

# Sea Pointe Estates Custom Home Ocean-View Lots In San Clemente...



Now Available Through  
This Real Estate Office

## Only 11 of 259 Estate-Sized Lots Remain In this Final Phase of Sales at Sea Pointe Estates

After seven years and 248 sales one thing is clear: Sea Pointe Estates is the Top of the Mark.

New visitors to the Estates are always amazed at its beauty, the busy-bee activity all over the community and at its views: views including rolling canyon vistas, Dana Point Harbor and the Pacific Ocean.

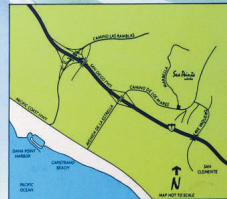
If you are seeking a new investment adventure, one that has a proven track record of appreciation and demand; one that answers

the questions correctly; one that is close-in and the last of its kind – Land – here in Orange County, we hope you visit today.

Prices vary from under \$300,000 to over one-half million dollars and are subject to prior sale and change without notice.

Fact sheet on association assessment available in the sales office. Map not to scale.

Visit today.



Sales Office Open  
11:00 a.m. to 6:00 p.m. Daily  
15 Madrigal Place, San Clemente, CA  
714-643-1392

Realtor-referral marketing is an integral part of a multilevel strategic marketing plan with reach. This Realtor-oriented referral marketing poster for Sea Pointe Estates was artfully framed, hand delivered and hung by a field rep, hammer in hand, just inside the entry of more than one-hundred select real estate offices that targeted the high-end up and down the coastline of San Clemente from Coronado Island to Malibu. Take-one visitation bonus cards and brochures were delivered with it for distribution to active coastline Realtors along with easy to use referral-fee agreements.

It is a good example of Project-Oriented Image-Building Advertising discussed in The Two-Percent Difference. Of more than thirty lot-sale competitors in South Orange County at the time, the closeout phases of sales at Sea Pointe Estates were the top sellers at the top of the market: final sales occurred at a price point significantly above the competitive high-end.

**Builder Sales & Marketing by Al Lewis**  
**Still Selling New Homes the Old Fashioned Way.**  
**Skillful Marketing, Skillful Presentation, Skillful Selling, Extraordinary Effort**  
**and Personal Attention.**  
**714-744-0617**