

# SCOTT LYLE REALTORS



REPRESENTING  
PALM SPRINGS' FINEST  
SINCE 1978

[PALMSPRINGSFINESTHOMES.COM](http://PALMSPRINGSFINESTHOMES.COM)



# Scott Lyle Realtors

Experience the personalized real estate services provided by Scott Lyle and his team.

In today's demanding marketplace, we believe it is impossible to provide adequate service without a team of specialists. Therefore, Scott Lyle offers you the power of 7 home selling specialists for the price of one! We provide benefits to you with:

- Personalized assistance and guidance by Scott Lyle — Celebrating 30 years of Real Estate experience in the desert
- Expert assistance with the details of your move
- Customized marketing to uniquely promote your home
- Proactive communications to guide you through the buying or selling process
- Professional negotiation talent to secure the optimal price
- Step-by-step involvement to ensure a smooth transaction

As a result of leadership and sales success, we have created an incredible sales team that offers unparalleled service and results. Our association with Luxury Real Estate provides exceptional national exposure and a reputable marketing partnership for your home.



1980



If you're thinking of selling, read our seller pages, or for buyers go to our buyer's section.

The following is meant to be both informative and useful when buying or selling your home. Both can be a complicated process. However, we are in the business to simplify your sale or purchase . . . always representing your best interests in a professional and efficient manner.

We look forward to meeting with you to discuss your needs and finalize our mutual service agreement. Thank you for this opportunity!

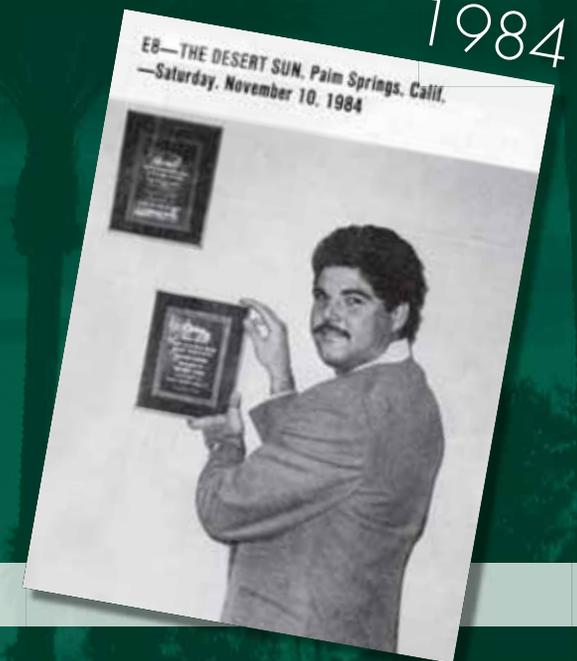
— Scott Lyle

# the right choice to represent your interests

## *It All Starts With Our Values ...*

### SCOTT LYLE'S COMMITMENTS

- Respect people at all times.
- I am completely honest. I have enough confidence in myself and others to always tell them the truth. I won't beat around the bush.
- I make promises carefully and then keep my commitment.
- I believe that if you are going to do something . . . you should give it your best and enjoy the process.
- Life is a loan of time and should be relished.
- Creativity is an art and adds spice to everything I do.
- Professionalism does not have to be stuffy.
- My family is the core of my life.
- Nothing should be wasted — not the environment, friendship, money, nor time.
- When receiving stimulus, take a good pause and formulate the best response.
- Stay focused on the desired outcome.
- Avoid the trivial.
- Improve in all areas of your life every day!





REPRESENTED SELLER



REPRESENTED SELLER & BUYER



REPRESENTED SELLER & BUYER



REPRESENTED SELLER

# 10 REASONS WHY

Scott Lyle Realtors is the best choice to represent you in the sale of your Palm Springs area property.

**1 PROVEN REPUTATION.** Since 1978, Scott Lyle has been proven as a leader of distinction in the industry and our reputation stands alone. Year after year, our winning philosophy equates to a history of success... yours. Our guarantee to you is a commitment to the highest standard each and every time.

