

# letter

IRA AND CAROL SERKES  
REMAX  
1758 Solano Avenue  
Berkeley, California 94707

*December 4, 2001*

Dear Ira and Carol -

The following letter is in enthusiastic support for utilizing your expert real estate services.

As you know, we interviewed three other potential real estate agents who, though competent, did not demonstrate the level of expertise that you did, nor did we feel the personal connection that we felt almost immediately with you.

Obviously, a real estate purchase is a serious undertaking with a lot of factors for consideration. Some of the most relevant factors for choosing you as realtors were:

- **EFFICIENCY** — we have busy lives and we wanted a realtor that understood our needs and our dream house.
- **CONVENIENCE** — Ira's computer delivery mechanisms really allowed us to peruse listings in a timely manner and on our time schedule, with pictures and ratings!
- **PERSONAL STYLE** — both Carol and Ira are seasoned professionals who answered every real estate question with clarity and accuracy, using everyday language.
- **TRUSTWORTHY** — admittedly, we had some skepticism about real estate agents. But the Serkes' approach and open communication style quickly allowed us to relax, and we felt that our best interests were being served.

Some of the specifics of our dream house search are also telling:

- **NO PRESSURE** — we never felt any pressure to 'hurry up' and find something (even after seven months of looking!)
- **QUICK ACTING** — once we finally did find our new home, you were able to act quickly and professionally in preparing our bid, and helped guide us to a winning buying price in an extremely competitive market. On the flip side, we believe that your help allowed us get a great selling price on our previous home at a time when the market was uncertain.
- **MONEY SAVINGS** — at offer time, Carol used her experience and intelligence and literally saved us thousands of dollars.

In essence, we are thrilled that we decided to work with you to both help us buy a new home and sell our existing home! It was a great fit and an efficient process.

Thank you.

Emily and Kevin Ahlvin