



DWELLING™ | REAL ESTATE

A Unique Concept in Real Estate Sales, Leasing and Consulting
COME INSIDE™ to learn about our new model for a diverse and exciting real estate experience!



It is Official!

ANNOUNCING

During the pandemic, we all had a lot of time to think about the present and future. For me, strategizing my future meant utilizing my 35 years of professional education, training, and experience in new and inventive ways to better serve my valued clients.

It is with great joy, pleasure and fervor that I announce the unveiling of my vision for a concept in real estate that is out-of-the-box and one in which I am certain will prove to be unique and boutique.

MY VISION

Forward Vision, INC™ dba DWELLING™ | REAL ESTATE is the parent company of my vision. The firm will specialize in the buying, selling, and leasing of probate, residential and commercial real estate using a design-centric model.

My 'design-thinking' culture will incorporate a workplace environment that focuses fully on the end-user experience. Rather than focusing on a people-centric work culture, my design-thinking strategies will establish a unique and new competitive advantage and create new revenue streams.

TRUSTWORTHY

Team members in a design-thinking workplace share techniques for how to empathize with end users and to gather their information from different points of view that can be used to drive design and strategy. They are taught why brain-storming with co-workers with different skill sets can help generate better ideas and how to quickly create ideas that can then be presented to end users in order to solicit collaborative input and feedback.

Team members in a design-centered culture learn how to work synergistically, repeating steps as required in order to continuously improve the customer experience. And perhaps, most importantly, team members in a design-thinking culture are taught to have a tolerance for failure as long as it moves everyone towards the final goal internally to achieve superior results for our past, present, and future clients.

EXCEEDING EXPECTATIONS

As we move through these next chapters of our lives, you will be learning more about our trustworthy team and our forward vision.

I look forward to having you be a part of our journey so let's get started!

Sincerely,



Robert Cipolloni, CEO, President
Real Estate Broker | Advisor
Los Angeles Metro | Greater Palm Springs



BRAND STRATEGY

POSITIONING

DWELLING™ | REAL ESTATE

BRAND POSITIONING

Why am I building the DWELLING™ | REAL ESTATE Brand?

After many years of gaining experience from working with top leading national real estate organizations, I learned many invaluable lessons, observed how the industry business operations flow and I amassed a vast knowledge of fully understanding (holistically) what it takes to run a real estate firm! So, I am finally jumping off and launching my own brand. As real estate broker, I am in a great position to make this firm a competitive and sustainable presence that can swim with the bigger fish and at the same time have a distinction of out-of-the-box services and marketing.

Boiler plate firms have nothing on DWELLING™ | REAL ESTATE. We are exceptionally creative in our marketing, strategies and transaction management.

What does this mean for my customers?

Compelling and comprehensive service in the buying, selling and leasing of probate, residential and commercial real estate, investment advising, public speaking, quality products and all around legendary customer service.

All seamlessly and top-notch executed by my best-of-the-best team and industry partners!

We want to put smiles on your faces. Real estate shouldn't be stressful or boring.



TRUSTWORTHY

trust-worthy : worthy of confidence : dependable

Big words that many promise - but never can deliver on.

DWELLING™ | REAL ESTATE can and will deliver.

We endeavor to enrich the lives and deepen the experiences of our clients as we work side-by-side with them on the journey.

We want to create memorable impressions and deliver differentiated experiences.

We look at the big picture, the totality of your experience with our company, and we look through the wide lens of our customer personas differently. We proactively identify any points of turbulence within the customer experience and facilitate opportunities to boost enjoyment and improve the journey. This discovery process helps us drive broader real estate customer experiences - because our customer needs are better understood and met.

So, what are we saying here?

We are saying it's about you, it's about us, it's about honest good business and it's about fun and **that = trust.**

We are extremely creative, bright with a lot of common sense and we come from a diverse background and **that = trust.**

We are devoted, in fact, passionate about our work and **that = trust.**

We know real estate inside and out and **that = trust.**

**WHAT DOES TRUSTWORTHY MEAN TO US?
IT MEANS GOOD BUSINESS**



Our New Website Awaits You!

An amazing resource!

We are thrilled to offer you our new website to use in your selling and buying process.

Based on its ease of use, simplicity and performance, our website will make your buying and selling experience feel less overwhelming and instead feel more productive!