**2 A POWERFUL COMPANY WITH LOCAL COVERAGE.** The name Scott Lyle is synonymous with expertise. For over 30 continuous years Scott has specialized in Palm Springs real estate. We know the neighborhoods, the price ranges and the people. Simply put, from the base of Mt. San Jacinto across the city, Scott Lyle Realtors is the preeminent local expert.

**What this means to you: Experience**

*"We have mentioned your name to several people that are wondering about selling. When we have the opportunity, we will certainly tell them about Scott Lyle Realtors."  
Pete and Joanne Ringeis*

OVER 3000 PALM SPRINGS AREA HOMES SOLD

**3 UNMATCHED CLIENT SERVICE.** Uncompromising client service is our starting point. From there, we strive to exceed your expectations by delivering the results you deserve each and every time.

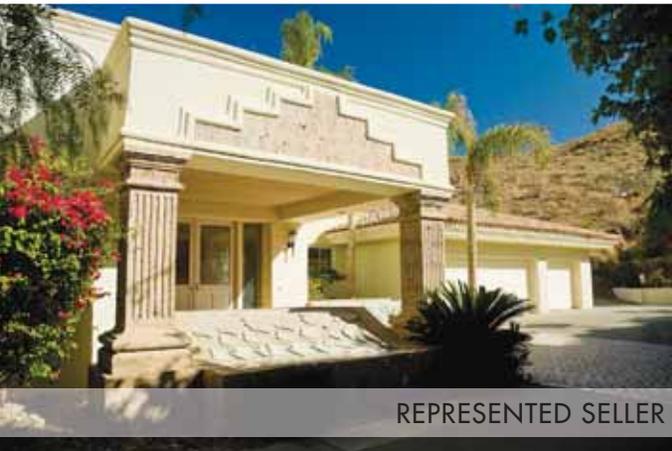
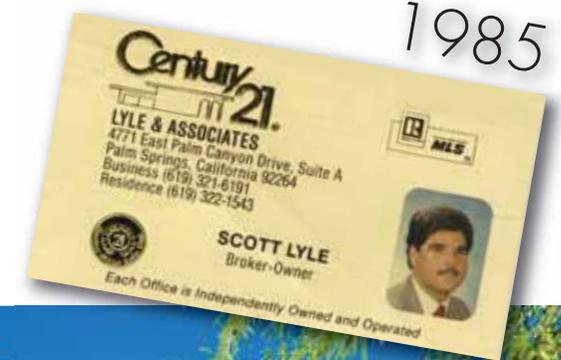
**What this means to you: Relax**

**4 SMART TECHNOLOGY.** Utilizing the most up-to-date technology enables us to achieve your goals — quickly and effectively. From market statistics and customer service to advertising and promotion, Scott Lyle Realtors uses today's technology to make the buying and selling process easier for you. We provide up to date statistics on neighborhoods and area happenings.

**What this means to you: Efficiency**

**5 TARGETED MARKETING AND ADVERTISING.** Our In-house Marketing Department utilizes strategic, creative advertising campaigns which are recognized for excellence. But more importantly, Scott Lyle Realtors introduces your property to strategically targeted audiences. We have redefined the meaning of exposure.

**What this means to you: Results**



REPRESENTED SELLER



REPRESENTED SELLER



REPRESENTED SELLER



REPRESENTED SELLER



REPRESENTED BUYER



REPRESENTED SELLER



REPRESENTED SELLER & BUYER

**6 LEADING INTERNET SALES.** Exposure to thousands of unique visitors a month is just one reason we're one of the area's most successful on-line brokers. Our areas best web site, PalmSpringsFinestHomes.com is one of the most popular and well promoted web sites in the area. Regular features are updated with professional photos, valuable data and Scott's informative blog, blogofthedesert.com.

**What this means to you: Exposure**

**7 POWERFUL CONNECTIONS.** Scott Lyle Realtors has the right connections with an extensive network of powerful clients, top producing brokers worldwide and exclusive affiliations. Our connections include customers in a broad spectrum of industries, including technology, finance, celebrities and athletes.

