- Appointed Auctioneer \$40,000,000 Robert Taylor Ranch
- Bronze Medalist--International Bid Calling Competition
- Authored, "Start The Show", a book on real estate auctioneering.
- Developed a 6 hour, continuing education course on real estate auctioneering approved by the California Department of Real Estate.
- National Auctioneers Association Annual World for top graphics design.
- Graduate: Worldwide College of Auctioneering

THE AUCTION PROCESS IS BETTER BECAUSE

- Bidders love to compete to the point where price is secondary.
- Opportunity to compete overcomes the excitement to purchase below market value.
- A strong, basic concern with people, their dignity, net worth and their ability to determine their future prevail.
- People can place their own deals into perspective when afforded the opportunity to compare instantly their deal against other bids made at that time. It is the excitement of not "knowing" that draws many people to the auction.
- An auction forces action among those who are buying at a future date. There are several thousand more percent "would be buyers" than buyers ready to purchase.
- A bidder is forced to decide quickly how badly he wants the property.
- The competitive spirit dominates the bidding and raises the estimate of the net worth.

WELCOME TO YOUR NEW STRATEGIC ALLIANCE WITH SAUL LARNER, PH.D., LL.M., MBA

My foundation dates back to William Shakespeare as stated by Lord Bardolph:

***“We first survey the plot, then draw the model;
And when we see the figure of the house,
Then we must rate the cost of erection;
Which if we find outweighs ability,
What do we then but draw anew the model”***

William Shakespeare, King Henry IV, Part 2, Act 1, Scene 3

To continue in the direction of Shakespeare, my passion to help others, my knowledge, experience, research resources and commitment are furthered by authentications and freedom of creativity. My clients make the decisions. However, they are in the parameters which determine shape which leads to positively productive results.

My greatest hope is that I can help you positively resolve your real estate hopes, wishes and issues. I hope you review my website at www.splanner.realtor. Through this viewing, you will see what I do and how I do it. This folio will inform you as to what it takes to get started on your way to bring your real issues to an early conclusion. Feel free to contact me at any time with your questions.

Thank you for viewing this folio.

Yours sincerely,

Saul Lerner, Ph.D., LL.M., MBA



SAUL LARNER, PH.D., LL.M., MBA

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SOLD@splanner.realtor

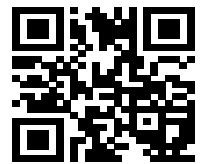
WT DRE RE-16266

CA Auction Surety Bond MS2982473

www.zeninspiredhome.com

www.starttheshow.biz

Larner Global Group



www.splanner.realtor



EDUCATION

- Ph.D. with a specialty in international economics
- LL.M. International Taxation (magna cum laude)
- MBA Real Estate Finance



PROFESSIONAL DESIGNATIONS

- CIPS: Certified International Property Specialist
- ARB: Accredited Buyer's Representative
- CRS: Council of Residential Specialists
- SRES: Senior Real Estate Specialist
- RSPS: Resort and Second Home Specialists
- Epro: Certification
- NACM: Board Certified: National Association of Certified Mediators

AREAS OF EXPERTISE

- Luxury home and estate sales
- International real estate transactions
- International estate planning structures
- International asset protection planning
- International currency fluctuations
- Inbound currency transfer strategies
- Forensic testimony
- Published internationally
- International speaking platforms

MEET

SAUL LARNER, PH.D., LL.M., MBA

EXPERIENCE PASSION RESULTS

Dr. Larner brings a wealth of experience and passion to his roles as a Luxury Home and Estate Professional in the Los Angeles and international marketplaces. His expertise and acumen in real estate marketing is unparalleled. With over 30 years of successfully marketing properties in the international marketplace, he has proven that he can handle challenging, complicated and highly sophisticated transactions.

Combined with his insight into the components and concern for the luxury home marketplace, he is known for his sales performance. Exceeding expectations as an international realtor means much more than transacting a sale of a luxury home or estate. It is about people, families and their hopes and wishes regarding their future. It is about relationships based on trust, knowledge and expertise. His clients can always be assured that he will always go that extra mile to make their experience even better than they hoped for.

All this is further evidence of the great success he can bring to you and to focus on your real estate hopes and wishes. He will mastermind complex real estate transactions which he will further bring to an early conclusion.

This will change the way you will always transact real estate in every closing. Your new business friendship will not end, but begin to even greater mutual prosperity.