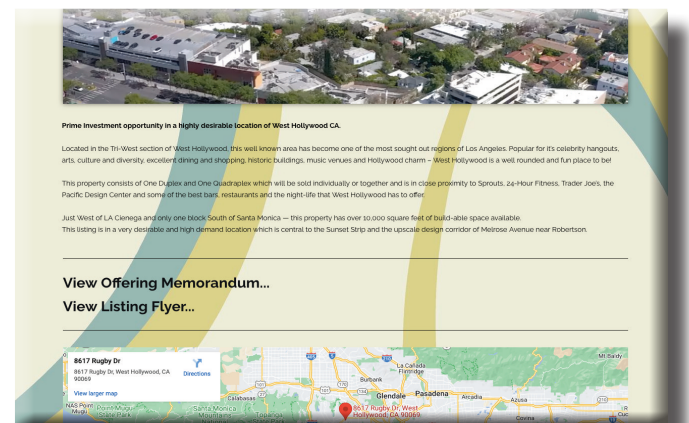
To give you a head start on your journey, we have designed the website to be one of the best high profile websites in the real estate market. As a seller it provides you A+ marketing distinction and profile. It will attract buyers!

My marketing team and I hope that it will provide you a fun and useful immersive experience.



The new website features:

- Listings
- Videos
- Maps
- Offering Memorandums
- Flyers
- Market Information
- Regular Updates
- Resources
- Contact Information
- Device Compliance
- Social Media Associativity





DWELLING™ REAL | ESTATE is proud to serve
Los Angeles Metro and Greater Palm Springs
from our two distinct locations!



Los Angeles Metro

Pacific Design Center

750 San Vicente Boulevard - 800 W
Los Angeles, CA 90069



Greater Palm Springs

Seven @ Via Lola

1091 North Palm Canyon Drive - STE 7
Palm Springs, CA 92262



COME INSIDE™

OUR SERVICES

EXPERIENCE THE DIFFERENCE!

DWELLING™ | REAL ESTATE is a dynamic and highly capable, charismatic and compelling real estate brokerage and consulting firm specializing in:

MATTERS OF PROBATE

RESIDENTIAL SALES & LEASING

COMMERCIAL SALES & LEASING

CUSTOM & INNOVATIVE MARKETING

INVESTMENT ADVISING

EDUCATION

PUBLIC SPEAKING

UNBIASED EXPERT TESTIMONY

OUR SERVICES

Forward Vision, INC™ is my business vision which culminates in a dynamic and exciting mix of cultured businesses.

DWELLING™ | REAL ESTATE

The Forward Vision, INC™ primary focus is our dba DWELLING™ | REAL ESTATE brand – a fresh unique and boutique real estate brokerage firm that specializes in the sales and leasing for probate, residential and commercial real estate. Further, we offer investment, strategy advice and consulting. We also integrate and offer as part of our services public speaking and unbiased expert testimony. It is not your run-of-the-mill brokerage firm – it's a different concept emanating from my years of education, training and experience. Built on a sustainable diverse plan for the future, we incorporate know-how with technology, savvy implementation and just simply good business practices.

CATAPULT™

Catapult™ is an 8-module learning experience that is designed by me to develop the skill-set of new real estate licensees. While there is great foundational training out there offered by other brokerage firms, there is nothing that teaches the newly licensed individual the real estate process from ethics to the close of escrow and beyond. Stay tuned as we move to our YouTube channel as well as locally at the College of the Desert - with the full expectation of being accredited by the California Department of Real Estate.

TAKE A HIKE PALM SPRINGS™

Take a Hike Palm Springs™ is our way of Networking in Nature™. Designed to be an industry forum for professional and like-minded individuals to get out in nature to get the endorphins going, breathe fresh air, develop and nurture sound relationships, and to have some authentic sharing and great laughs all in one hour. All are welcome except for energy vampires, but I have plenty of garlic for that. We will resume in the Fall with weekly hikes alternating the north end with the south end of Palm Springs.

FORWARDVISION INC™



“ COLLABORATION MAKES THE VISION WORK.

We proudly work in professional collaboration with the best and highly experienced industry professionals from escrow officers, title reps, insurance specialists and 1031 exchange investment advisors.

Our business mission is to align ourselves in a community of exceptionally ethical, experienced and knowledgeable real estate industry affiliates, vendors and service providers who desire to share and help each other to collaborate, prosper, grow professionally, and who are like-minded service professionals to enhance our design-centric customer experience.

We call this the Collaborative Convenience™

What this Collaborative Convenience™ results in for our customers is an advantage benefit that is achieved when individuals, organizations, or societies attain more than they would have independently by working effectively with others.

OUR UNIQUE TEAM:

Real Estate Broker / Advisor
Marketing Director / Business Associate
Client Care Representative
Transaction Coordinators
Property Managers



CERTIFIED REO
SPECIALIST



THANK YOU!



**Robert Cipolloni, CEO / President
Real Estate Broker | Advisor**

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