**What this means to you: Connected**

*"Your help and expertise in the Real Estate market and knowing the right resources in the area made this all possible. We couldn't have done it without you."*

*Lou and Nancy Evans*

*"I felt safe and well represented in his hands. I will always call upon his services for all my future real estate transactions."*

*Gerald Burchill, Burchill Designs*



*Scott, Steve and Larry,  
Open Lyle Realtors in 1990.*

**8 FAR-REACHING REFERRAL AND RELOCATION BASE.** Not only do we have the right connections, many of our buyers are referred to us through our national relocation networks. This is a strong testament to our world class service and track record.

**What this means to you: Visibility**

**9 LEADING AUTHORITY ON INFORMATION.** Scott Lyle is a recognized leader in the Coachella Valley Real Estate Industry, the 1993 President of The Palm Springs Regional Association of Realtors and voted Realtor of the Year. Scott Lyle is a sought after as a featured speaker and consultant to area leaders. What's more, our market reports and statistics are an undisputed source of industry knowledge and information.

**What this means to you: Credibility**

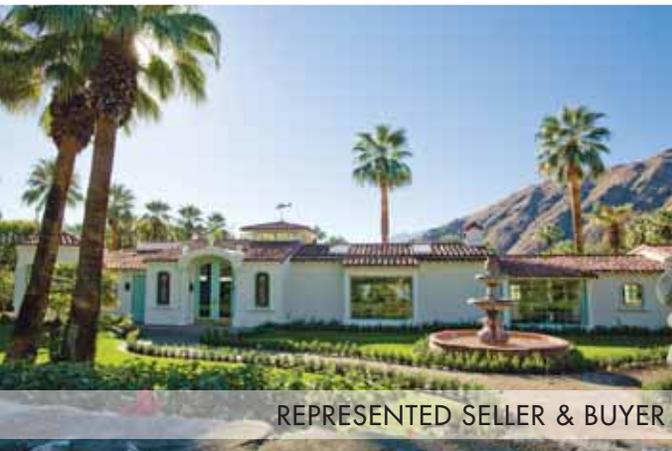
**10 YOU'RE OUR TOP PRIORITY.** We are here to serve you. Being recognized as a leading real estate firm with a strong reputation and character, our commitment is to your success. And it shows. Year after year, after year, Scott Lyle Realtors boasts the highest average list price to sales price in the area, and is recognized as a leader in the sale of properties over one million dollars. It is our dedication to you that sustains our long-term relationships.

