



BURLINGAME PROPERTIES

2012

REAL ESTATE MARKET REVIEW

PRESENTED BY **RAZIEL UNGAR**, *REALTOR*



Dear

Neighbor,

It is a pleasure to share with you my second annual review of the Burlingame residential real estate market. In this report, which is based on extensive personal research on behalf of my current and prospective clients, you'll have an opportunity to examine 2012 market trends and relevant sales statistics, explore what's happening in your neighborhood, and learn more about our town. I hope you will enjoy this report and find it useful.

This past year was the strongest market we've seen in the last few years. The average price per square foot increased 9.7% from 2011, while the median price increased 4.3%. The average number of homes for sale was the lowest in the last four years and nearly half the inventory of 2009, driving prices nearly back to levels at the peak. With more competition among buyers for fewer homes, the multiple offer market is back, with many properties selling with no contingencies. The first quarter of 2013 has continued the trend at a torrid pace. In March, the average home sold at 106% of list price, and there were just 13 homes for sale at the end of the month, compared to 31 in March 2012 and 47 in March 2011.

Meanwhile, the San Francisco to San Jose corridor experienced the fastest job growth in the nation for much of 2012. About 30,000 jobs were added, the most since 2000. There were strong gains in the tech sector, punctuated by a number of recent IPOs of locally based companies including Facebook, Yelp, Zynga, WageWorks, Guidewire Software, and SolarCity.

Our market has become increasingly global, as Burlingame's warm weather, friendly community, excellent schools, abundance of parks and recreation choices, quaint downtown, and beautiful treelined streets continue to attract homebuyers from all over. A good percentage of traffic on my website is international, and I recently had two listings sell to overseas cash buyers.

Having been born and raised in Burlingame, and having purchased my first home in Burlingame this past year, I know that living here offers an experience and quality of life rarely matched elsewhere. I am proud to serve our community. If there is anything I can do for you, please do not hesitate to let me know.

Best wishes,

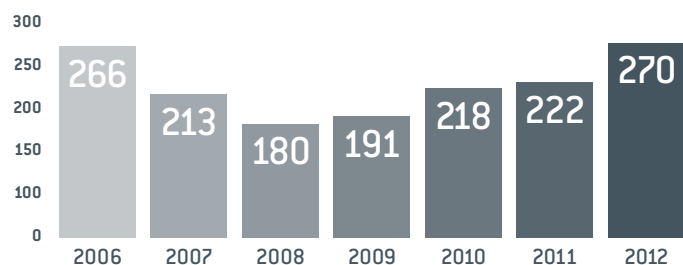


Raziel Ungar

P.S. I invite you to visit my recently launched website, burlingameproperties.com, which has detailed neighborhood information, videos, the latest market trends and statistics, and more.

