



BATTIATA

REAL ESTATE GROUP

445 Marine View Avenue
Del Mar, CA 92014
Suite 390
760.390.3895



MATT BATTIATA

AWARDS & ACCOMPLISHMENTS

CEO & Broker of The Battiata Real Estate Group

Named #1 Agent in California / #5 in the Nation by RE International (2001)

Over 2,000 homes sold since 1999 (average over 100 homes sold per year)

Ranked among the highest producing Realtors in San Diego County since 2001

Featured as a real estate expert on NBC, CBS, ABC, KPBS as well as in the San Diego Union Tribune., The San Diego Business Journal, The Los Angeles Times, The New York Times, The Wall Street Journal and The Washington Post.

Experienced public speaker – has conducted numerous real estate seminars in San Diego, Orange and Riverside County

Author of the book “Upside Down Nation: The Handbook for Upside Down Homeowners”

Featured in the book “Billion Dollar Agent” by Steve Kantor

Awarded Chairman’s Award, Diamond Award & Pinnacle Award by RE International

Trained 1,000’s of agents in the United States & Canada

Licensed California Real Estate Agent since 1999

Licensed California Real Estate Broker since 2001

Member National Association of Realtors since 1999

Member California Association of Realtors since 1999



TESTIMONIALS

Matt Battiata represented the seller as well as my wife and I as the buyers in the purchase of our new home - the single largest financial transaction of our lives. Despite the obvious stress of such an important decision, we never felt pressured. We never felt ill-advised. We never felt anything but support, patience and balanced counsel. We were so pleased with how well he managed our purchase that we chose him to list our prior home for sale - another painless and professional transaction. I strongly support Matt and I am an enthusiastic reference for him as a good person and as a capable and experienced realtor.

*— Tom Leonard CEO Universal Hospital Systems, former President,
Carefusion, San Diego CA*

After a national brokerage failed to find a buyer for our house, we brought in Matt. Not only did he find a buyer, he did so after raising the asking price above what we had been asking before. The result was we got a record price per square foot in our area. Thanks Matt!!

*— Tim Parillo Global Head of Securities / Managing Director
Blackrock Inc., La Jolla, CA*

You Matt, and your staff cannot be ranked against others working in the same field. There is simply no comparison. Your operation is in a league of its own. We shall continue to expound to potential buyers and sellers alike, the value of listing with the Battiata Real Estate Group.

—Sherwin Chickering, Hughes Aircraft, San Diego, CA

TESTIMONIALS

Matt is precisely what every seller seeks in a real estate agent: professional, courteous, HONEST, and hard-working. Due to Matt's efforts, we had showings several times per week --- very impressive especially in a "down economy". More importantly, the showings we had were to QUALIFIED potential buyers, not just anyone so he could claim that he was bringing people through. Our experience with Matt was very positive...Matt works hard and he gets the job done, and it pays off for the sellers. I would absolutely recommend Matt and his team to everyone.

— Mark Michalko Senior Advisor, Intralot Asia Pacific La Jolla CA

Thanks so much for everything Matt! We love our house and we can't thank you enough for your hard work. We look forward to taking you to dinner to celebrate!

— Corina Shtir, Senior Director of Population Genomics, Thermo Fisher Scientific, Carlsbad CA

Matt did a great job for us on the purchase of our home. We highly recommend him as an excellent, very professional broker!"

— Mark O'Donnell Executive Vice President Global Operations Life Technologies, Carlsbad CA

Matt did an absolutely stellar job in representing my wife and I in the purchase of our home. We have used many agents over the years but we have never worked with anyone as professional, knowledgeable and attentive as Matt and his team. We highly recommend Matt and The Battiata Real Estate Group.

— Joshua Elias, President, Del Mar Recovery Solutions, Carlsbad CA

TESTIMONIALS

Matt represented my wife and I in the purchase of our new home in Encinitas. Matt was an incredible asset in putting together the initial offer, negotiating the price and terms (beating out other competing offers) and finally seeing the deal through to a successful close of escrow. We cannot recommend Matt highly enough to anyone looking for excellent representation in the purchase or sale of a home!"

