WANT TO KNOW WHAT WE DO?

POL
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PAC
IFIC

RESIDENTIAL REAL ESTATE SALES & MARKETING

JUST LOOK UP.

A DIFFERENT POINT OF VIEW

As the leading condominium experts in the West for over 30 years, we recognize that our industry is evolving. To drive values, you have to do more than follow trends—you have to create them. This requires thinking differently, executing strategically, and most of all, monetizing every aspect of a new home community.

WE DELIVER

FULL-SERVICE PLATFORM
NEW DEVELOPMENT FOCUS
DEEP MARKET KNOWLEDGE
TECH-FORWARD INTEL
LONG-TERM RELATIONSHIPS

FROM START TO FINISH

To truly be full-service, you need the right people in the right places. And that's exactly what we have. With a fully integrated team of professionals at the top of their game offering comprehensive services throughout the lifecycle of the project, experts in design development, research, marketing and sales are there for you from pre-entitlement through sell-out. In other words, from beginning to end.

FULL-SERVICE PLATFORM

SALES
MARKETING
RESEARCH
DESIGN REVIEW
CONSULTING

/ RESEARCH & MARKET ANALYTICS
/ REGIONAL MARKET REPORTS
/ ASSET VALUATION
/ CUSTOM MARKET ASSESSMENT
/ MASTER PLAN ADVISEMENT
/ DESIGN REVIEW
/ FLOOR PLAN ANALYSIS
/ UNIT MIX ANALYSIS
/ COMMON AREA & AMENITY PROGRAMMING
/ COMPETITIVE ANALYSIS
/ MARKETING & SALES STRATEGY
/ PRICING STRATEGY
/ SALES EXECUTION & OPERATIONS
/ ESCROW PROCESSING
/ TURNAROUND PROGRAMS
/ CONDOMINIUM CONVERSIONS
/ DESIGN CENTER SERVICES

RISE TO THE TOP

We've made our name in residential new construction. Managing multiple developments from inception to sell-out on a massive scale gives us unmatched experience. But, sometimes great things come in small packages. Whether your asset is big or boutique, we advise you every step of the way—which is pretty impressive in and of itself.

NEW DEVELOPMENT FOCUS



THE NEW CONSTRUCTION EXPERTS

Our process includes an acute understanding of every step of the development cycle. From pre-entitlement planning to research, design development, marketing and sales, we've got your back to increase your bottom line.



DESIGNATED ON-SITE SALES TEAMS

We staff your property with award-winning on-site sales teams. From launch to sell-out, your property is their only piece of business, ensuring not only that your asset outperforms revenue and absorption projections, but also that your buyers become brand ambassadors.



BROKER AMBASSADOR NETWORKS

We've developed deep and lasting relationships with trusted brokers in all our markets, gaining a reputation of providing all brokerages equal attention. Whether in our backyard or overseas, we collaborate and go the distance to close a deal.

BEST IN THE WEST

Introducing condominium sales and marketing to the West has its perks. Boots-on-the-ground intel provides deep market knowledge, so we can think like locals... because we are. It allows us to understand not just the cities we're in, but the individual neighborhoods themselves. This gives us an unrivaled ability to predict an area that's ready for growth and then deliver properties that outperform projections.

DEEP MARKET KNOWLEDGE



IT ALL ADDS UP

Lots of companies equate data with number crunching. But we've learned that to be on the cutting edge, you have to dig deeper. Get to know a customer's lifestyle choices and you understand a future purchaser. Since our intelligence is informed by data insights and powered by technology, we can think beyond mere numbers and focus on the figures that are most important to our clients: higher price points and better bottom lines.

TECH-FORWARD INTEL



TRACK EVERY PROSPECT

Let no digital footprint go unrecorded. Our marketing automation platform collects information on every prospect, gaining insight on how they're engaging with the brand to then use strategic communications to incentivize, reactivate interest and spur them to action.



LEVERAGE BIG DATA

We work closely with technology partners so our sales and marketing teams can better dial into prospects' lifestyles and motivations, uncovering big picture patterns and expertly tailoring our angle of approach. The result? Your marketing dollars are used with the most targeted precision possible.



CONNECT WITH THE BEST

Leveraging technology, we can hand-pick the prospects that hold the most potential value for our clients. Continuously studying their profiles allows us to evolve our sales and marketing outreach, ensuring we connect with the prospects most willing to pay a premium for your property.

RETURN FOR THE RETURNS

We're extremely proud of the stellar list of clients on our roster and our rock-solid client retention rate. We've consistently exceeded expectations, from every strategic initiative to every deliverable – delivered impeccably. A lot of factors come into play to keep a client coming back, but above all, our clients return for the returns.