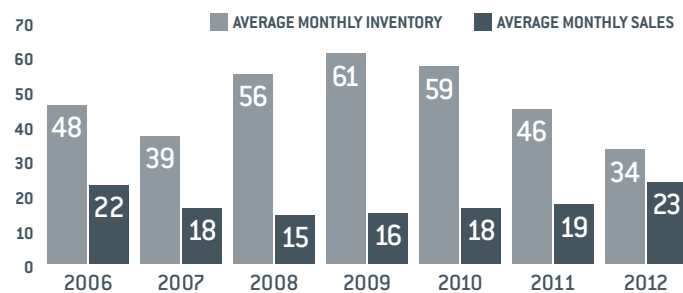
RAZIEL'S DATA & MARKET COMMENTARY

HOME SALES



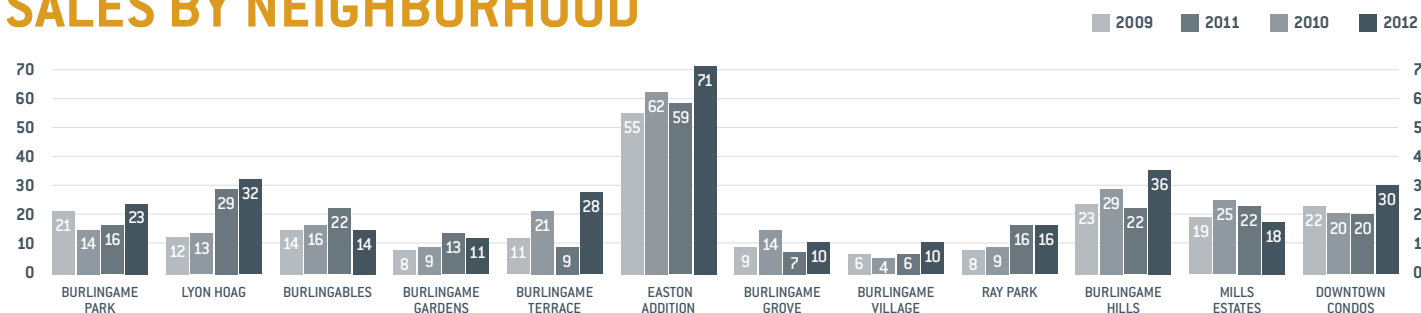
Home sales increased for the fourth year in a row, reaching 270 transactions in 2012, the most of any year since 2005. Since bottoming out in 2008 at 180 sales, sales activity has increased by 50%. More sellers were successful in 2012 than in past years based on the ratio of sales to new listings. In 2012, the ratio was 85%, indicating that about 4/5 of new listings sold, which was the highest ratio since 2004. In the depths of the real estate downturn in 2008, the ratio fell to 55%.

INVENTORY & SALES



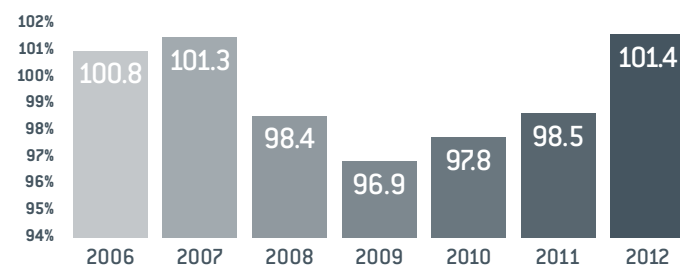
Inventory decreased again in 2012 to its lowest level since 2004 as sales were up and the volume of new listings was flat (not surprising for Burlingame). Low inventory has contributed to homes receiving multiple offers and rising prices. Many sellers have realized this and been able to sell for more in 2012 than in the previous few years. There were an average of 34 homes for sale at the end of each month in Burlingame in 2012, down from 46 in 2011. In no month did inventory reach 50 homes. The most number of homes for sale in any month in 2010 and 2011 were 61 and 77 homes, respectively.

SALES BY NEIGHBORHOOD



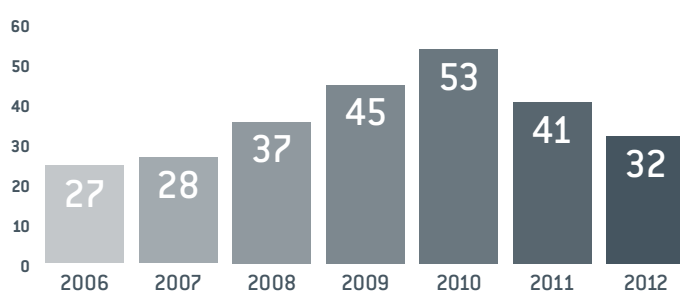
Only 3 of the 12 neighborhoods experienced fewer sales in 2012 than 2011.

SALES PRICE TO LIST PRICE



The ratio of the sales price to list price is a shorthand measure of buyer demand relative to seller supply. A ratio over 100% indicates buyers are paying over the asking price, and a ratio under 100% is a sign of sellers accepting offers under the asking price. In 2012, it was 101.4%, the highest since the red hot 2005 market, when it was 104.4%. It is the fourth year in a row this ratio has increased. While this statistic does not take into consideration the ratio of the sale price to original list price if a home had a price adjustment or was relisted, a ratio of 101.4% is not surprising given that a majority of homes in Burlingame sell with multiple offers over the asking price.