SATISFIED CLIENTS

“The manner in which you presented your concepts brought a positive response from your attendees. Keep up your good work and we will look forward to sending you referrals”

-Juan Castillo, Managing Partner, Deloitte

“Your exact and highly competent charts and interpretive foreclosures leave us truly in wonderment of your singular prowess and committively in your debt”

-Prince Michael Balthassar Karl Friedrick

“We were impressed with his high level of preparedness. He has quick wit and always came up with the sensible financial answers. His demeanor is complimentary, patient with our endless questions, and his intelligence on various subjects rang loudly. We nominated him for the Ernest E. Cragg Ambassador Award”

-The Million Dollar Round Table

“He was an outstanding student and clearly a class leader”

-Professor William H Byrnes IV
Dean, St. Thomas University Graduate School of Law
LL.M. International Tax Program

“Saul is very intelligent, professional and motivated. His analytical skills and grasp of legal issues are astounding”

-Hon. Peter Adrian, Circuit Court Judge

“Saul will handle your matter with professionalism and unparalleled experience”

-Adnan Islam, CPA, JD, MBA. Director, International Tax Department, McGladrey, LLP



ZEN INSPIRED HOMES IN THE HOMESMART COLLECTION

BY SAUL LARNER

Zen inspired living is experienced in the sophisticated and luxurious retreats that Dr. Saul Larner positions for his clients to be marketed in HomeSmart COLLECTION. Zen is a way of life as an intensely personal search for meaning that elevates simplicity to an art form. The home exudes an atmosphere of perfect peace and equilibrium. As these erratic and stressful times make it increasingly difficult to find peace, tranquility and relaxation in our lives, the purchaser of luxury homes and estates today find that one of the few left is to find a peace haven in the comfort of their home. With this, Dr. Saul Larner specializes in the marketing of zen inspired homes in the HomeSmart Collection.

They have increased in popularity and definitely a trend which is an advantage to the seller.

A zen inspired home in the HomeSmart collection stimulates an emotional response in any prospective home buyer. It reflects balance, harmony and relaxation. Dr. Saul Larner will arrange a complimentary design consultation for the home buyer to meet with Linda Kaczur, a foremost interior designer who has travelled extensively to master the principles of zen design.

Linda will also work with sellers who wish to stage their home with a zen inspired décor prior to their home being accepted for marketing through HomeSmart.

www.zeninspiredhome.com

WE WILL WORK WITH MY STRATEGIC PARTNERS IN YOUR BEST INTERESTS

My Strategic Partners



Domestic Certified
Public Accountant



International Tax
Accountant



International Tax
Attorney



International
Investment Advisor



Family Law
Attorney



Divorce
Planner



Private
Banker



Forensic
Experts



Foreign Currency
Broker



Psychologist Social
Worker



Immigration
Attorney



Eb-5 Transaction
Attorney



Mediator/
Arbitrator



ESOP Plan
Specialist



Other
Specialists



Business Succession
Specialists

EIGHT REASONS YOU SHOULD TRANSACT THE SALE OF YOUR PROPERTY THROUGH US:

1. WE KNOW THE EFFECTIVE SALES STRATEGIES

We know the actual selling prices of comparable property sales (In other words, your competition). We can advise you as to the best methods of enhancing certain features to make your property more attractive to a prospective buyer. Dr. Larner has written books on real estate.

2. WE KNOW HOW TO GET INTERNATIONAL BUYERS TO SEEK US OUT

Through our breakthrough and creative approaches including tax curtailment strategies, trust formations and other areas of salient planning, we are able to qualify potential buyers for your property. Similarly, they have qualified us through their international and domestic law firms and their other advisors, networks and organizations. Our advertising is creative, clever and effective. Because we perform in-depth advisory sessions with our clients, we know they are very well qualified to purchase your property prior to inviting them to inspect the property.

3. WE KNOW HOW TO GET BUYERS TO LOOK FOR US

The majority of our clients approach us through referrals. We have a highly sophisticated approach through social marketing. We are active in high profile and international circles. Dr. Larner has been on the boards of directors of high profile and international organizations.

4. WE KNOW HOW TO NEGOTIATE

We use the most highly sophisticated methods so our high profile clients and their high level advisors can do their “due diligence” and compliance reports. This includes not only the absorption rate, but having available complete, and in depth statistical analysis. With high profile properties, this may involve part or all of the following quantitative methods as linear regression analysis, step-wise multiple regression analysis, chi-square analysis and Kramer statistics.

Dr. Larner has vast experience in negotiating high level international transactions and is familiar with all aspects of real estate which involve special methodologies in contract formation and capital structures. He is a skilled real estate mediator with board certified qualifications and thus highly skilled to interface and resolve conflicts with buyers and sellers so they can move forward together to bring the negotiation stage to an earlier conclusion.