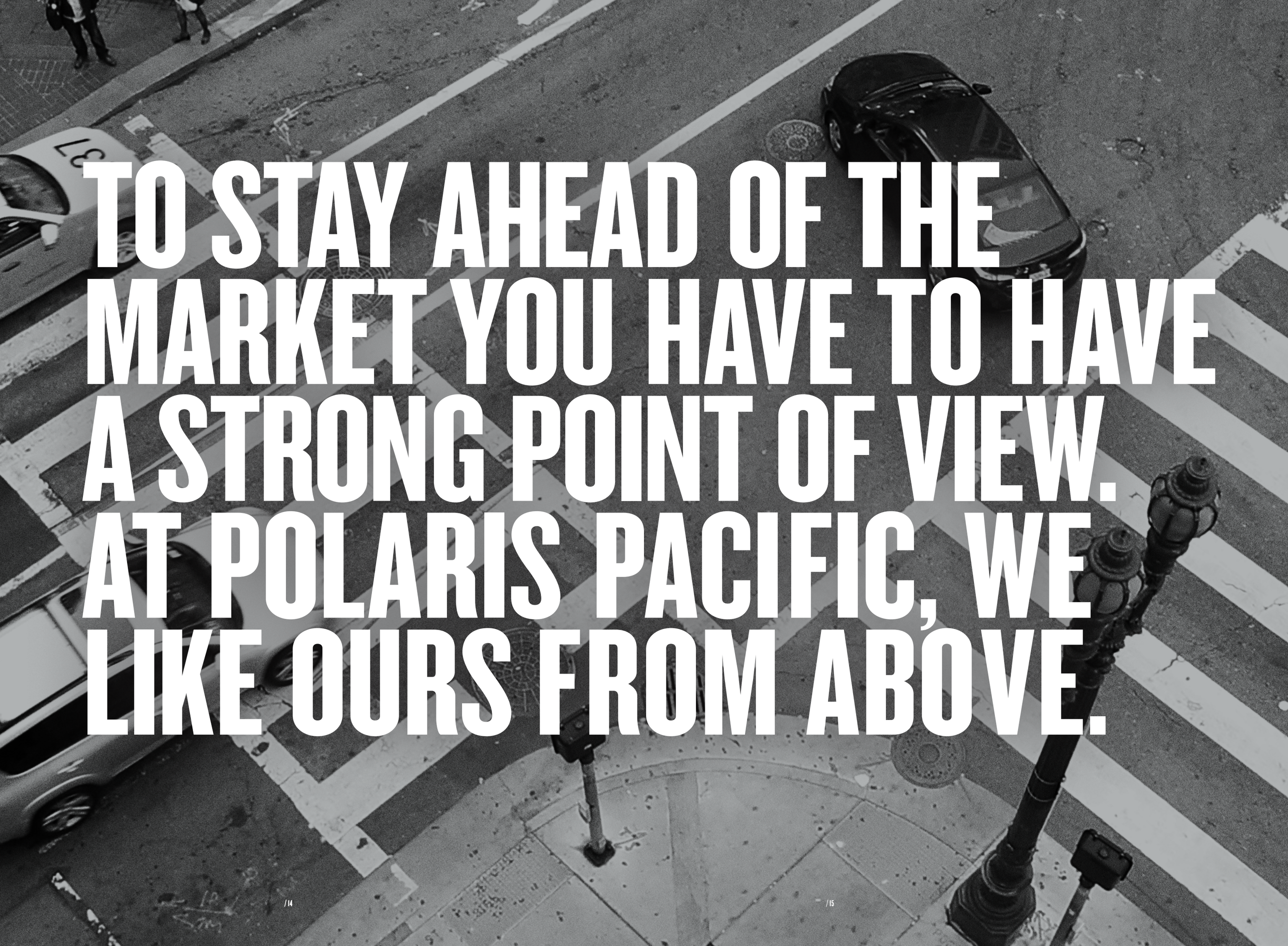
LONG-TERM RELATIONSHIPS

DEVELOPERS

AGI Capital
Anka
Avant Housing
Barry Swenson Builder
Bay Meadows Land Company
Brian Spiers Development
CIM Group
Cresleigh Homes
DM Development
EM Johnson Interest
Emerald Fund
Greenland USA
JS Sullivan Development
KT Properties
Laconia
LendLease
Lennar Urban
Maracor Development
Molasky Pacific
Oceanwide Holdings
Optima, Inc.
Oyster Development
Palisades Builders
Plus Investment
Povac
Regis Homes
Related California
SARES Regis Group
Security Properties
Seven Hills Properties
Signature Development
Signature Properties
ST Residential
Thompson Hotels
Tishman Speyer
TMG Partners
Top Vision Development
Trumark Urban
Universal Paragon Corporation
Urban West Associates
Village Properties
Wilson Meany Partners

FINANCIAL

Bank of America
BlackRock
CalPERS
Canyon Capital Realty Advisors
CBRE Investors
China Vanke
Citibank
Colliers International
Crocker Bank
Cushman & Wakefield
Eastdil Secured
Farallon Capital Management, LLC
GE Capital
Goldman Sachs
Holliday Fenoglio Fowler, L.P.
iStar Financial
Jones Lang LaSalle
Kilroy Realty Corporation
Macquarie Bank
Morgan Stanley
The Carlyle Group
TMG Partners
US Bank
Wells Fargo
Westbrook Partners
Woodbridge Capital Partners



TO STAY AHEAD OF THE MARKET YOU HAVE TO HAVE A STRONG POINT OF VIEW. AT POLARIS PACIFIC, WE LIKE OURS FROM ABOVE.

TOP SHELF BOTTOM LINES

At Polaris Pacific, your profit is our purpose. And while we're incredibly proud of our 30-year legacy in real estate sales and marketing, it's the future that really motivates us. It's why we're constantly innovating and investing in our people, leveraging new tools and technology to take our clients past their expectations. As we continue to break new ground, we're always looking up.

PolarisPacific.com



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