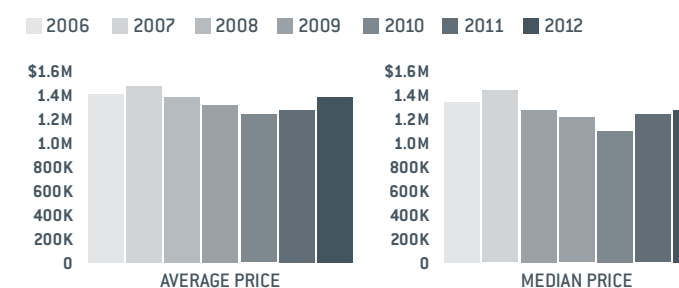
AVERAGE DAYS ON MARKET



The average home sold in 32 days in 2012, 9 days faster than in 2011. The average is skewed higher by a subset of homes that sell after remaining on the market for 100+ days. More than half of all Burlingame homes sold in 2012 were on the market for less than 2 weeks. In the entire Bay Area, the average days on market is just over 40, while for all of California it is just under 40.

IN 2012, THE AVERAGE SALES PRICE IN BURLINGAME INCREASED 9.0%, AND THE MEDIAN SALES PRICE INCREASED 4.3%.

SELLING PRICES



There was a clear increase in prices in Burlingame in 2012. Over the last year, the average sales price was up 9.0%, the median sales price was up 4.3%, and the average price per square foot was up 9.7%.

The monthly data points to a continued upward trend. The average price per square foot for all of 2012 was \$657. In the first quarter, the average was \$622, in the second quarter it was \$656 and the final six months of the year averaged \$664. Similarly, the median price for all of 2012 was about \$1,275,000. However, in each of the final seven months of 2012 the median price was at least \$1.3 million.

Recent price increases mean that 2012 selling values were closer to the peak in 2007 than the trough in 2009/2010. If results from just the last 3 to 6 months of 2012 continue, prices will only be about 5% below the previous peak. As a spot check, five homes that sold in 2007 and again in 2012 (in the same condition and size) sold for -12.4%, -7.5%, -6.2%, -1.8%, and +11.3% different than their 2007 "peak" selling price.

HOME SALES BY PRICE RANGE

PRICE RANGE IN DOLLARS \$	SMALLEST S/F	LARGEST S/F	AVERAGE S/F	AVG. DAYS ON MARKET	NUMBER OF SALES	AVG. SALES TO LIST PRICE
1M OR LESS	810	2,240	1,030	35	67	102.5%
1M-1.25M	650	4,060	1,761	28	57	101.0%
1.25M-1.5M	1,370	2,910	2,099	28	59	102.5%
1.5M OR MORE	1,650	6,461	3,087	36	86	100.1%

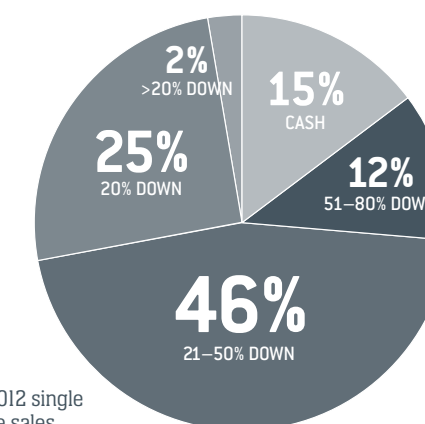
Bidding wars were more common in the lower price tiers. Under \$1.5 million, over 60% of homes sold at or above asking. Above \$1.5 million just under half of homes sold at or above asking. For the 35 homes that sold over \$2 million, only five sold for at or above asking.

Note: This Review is focused on single family homes in Burlingame, and does not include condominiums, unless specifically noted. DOM refers to days on market. The abbreviation s/f refers to square footage. Data sources: MLS Listings, CoreLogic and Case-Shiller Index. All information deemed reliable but not guaranteed. If your property is currently listed for sale, this is not a solicitation. © 2013 Raziel Ungar

FINANCING

Eighty-five percent of Burlingame homebuyers took out a first loan and 15% paid cash in 2012. Although 20% down is the classic industry norm, Burlingame buyers typically put down much more. The average down payment amongst borrowers was 32%, while amongst all purchasers it was 42%. A vast majority of homeowners obtaining loans (93%) chose a 30 year fixed loan, with a few buyers opting for 15 or 40 year loans. Despite historically low interest rates, a surprising 33% of Burlingame loans were adjustable rate mortgages, indicating that buyers felt that either they would not be in the home long enough to make a fixed rate loan worthwhile, or they planned to pay off a large part of the loan in the next few years and minimize current payments. Alternatively, this could also be evidence that more buyers were stretching to afford their purchase. We also found that Wells Fargo Bank did nearly 3 in every 10 home loans in Burlingame, while First Republic Bank was second with about 1 of every 10 home loans.