**What this means to you: Satisfaction**

1993



*"Scott becomes youngest President of Real Estate Board"*



REPRESENTED SELLER & BUYER



REPRESENTED SELLER



REPRESENTED SELLER & BUYER

UNMATCHED EXPERIENCE AND INTEGRITY

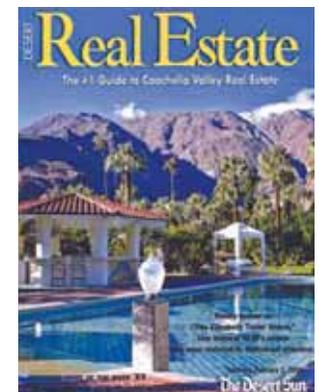
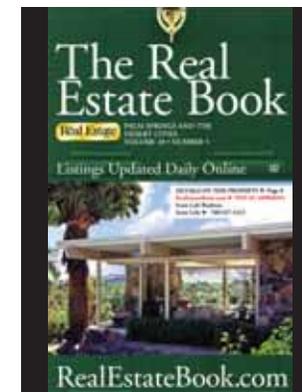
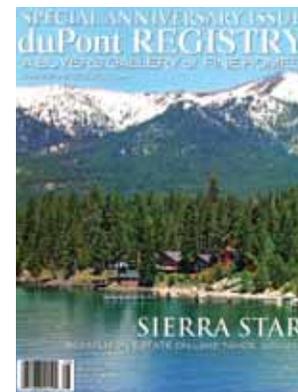
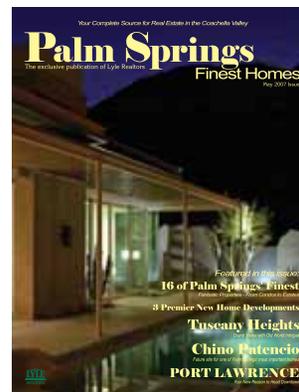
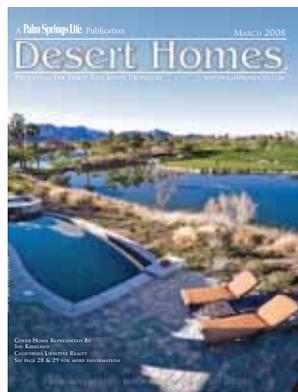
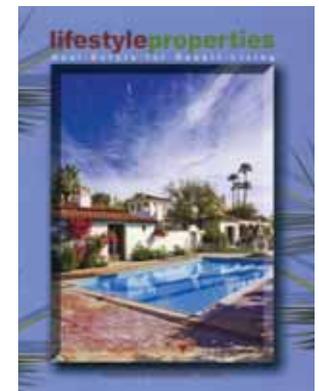
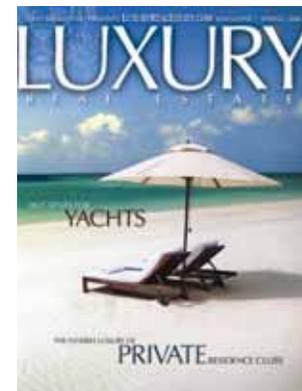
# our marketing partners

As a client of Scott Lyle Realtors, you and your home become a vital component to our integrated marketing program. Locally, and around the world, Scott Lyle Realtors has the connections and resources to expose your property to more potential buyers than ever before. This international exposure, combined with our unparalleled industry contacts and local knowledge, assures that your home will be marketed through a disciplined and comprehensive plan that is based on proven marketing principles.

## Marketing and Networking

Getting the best price is about bringing you the right buyers for your home. This is a combination of a solid marketing plan, targeted media exposure, and taking advantage of our powerful network of in and out-of-area buyers and brokers. With our 30 years of leadership in the area, we have resources no other firm can match.

- Local Advertising
- International Advertising
- International Networks & Affiliations
- Strategic Marketing
- Web Site Partners



30 YEARS — 3,000 SATISFIED PALM SPRINGS CLIENTS

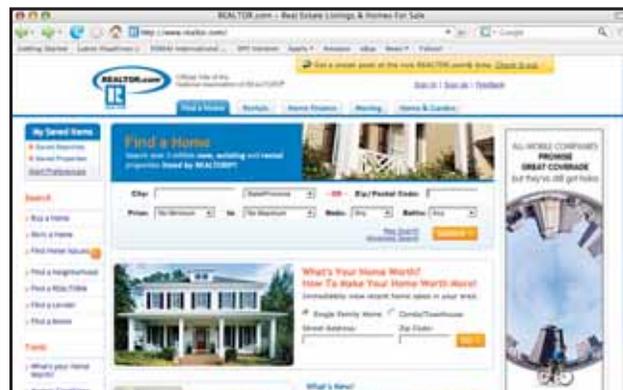
# strategic marketing

Our staff of designers and media experts provide you with print, broadcast, and internet promotion. Depending on your market and property needs, Scott Lyle Realtors may offer some or all of the following marketing and advertising principles:

- LuxuryRealEstate.com
- Strategic web site & print advertising
- Digital brochures, flyers and postcards
- Targeted and exclusive direct mail campaigns
- Tactical search engine campaigns
- Highly-developed public relations programs
- Media-focused special events
- Industry leading property reports

