



**MATTHEWS**<sup>™</sup> PROVES  
AGAIN THAT CHOOSING  
A SPECIALIZED AGENT  
**MAKES THE DIFFERENCE**

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**MATTHEWS**<sup>™</sup>  
REAL ESTATE INVESTMENT SERVICES

## CLIENT NEEDS

- Secure asking price
- Ensure identification and acquisition of ideal 1031 exchange upleg

## SOLUTION

- Matthews™ proprietary marketing technology
- Creative solution for buyer's goals through escrow extension negotiation to ensure extra time to identify ideal 1031 exchange upleg

## FEATURES

- Access to one of the largest investor databases in CRE
- Enhanced exposure targeting
- Real-time alerts

## BENEFITS

- 30 second buyer engagement
- Received full asking price
- Exceeded comps in area by 14%
- Opened escrow on up-leg prior to close of escrow on down-leg

With the quick and full-ask sale of a Los Angeles multifamily residential complex, **Matthews Real Estate Investment Services™** proves yet again that working with the right agent achieves the greatest value for your asset.

By leveraging exclusive “Click-to-Sale” marketing technology and the largest investor database in CRE, Matthews™ is able to engage qualified buyers at the moment of piqued interest in order to overcome objections and clarify investment value. Exhibiting **the power of specialization**, Daniel Shieh, a Matthews™ multifamily agent, broke away from the competition and obtained a full price offer on a property he had listed in less than 48 hours. Just months prior, the competition set out to sell an identical adjacent property and had to settle for significantly less.

## CLIENT

Private investor seeking to downsize portfolio who was pleased with Matthews's aggressive valuation and promotion of asset.

## BUYER

The buyer was a multifamily investor exclusive to the Matthews™ network, seeking to increase portfolio inventory with strategic properties located within specific residential areas. Timing and value were imperative to the buyer's strategy.

## USING PROPRIETARY MARKETING

The agent, Daniel Shieh, used Matthews™ proprietary marketing system, which employs a multi-platform communication technique to seek out specific investors with specific preferences. In this case, a text email was sent to the exclusive Matthews™ investor database. Once the text blast was executed, a buyer was immediately engaged and objections to the value of this investment were quickly overcome.

## GETTING FULL VALUE PROPOSITION WAS KEY

Once the buyer's interest was piqued, Daniel's knowledge of the location, it's earning potential, positive returns as well as the investor's goals, helped create a full value position which became undeniably compelling to the buyer. Daniel was able to do something other brokers could not: begin a relationship with the buyer by creating a story and vision which convinced the buyer to act quickly and with confidence.

## COMPETITION FELL FLAT

Similar competing properties in the area were listed by agents who work in a variety of other property verticals, but are not multifamily specialists. As a result, they were not equipped with the resources, innovative digital marketing platform or database of investors that Matthews™ has. Matthews™ proved that knowing who, when, and how to market a multifamily investment creates quicker results with more value.

As an example, the recently sold property next door was originally listed for \$1,150,000 by an established residential real estate firm specializing in luxury homes and sold for \$1,025,000. It took seven months to close and the sellers had to reduce their profit by \$125,000 down to \$1,025,000 to close the deal. A poor sales proposition and lack of story resulted in a prolonged listing time and reduction in portfolio value. While the competitor may be well versed in luxury residential sales, Matthews™ is unmatched in the Multifamily sector.

## RESULTS

Matthews™ proprietary marketing system captured potential buyers' attention immediately. It's real-time notifications of investor activity allowed Daniel to engage the buyer within 30 seconds of the Offering Memorandums review and give him the opportunity to overcome any objections and expand upon property highlights which ultimately resulted in a full-price offer with 48 hours. The transaction closed at \$1,167,500, 12% more than the identical adjacent property.

“It was a great pleasure to have worked with David and Daniel at Matthews™. They presented a well thought out strategy, excellent financial analysis, and photos of our property, all of which, contributed to ultimately earning our business over numerous other firms we interviewed. Their deep-rooted knowledge of the market, professionalism, and assertiveness achieved a sales price we thought was improbable. We cannot begin to express our gratitude for their diligence, hard work, and patience in getting us a great deal and putting us in an ideal 1031 exchange property.”

**- FAUSTO FLORES**  
MATTHEWS™ PRIVATE CLIENT