DOWN PAYMENTS



Based on 2012 single family home sales.

MARKET SUMMARY

2012 will be remembered as a return to the sellers market of the mid 2000s. Prices rose, and most homes sold quickly with multiple offers. Still, even in this market, many homes do not sell. Over 50 listings expired or were cancelled in 2012, often because sellers were too ambitious or because the home was not marketed correctly. About 40% of homes sold under their final asking price (although typically not by much).

Sellers: Properly priced homes in very good condition in excellent locations will continue to sell quickly. Others may have to work harder than they expected. Staging, architectural grade photography and video, and a comprehensive online marketing plan are the keys to stoking buyer interest and attracting multiple offer situations.

Buyers: In this market, buyers should be prepared to act decisively when the right home becomes available. On the other hand, homes that were on the market for more than two weeks sold for less than the asking price on average in 2012. There are still opportunities to negotiate.

Condos: Typically, there are around 6 or 7 single family home sales for every 1 condo/townhome sold in Burlingame, with half of those sales occurring in the downtown area. Last year was an exception due to a new condo building at 1838 Ogden in Mills Estates, which had 27 sales. Last year, there were 78 condos/townhomes sales, an increase from the previous four years which saw between 30 to 45 sales per year. The condo market followed the same patterns as the single family, with lower inventory, rising prices and faster sales. Average condo prices were up 2.1% in 2012, and median prices were up 3.3%.

BURLINGAME NEIGHBORHOODS

In this section, we've distilled the most relevant and important local market conditions neighborhood by neighborhood for your review and analysis.



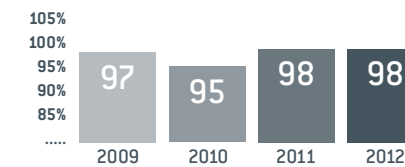
For more detailed map information, visit www.burlingameproperties.com.



BURLINGAME PARK 460

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	16	\$1,554,438	\$1,785,375	\$609	24	98.2%
2012	23	\$1,469,217	\$1,784,783	\$644	37	98.0%

SALES PRICE / LIST PRICE



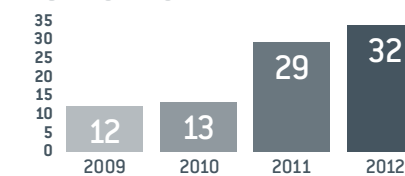
Burlingame Park is where one can find many of the largest homes in Burlingame. The average sales price to list price ratio was slightly below 100%, and only a couple of homes sold for more than the asking price. However, it could also be evidence of sellers pricing ahead of the market as well. Regardless, most sellers were successful in attracting offers they deemed to be sufficient. Only 4 listings were cancelled or expired in 2012. Not all of these necessarily represent an inability to field a good offer. Sometimes sellers decide to pull their listing off the market as their plans change. The number of cancelled or expired listings was down from prior years. One home, a 2,614 s/f 4 bedroom at 270 Chapin, had an asking price of \$1,875,000, and sold for \$1,998,000. Interestingly, it was originally on the market in Spring 2010 with an asking price of \$1,799,000 and failed to sell after 5 months on the market.



LYON HOAG 462

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	29	\$855,621	\$933,379	\$527	32	99.6%
2012	32	\$1,059,000	\$1,076,000	\$619	32	106.2%

HOME SALES



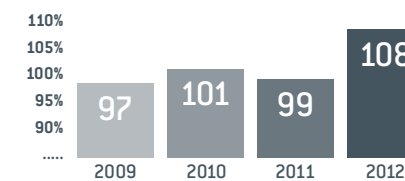
Although average and median prices in Lyon Hoag are below the Burlingame citywide average, last year they crossed the \$1 million mark due to neighborhood's relative affordability. There were nearly 30 single family homes that sold for less than \$850,000 in all of Burlingame in 2012, and one third of them were in Lyon Hoag. The average sales price to list price ratio in the neighborhood was at 106%, and all standard measures of pricing (average price, median price, average price per square foot) were up at least 10% from 2011 to 2012. One home set a new record for the highest price paid in the neighborhood—a 3 bedroom, 2,980 s/f home at 211 Clarendon had an asking price of \$1,395,000 and sold for \$1,750,000.



