

REALTOR & ARCHITECT SUPPORT

DESIGN, MARKETING, PRODUCTION, GRAPHICS



BILL FERGUSON, BFA

WWW.BILLFERGUSON.NET

10th Street Lofts



140 South



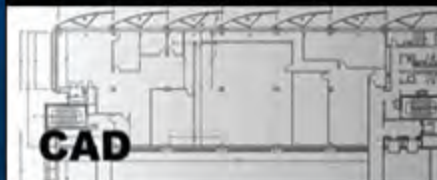
Photography



Resume



CAD



Potrero Views



Fine Art



Bill Ferguson | - Architectural Graphics, Design, Property Photography and Marketing

Realtor & Architect Support

PROFESSIONAL EXPERIENCE

REAL ESTATE PROFESSIONALS AND THEIR CLIENTS

25+ YEARS EXPERIENCE IN PROVIDING MARKETING & SUPPORT SERVICES TO REALTORS, ARCHITECTS & CONSTRUCTION PROFESSIONALS

- DIGITAL PHOTOGRAPHY & EDITING
- MARKETING DESIGN & PRODUCTION
- COMPUTER GRAPHICS, FLOOR PLANS, CAD DRAFTING IN 2D & 3D
- CITY PLANNING, DESIGN REVIEW, BUILDING DEPARTMENT PERMITS
- CONSULTANTS AND CONTRACTORS
- WEBSITES, BROCHURES, STATEMENTS, POSTCARDS, AD CAMPAIGNS

PROFESSIONAL SERVICES

MARKETING SUPPORT & DESIGN SERVICES

MARKETING MATERIALS AND CONTENT THAT DISTINGUISH A PROPERTY

SHOWCASE BEST CHARACTERISTICS AND FEATURES

TOP-QUALITY GRAPHICS PRESENTED IN MOST APPROPRIATE MEDIA, FORMAT AND SCALE

- FLOOR PLANS, ARCHITECTURAL DRAFTING, RENDERINGS, 3D MODELS
- PROFESSIONAL DIGITAL PHOTOGRAPHY
- BROCHURES, STATEMENTS, POSTCARDS, AD CAMPAIGNS

Career Timeline

Architecture | Office Management, Revit Architecture, CAD Manager, Marketing, 3D Modeling, Accounting

Construction | Construction Cost Accounting, Sub-Contract Administration, Computer Aided Drafting

Software | Executive Art Director, Product Support Technician, Network Integration

Real Estate | Developer Services, Satellite Offices, Web Development, Digital Photography, 3D Graphics

2002-05 Vanguard Properties | Marketing Director, Developer Support & Services

2006-10 David Robert Kalb, AIA Architecture & Planning | Partner

2010-13 Frank Howard Allen Realtors | Office Manager / Marketing Director, 3- Offices

