



Rich Estes
Landmark Realty

June 10th, 2005

Thanks for getting our home sold in about two weeks. We had a total of 6 offers, and we got the price we were hoping to get.

Last year, our home sat on the market for six months with open houses virtually every weekend but with no results – one very low offer from a real estate broker.

I had heard about you through word of mouth, and you came in and made some recommendations about how to improve the staging of the home. I had experienced a similar approach several years earlier with what my agent at that time called his “Blue Ribbon” program, which produced a very quick and successful sale of my home in Costa Mesa in a slow market. So when you described your marketing program, and how you would work closely with me to present the home in the very best way, I just knew this was the program for me. You stood out from the other agents we interviewed, and from many more who were pestering us to list with them.

After hiring you, I found out you were a lot more detailed even than that great agent in Costa Mesa. And you do some additional things that he didn't do, like the feature cards. I noticed that every single buyer that walked through my home while I was there, without exception, stopped and looked at the little red cards up on the walls throughout the home. In fact, the final buyer and his wife read every card twice. That technique is definitely a tremendous part of your marketing.

Thanks again Rich for all your hard work.

Sincerely,
Pat McGee
Pat McGee

