

HARRY W. KOLB, INC.

Representing our most distinctive homes for over 30 years.



Sotheby's
INTERNATIONAL REALTY





HARRY W. KOLB, INC.

Representing our most distinctive homes for over 30 years.

2765 East Valley Road . Montecito, CA 93108 . 805.969.0248



It is my pleasure to show you how Sotheby's International Realty and I can provide the marketing advantage your home deserves. I have sold more than \$500 million in residential real estate over 30 years. I bring a wealth of experience and strong negotiating skills to every transaction. Let me demonstrate why I am the right choice to market your home.

HARRY KOLB
Senior Estate Agent
Sotheby's International Realty
HarryKolb.com
DRE License 714226

ADVERTISING OPPORTUNITIES

When you give Harry Kolb the responsibility to market your home, my staff and I literally take it to the world. We are firmly committed to the belief that the greater exposure ensures that we locate the best buyer for your property which translates to the highest possible sales price. We begin by preparing a written tour of your home and all its features and combine that with professional photography in a color photo brochure.



LOCAL ADVERTISING

HARRY W. KOLB, INC.
Representing our most distinctive homes for over 30 years.

805.452.2500
Your www.HarryKolb.com for photos, tours & terms, details.

Sotheby's
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Below are the publications we frequently use to promote your property:

Destination Wine Country: 50,000 copies per edition printed 4x annually. Targeted distribution is designed to reach Santa Barbara County residents and visitors plus the Southern California market

Homes Magazine: 35,000 monthly circulation throughout Santa Barbara County.

Little Woods Newsletter: Produced by Harry with a private circulation to 4,500 of the most affluent people in the country.

Montecito Journal: 16,000 weekly circulation: 10,000 copies distributed throughout the Santa Barbara Area.

Montecito Magazine: Annual circulation for this bi-annual publication is 60,000. Direct mailed to residences, business, hotels, and national & international real estate prospects.

Santa Barbara Newspress - House & Home: Sunday Real Estate section has a circulation of 40,000 with a readership of 108,000.

Santa Barbara Magazine: 40,000 circulation with a monthly readership of 208,000.

Santa Barbara Seasons Magazine: circulates more than 33,000 copies locally with a quarterly readership of 171,600.

LITTLE WOODS
Number of Estate Sales Improving

HOMES
Santa Barbara & Santa Ynez Valley

SANTA BARBARA NEWS-PRESS
Senate approves \$109 B in

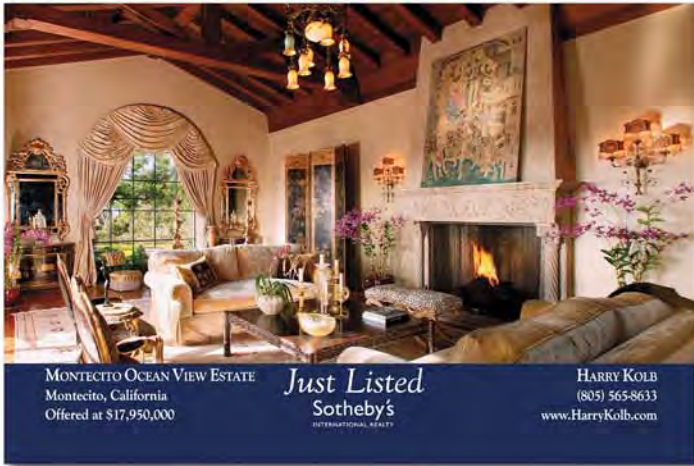
MONTECITO JOURNAL
GALAPAGOS OF THE NO

HOUSE & HOME

Destination Wine Country
The Essential Winery Guide
Fabulous Fashion Designers
Wine Trails & Touring Maps
Andrew & Adrienne Davis
Savvy Shopping
Where Grizzlies Roamed
Wine Country Living

Santa Barbara SEASONS
VIVA LA FIESTA
MODERN SOLUTIONS
WILDFLOWERS HOTLINE
THE FOUNDATION POLO CHALLENGE

DIRECT MAIL MARKETING



POSTCARDS

As part of our direct mail campaign we periodically send personalized postcards of your property to an exclusive client list consisting of high-end property owners in our area targeting potential clients in very specific locales. The most compelling feature of this type of campaign is that postcards often generate immediate response from interested buyers.



