

November 9, 2009

Dear Carol and Ira,

It is the eve of the closing of the sale of my house and I am reflecting back on the past 5 months – the length of time it took me to prepare both myself and this beautiful, unique structure for the transition. I had, as you will surely remember, a great deal of hesitation about selling the first and only house I will ever own, and went through a lengthy period of uncertainty before finally deciding that it was, for many reasons, the right thing to do.

As my neighbors and as a pervasive presence in the real estate market in Berkeley and Thousand Oaks, I turned to you for guidance and assurance in my decision. Your depth of knowledge and innate sense of market position and conditions were invaluable to someone who has never been through the process of selling a place they love and needs trusted resources to explain and smooth the way. In you, Ira, I found a marketing wizard with a profound understanding of, and enlightened approach to, technology and how it can be best-used in the presentation of property. On the opposite side, I found your thorough understanding of the morass of paperwork, city ordinances, and all things official, Carol, to be truly comforting, and the time you spent reviewing and expanding on documents and their purpose enormously helpful. But most of all, I valued working with you both because you are consummate professionals who go out of your way to make sure the sometimes-onerous business of selling is as calm and straightforward as possible. And you do it all with realism and unfailing good cheer. You obviously enjoy doing what you do, and your enthusiasm shows in every interaction with clients and colleagues alike.

As I write this, on this last night before relinquishing ownership, you are in the house putting up a fire alarm to fulfill a last-minute request from the buyer. I cannot thank you enough for making my life as easy as it could have been made during a period of high stress and doubt. I made the right decision to sell and hired the right people to help me.

Grazie Mille!

Janice Spampinato
Business Development Director, CACE Technologies, Inc.
And soon-to-be former owner of 690 Colusa Avenue, Berkeley, CA