BURLINGABLES 463

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	22	\$1,093,136	\$1,188,000	\$653	34	99.3%
2012	14	\$1,134,971	\$1,159,214	\$708	9	108.5%

SALES PRICE TO LIST PRICE RATIO



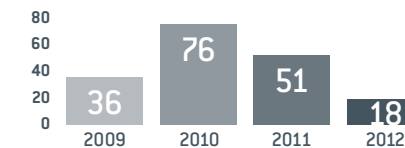
The Burlingables neighborhood continues to be in very high demand among homebuyers. Most homes sold quickly and for well above the asking price. The average days on market was just nine, which is almost comically low. Only one of the 14 sold homes was on the market longer than 13 days. While the number of homes sold was less than 2011, this was due to tighter inventory, and nearly all homes received multiple offers. The ratio of the average sales price to list price was nearly 109%, meaning that the average home sold for 9% more than the asking price. Half of the homes sold for at least 10% above the asking price. Two 2 bedroom homes sold for well over \$1 million. The average price per square foot was just over \$700, up from about \$650 in 2011.



BURLINGAME GARDENS 464

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	13	\$811,385	\$829,385	\$522	51	96.9%
2012	11	\$855,818	\$886,091	\$651	18	102.4%

AVERAGE DAYS ON MARKET



In 2012, Burlingame Gardens was the only neighborhood with average or median prices below \$1 million. Buyers were drawn to the relative affordability of Burlingame Gardens (relative to other parts of Burlingame). The average sold home was on the market for just 18 days. In prior years, the average has always been above one month. The average price per square foot was \$651, well above 2010 and 2011 levels. While still below \$900,000, the average and median selling values were the highest since 2008.

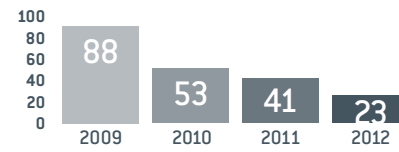


BURLINGAME TERRACE 465

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	9	\$996,111	\$955,111	\$553	41	97.6%
2012	28	\$1,022,357	\$1,106,857	\$672	23	100.8%

Sales activity rebounded sharply in the Burlingame Terrace neighborhood in 2012. There were 28 homes sold, up from 9 sales in 2011, and even more than the 21 homes sold in 2010. The average DOM was just 23 days in 2012, down from over 40 in each of the prior three years. Over half of the homes that sold did so in less than two weeks, and prices were at their highest level in years, as median and average prices topped \$1 million for the first time since 2008. The average price per square foot also increased. In 2011, the highest sale occurred at \$652 per square foot. In 2012, over half of the homes sold in the neighborhood went for more than \$652, including a handful above \$800.

AVERAGE DAYS ON MARKET

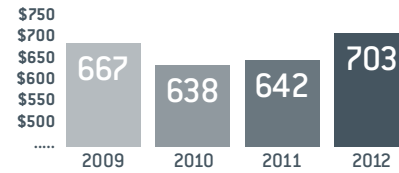


EASTON ADDITION 466

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	59	\$1,538,932	\$1,594,000	\$642	53	97.7%
2012	71	\$1,734,944	\$1,758,930	\$703	33	99.2%

About one out of every four homes sold is located in Easton Addition, Burlingame's largest neighborhood. Home prices increased about 10% in 2012, erasing all of the decrease in values since 2008. The average price per square foot was above \$700 in 2012, pushing up average sales prices to well over \$1.7 million. One three of 71 homes sold were under \$1 million, down from five in 2011, and only about one out of ten sales in the neighborhood were below \$1.25 million. Inventory tightened up at the end of 2012, beyond the normal seasonal variation. At the end of the year, there were only three unsold homes on the market, compared to eight homes at the end of 2011. Low inventory means buyers must act quickly, or risk missing out on a home. The average days on market in 2012 was 33 days, about three weeks faster than 2011.

