



August 8, 2003

To Ira and Carol's Future Clients,

We used Ira and Carol Serkes to buy a house in North Berkeley in June 2001 and more recently to sell it in May 2003. Simply put, they stand head and shoulders above every other real estate agent we have used in the past. We have complete confidence in their real estate skills for both buying and selling houses.

We decided (reluctantly) to sell our Berkeley house on May 21st 2003, since we were moving to Waterloo, Canada. Having worked with Ira and Carol to buy this house, we called them and Ira immediately came over to our place. We simply asked him what he would recommend to maximize the sale price. Ira walked us through every step of the process, making sure we had no question unanswered, so that we felt very good about what we were about to embark upon. To our surprise, he stated with no hesitation that we would have multiple offers within six days of placing our house on the market. Real estate agents very rarely display that level of confidence, and I was somewhat taken aback by his prediction. He was absolutely right!

I should add here that Ira very tactfully suggested to us that we should engage a stager to improve the presentation and thus the sale price. Despite our initial misgivings, we followed his advice, and we believe that this was a critical factor in our getting an offer price that was \$60,000 more than our asking price. Ira also gave us names and numbers of all the inspectors, and rapidly put together a formidable disclosure package. Within a week of our initial conversation, we had all our inspections done, and had ready a three-inch thick disclosure package that answered every question from a potential buyer. Ira also took superb pictures of our house and put them on his website. We were impressed enough that we pointed our friends and family to this site – they could not believe how wonderful everything looked.

We put the house on the market on a Tuesday and Ira arranged for a realtor open house on the Thursday and the Sunday immediately following. He managed to get eleven buyers interested in the place, and on Tuesday we received two final bids. Both were above our asking price, and both were above our price target. The bid we actually accepted was hand-crafted to please us: we had a one-month rent-free rentback, the house was purchased as-is, and the price was very good. I do not know what Ira and Carol did to drum up interest, suffice it to say that they know exactly what they are doing. They delivered exactly what they promised. Having sold three houses before, each with long-drawn out and traumatic negotiations, this was a very welcome change.

I would like to point out another aspect of Ira and Carol's business style that I greatly appreciated. One of the bids that we got was from one of Ira's clients. If we accepted it, they would get double the commission. Yet, they did not steer us implicitly or explicitly towards this bid and were scrupulously fair in their dealings. I think this was commendable on their part.

Ira and Carol are always reachable by email, cell, or in person. They are a pleasure to work with and have been very pleasant to our two kids. They have also been our neighbors for two years, and we loved the times we happened to run into them. In short, they are not only superb real estate professionals; they are also genuinely nice people that we are proud to have been associated with.

Go with them! You will not regret it.

Sincerely,

A handwritten signature in blue ink, appearing to read "N. and S. Keshav", followed by a stylized flourish.

(N. and S. Keshav)
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