E-MAIL MARKETING CAMPAIGNS

E-mail campaigns are an easy way to build relationships between new and existing customers and get our message out in a timely manner. We create sophisticated web flyers with links to a printable flyer, an online photo tour, and your exclusive listing page on www.HarryKolb.com. That web flyer is sent out on a periodic basis to an exclusive client database of approximately 800 of our top clients and prospects, 1,400 agents in the Santa Barbara MLS, and 300 web subscribers. A separate e-mail photo tour campaign is sent through Santa Barbara Photo Tours and is delivered to 1,400 agents in the Santa Barbara MLS.

LITTLE WOODS

Estate Sales Remain Strong

Across the country, the small exclusive residential communities are reporting the same general market conditions: The luxury or mid-price range of homes was slower last year than in 2005, but the entire market was very strong.

Here in the Santa Barbara area, the story is the same. During 2006, the total number of homes sold was down 19% and the median price was down 2% compared to 2005, while the number of homes sold above \$5 million was equal to the last two summer years.

Supporting the fact that the estate market was strong last year is the comparison of how close sale prices were to the list asking price of those homes sold. The percent has increased from 91% in 2004, to 92% in 2005, up to a near record high of 96% last year. A very healthy 11 estate homes sold within the first 90 days of coming on the market compared to 13 during each of the previous two years – both of these comparisons illustrate a very healthy estate market.

Also reflecting the ever increasing market value of all our homes on the south coast was the healthy number of estates that sold for over \$5 and \$10 million. Last year we sold 18 homes for over \$5 million compared to 20 and 14 in the two previous years, and we had 2 sales over \$10 million compared to 6 in 2005 and only 2 in 2004.

Santa Barbara Area Homes Sold Over \$5 Million 1999 - 2006

2004. The most expensive residential property sold in our area last year for \$24.5 million and was, of course, listed and sold by Sotheby's International Realty.

Because so many of our estate buyers come from other exclusive communities back east, it's always a good idea to know how their markets are performing.

In Manhattan, luxury firm forecasts this December set an all-time high of \$2.9 billion and helped fuel a very healthy real estate market. Over the last few years ago, 2006 saw a 6% rise in the price of apartments. The last quarter saw a definite surge in the general market with the number of sales up 15% over the same period the previous year.

During the housing boom, prices for second homes in vacation hot spots across the U.S. soared. That was, as the real estate market shows, price tags in some areas are declining. Vacation homes in all price ranges are experiencing a slowdown – from

Photo Sales continued on page 4

QUARTERLY NEWSLETTER

Little Woods provides readers with a detailed market analysis of the Santa Barbara area real estate market on a quarterly basis and also has a photo display ad featuring your property. It has a private circulation to 4,500 of the most affluent people in this country, entertainment industry, and top level executives in West LA, including Beverly Hills, Bel Air and Malibu. It is also sent via e-mail to top clients, prospects, and web subscribers.

LITTLE WOODS



Sotheby's
INTERNATIONAL REALTY

IN A TIME OF GLOBAL COMMUNICATIONS
AND GLOBAL MARKETS,
THERE IS ONLY ONE TRUE
INTERNATIONAL REAL ESTATE BRAND

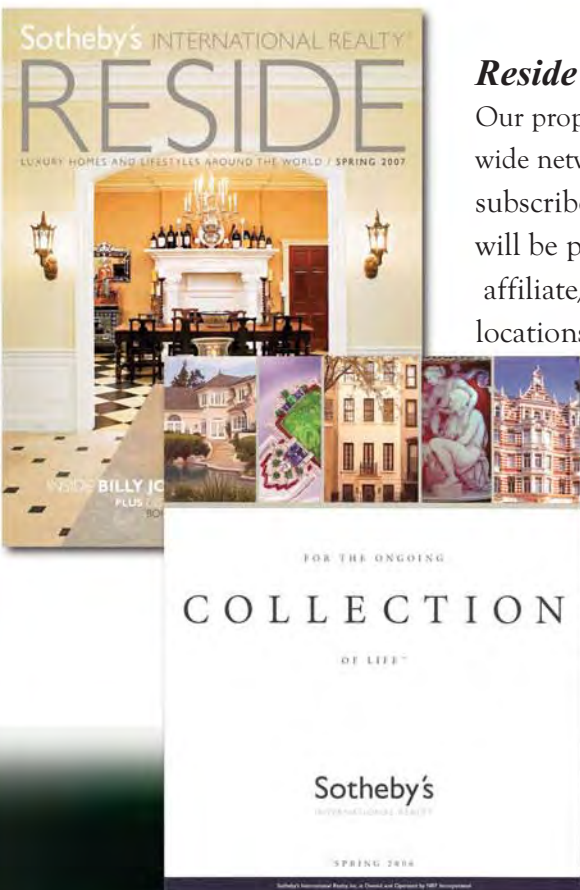
Sotheby's International Realty® affords us exclusive access to many of the most qualified buyers for distinctive real estate in the world. Sotheby's® is the ultimate destination for those who seek the one-of-a-kind, whether it is an auction in London or a distinctive, luxury property in Santa Barbara. Sotheby's® Preview readers include The Haves, The Arrived, and The Influencers. One of the most effective ways to gain access to these affluent and influential individuals is through Sotheby's® comprehensive and expansive marketing reach.