— Mike Finnerty, President and CEO, Innovative Cost Management Services

Although he is a very successful Broker / Agent appearing on television and selling millions of dollars of real estate a year, Matt always treated us like a good friend in the successful sale of our property. Unlike many mega agents who you might speak to you once and then hand you off to their assistants, Matt was always there and very attentive to our needs. We would not hesitate in using Matt again for our future real estate needs.

— Gavin & Angelica Zaid, Owners, Women's Integrated Health Encinitas, CA

I'm very pleased with the process from beginning to end with Battiata Real Estate Group. From the beginning, Matt called me personally to walk me through the steps and what to expect (he actually called me from Disneyland while there with his family on a Sunday afternoon). He was able to put my mind at ease to move forward. The process was quick, simple and painless. I closed yesterday. Everyone on my team was exceptional to work with, very responsive, and kept me in the loop on a regular basis with updates, status, etc.

— Tracey A. Carlsbad, CA

TESTIMONIALS

I really wish that other companies run their business like you do. It starts from the top... so bravo Matt. You should be proud of the whole team. I loved working with you which put me at ease through these stressful times. I invite any Battiata potential clients to feel free and contact me any time so that I can personally speak to them about my experience. Thanks so much.

— Rachel B Carlsbad CA

The Battiata team is top notch. They relentlessly worked through the many challenges that they faced with the sale of my home. I highly recommend the Battiata Group to others in need of a hardworking real estate agent. Thank you Matt and team!

— John Hanson Associate Professor of Supply Chain Management,
University of San Diego

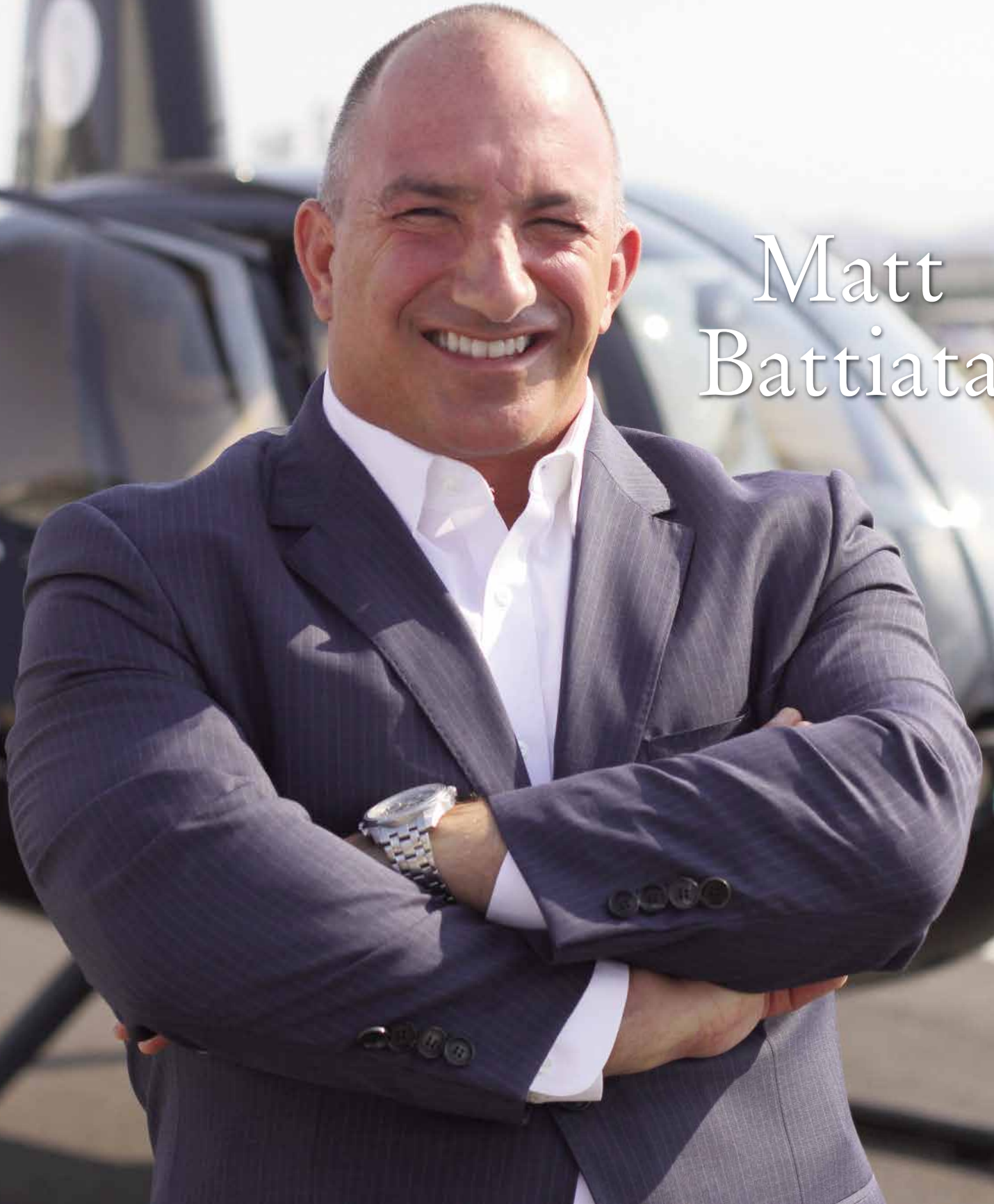
I was happy to find out everything you said in your commercials was true!