5. WE KNOW HOW TO EXPEDITE

His know-how and connections on the financing platform usually enable him to speed up arrangements for financing. This can reduce the probability of making payments on two mortgages at the same time.

Importantly, when first counseling a buyer, and often a seller, he attempts to work with them to set up trust structures to receive the property or cash when the transaction closes which can save a significant amount of time with the transaction.

6. HE KNOWS REAL ESTATE LAW AND PRACTICE

He holds a masters in finance with a specialty in real estate from Florida International University. He uses many advanced strategies to interface with creative and unusual finance programs. His knowledge is always welcome with his financing resources with whom he has built banking relationships. Besides protecting you in the negotiation process, he scrutinizes the escrow proceedings and the title insurance components to avoid entanglements which can frequently otherwise delay closing the transaction.

He will interface with your attorney and other advisors. He holds a Doctorate in business administration (Ph.D.) with one of his specialties in international economics from Nova Southeastern University and an LL.M. (Master of Laws in International Taxation) from St. Thomas University Graduate School of Law in Miami.

7. WE WORK FULL TIME

Dr. Larner works full time. He is a master of time management and able to see that your call is promptly answered or returned almost immediately. You can feel free to go about your normal pursuits, secure in the knowledge that your business and issues are well and efficiently cared for.

WE GUARANTEE OUR WORK

When your property is sold on the terms and conditions agreed upon by you, when you have closed your escrow, we receive our portion of the proceeds from the sale then, and only then will we get paid.

CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS)

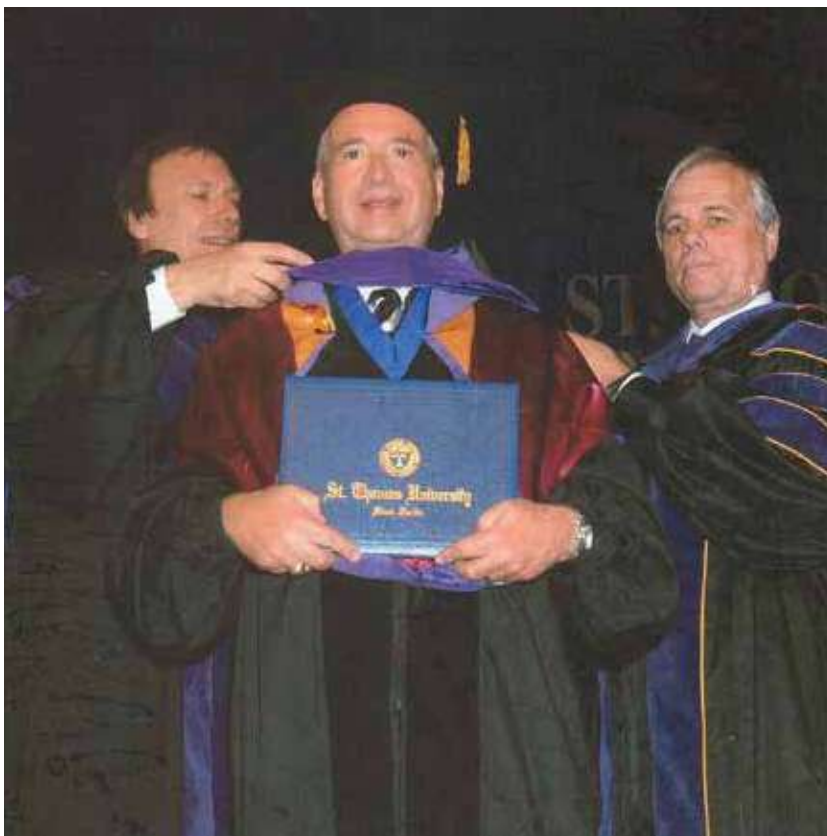
What is a CIPS?

A **Certified International Property Specialist** (CIPS) is a global real estate professional who has undergone specialized training focused on conducting business in the international real estate arena. The CIPS designation is the only international designation recognized by the National Association of REALTORS®.

Only REALTORS® who have completed extensive coursework and demonstrated considerable experience in international business are awarded this prestigious designation.

Value Proposition

As a CIPS designee, I have the education, the resources, and the network to build an international marketing strategy to help attract qualified buyers to your property.



DESIGNATION CERTIFICATE




CIPS



certified international property specialist

Saul Larner

has demonstrated a high level of skill and knowledge in the field of international real estate by successfully completing a rigorous certification process, and has been awarded the Certified International Property Specialist designation by the NATIONAL ASSOCIATION of REALTORS®.

