



About Scott Farrell

Scott started his college career at the University of Miami where he played centerfield for the Hurricanes' baseball team. Scott transferred to Indiana

University to pursue a business education where he graduated Beta Gamma Sigma with a degree in marketing and finance.



Scott started his career in real estate after college by investing in single family homes and apartment buildings in the Midwest. Eventually Scott headed west to Scottsdale Arizona where he formed Farrell Development and Investment Company.

Scott's company specialized in land speculation and focused on the acquisition of sectional corners on the outskirts of the Phoenix metropolitan area. As the investment opportunities reduced as market conditioned changed, Scott's company moved into the commercial development business.

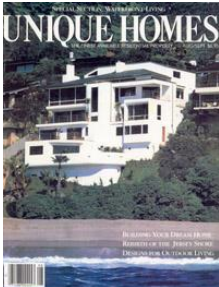


Scott was involved in WalMart's expansion west while Sam Walton was still alive and built the first WalMart store in Arizona. WalMart was an anchor tenant in Plaza Vista Mall, a large shopping center developed by Scott in Sierra Vista Arizona. Scott also built stores for other anchor tenants such as JC Penney. After several years, Scott sold his commercial property to a REIT (Real Estate Investment Trust) on the New York stock exchange.



Scott has also been involved in other development projects including ocean front residential and moved to California in 1996.

Scott is now building a new team that focuses on the brokerage of luxury homes and estates in Southern California using high impact digital marketing, architectural photography and other techniques.



An example of incorporating story telling into the advertising campaign can be seen at www.WhiteCloudEstate.com

Scott is a licensed California real estate broker DRE 03143907. Scott's passions include his wife and children, golf, motorcycles, and marlin fishing. Scott is a member of the International Game Fish Association's 10 to 1 Club and the National Coalition for Marine Conservation

The Scott Farrell Luxury Home & Estates Team • Keller Williams Realty
Innovative Estate Marketing Campaigns

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