Sotheby's Preview Magazine

85,000 per issue with 4x "pass along" rate, 7 issues per year.

Distribution:

- Sotheby's® International Realty preferred client list.
- Sotheby's® auction locations worldwide, top hotels in New York, Paris, London, and Munich, Air France and Virgin Atlantic VIP lounges.



Reside Magazine

Our property magazine published by and for the Sotheby's International Realty worldwide network. The 100+ page publication has a targeted distribution to select subscribers of Architectural Digest, Robb Report Collection and O at Home; it will be poly-bagged with Sotheby's Preview and copies will be sent to each SIR affiliate/brokerage office worldwide as well as certain auction house sales locations. Total targeted circulation will be 135,000 that will reach to a wide and diverse upscale audience.

Sotheby's Collection Magazine

To showcase you and your property in very unique settings that are rarely offered. More than 215,000 copies will be printed and distributed via: Distribution to all Sotheby's International Realty offices, including London Display at our Art and Auction offices in London, Beverly Hills and New York.

Collection will be inserted into the following publications:

- New York Times
- The Greenwich Times
- Palm Beach Daily News
- The Southampton News
- Los Angeles Times
- East Hampton Star

INTERNET ADVERTISING



SANTA BARBARA ESTATE HOMES WWW.HARRYKOLB.COM

The internet offers us a wonderful way to expose all the special features of your property to the widest and most well qualified audience. Our web presence insures that your home is seen by several hundred viewers each week. www.HarryKolb.com receives an average of 250,000 hits and 5,000 unique visitors per month.

SOTHEBYSHOMES.COM

Sothebyshomes.com is the most renowned and comprehensive web site for buyers and sellers of the world's finest properties. The site is uniquely positioned to receive qualified traffic through proprietary channels and averages 400,000 visitors and 4,000,000 page views per month.



ALL SIR listings will appear on the following Websites:

- | | |
|---|-----------------------------------|
| AffluentMagazine.com | Facebook.com |
| duPontREGISTRY.com | Forbes.com |
| Google, Yahoo & MSN - Over \$1 million is invested in advertising campaigns and organic search engine promotion offers. | LATimes.com |
| HGTV's Frontdoor.com | Luxurylifestyle.com |
| HGTV's OpenHouse.com | NewYorkTimes.com |
| HollywoodReporter.com | PrimeLocation.com |
| HomesMagazine.com | Realtor.com |
| InternationalHeraldTribune.com | RobbReport.com |
| | SantaBarbaraDigs.com |
| | SBPhotoTours.com |
| | SBAOR.com (SB Assoc. of Realtors) |

- SothebysHomes.com
- Sothebys.com
- Trulia.com (fastest growing real estate website in US)
- WallStreetJournal.com
- Zillow.com

Providing Worldwide Exposure Through...

ADVERTISING OPPORTUNITIES

INTERNATIONAL & NATIONAL

Because so many of our estate buyers come from other exclusive communities across our country and abroad, we take your property to where they are.

Below are the publications we frequently use to promote your property:

Affluent Magazine: A luxury lifestyle magazine in print and digital versions with a mailed circulation of 85,444 to most affluent zip codes and total readership of 477,720.

Art & Living: A leading upscale publication catering to affluent clients that are discerning and concerned about the creative arts.

Architectural Digest: Aimed at an affluent and style-conscious readership. It bills itself as the "International magazine of interior design". A total average paid circulation of 834,000 with a total audience of 5,282,000 per month.

Country Life: One of Britain's leading luxury magazines delivered to the extremely affluent and well educated. Readership 215,000 weekly.

Dupont Registry: A subscription base throughout the US & more than 50 foreign countries consisting of athletes, entertainers, Fortune 500 executives and private business owners.