2013-14 Coldwell Banker | Marketing Coordinator

2014-15 Vanguard Properties Marin | Operations & Marketing Consultant

2015-16 Alain Pinel Realtors | Marketing Design Consultant

Full Service Property Marketing

Digital Photography, Websites, Brochures, Floorplans

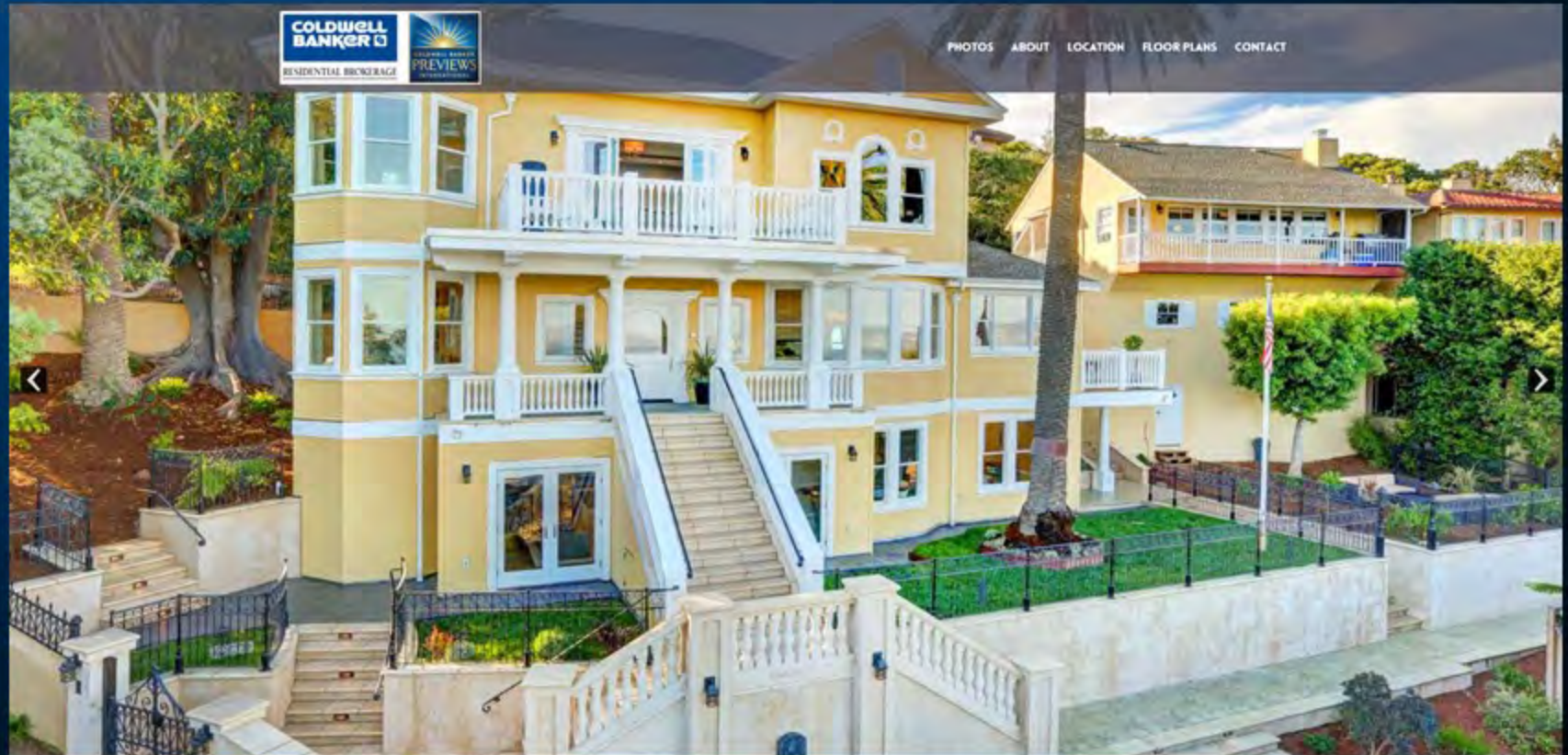
▣ www.BelvedereSanctuary.com



Full Service Property Marketing

Digital Photography, Websites, Brochures, Floorplans

▣ www.84Sunshine.com



Full Service Property Marketing

Digital Photography, Websites, Brochures, Floorplans

▣ www.27LovellAve.com



Website



Property Flyer

FLOOR PLANS

- FLOOR PLANS | BLACK & WHITE, SEPARATE HAND-OUT



FLOOR PLANS

■ FLOOR PLANS | COLOR ON STATEMENTS

690 Chestnut Street | 301