PRICE PER SQUARE FOOT

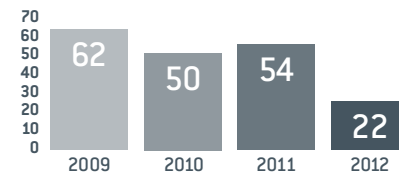


BURLINGAME GROVE 467

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	7	\$1,015,571	\$1,181,571	\$640	54	97.9%
2012	10	\$1,053,200	\$1,077,500	\$706	22	104.0%

Of the 10 homes sold in Burlingame Grove in 2012, all but one was on the market for less than a month. The average days on market was just 22 days, down from 54 days in 2011. Inventory remained low in 2012, with an average of two unsold homes on the market at the end of each month, compared to five or six prior to 2011. The average price per square foot was \$706 in 2012, up from \$640 in 2011. The average sales price to list price ratio was 104% in 2012, meaning that the average home sold in 2012 did so for 4% more than the asking price. The average does mask home-to-home variation. Three homes sold for more than 10% above the asking price, while three homes sold for less than the asking price.

AVERAGE DAYS ON MARKET

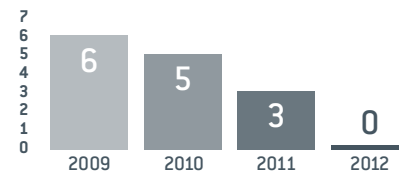


BURLINGAME VILLAGE 469

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	6	\$927,500	\$997,833	\$657	38	99.1%
2012	10	\$1,005,100	\$1,086,700	\$602	16	100.0%

Homes that sold in Burlingame Village last year did so quickly, with the average home selling in just 16 days. While lower than past years, it was not wholly atypical, as the average home sold in the past few years was only on the market for a month. Average home selling values in the area are around \$1 million, less than the Burlingame average of around \$1.3 million, but largely because of homes having less square footage than in other neighborhoods. Interestingly, all homes that came on the market in 2012 sold. Most telling is that no listings were cancelled or expired. In previous years, about 40 percent of Burlingame Village inventory did not sell, either because sellers did not receive an acceptable offer or they changed their mind about selling.

EXPIRED OR CANCELLED LISTINGS

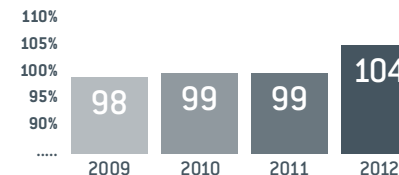


RAY PARK 470

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	16	\$1,314,000	\$1,379,063	\$633	21	99.1%
2012	16	\$1,283,438	\$1,305,563	\$680	31	104.4%

There were a number of bidding wars in the Ray Park neighborhood, which remains one of the most desirable areas of Burlingame. The average sales price to list price ratio in 2012 was 104%. Six of the 16 homes sold for at least 10% more than the list price. These sellers received offers that were on average \$150,000 more than their asking price. Of course, not all homes sold for more than the asking price. Some sellers priced ahead of the market. There were 16 homes sold in Ray Park in 2012, the same as 2011. The average and median selling values were down from 2011, due to the average home sold in 2012 being 200 square feet smaller than in 2011. The average selling price per square foot was \$680 in 2012, up noticeably from 2011. Seven homes sold for more than \$700 per square foot, including four above \$750 per square foot. By comparison, in 2011, only two homes sold for more than \$700 per square foot, and the highest sale was at \$733 per square foot.

SALES PRICE / LIST PRICE

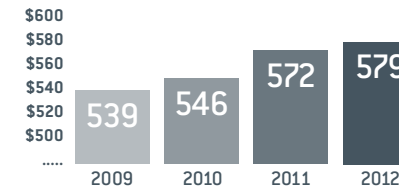


BURLINGAME HILLS 471

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	22	\$1,424,864	\$1,263,545	\$572	47	97.0%
2012	36	\$1,602,528	\$1,565,861	\$579	65	96.7%

Many of Burlingame's largest homes are found in the Burlingame Hills. Despite accounting for less than 15% of sales, half of the 20 largest homes sold last year were in Burlingame Hills. The average home sold in the neighborhood was about 2,750 square feet, higher than the nearly 2,100 square Burlingame average. The average days on market was 65 days in 2012. The average is skewed by a handful of homes that remained on the market for more than 100 days, as more than half of homes sold in less than a month. The average and median prices appear to be up sharply in 2012 compared to 2011, but this is partially due to larger homes selling in 2012 than 2011. The average price per square foot was only up slightly, though it has increased steadily over the past few years. Only two of the 36 homes sold in 2012 went for at least five percent above the asking price. In all of Burlingame, about one quarter of homes sold for at least five percent above asking.