— William Pruden, Carlsbad CA

TOP AGENT

MAGAZINE

Matt
Battiata





3375 Wildflower Valley Drive Olivenhain, CA \$3,505,000

Matt Battiata

Versatility might as well be Matt Battiata's middle name. As founder of the Battiata Real Estate Group, Matt's ability to roll with the changing tides of real estate has made him one of Southern California's most successful real estate brokers. Not surprisingly, his resourcefulness stems from his diverse professional experience.

A former tall ship captain, licensed by the United States Coast Guard, Matt has sailed schooners and tall ships all over the world. "When I decided to move ashore, my plan was to make as much money as I could to

buy a boat and sail around the world," he says.

He found a job as a door to door salesman and became an overnight success. "That was old school sales training. I worked with some of the best sales people I've ever come in contact with. Writing sales scripts, isolating and overcoming objections—I learned sales from the inside out. In fact, I set a company sales record that still stands today." With his natural aptitude for sales obvious, Matt put the boat plans on hold, and soon moved into advertising. In 1994, Matt moved



Battiata Real Estate Group

to Seattle, eventually opening his own sales and marketing company.

In 1998 Matt and his wife were ready to move someplace sunnier and start a family. “I had lived in San Diego before as a boat captain, and I loved it,” he says, “And I knew I wanted to get into real estate, so San Diego was the logical place to do it.” He relocated to San Diego and started building his real estate career. “We didn’t know a soul here, so I had no ‘warm market’ to start my business with. I had to market myself.” Matt put his experience in sales and

advertising to work in real estate. “I made a lot of phone calls, I knocked on a lot of doors...and I started doing TV and radio advertising, which was virtually unheard of for a real estate agent.”

He also devoted time to analyzing, studying and timing the ups and downs of the San Diego real estate market. It paid off. By 2001, Matt was named the #1 agent in California, and the #5 agent worldwide by RE International. He was also featured in the book “Billion Dollar Agent” by Steve Cantor.