MLS ID# 342230 | District 8-D



Bill Moisson, Agent
Bill@BillMoisson.com
www.BillMoisson.com

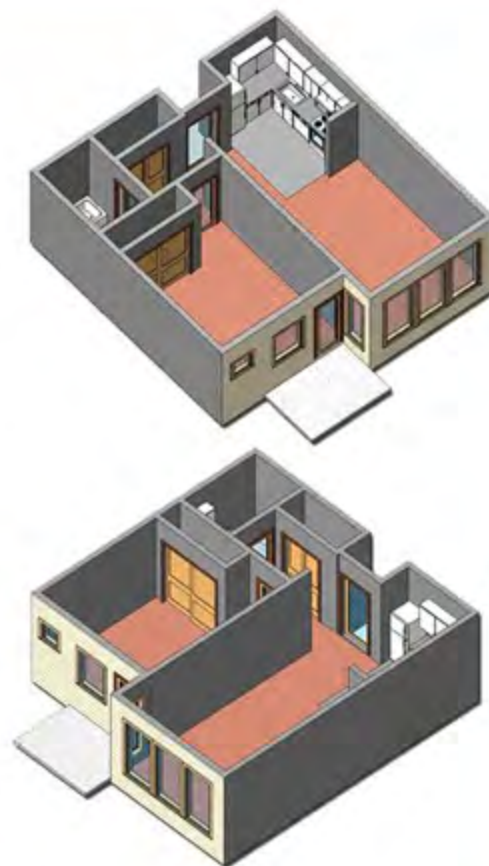
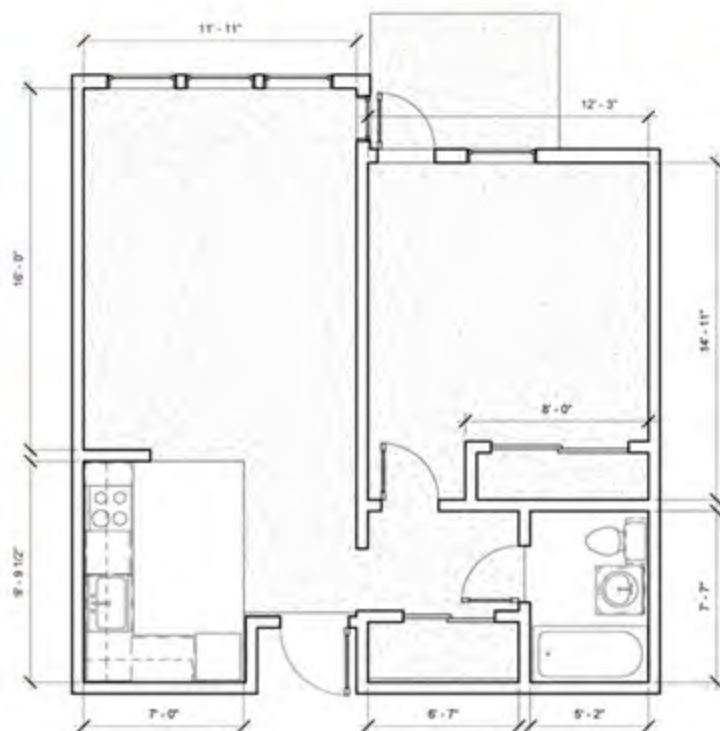
Keller Williams San Francisco Properties does not assume responsibility for the accuracy of lot size, square footage or other info provided by Seller as obtained from public records or other sources. Buyer should verify all information through personal and professional inspection.



52883 Eisenhower Drive

FLOOR PLANS

■ FLOOR PLANS | DIMENSIONED WITH 3D MODELS



Soma Residences | Executive 1 Bedroom

NOTE: The dimensions and square feet indicated on this plan are approximate. They are specific to this unit and are not intended as typical to other units of this type.