 CAE, CIPS

Janet Branton, CAE, CIPS
Senior Vice President, Commercial & Global Services



NATIONAL
ASSOCIATION of
REALTORS®

INTERNATIONAL TRANSACTIONS REQUIRE:

- A personal and professional team of experts
- Round the clock communication
- Unsurpassed market knowledge
- A special selection of capital structures
- Tax curtailment strategies
- International planning issues
- Accommodating your special needs

I will maintain and respect your privacy and treat your transaction with the highest integrity.

Further, I will personally coordinate with my strategic alliance colleagues to bring your transaction to an early and successful conclusion.

Vouloir c'est pouvoir

"Where there's a will, there is a way"

SAUL LARNER, PH.D., LL.M., MBA





Saul Larner, Ph.D., LL.M.,
MBA Larner Global Group
www.splarner.realtor

TAKE AN HONEST LOOK AT YOUR REAL ESTATE HOLDINGS

Certainly, it is in your best interests to evaluate your position with a special emphasis on asset protection, privacy, confidentiality and tax curtailment. You also should have mechanisms so you “never give up control of your money”. These are only a few of the many benefits you can achieve as a client of the Larner Global Group, an affiliate of HomeSmart.

MONEY DOESN'T COME WITH AN OWNER'S MANUAL

Together, we will explore opportunities to help you use real estate as a multi-generational wealth building tool. We will develop alternative succession plans for your real estate. We will consider tax curtailment property holding devices. We will evaluate transaction mechanisms, and perhaps you will utilize the collateralized monetization vs. the 1031 exchange, not only for a larger cash flow, but also to “not give up control of your money”,

We will do much more than just arrange for your real estate transactions relating to a luxury lifestyle. We are known in luxury real estate circles for our creative approaches to challenging transactions. We are well qualified to bring your transactions to an early conclusion in the international sector.

HERE IS HOW WE GET STARTED

We begin our discussion as to the topics which you wish to remain confidential. Next, we discuss your needs as to asset protection and privacy as to your real estate assets. Next, we clarify your goals and you will visualize a new plan. We will discuss a blueprint which will increase your commitment to work toward your goals. Importantly, we have well learned that it is human nature to feel barriers which prevent from the hopes and wishes of a plan to be realized. We will discuss how each real estate related barrier can be overcome.

We will formulate a strategic alliance team with our third party professionals. This will be your single point of contact for your real estate services needs, included. You will have access to valuable insights and perspectives from our high level experts. You will enjoy our latest insights and how we can help you and your family with your decision making process.

You will find that our consultative approach provides a solid foundation for a relationship we can grow and nurture together. We will take action or engage in re-action plans to crisis. The quality of life for you and your significant others depend on prudent decisions. Our strategies are designed to simplify these decisions. This will include our discussing how each dollar will resolve multiple issues and take advantage of multiple opportunities.

Let's move forward together to greater prosperity in your real estate endeavors.



SOLD@splarner.realtor

NOT ALL REAL ESTATE AGENTS ARE EQUAL

Whether you are buying or selling a home, it is essential that you partner with a real estate professional that can meet your needs and understands your lifestyle.

The Institute for Luxury Home Marketing exists to help buyers and sellers of luxury homes find real estate professionals with the knowledge, skills, and expertise to support their individual needs. Institute Members specialize in the luxury home market and have completed extensive training to build additional competencies unique to the upper-tier arena.

Members also have access to exclusive market insights and the latest strategies and tools enabling them to stay on top of changing market conditions and offer effective plans to sell luxury properties. This insight and specialized knowledge makes Institute Members the best agent choice for affluent buyers and sellers of luxury properties.



3245 Provon Lane

REAL ESTATE MARKETING PLAN



Saul Larner
Larner Global Group
(310) 867-4840



GOING TO THE ENDS OF THE EARTH TO SELL YOUR HOME...

I believe the finest homes deserve the finest marketing. That's why my advertising program is designed to go above and beyond anything offered by any other agent or broker in quality, sophistication and depth. I employ the latest technology to deliver perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

LUXURY & INTERNATIONAL ADVERTISING

Your home will be featured in prominent global media brands including The New York Times, The Wall Street Journal, Robb Report and duPont Registry. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

STYLISH, SOPHISTICATED PRESENTATION

We'll create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video and stunning aerial animation. Nothing else compares—but don't take our word for it, check it out for yourself!