Financial Times: A morning newspaper published in London and printed in 24 cities around the world with a global readership of 2.1 million.

International Herald Tribune: The World's Daily Newspaper, owned by the New York Times

Company, is printed in 34 cities on 4 continents, 6 days a week. Each day the IHT is read by over 600,000 affluent and influential individuals in 180+ countries and on board 130 airlines.

Jet Set: Placed in the hands of the ultra elite every other month, through subscribers and distribution points in luxury yachts and private aircraft.

Private Air: Total distribution of 63,000 per month and reaching nearly 1.1M business jet flyers annually, or nearly 90% of all people who fly on private aircraft.

Robb Report: A total monthly readership of 314,000 and delivered to the wealthiest consumers in the world. Properties also featured on www.RobbReport.com.

Rosewood Hotels & Resorts Magazine: 30,000 International distribution to its world-wide luxury resorts and hotels.

New York Times Magazine: Luxury Homes & Estates section – a series of regional advertising inserts in the NYT Magazine that appears in 625,000 copies monthly in the NYT Magazine and targets affluent home buyers.

Wall Street Journal: World's most influential business and opinion leaders. circulation of 2.1 million copies (including 400,000 online paid subscriptions).



ADVERTISING OPPORTUNITIES

REGIONAL EDITIONS

For the many Los Angeles prospects and those from out of state arriving in Santa Barbara, we insure extensive exposure in these southern California publications. Many of the International magazines we advertise with also offer Southern California editions.

Below are the publications we frequently use to promote your property:

Angeleno: A monthly acirculation of 75,000 to LA's most elite and affluent readers, with an estimated readership of 545,000.

Billboard: Published weekly, is the premier trade publication for the music business, and is one of the oldest trade magazines in the world. Circulation of 16,327. Billboard.com attracts more than 4 million unique visitors each month in more than 100 countries.

California Style: Offers a special bonus distribution with every issue. In addition to being distributed to our California offices and select local events, the publication is also reproduced in both the Los Angeles and San Francisco editions of Haute Living Magazine, a beautifully produced publication showcasing the best of architecture, design and style. A distribution of over 100,000.

Celeb Life: Six times per year 62,000 copies are distributed throughout the LA & New York area subscribers, hotels, golf clubs, private jets, etc.

Haute Living: Six per year - 35,000 copies are distributed throughout Los Angeles and San Francisco, targeting the most affluent decision makers & connoisseurs. Readership 122,500 & includes 10,000 exclusive estate and residence de-

livery, 4,000 New York Wall Street moguls, and 4,000 Las Vegas locations.

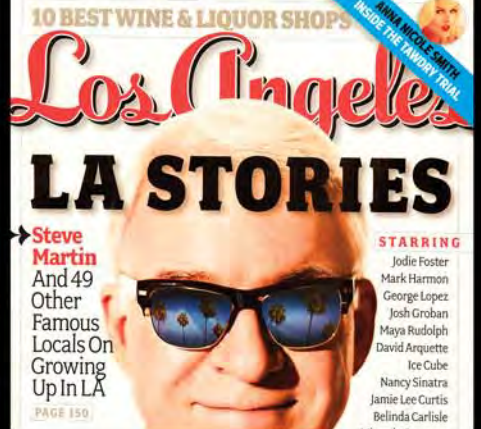
Hollywood Reporter: Weekly circulation of 72,000 and Sotheby's has the EXCLUSIVE in this publication! Targeting affluent buyers, well-traveled audiences, and distributed to every major studio, network, talent agency, writer, director, producer, actor and major media companies.

Los Angeles Times - Homes of Your Valley Magazine: Published every Saturday and Sunday and reaches approximately 600,449 daily and 901,119 on Sunday buyers and sellers throughout Southern California.

Los Angeles Magazine: A monthly award winning regional magazine of national stature with over 420,000 subscribers.

Luxe: A quarterly publication with a circulation of 90,000 attracting the Los Angeles' wealthiest audiences. The only luxury publication that offers access to the local design and architecture scene.

Signature: A Leading voice on luxurious living in Southern California, showcasing the latest in fashion, entertainment, art, music, beauty, philanthropy and the environment.





Harry Kolb has been selling estate properties in the Santa Barbara area for 32-years and currently works at Sotheby's International Realty, Montecito. He has specialized in the marketing and sale of architecturally significant homes and has served on the boards of The Montecito Association, Lotusland, Casa del Herrero and is the co-creator of the George Washington Smith Society.