“I outsell the average agent by more than 50 t

Yet Matt saw that the market was due for shift. “By 2001, the market was ready for a correction, but 9/11 happened, and the FED slashed interest rates. From 2001–2005, the market in San Diego was crazy, and unsustainable. I looked at the data, and knew a major correction was coming. I was going to have to do something different to be able to thrive. I focused on short sales.”

Matt learned the short sale process from the ground up. “It was a difficult time in the market, but we did more short sales than any other agent in San Diego, maybe more than anyone in California.” Matt also conducted regular seminars to thousands of San Diego homeowners. The efforts paid off. Between 2007–2012 Matt’s team

helped over 1,000 homeowners with short sales. Matt earned a reputation as a real estate expert and was featured in the San Diego Union Tribune, The Wall Street Journal and The New York Times. He also became a fixture on San Diego news stations.

Now that the market has stabilized, Matt is focusing on traditional sales, and the results are spectacular. “I sold 257 homes last year. We’ve built an in house call center that we use to find buyers for our sellers, and sellers for our buyers. And we still do a lot of advertising because I believe in it. Most agents don’t, but I do. In fact, I spend more money marketing my listings each and every month, than most agents spend in an entire year.”



o 1. I'm not bragging, I'm applying for a job.”

Matt and his company are extremely well known in San Diego, in no small part due to his extensive TV & radio advertising. “People know me by my tagline—‘I outsell the average agent by more than 50 to 1. I’m not bragging, I’m applying for a job.’ People love that slogan—it resonates with them.”

Matt is also known for his unique consumer guarantees. Each Battiata client receives a Marketing Contract that specifies exactly what will be done to market their home. “It’s very common—whenever I meet with a seller who has had their home on the market for 3–6 months without selling, and I ask them what their previous agent did to market their home, they have no idea. What this

usually means, is that the agent didn’t do much more than bang a sign in the lawn and put it on the MLS. The end result is the house sits on the market without selling, or if it does sell, sells for much less than it should had it been marketed effectively.”

Matt’s Marketing Contract spells out, in writing, everything that will be done to market the property, from professional and aerial photography, free interior design staging, TV, radio, newspaper, internet, direct mail, marketing to international buyers etc.

“International buyers, especially from China, Taiwan & Hong Kong, are a great source of business. There are over 200 million affluent Chinese, investing over \$180 billion

in international real estate, and many of them want to invest here in Southern California. We post our properties on Juwai, which is the #1 Chinese real estate platform. This gets our listings past the Chinese firewall, so our properties get exposure to Chinese buyers.”

Matt is so confident in his marketing approach that he gives all of his clients a cancellation guarantee, that allows them to cancel their listing with him at any time if they are not satisfied. “I tell all my clients to look at our agreement as a 24 hour listing. If at any time they are not satisfied, they can cancel without penalty. But my team does a great job, so I’m happy to say that very few of my clients ever cancel.”

Matt also offers a second guarantee to sellers. “We offer a Trade Up Program. If we have an interested buyer who needs to sell their home before buying our listing, we make a guaranteed offer to buy their home so they don’t have to make a contingent offer. This benefits our sellers because

they have more potential buyers, and they never have to worry about taking a contingent offer.”

Matt works all of San Diego, but focuses on North San Diego County. “My family lives, works & plays in North County, and my office is in Del Mar, so working this market is a natural extension of that.” Matt lives in Olivenhain, and is credited with marketing and selling some of the highest sales in that market, including a recent sale for over \$3.4M and a current listing at \$4.5M.

A proud father of five, Matt is an avid surfer, swimmer and distance paddler. In addition, he and his wife Amy founded and operate The Battiata Family Winery from their home in Olivenhain. The winery produces more than 200 cases of wine per year of Cabernet Sauvignon, Syrah, Zinfandel, Merlot, Malbec and even a Bordeaux Blend (each one named after one of the Battiata children), and has won Gold, Silver and Bronze medals at the California State Fair and Orange County Fair Wine competitions.

For more information about Matt,
call 800-980-0628, email Matt@Battiata.com
or visit www.battiata.com