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January 13, 2002

Ira and Carol Serkes  
RE/MAX Bay Area  
1758 Solano Avenue  
Berkeley, CA 94707

Dear Ira and Carol:

When I called you, I had been living in Dallas, Texas for 3 months and was only just beginning to contemplate selling my Berkeley house. It was on a Friday afternoon that I came across your website and made an information gathering call to better understand the selling process and the current market conditions. I was impressed to get a call back immediately -- at my work and cell phone number! After talking with you and learning about your experience, I felt so comfortable, I decided to put the house on the market with your assistance without ever going back to California or meeting you personally. My decision was confirmed throughout the selling process. Here's why:

- 1) Honest and straight-forward. This was my first impression. It was a lasting one.
- 2) Technologically savvy. I was extremely impressed with your use of technology to improve the sales process from listing my house on your website with plenty of beautiful pictures and details showcasing the house, an interactive map showing its location, to scanning inspection reports so they could be provided in electronic format to interested buyers. This definitely set you apart.
- 3) Knowledgeable. It was evident in conversations, and by your guidance throughout the process, that you know real estate and the local market. You provided beneficial information and suggestions to a multitude of issues affecting me as an out-of-state seller from the tenants then living in my house to primary residence status. Your guidance/representation were invaluable in negotiations during the closing and inspection periods in making me feel I was making informed decisions and giving me confidence in the positions I took.
- 4) Uncertain times. It was unfortunate timing that my house went on the market immediately following the September 11<sup>th</sup> terrorist attack. Despite the occurrence of this tragic event that was weighing so heavily on everyone's mind in the days following, you were able to host a successful realtor's tour, open house and ended up with 3 offers for me to consider in less than a week after the open house. Despite the weakened economy, I accepted an offer that was over my asking price.
- 5) It's the little things. You know what it takes to sell. You recommended detailed inspections so that interested buyers had all the information they needed to consider making an offer. Since I wasn't there, I relied on your guidance in recommending minor touch ups like house cleanings and yard work -- and you always had references. You went the extra mile to ensure there was a spare key for the people that needed access to the house and were even present for the inspections.
- 6) Smooth process. You took care of everything from doing some nice marketing, scanning and summarizing important documents for me to view quickly and easily, quickly (and I mean that!) preparing counter-offers without a lot of fuss, keeping me informed of progress and being responsive to my calls and questions. There were no hiccups, even in the midst of world events and my honeymoon in the middle of closing (not one for timing, I guess). It couldn't have been smoother.

Thank you for your professionalism and representation.

Sincerely,

A handwritten signature in cursive script that reads "Lisa Newton".

Lisa Newton  
Contract Negotiator