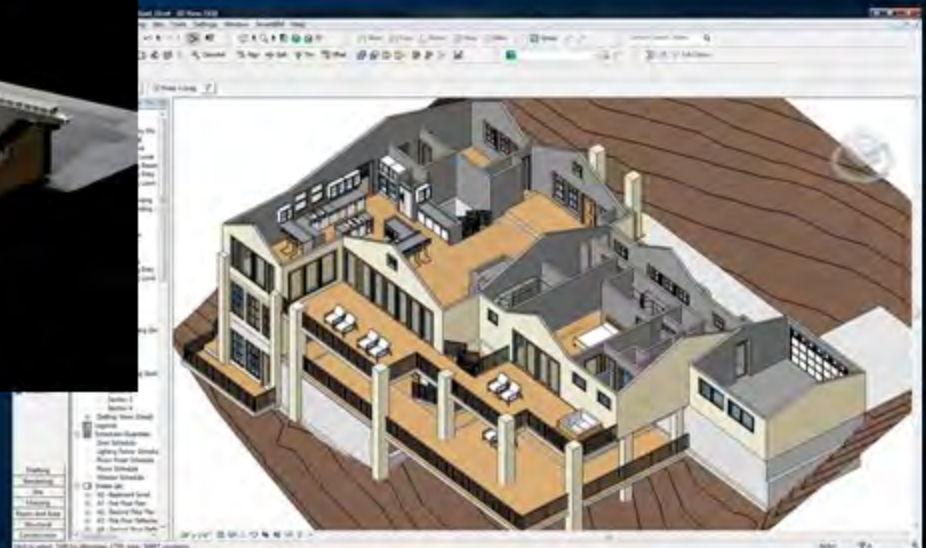
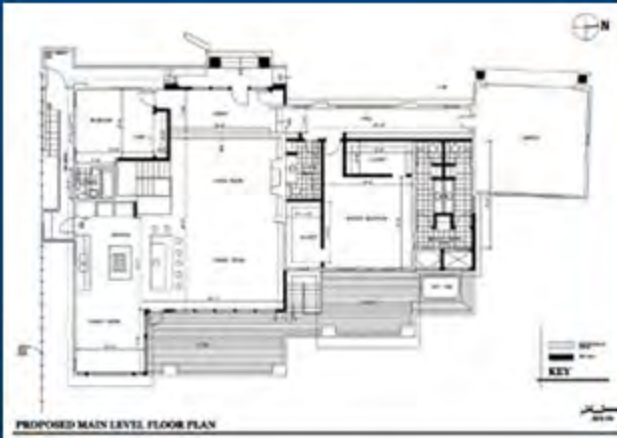
FLOOR PLANS

- FLOOR PLANS | FORMATTED FOR INTERACTIVE REVIEW / WEB SITES



ARCHITECTURAL GRAPHICS

- CAD PLANS, RENDERINGS, 3D MODELS



ARCHITECTURAL GRAPHICS

- CAD PLANS, RENDERINGS, 3D MODELS



PHOTOGRAPHY

- PROFESSIONAL DIGITAL PHOTOGRAPHY / COMPUTER EDITING



MARKETING COLLATERAL

- PROPERTY STATEMENTS, BROCHURES, POSTCARDS, ADVERTISING



MARKETING COLLATERAL

- PROPERTY STATEMENTS, BROCHURES, POSTCARDS, ADVERTISING



1031 DOLORES STREET



VANGUARD
PROPERTIES ALWAYS ON THE FOREFRONT



MARKETING COLLATERIAL

■ PROPERTY STATEMENTS, BROCHURES, POSTCARDS, ADVERTISING

The Palms San Francisco



555 4th Street
#814
San Francisco
94107

- 1 Bedroom / 1 Bath
- w/Balcony + Courtyard view
- Hardwood Living Areas
- Carpeted Bedrooms
- All Sub-Zero & Bosch
- Kitchen Appliances w/ Gas
- Cooktop + Washer / Dryer
- Studio Becher Cabinetry
- Cardona Stone countertops
- Generous closets w/ Systems
- HOA Dues: \$425/mo
- Limited Parking

\$ 599,800



555 4th Street
#807
San Francisco
94107

- 2 Bedrooms / 2.5 Baths
- 2 Levels w/ South Terrace
- Hardwood Living Areas
- Carpeted Bedrooms
- All Sub-Zero & Bosch
- Kitchen Appliances
- w/ Gas Cooktop
- Washer & Dryer
- Studio Becher Cabinetry
- Cardona Stone countertops
- Tile Flooring
- Generous closets w/ systems

\$ 1,099,800



Keller Williams San Francisco Properties
New Development Group
555 Fourth Street
San Francisco, CA 94107