Harry's continued superior performance, effective marketing and extensive local knowledge have established him as the authority in the Santa Barbara estate market. Harry was recently ranked nationally in Real Trends "Top 250 Sales Professionals by Transaction Volume" and in Sotheby's International Realty's "Top 35 Agents by Dollar Volume" for 2010.

STRICT CONFIDENTIALITY

In a community where so many clients are notable personalities or business and government leaders, confidentiality becomes an important issue. Unfortunately, in the real estate business, many agents have begun to trade on the notoriety and fame of their clientele. As much as Harry might benefit from the fame of his clientele, he also knows that one of the most important reasons his clients have chosen to work with him is that he has practiced strict confidentiality when it comes to the private investments of his clients. Any lesser degree of performance would be self-defeating.



Even the most obscure buyer or seller should be aware that there are several ways their private real estate business can remain private and not readily available to prying eyes. Experience has shown Harry how to help his clients retain their confidentiality.

ARTFULLY UNITING EXTRAORDINARY HOMES WITH EXTRAORDINARY LIVES.



MARKETING MAKES THE DIFFERENCE

Harry's entire business career has been devoted to marketing. Upon receiving a BA in Marketing from the University of Missouri, Columbia, Harry became a marketing consultant with Dun & Bradstreet, Inc. After working with firms like Gates Lear Jet, Johns Manville and Sherwin Williams, Harry was hired by one of his clients and became Vice President of CleveRock Energy Corporation in Denver, Colorado, where he was responsible for marketing oil and gas exploration investments to corporate clients looking for their own supply of natural resources. Having spent 10 years in Denver and Vail, Harry couldn't wait to get back to Montecito where he had spent such wonderful

summers as a youth in the early 60's. Once here, friends encouraged him to apply his marketing skills to the sale of this community's world-class collection of estate properties.

Harry's long-time interest in architecture and talents in marketing to a sophisticated clientele seem to be especially well suited to his work as an estate agent.

WORK WITH EXPERIENCE

Real estate is one of those interesting professions where it costs no more to be represented by the best. Whether you're working with a virtual beginner in the field or an experienced veteran, the real estate commissions are the same - but your satisfaction and success in the process may be quite different.

In today's fast-paced market, where inventories are low or almost non-existent, having an experienced agent with extensive resources and marketing contacts is even more important.

It costs no more to be represented by the best!

Montecito & Santa Barbara
Sotheby's
 INTERNATIONAL REALTY



TOP 250 SALES PROFESSIONALS



HARRY KOLB

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CONGRATULATIONS

In our fast-paced world of constant communication, it is sometimes important to stop and take a moment to celebrate our successes. This is one of those times.

Frank Symons, Executive Vice President and COO, and Greg Tice, Senior Vice President and Brokerage Manager, are very pleased to recognize and congratulate **Harry Kolb** for being named in the **Top 250 Sales Professionals** nationally by transaction volume in 2010 by *The Wall Street Journal* and *Real Trends*.

Operated by Sotheby's International Realty, Inc.



THE WALL STREET JOURNAL Digital Network WSJ MARKETWATCH BARRON'S SMARTMONEY ALLTHINGSD FINIS MORE

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MarketWatch

September 14, 2011 6:59 PM EDT

New York London Tokyo After Closed Closed

Latest News View All

- 6:45p Brazil, Mexico stocks jump as Greek worries ease
- 6:36p Transcept Pharma climbs in after-hours trade
- 6:28p Radio Update: Wall Street a three-time winner
- 6:12p Stopping the Hackers: A Burgeoning Market

DOW +140.88 NASDAQ +40.40 S&P 500 +15.81

11,246.73 +1.27% 2,572.55 +1.60% 1,188.68 +1.35%

Politics

Upset? Dems say 'forget about it'
Democrats refuse to be down about the upset win in New York by Republican Bob Turner in the district of disgraced ex-lawmaker Anthony Weiner, saying it's no indicator of the party's fortunes.

Front Page News Viewer Commentary Markets Investing Personal Finance Community Games

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PRESS RELEASE

Sept. 7, 2011, 7:19 p.m. EDT

Sotheby's International Realty, Inc. Agents Rank High Among Top National Real Estate Professionals

Real Estate Firm's Agents Claim 32 Spots in Prestigious Sales Volume Rankings, Including the Number Four Agent in the Country



NEW YORK, NY, Sep 07, 2011 (MARKETWIRE via COMTEX) -- Sotheby's International Realty, Inc., is proud to announce that the firm had 28 agents and 4 sales teams featured in the just-released The Thousand Top Real Estate Professionals, an annual ranking by The Wall

Street Journal and REAL Trends. Based on deals completed in 2010, Harald Grant of Sotheby's International Realty's Southampton brokerage was ranked the #4 agent in the country in the Top 250 Sales Professionals by Transaction Volume category, with a sales volume of over \$220 million.