## Web Site Partners

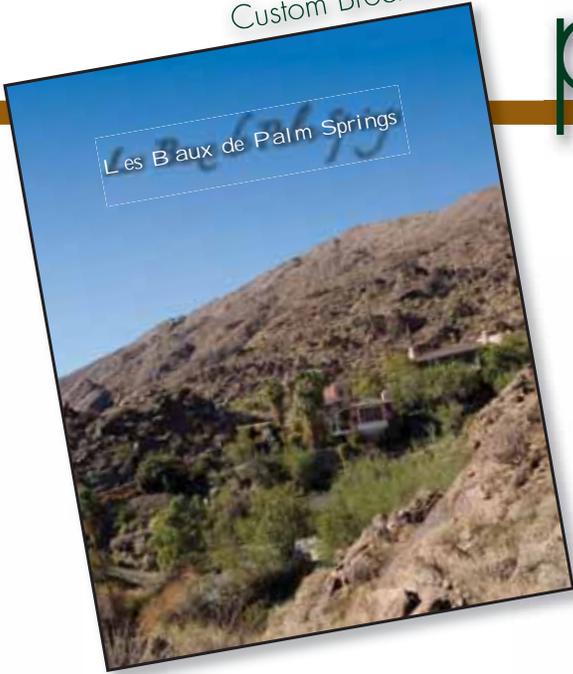
- LuxuryRealEstate.com
- Zillow.com
- DreamHomesInternational.com
- RealEstatebook.com
- RELOHomeSearch.com
- ResidenceMagazine.com
- LeadingEstatesoftheWorld.com
- Yahoo.com/RealEstate
- Forbes.com
- Realtor.com
- DupontRegistry.com
- UniqueHomes.com
- HomesAndLand.com
- MyDesertSun.com
- Craig's list



FOR SELLERS

Custom Brochures

# proven techniques to sell your home



## MARKET ANALYSIS

To determine your property's fair market value, we:

- Analyze the recent sales and current listings within your geographic area.
- Complete a detailed inspection of the property. The market analysis enables us to develop a target market for your home that, together with the right price, will generate the optimal number of prospects.

## CUSTOM MARKETING STRATEGIES

### Custom Yard Signs

### Multiple Listing Service (MLS) Entry within 48 Hours of Listing

- Full details of your home are entered into the MLS within 48 hours. The MLS is a database of all the homes for sale within this entire market and is maintained by participating real estate companies. With MLS entry, your property will be exposed to thousands of agents and their buyers.
- Once entered, photographs and details of your home will be accessible to all agents in the daily "Hot Sheet" report of new listings.

### Custom Brochures and Brochure-Box Exposure

- Complete with professional quality exterior and interior photos, an ample supply of brochures will be delivered to your home within 72 hours of listing.
- In addition, a brochure box will be installed on the yard sign with Custom Fliers that advertise your home to "drive-by buyers."
- On the backs of all our brochures we feature a complete inventory of our listings, so your house will be advertised on the brochures of every one of our other sellers' properties.



REPRESENTING PROPERTIES FROM \$35,000 TO \$35,000,000

### Direct Mailing Campaign

- Initiated with "JUST LISTED" postcards, your home will be announced as the market's "new arrival" to the community.

### Web-Based Promotional Mediums and Unique Internet Web Sites

### Home Showings & Feedback Reports

- Showings of your home will be scheduled at least two hours in advance, whenever possible.
- We will call you after each showing when interest is indicated.
- Weekly showing reports are available with feedback acquired to date.

### Print Promotional Mediums

- **Palm Springs Life magazine:** The Premier magazine for Palm Springs.
- **Desert Sun:** Circulation of approximately 40,000 and coverage of the entire Coachella Valley. (New listings, open houses, and price changes are promoted in this medium.)
- **Desert Homes:** Circulation of approximately 25,000 and coverage of 6 counties. Frequency of distribution is monthly and our ad placement is always very prominent — typically 4-6 pages.
- **LifeStyle:** Circulation of approximately 15,000. Frequency of distribution is monthly and ad placement is very prominent.
- **Real Estate Book:** Circulation of approximately 25,000 at 850 distribution points.
- **National Media:** We are experts at getting valuable and strategic media coverage.



Custom Direct Mail



# our ever-changing industry

## *Our Unparalleled Knowledge of the Local Real Estate Market Ensures Your Success.*

Experience the right way to purchase a home, condominium, Townhouse, loft or exclusive estate. At Scott Lyle Realtors we believe in lifestyle enhancement and promise to find you exactly what you're looking for, and then some.