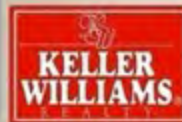
690 Chestnut Street | 301

MLS ID# 342230 | District 8-D



3 Bedroom | 2 Bath Condominium in Villa North Beach
Inviting open-plan Living / Dining Area with Cherry Flooring
Wood-burning Fireplace | Private Balcony over Courtyard
Modern Kitchen w/ Breakfast Bar & Gas Range
Custom Plantation Shutters on all Windows
Washer | Dryer in-unit, Extra Storage
Bay Views from common Roof Deck
Elevator Building | 1-Car Parking
HOA Dues @ \$462/mo, inc. Water & Gas
Incredible North Beach location

\$925,000



Bill Moisson, Listing Agent
Keller Williams San Francisco Properties
1500 Franklin Street
San Francisco, CA 94109
415.661.1875



MARKETING COLLATERIAL

■ PROPERTY STATEMENTS, BROCHURES, POSTCARDS, ADVERTISING

Developments |

140 South Van Ness

140 South Van Ness Avenue
San Francisco, CA 94103

212 New Condominiums
Total Revenue: \$89,000,000
100% Sold Out | 2004



Keller Williams San Francisco Properties
New Development Division
555 Fourth Street
San Francisco, CA 94107
415.777.2567



218 Fourth St. | Sausalito, CA

Offered at \$1,049,000

Perfect Upgrades, Beautiful Views

2 Bedroom and 2 Bath with stunning SF Bay views that span from SF to Angel Island. Bonus Room or Office, 1/2 Bath & Laundry on the Lower Level. Nice Deck off the Kitchen / Living / Dining area, great for Indoor / Outdoor entertaining. Oak floors, skylights & recessed lighting. A warm gas fireplace in the living room with a beautiful mantel and Quartz hearth. Wonderful kitchen with all Stainless Steel appliances, European custom cabinetry & island, polished Quartz counter-tops and full-height backsplash.

- Nicely remodeled Kitchen w/ stainless steel appliances, Cherry cabinetry, Viking Stove, Sub Zero fridge & more
- California Closets system installed in both bedrooms for optimal organization
- Easily accessible attic spans the length of the home
- Sliding gate leads to a brick paver Courtyard 1 Car Garage & 2 car off street parking & large storage area
- Easy commute to SF via car, ferry or bus. Walk to the Golden Gate Market, downtown Sausalito, and the waterfront

Information above, while not guaranteed, is from sources we believe to be reliable

www.218Fourth.com
MLS #: 21030764

For a Personalized Showing:
1254 Broadway, Suite 100
San Francisco, CA 94103



Mark Rushford
415.332.0900 c
mrushford@allen.com
www.MarkRushford.com
DRE# 01400112

MARKETING COLLATERAL

- PROPERTY STATEMENT, BROCHURES, POSTCARDS, ADVERTISING

NEW DEVELOPMENT GROUP

FULL DESIGN SERVICES: LETTERHEAD TO MAGAZINE AD CAMPAIGNS

The PALMS
San Francisco

We saved the best for last.

555

Catch us while you can.
Penthouse homes are going fast....

KELLER WILLIAMS

Keller Williams San Francisco Properties
New Development Group
555 Fourth Street | Sales Center
San Francisco, CA 94107
415.777.2567

The Palms San Francisco

140 South

555 4th Street #407
San Francisco, CA 94107
\$1,099,800

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New Development Group
555 Fourth Street
San Francisco, CA 94107

Contact us
Call/Sale Sales Team
415.777.2567

KW

The secret is out....

MARKETING COLLATERIAL

- PROPERTY STATEMENTS, BROCHURES, POSTCARDS, ADVERTISING
- ## EISENHOWER DRIVE



52883

#21263114

high-end

Separate Golf Cart

RV Parking

of this private

Stucco

ing to unique

with Glass

Vanity with

speakers,

Shower,

property

ing a focal

or dinners,

place.

Kitchen

extra-large

h, Walk-in

cluded patio

able TV wiring

pre-wired into walls and ceilings. Fully integrated security alarm system.

Offered at \$969,000

Kim Hyde

The Realtor with a Southern Twist

Direct Line 760-574-4810

KHyde@dc.rr.com www.DysonAndDyson.com

Dyson & Dyson Real Estate

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