PRICE PER SQUARE FOOT

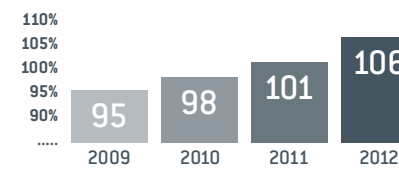


MILLS ESTATES 472

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	22	\$1,321,273	\$1,353,273	\$553	38	101.3%
2012	18	\$1,417,944	\$1,405,722	\$631	13	106.4%

Mills Estates was a seller's market in 2012. The average days on market was just 13 days and only two homes sold in more than 16 days. Only two homes sold for less than the asking price, with multiple offers on properties being common. The average sales price to list price ratio was 106%, meaning that homes on average sold for six percent above the final asking price. Average and median sales prices rebounded to the same levels as 2008, erasing all of the losses from 2008 to 2010. The average price per square foot was \$631, the first time above \$600 since 2008. The lowest sale in Mills Estates was \$1.22 million for a 1,660 square footage home with 3 bedrooms and 2 bathrooms.

SELLING PRICE / LIST PRICE

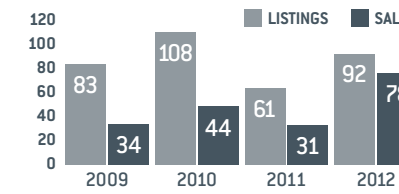


CONDOS/TOWNHOMES

YEAR	SALES	AVG PRICE	MEDIAN PRICE	PRICE PER S/F	AVG DOM	SALES/LIST PRICE
2011	31	\$617,452	\$588,355	\$414	76	98.2%
2012	78	\$630,564	\$607,513	\$480	30	99.1%

Sales of condos/townhomes were way up in 2012, though one of the main driving factors was the new condo development at 1838 Ogden in Mill Estates, which had 27 sales. Excluding those sales still leaves 51 condo/townhome sales, a sharp increase compared to 2011. In any given year more than half of the condo/townhome resales in Burlingame are in the Downtown Burlingame market, where most of the residential buildings are multi-family structures. 2012 was no exception as 30 units traded hands in Downtown Burlingame. Inventory levels have plummeted too: at the end of 2012, there were less than three units for sale, compared to eight units available at the end of 2011 and 17 units at the end of 2010. Due to the wide variety of condo pricing, observing price trends can be difficult. The largest units on Floribunda often sell for over \$1 million, while smaller 2 bed units sell for closer to \$500,000. A sample of 6 units that sold in Downtown Burlingame which also sold in 2009 or 2010 point to rising prices. The average price increase of those six units over the 3 to 4 years was +10%. Overall, the data suggests that condo prices are rising, similar to what we are seeing in the single family market.

LISTINGS & SALES





ABOUT RAZIEL

- Born and raised in Burlingame
- Top 10 Burlingame Realtor
- Top 1% of Coldwell Banker Agents nationwide
- Graduate of the Program on Negotiation at Harvard Law School; B.A. Economics UCLA
- Burlingame Library Foundation Board Member
- 8X more closed sales than the average agent in San Mateo County
- Creator of Burlingame Buzz, a series of documentary-style short films about Burlingame's locally-owned small businesses, restaurants, schools and more
- Instructor, Homebuying 101 At Community Education, San Mateo Community College District



RAZIEL'S PHILOSOPHY & CORE VALUES

Raziel prides himself on providing an exceptional combination of concierge service, marketing savvy, and value as a negotiator to his Burlingame clients. Everything Raziel does is centered around what's best for his clients. His philosophy is simple: he treats others as he would want to be treated himself. Raziel's mission is to help his clients achieve their real estate goals, and to serve them with fairness, integrity, and earnest representation. He is patient, articulate, persistent, and assertive when necessary, and his clients always know they sold or bought at the best possible price.

MARKET KNOWLEDGE

As a Burlingame expert with in-depth market knowledge, Raziel will educate you about the recent comparable sales to your home, help you understand the nuances of timing the market, and analyze your potential competition.

PREPARING YOUR PROPERTY FOR SALE

As a trained listener, Raziel will spend time understanding what is most important to you in your sale. He will offer suggestions which will enable you to fully realize your home's value. Raziel will create a detailed schedule of milestones, coordinate all aspects of the inspection process, and assist you with completing the listing documents and mandated disclosures.