### WE MAKE BUYING EASY

Buying a home should be one of the most exciting financial transactions you'll ever make. Scott Lyle Realtors' friendly and professional Sales Associates take the intimidation out of the process. Guided by our seasoned expertise, buying your home can be as relaxing and enjoyable as a day at the beach.

### THE RIGHT RESOURCES

The bottom line? Your happiness in a new home is our best motivator. With Scott Lyle Realtors, you'll profit from our wealth of knowledge and resources:

- A vast portfolio of fine properties in every price range
- Market expertise from the most knowledgeable broker in real estate
- Personalized service from beginning to end, and beyond

### PROACTIVE CONSULTING

Listening with a 30 year reputation for excellence in the local real estate community, we have developed and maintained remarkable, cooperative working relationships with all of the area's Realtors which expands our team's overall reach for finding the perfect new home for our valued Buyers. We offer you vast knowledge and experience in:

- Establishing your true list of expectations in the purchase of a desert area residence
- Providing up-to-the-minute and detailed analysis of our area's real estate trends
- Comparative studies in the areas of recent and past home sales pricing for the specific neighborhoods you find attractive
- Being constantly on top of new listings (or those that "may be coming on the market")
- Leading you through the "often-confusing" components of purchase negotiations
- Putting into play our professional alliances in areas of financial consulting and lending

1999



Scott can sell homes with one hand tied behind his back

**SOLD**

**CALL SCOTT LYLE**

Buying or Selling  
Palm Springs  
Real Estate!

Watch  
"The Scott Lyle  
Real Estate Hour"  
**Now On  
CHANNEL 99!**

9 P.M. 7 NIGHTS A WEEK  
and over 50 more shows  
throughout the week!

**LYLE**

**REALTORS**  
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[www.golyle.com](http://www.golyle.com)

YOUR REALTOR FOR LIFE

*"Thank you, thank you, thank you. I have found my dream home in Palm Springs with your help." — Priscilla Lister*

## WE ALWAYS LISTEN

Listening to you comes first! From there, you'll get unlimited access to our listings, and those of other companies. Scott Lyle Realtors brings market expertise to the forefront to find your perfect home. Most importantly, our personalized service, integrity and commitment to value are beside you every step of the way. We carefully consider your needs and dreams as we search for the perfect property.

## KEEPING THE PROCESS SIMPLE AND CALM

By being completely familiar with your needs and expectations, while applying our proactive consulting approach above, we build a solid foundation for a professional and respectful relationship. It is our goal to build a true relationship with our Buyers so that we can represent their interests in the most effective manner possible.

## REALIZE YOUR DREAM

Realizing your dream... Starts here. Throughout our expansive portfolio of listings, you'll discover a variety of neighborhoods, housing styles and prices. We also take a proactive approach to assist you with navigating the entire inventory of available homes in your preferred area. Our reputation is strong; our dedication to service ensures you rewarding results.



REPRESENTED BUYER



REPRESENTED BUYER & SELLER



REPRESENTED BUYER & SELLER

WE ARE FOCUSED ON OUR BUYER'S DREAMS

# professional photography

*Every home we list for sale is unique in its own way.*

Our philosophy is to showcase the very special nature of each property to the best of our ability. This is why we employ the services of professional photographers when preparing the overall marketing plan for the sale of your home. Many real estate agents simply rely upon their own personal skills and small digital cameras to hopefully capture photographs that will properly promote features of your home. In our opinion, this rarely works to your advantage for any type of marketing be it print advertising or internet-based. Savvy home buyers are immediately attracted to the higher level of quality found only when true "portraits" of your home are captured by the seasoned professional photographer.