LOCAL, SOCIAL & MOBILE

Your home will benefit from cutting edge social media technology and robust exposure on sites like Facebook and YouTube. Our showcase listings reach potential local buyers on every type of computer, smartphone and tablet, in addition to intensive local print, mail and signage.



Saul Larner
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YOUR HOME DESERVES WORLD CLASS MARKETING

ELITE ADVERTISING

Your home will be featured in prominent global media brands including:

- NEW YORK TIMES
- WALL STREET JOURNAL
- ROBB REPORT
- DUPONT REGISTRY
- UPMKT
- MANSION GLOBAL



GLOBAL EXPOSURE

- Over 100 International Ads
- Exposure to global buyers and investors
- Placement in Juwai.com, the #1 China Site

PERFECT PRESENTATION

- Dedicated Website
- Luxe Video Tour
- Google Earth Aerial Flyover
- Mobile + Social



LOCAL VISIBILITY

- Elegant Brochures
- Distinctive Signage
- Direct Mail
- Targeted Local Ads



SOCIAL MARKETING

- Social video ads targeted to your perfect buyer
- Location, wealth, interests, and lifestyle
- Facebook, Instagram, YouTube and more



CLIENT SATISFACTION

- Weekly Activity Reports
- Interactive media kit showing your ads and campaign highlights



Call today for a complimentary **Home Valuation + Marketing Plan.**



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(310) 867-4840



PERFECT PRESENTATION

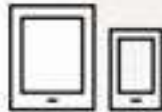
Your home will be featured on its own dedicated property website and URL, ideal for lead capture and social sharing. The presentation includes a stunning Google Earth aerial flyover and Youtube Video Tour. The dedicated mobile and iPad tours allow for seamless viewing on any device.