The firm joined other members of the Sotheby's International Realty(R) affiliate network on the list, considered the most highly regarded real estate ranking in the country. Overall, 38 agents and 9 sales teams recognized for transaction volume were from the Sotheby's International Realty network.

"We are very proud of our agents to have accomplished such a strong showing in this year's The Thousand Top Real Estate Professionals. We are also pleased that over 15% of the agents in the category of Top 250 Sales Professionals by Transaction Volume were fellow members of our brand's global affiliate network," said Kathy Korte, President and CEO of Sotheby's International Realty, Inc. "These remarkable results underscore our agents' keen insight into their local markets, and their extraordinary service and dedication as they thoughtfully guide our clients through changing market conditions."

Along with Grant, the firm's agents recognized in the Top 250 Sales Professionals by Transaction Volume included Serena Boardman, Roger Erickson, Nikki Field, Roberta Golubock, Karen Heyman, Lois Nasser and Royce Pinkwater of the East Side and Downtown Manhattan offices; James Ferrer, Beate Moore, Ed Petrie, Pat Petrillo and Dana Trotter of the company's Hamptons offices; Steve Archino, Joe Barbieri, BK Bates and Jan Milligan of Greenwich; Cristina Condon of Palm Beach; Brett Lawyer and Jonah Wilson of the Sunset Strip office; Victoria Risko and Barry Sloane of Beverly Hills; Maureen Hollingsworth of Pasadena; Harry Kolb, Bob Lamborn and Suzanne Perkins of the company's Santa Barbara offices; and Gregg Lynn and Janet Feinberg Schindler of San Francisco.

Sotheby's International Realty teams recognized in the Top 250 Teams by Transaction Volume included Ginger Martin and Carol Sebastiani of Sonoma Wine Country; Jessica Wynne and Sheri Morgensen of San Francisco; the Robert Radcliffe Group of Pacific Palisades; and Robin and Jeremy Stein of the Downtown Manhattan office.

The Thousand Top Real Estate Professionals list was published on September 6 on REAL Trend's website, www.realtrends.com .

About Sotheby's International Realty, Inc. Sotheby's International Realty was founded in 1976 as a real estate service for discerning clients of Sotheby's auction house and represents fine properties at a range of price points. Today, Sotheby's International Realty, Inc. operates brokerage offices in key metropolitan and resort markets, including Manhattan; the Hamptons; Greenwich, Conn.; Cape Cod; Palm Beach, Fla.; Beverly Hills; Brentwood; Pasadena; Santa Barbara; San Francisco; Sonoma; Monterey Peninsula, and Santa Fe, New Mexico.

Sotheby's International Realty, Inc. (www.sothebyshomes.com) is part of NRT LLC, the nation's largest residential real estate brokerage company, and a member of the Sotheby's International Realty(R) network, which currently has nearly 12,000 sales associates located in approximately 580 offices in 42 countries and territories worldwide. NRT, a subsidiary of Realogy Corporation, operates Realogy's company-owned real estate brokerage offices.

As your company evolves, Citibank's commercial bankers are here for you as you expand to new markets.

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Commercial Banking

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Most Popular

1. SLIDE SHOW
The 10 most expensive streets in the U.S.
2. MARKET SNAPSHOT
U.S. stocks rally on Greek reassurances
3. MATTHEW LYNN'S LONDON EYE
Buying opportunity of a lifetime getting closer
4. **End game approaches for Greek crisis**
5. PORTFOLIO INSIGHTS BY BRETT ARENDS
Can stocks pay your mortgage?

Partner Center >>

Find a Broker

Ameritrade FREE LEVEL II QUOTES Trade free for 60 days at TD Ameritrade.

\$3.95 flat-rate stocks optionshouse Why Pay More? Switch to OptionsHouse.

Scottrade \$7 OFF PER TRADE ONLINE TRADES Open, Fund, Trade with Scottrade

TRADE FREE FOR 60 DAYS E*TRADE SECURITIES, LLC Trade Free for 60 Days. E*TRADE Securities.

GO PRO Free for 90 days Fidelity Trade with Fidelity