CONTRIBUTING PHOTOGRAPHERS: MARK DAVIDSON, JEFF SHOTWELL, DAVID BLANK, ETHAN KAMINSKY

## CELEBRITY HOMES



Fondly Known as The Elizabeth Taylor Estate — Las Palmas

STUNNING CONTEMPORARY



MODERNISM

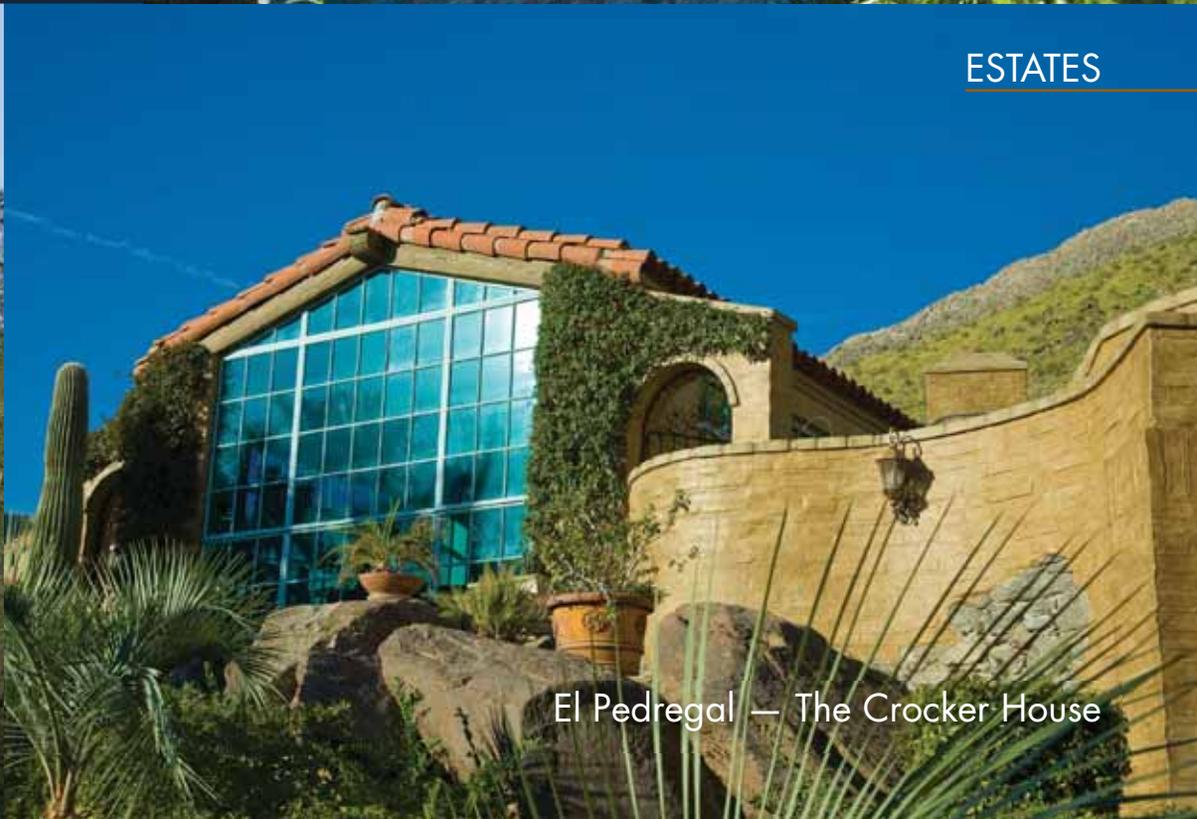


UNIQUE HOMES



Les Baux de Palm Springs —  
Home of Alan Hamel and Suzanne Somers

ESTATES



El Pedregal — The Crocker House

# development

## *New Homes and Land.*

Scott Lyle has extensive local experience in handling all aspects of new home development in addition to representation for buyers and sellers of raw, undeveloped land. Scott, and his team, have gained invaluable knowledge in areas of marketing and sales of this specialized area of real estate consulting. For many new home developments, Scott and his team have had integral involvement in all areas of running the sales operation. From establishing a sales strategy, creating initial interest, achieving momentum and providing detailed traffic & sales reports to managing documentation and handling customer service areas, the professional team is second-to-none. We have also participated in the areas of marketing programs, including marketing tool design, focus groups, test marketing and execution of the finalized marketing plan. Scott's effective recruiting, product orientation, sales training and ongoing support have created some of the most successful sales centers in the valley. Over the past 20 years, Scott and his team have sold over \$240,000,000 in new home developments.