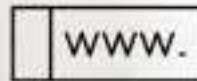
SEE IN ACTION



Google Earth
Aerial flyover



Dedicated Website
& url



Optimized for
Mobile & Ipad



Lead Capture &
Social Sharing

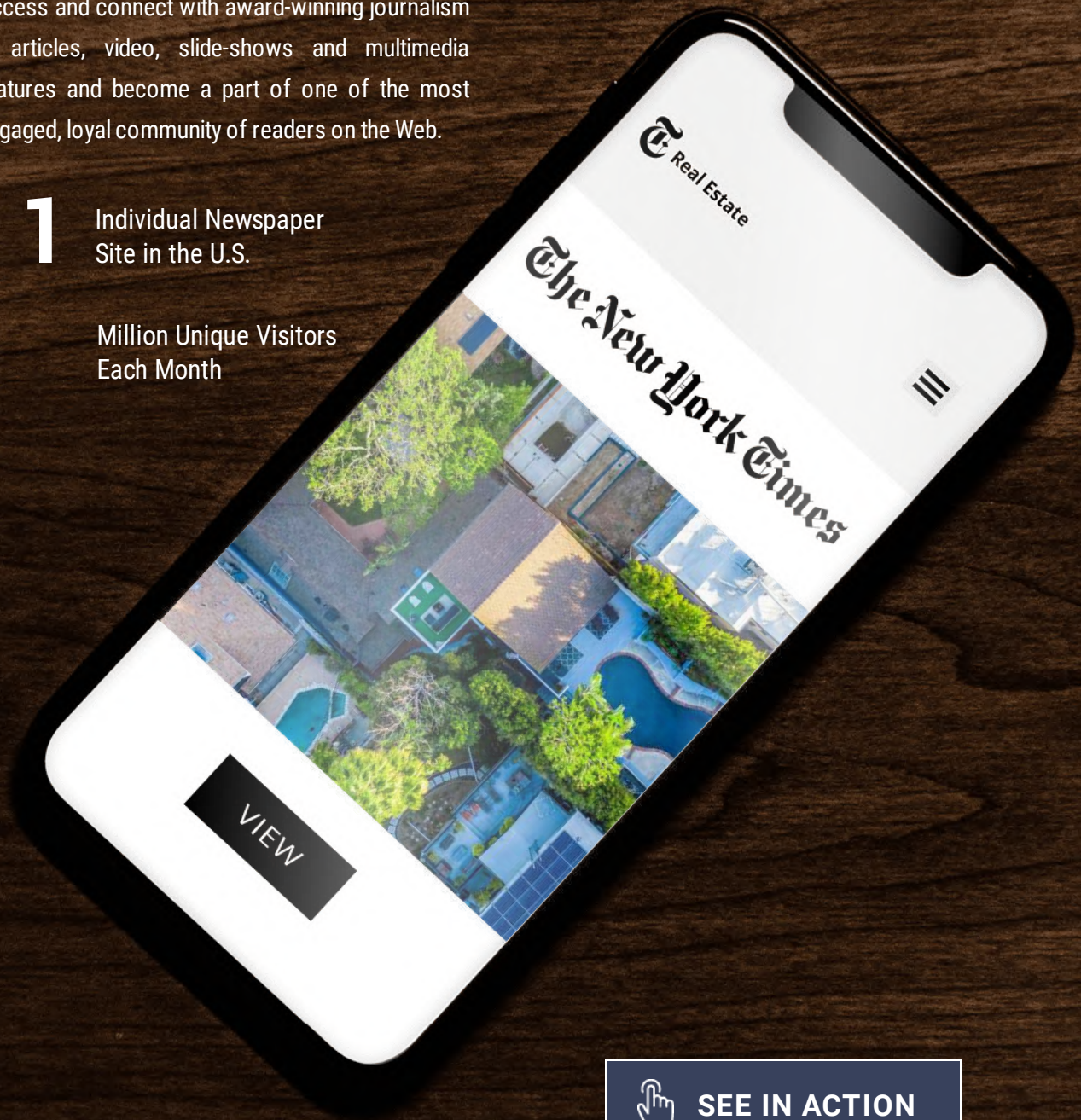


The New York Times

Access and connect with award-winning journalism in articles, video, slide-shows and multimedia features and become a part of one of the most engaged, loyal community of readers on the Web.

1 Individual Newspaper Site in the U.S.

Million Unique Visitors
Each Month



SEE IN ACTION

THE WALL STREET JOURNAL.

WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

1 Paid Circulation
Publication



Highest Rank
of Executive
Management
Readership



SEE IN ACTION



UPMKT

HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.



SEE IN ACTION



Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity.



Highest Household
Income 2017 IPSOS
Affluent Survey

7

Average Household
Net Worth of Robb
Report Readers



SEE IN ACTION



MANSION GLOBAL

ONLY THE EXCEPTIONAL

Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.



