

TOP AGENT

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RON WYNN, STEVE SAWAII
& FIORA ASTON

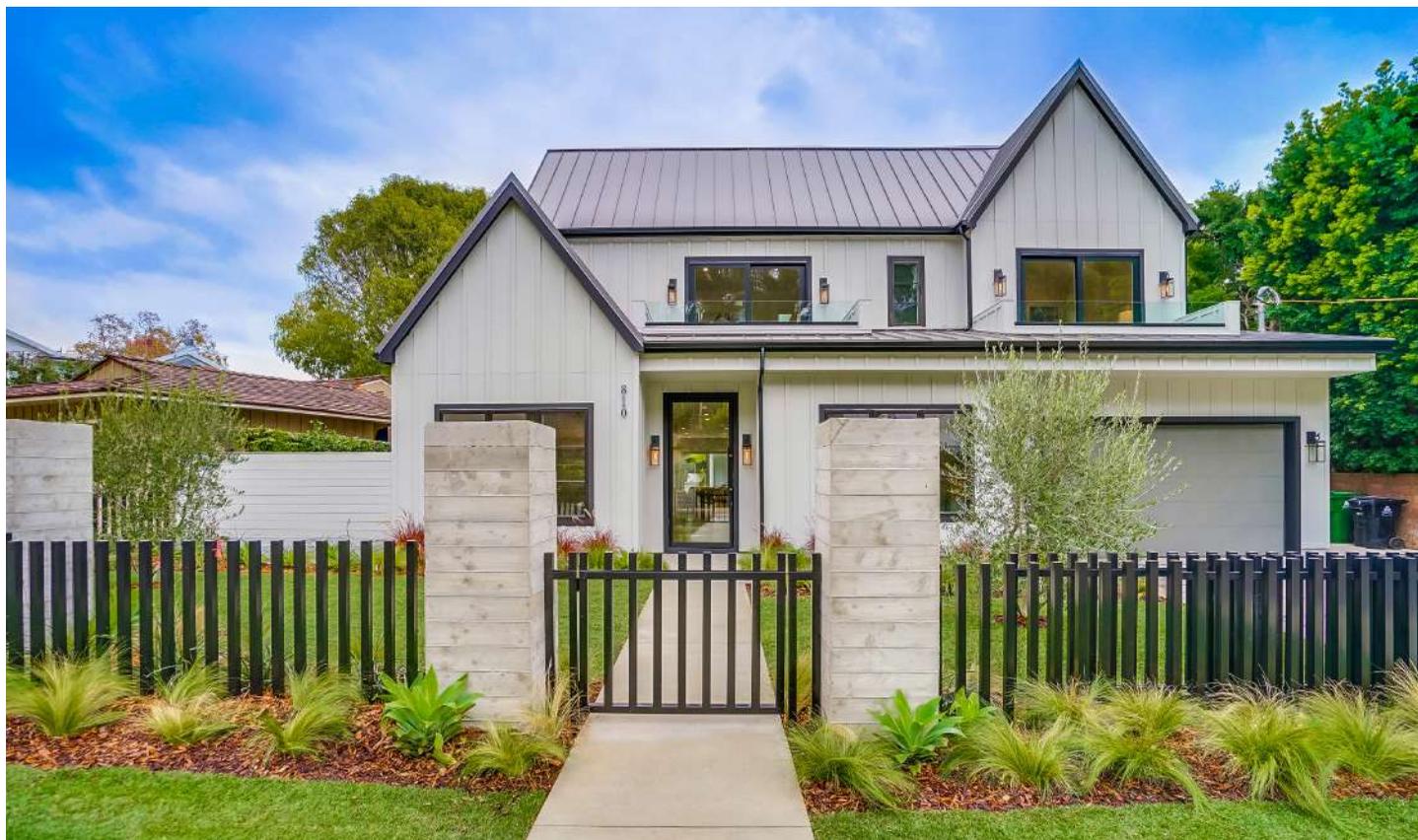


AN INTERVIEW WITH RON WYNN, STEVE SAWAII, AND FIORA ASTON

With over a hundred years of combined experience, colleagues Ron Wynn, Steve Sawaii, and Fiora Aston of WSA have long set themselves apart as industry leaders. Together, they blend their respective talents and expertise in service of their clients' aspirations, maintaining an impeccable track record of success along the way. Now that they've staged a pivotal move to Compass, they're back with Top Agent Magazine to discuss the evolution of their business, professional inspirations, and what clients can expect from their revamped enterprise.

Q: After many years with the same large national firm, what made you decide to move to Compass?

A: Times have changed. Buyers and sellers have different needs and expectations. We felt Compass is committed to staying ahead of the curve while supporting the WSA brand, which is based on personalized service and neighborhood knowledge. No one is more hands-on, and no one can match the personal attention we bestow on our clients. We're also



committed and proud to be part of the “coming soon” inventory of homes offered to the Priority Private Client list of Compass agents. Buyers are attracted to our growing inventory of off-market properties, and we are now able to offer a no-money-down rehab and staging service to clients, which statistically helps garner a sale price that’s 6% to 22% higher than similar homes not prepared for sale.