REPRESENTED SELLER



REPRESENTED SELLER



COMMUNITY SALES MANAGEMENT:

Palermo, Palm Springs — (20 Acres)  
 211 Townhomes and Villas priced from \$250,000 - \$475,000  
 Expected sellout value: \$83,000,000  
 Developer: Enterprise California

Murano, Palm Springs — (20 Acres)  
 57 Mid-Century Modern inspired Single Family Homes,  
 on 20 Acres, priced from \$699,000 - \$1,000,000  
 Expected sellout value: \$50,000,000  
 Developer: Enterprise California

Pinnacle, Palm Springs — (20 Acres)  
 12 Hillside Modern, Steel & Glass Single Family Homes in an  
 exclusive gated community priced in the \$1,800,000 range  
 Expected sellout value: \$28,000,000  
 Developer: DW Johnston/Jim Cioffi/Michael Kaplan

Tuscany Heights, Palm Springs — (10 Acres)  
 15 Hillside Spanish Estates in a gated community  
 priced in the \$1,500,000 range  
 Expected sellout value: \$25,000,000  
 Developer: Oliphant, Matzner and Pirozzi

Casas del Desierto, Palm Springs — (13 Acres)  
 20 Spanish-influenced Single Family Homes priced  
 from \$775,000 - \$1,395,000  
 Sellout value: Approximately \$16,000,000

Wilk/Williams Homes, Palm Springs — 1999 – 2004  
 12 Speculative Single Family Homes on individual lots  
 throughout the area from \$450,000 - \$900,000  
 Sellout value: \$7,200,000  
 Developer: Mark Wilk and Ron Williams

ShadowCrest, Cathedral City 1994 – 1996 — (6 Acres)  
 24 Single Family Homes in a planned development priced  
 from \$225,000 - \$300,000  
 Sellout value: \$6,000,000  
 Developer: Sun X Homes

Rancho Village, Cathedral City 1992 – 1993 — (5 Acres)  
 19 Single Family Homes in a planned development priced from  
 \$275,000 - \$500,000  
 Sellout value: \$6,200,000

Rio Del Sol, Cathedral City 1989 – 1990 — (Phase III – 1.5 Acres)  
 27 Single Family Homes in a planned development priced from  
 \$156,000 - \$285,000  
 Sellout value of homes we represented: \$5,500,000  
 Developer: Wessman Development

Desert Vista Homes, Cathedral City 1986 – 1987  
 32 Single Family Homes priced from \$87,000 - \$125,000  
 Sellout value: \$3,400,000  
 Developer: Sun X Homes





REPRESENTED SELLER & BUYER



REPRESENTED SELLER & BUYER



## LAND AND COMMERCIAL:

Since the year 2000 alone, Scott has represented Buyers in the purchase of over 61 Acres of commercial development land in downtown Palm Springs valued at over \$40,000,000 in sales activity.

A few of these parcels, or development projects, include;

4.5 Acres — Alejo & North Palm Canyon Drive — Port Lawrence currently under development

9.3 Acres — Amado & Avenida Caballeros (SE) — Purchased by City of Palm Springs

1090 N. Palm Canyon Drive Office Building — Scott has sold this property 3 times since 1998

7.1 Acres — Amado & Avenida Caballeros (NE) — Represented Buyers

7.1 Acres Zoned R-4 at corner of Avenida Caballeros & Amado across from Palm Springs Convention Center — \$6,900,000

20 Acres — Avenida Caballeros and San Rafael Rd. — Murano

20 Acres — Indian Canyon Drive and San Rafael — Palermo

*"You have demonstrated the professionalism and truthfulness that I have not found in other Real Estate brokers."*

*Dr. Robert L. Butin  
President B&S Oxygen & Medical Supply*





[www.PalmSpringsFinestHomes.com](http://www.PalmSpringsFinestHomes.com)



SCOTT LYLE  
Scott Lyle Realtors



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