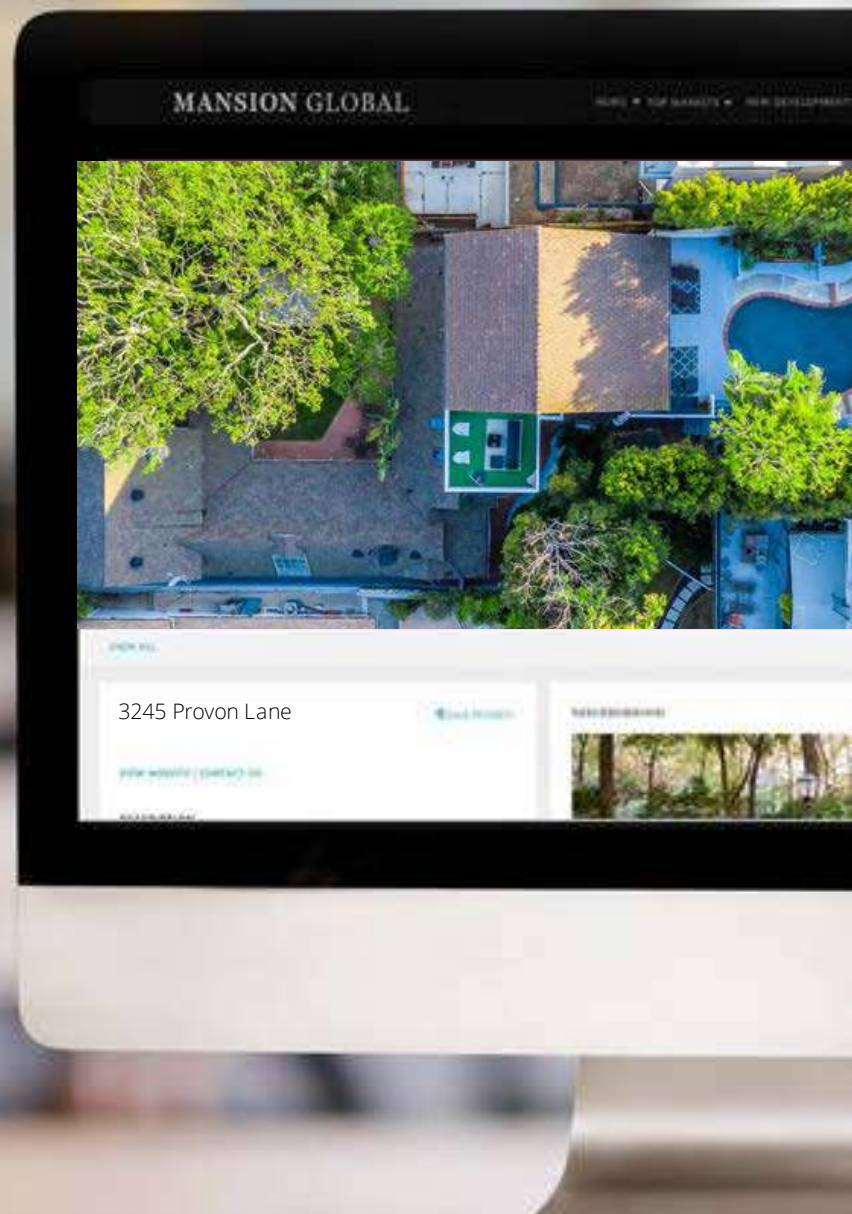
SEE IN ACTION



Monthly Unique Users

0

Of Visitors Planning
to Build/Buy a Home



duPont REGISTRY

From tropical island estates to lush country cottages, duPont REGISTRY™ brings a wealth of international luxury properties directly to the affluent consumer in their home.

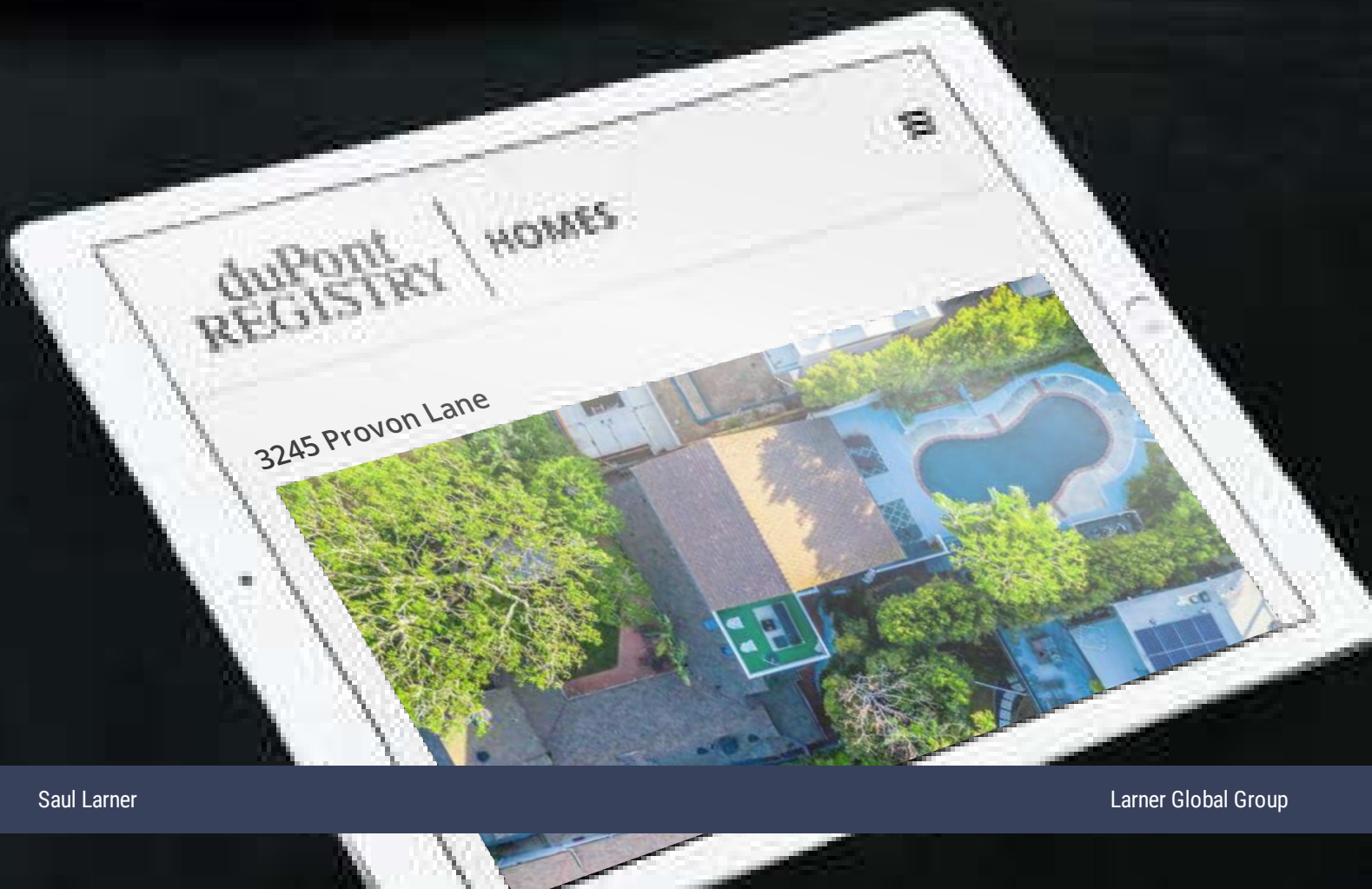
Average
Household
Net Worth

1

Ranked Luxury
Real Estate
Marketplace



SEE IN ACTION



INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.

