



SAN DIEGO, CA

COASTLINE

REAL ESTATE GROUP

**JOIN OUR TEAM**

*Culture. Opportunity. Growth.*

EXTRAORDINARY  
RESULTS ARE  
DIRECTLY  
DETERMINED BY  
HOW NARROW YOU  
MAKE YOUR FOCUS.

GARY KELLER







# THE TEAM



Coastline Real Estate Group is a top 1% team in the most beautiful city on the planet - San Diego, CA.

We have set out to redefine the real estate process/brokerage for our clients by consistently asking ourselves, *"how do we make this better?"*

## INNOVATION. **GROWTH.**

We were founded by entrepreneurs who never let a little reality get in the way of a big dream. From humble beginnings, to one of the most recognizable brands in Southern California, **Coastline continues to push the envelope and innovate in today's real estate market and prove daily what is possible.**

We have built a multi-faceted corporation with three arms: Coastline Real Estate Group, Coastline Vacation Rentals, and Coastline Development. And we've done it with our friends and family who have been with us from the beginning.

### MISSION

To **redefine** the real estate experience for licensed agents and their clients

### VISION

To be the Coastal team of choice for **top-producing** real estate professionals

### VALUES

If you take care of enough people, you can have **everything** you want in life

# MISSION VISION VALUES

# THE TEAM

ADDED TEAM RESOURCES TO HELP YOU  
**SUCCEED AT A HIGH LEVEL.**

Utilize the most comprehensive ecosystem in San Diego Real Estate. All available for you to grow your business and expand your revenue streams.



***Coastline Real Estate Group***  
Redefining the real estate industry.  
Your team.



***Coastline Vacation Rentals***  
Top rated short term rental management.  
Your property management resource.



***Coastline Developments***  
Short and long term investment including flips & developments.  
Your in-house cash buyer.

## ***When I eat, we eat.***

Coastline believes in a win-win with everything we do. That's why we have a unique Revenue Share system for our agents designed to reward our agents of growth and provide more opportunity for passive income.

# THE VALUE

COASTLINE IS THE #10 LARGE TEAM  
AND A TOP 0.5% TEAM IN SAN DIEGO COUNTY.  
TOTAL CLOSED VOLUME 2024: \$67,000,000



## CULTURE

Agent-first business model

Energetic and productive environment

Learning-based and collaborative philosophy



## MARKETING

Innovative top-tier digital and print marketing

Done-For-You listing packages, consultation packets, yard signs, etc.

Internationally recognized and award-winning brand



## GROWTH

Coaching from a nationally certified coach

Opportunity pathways within multiple organizations

Building the future leaders of the real estate industry

## ALWAYS BE IN CLASS

We believe that no matter the circumstance, every moment in life is an opportunity to learn and grow. That is why we offer multiple opportunities for our agents to sharpen their skills, and be the best, most educated agents in San Diego.

## TEAM EDUCATION AT A GLANCE

Weekly Pipeline Update

Zoom Agent Mastermind  
Last Monday

In Person Mastermind  
Monthly

Team Meeting & Market  
Update - Second Tuesday

Team Training  
Fourth Tuesday

Productivity Training  
Every Tuesday

# THE VALUE

WE OFFER A COLLABORATIVE AND FUN  
WORK ENVIRONMENT THAT CREATES A  
CULTURE OF WINNING.

*what does success look like to you, and how can  
we help you achieve it?*



Monthly team  
trainings  
+ masterminds



Listing marketing  
package



Built-out  
systems



Productivity  
Development  
program



Appointment  
presentations +  
guidebooks



Strategic vendor  
relationships



Print marketing:  
flyers + postcards



Coastal  
office space



Weekly accountability  
Business planning  
Scripts & role-play



Social media  
support



Established local  
brand

We help our associates to create big businesses and big lives  
with the industry's leading tools, training, and marketing.

**We have been a part of dozens of agent success stories. From  
first closings, to first investments, to first 6-figure years.  
And we are just getting started!**

# THE MONEY

WE BELIEVE THAT WHEN WE HELP OUR ASSOCIATES  
HIT THEIR GOALS, WE IN TURN ACHIEVE OURS.

That is why we have created the industry's most **agent-centric**  
team comp structure, that helps our agents to close more  
transactions and keep more of their commissions!

JUNIOR ASSOCIATE	SENIOR ASSOCIATE	ASSOCIATE PARTNER
50% to Associate  \$6k to REAL      \$14k to Team Total \$20k Soft Cap 85% after Soft Cap + 75 Shares	70% to Associate  \$6k to REAL      \$14k to Team Total \$20k Soft Cap 85% after Soft Cap + 75 Shares	80% to Associate  \$6k to REAL      \$2k to Team Total \$8k Soft Cap 90% after Soft Cap + 75 Shares

*We will never be the cheapest option.  
We will certainly never be the most expensive.  
We will always be the company that prioritizes making our agents more money.*

"Soft Cap" to restart every anniversary year.



# THE MONEY

## SIGN ON PACKAGE

BRANDING	MARKETING	MERCH
100 Soft-Touch Business Cards	Buyer & Relocation Guides	LuluLemon Coastline Polo
Open House Signs & Custom Riders	Hardcover Listing Guide	LuluLemon Coastline Athletic Tee*
Email Signature	Email campaigns & Social graphics	Trucker / Patch Hats*

\*Available for purchase

**IF YOU WANT TO GO FAST, GO ALONE  
IF YOU WANT TO GO FAR, GO TOGETHER.**

We have proven that whether the market is up or down, we have the environment, tools and support to help our agents achieve their financial goals and build the biggest possible lives for themselves.

# THE FUTURE

*Culture. Opportunity. Growth.*

IF YOU ARE READY TO TAKE YOUR CAREER TO THE NEXT  
LEVEL, WE WOULD LOVE TO WELCOME YOU TO THE  
COASTLINE FAMILY!



Faby Rangel  
Director of Productivity

- Created and launched her YouTube page, generating 3 appts/week.
- Chair of KWEL Young Professionals



Ray & Shaylie  
CEO & President

- Founders/Owners of Coastline Companies (Real Estate, Vacation Rentals, Developments)
- Mom & Dad to Charlotte & Graham



Kevin Haggerty  
Director of Developments

- KWYP Vice Chair for Southern California
- Quadrupled his business & investment portfolio in 24 months

# THE FUTURE

*Real Estate. **Redefined.***

We are on a journey to continue to push the envelope - to innovate and do things in our own way, and to improve on how our industry operates in every facet.

Over the next 5 years, Coastline will continue to change how real estate is practiced in Southern California, across the country, and beyond.

And we will do it by aligning ourselves with the right people who are looking for a bigger opportunity and a bigger life.

*If that is you, we would love to welcome you to  
Coastline.*

*Ray and Shaylie*





SAN DIEGO, CA

# COASTLINE

REAL ESTATE GROUP

LOCAL SAN DIEGO REAL ESTATE AND LIFESTYLE EXPERTS

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