Q: Is there a difference of company culture at Compass from your prospective?

A: Company culture is paramount. Culture comes from the heartfelt mission statement created by the company’s founders and senior management team. Compass agents are not only among the most knowledgeable and successful, but in fact they prescribe strongly to the principles of sharing and collaboration. When the culture of a company is focused on generosity and selflessly believing in the

concepts of abundance, a special magic incubates, grows and flows strongly providing the “win-for-all” outcome paramount for success.

Q: What technology do you now offer that might bring more qualified buyers to your listings than previously?

A: Compass is all about simplicity, collaboration, and bringing more qualified buyers to our listings using copyrighted technology to steer and navigate. This imaginative technology uses in-house collaborative data to search buyers who have been actively making offers in the neighborhood, in your price range, or both in the neighborhood and price range. We search for buyers using data that points us to those in particular income brackets, using demographic and financial data. Our “haves and needs” data creates a foundation that is rich and reliable. Agents at Compass and others part of the TAN Network are totally



committed to collaboration and sharing of data and client information. Sharing works when agents understand the value of giving, knowing that those who give more, benefit more in the cumulative long run.

Q: Through WSA's affiliation with Compass, how are you getting more mileage through social media?

A: Using paid ad campaigns, Compass has maximized followers on Instagram, YouTube, and many other social media platforms. Additionally, our listings are highlighted with a mix of interior images, presentations, and listing videos. Maximized marketing efforts are strategically implemented, navigated, and carefully evaluated for effectiveness by a dedicated team of in-house social media engineers and support staff.

Q: How do you additionally drive traffic to your listings?

A: Using Compass.com, we're able to leverage site activity and saved preferences to position listings in front of the right buyers. For example, a buyer decides they are interested to purchase. They arrive on Compass.com via paid ads on Google, Facebook, social media, press coverage, or organically. On the Compass site, they determine their search criteria by price point and neighborhood. We track the buyers and their preferences, selecting them as appropriate for your home. We deploy a presentation for your home and follow up personally to set up one or more showings of your home.

Q: How do you find buyers to purchase a trade-up home without writing a contingency into the purchase?

A: Our sources for bridge loans and equity advances allows us to bring you a clean, easy to close quickly buyer—without the burden of a buyer's current home falling on your shoulders.



Q: How do your previous sales to clients from Facebook, Snapchat and Google help us to sell homes quicker and for a better price?

A: With over 100 years of real estate service experience and over 4,000 homes sold, the partners of WSA have a loyal following of many professionals and people from many origins. In recent years, a large number of our loyal buyers provide a flow of referral buyers regularly, many of whom are employees of Google, Facebook and other Silicon Beach tech companies. These are the buyers who can make quick decisions and have the incomes to qualify at today's price points.

Q: Is your marketing entirely targeted at buyers?

A: Following published statistics that over 74% of all properties are sold by an agent outside the listing agent's office, we heavily promote our listings to other cooperative agents. We focus

over 40% of our marketing dollars and marketing attention to agents, and not just any agents. Our agent notification software mines specific agents who have shown and sold similar properties and have clients actively looking for homes that meet the same location and price criteria as the property we're selling. This exclusive agent notification software is another seller advantage that WSA/Compass offers.

Q: Are you still able to provide personal service and be there for us hands-on?

A: More than ever, our focus is on putting our clients' needs first. We live by our motto: "For us, it's all about you!" We have a back office of talented support staff who ensures every detail is accounted for, while our agents are hands-on and clients work directly with us to see results. All in all, we blend efficiency and professionalism with a personal touch. We have every imaginable tool and technique to provide an outstanding real estate experience for our clients.



Ron Wynn, Steve Sawaii, and Fiora Aston are well-versed in the greater Los Angeles area's luxury inventory—from Silicon Beach and Brentwood to Santa Monica, the Pacific Palisades, Century City and everywhere in between. They often preview properties prior to market, passing along insider expertise and opportunities to their clientele. With an in-house design consultant and their in-depth analytics of buying trends, Wynn, Sawaii, and

Aston cover all the bases, from the creative to the data-driven. Likewise, they sell at an average of 96% of list price, with typically fewer than sixty days on the market. Their experience as a team runs the gamut, and they've sold over 4,000 properties to the tune of more than \$4 billion in real estate business achieved. Combine that track record with their personalized approach, and clients are treated to a winning combination.

To learn more about Ron Wynn, Steve Sawaii, and Fiora Aston, email fioraaston@gmail.com, steve@stevesawai.com, or ron@ronwynn.com, visit their website at WSARealEstate.com, or call (310) 480 – 3585

COMPASS