100+

International Ads

70+

Key Markets Like
Russia & China



INTERNATIONAL REACH

Your home will gain international exposure in over 90 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

 Cyprus 101evler	 Macau Go853	 Bulgaria Imot	 Qatar ProperstarQA
 India 99 Acres	 Argentina GoPlacell Argentina	 Serbia Imovina	 Sweden ProperstarSE
 France Acheter Louer	 Chile GoPlacell Chile	 Portugal Kamicasa Portugal	 United Kingdom ProperstarUK
 China Anjuke	 Colombia GoPlacell Colombia	 Spain Kamicasa Spain	 Ireland PropertySteps
 Global Arkadia	 Mexico GoPlacell Mexico	 Canada Kangalou	 Canada PublImaison.ca
 Estonia City 24 Estonia	 Peru GoPlacell Peru	 France Laprovence-immo.com	 Cambodia Real Estate Cambodia
 Latvia City 24 Latvia	 Uruguay GoPlacell Uruguay	 Algeria Lkera	 Australia Real Estate World
 Lithuania City 24 Lithuania	 Venezuela GoPlacell Venezuela	 Romania Magazinul De Case	 Czech Republic Realcitycz.com
 France Côte et Littoral	 Papua New Guinea Hausples	 Ukraine MestoUa	 Slovakia Reality Slovakia
 Tanzania Bai Property	 Algeria Hebdomobilier-dz.com	 Global Mitula	 Morocco Selektimmo
 Poland Doimy	 Global Homeglobally	 Monaco Montecarlo-realestate.com	 France Seloger
 Cambodia Dotproperty Cambodia	 Kazakhstan Homsters.kz	 Poland MorizoePl	 Senegal SenegalCity
 Indonesia Dotproperty Indonesia	 Fiji Housing Paradise	 Morocco Mubawab	 Myanmar ShweProperty
 Laos Dotproperty Laos	 Chile Icasas CL	 Qatar MubawabQA	 China Sodichan
 Malaysia Dotproperty Malaysia	 Colombia Icasas Co	 Philippines MyPropertyPH	 Tunisia Sokna
 Myanmar Dotproperty Myanmar	 Mexico Icasas Mx	 Poland Oferty	 Greece Spitogates.gr
 Philippines Dotproperty Philippines	 France Immo.midiere.fr	 South Africa PersquareCoZa	 Romania Siona
 Singapore Dotproperty Singapore	 France Immo.nicematin.com	 United Arab Emirates ProperstarAE	 France Surfaceprivee.com
 Thailand Dotproperty Thailand	 France Immo.varmatin.com	 Canada ProperstarCA	 Germany Sz-Immo
 Vietnam Dotproperty Vietnam	 Italy Immobiliare	 United States ProperstarCOM	 Thailand ThailandProperty
 China East West Property	 New Caledonia Immo.nc.com	 Germany ProperstarDE	 United Kingdom EnglishMansions.com
 Global EdenWay	 French Polynesia Immo.pl.com	 France ProperstarFR	 United Kingdom The House Shop
 Turkey Emlaktown	 France ImmoStreet.com	 Italy ProperstarIT	 Greece Tosptimou.gr
 France Figaro Immo	 Switzerland ImmoStreetCH	 Japan ProperstarJP	 Global Trovit
 Spain Globaliza	 Belgium ImmoVlan	 Mexico ProperstarMX	 Austria Willhaben
 Panama WorldPanamaRealEstate	 Luxembourg Wortimmo	 Greece XE	 Pakistan Zameen

facebook

Facebook is the premier avenue for reaching buyer leads. We create a beautiful HD Video page to be shared across vast social networks and draw attention to your home.



SEE IN ACTION



We create a stunning Aerial Video Tour using Google Earth technology to show off your home's unique location, and we broadcast it to the world as a YouTube High Definition stream for web and mobile device users everywhere.



SEE IN ACTION