MARKETING

Raziel's strategic marketing plan showcases the features of your home and its neighborhood to encourage buyers to visit your home with their agent, at open house, or via private showing. His cutting edge

program is particularly geared towards the modern buyer: over 90% of today's buyers—regardless of whether they are working with an agent—are searching for homes online. The old methods of simply placing a sign in the ground and advertising in the newspaper are no longer the primary drivers of traffic to your home. With Raziel's finely crafted online strategy and placement on his popular website BurlingameProperties.com, your home will be positioned to reach the widest pool of buyers and generate the strongest possible interest. His sellers benefit from his unique approach to highlighting both the home's amenities and your neighborhood through a high definition short film. Raziel's community website, BurlingameBuzz.com, is the leading video site in Burlingame.

CONTRACT NEGOTIATION

Raziel's role as an expert negotiator will help you achieve the highest possible price with the cleanest terms, in the shortest amount of time. It takes an experienced agent who is skilled in understanding the complexities of the contract, and thoroughly adept at explaining these nuances to you in order to negotiate successfully on your behalf.

ESCROW MANAGEMENT

Raziel personally ensures everything flows smoothly in the escrow period so you can relax, working with the title company, assisting the buyer's agent, and making sure all of your needs are satisfied all the way through closing.

REPUTATION

Raziel is proud of the excellent reputation he has earned. He believes that an agent's reputation for integrity significantly impacts the success of a real estate transaction.



GIVEN PREVIOUS EXPERIENCE WITH REAL ESTATE AGENTS, WE EXPECTED A TRADITIONAL LEVEL OF SERVICE SURROUNDING JUST THE TRANSACTION. WITH RAZIEL, WE HAVE EXPERIENCED A LEVEL OF SERVICE FAR BEYOND JUST THE TRANSACTION.

—CHRIS STRATAS & LAURA DRABIK

“ Your level of professionalism made what could have been a nerve-racking, stressful process, a very enjoyable process. I appreciate that you were willing to share honest opinions and advice with us. It was a huge relief to know that you always had our interest in mind in everything that you did for us and that we could trust you. ”

—JOHN & MELISSA MCGUIRE

“ I had the pleasure of working with Raziel Ungar as listing agent in connection with the sale of my mother's home. In my professional career [as an attorney] I have worked extensively with developers, builders, and real estate sales organizations. Based on my experience, I must say that the level of service provided by Raziel from the initial market analysis through the date of closing exceeded my highest expectations. His guidance throughout was thoughtful, upbeat, and very effective. ”

—JOHN HEALD

TESTIMONIALS

“ In all the real estate purchase transactions I've been involved in since 1977, I have learned that it usually comes down to one person, and that person is the Realtor.

I've seen many people promise things up front which didn't materialize or create rationales why something did or didn't happen during the selling or buying process, and conversely, be surprised when something happened that they hadn't ever encountered before, costing me time or money. None of these things occurred when I was working with you, Raziel.

From the beginning and all the way through the completion of escrow today, you have been focused on delivering accurate and timely information and perhaps more importantly, developed a marketing strategy with tactics that have proven to be 'spot on.' They worked because you have the business expertise and sales sensibilities to get the job done right. It's that simple.

This resulted in receiving not one or two or three or four, but six offers over asking price for the property we were selling, all cash, no contingencies with a quick close. We were ecstatic! That final offer I may add, is the highest price paid for a similar property in this community in many years. I have seen professionals in both commercial and residential real estate be less effective and certainly not as focused as you are, Raziel, and so someone usually leaves the table with a sour taste. Not in this case, as you have made certain that every offer and all the realtors and buyers involved were given what I now call 'Raziel Ungar Purposeful Professionalism.' It was a pleasure seeing you effectively deal with all different types of individuals, egos, problems and surprises...creatively, passionately, and intelligently.

I thank you for putting many thousands of dollars more into my bank account today and those of each of the owners. And the buyers are pleased because everything worked smoothly with your team at the back end. I am sending this to you unsolicited because I wanted someone considering retaining you to be their agent to read and understand what a fabulous Realtor and young man you truly are. You have achieved my respect and appreciation. I look forward to working with you again, Raziel. Thank you! ”

—A.O.



Raziel Ungar

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MAXIMIZE THE SALES PRICE OF YOUR HOME

Get a real estate marketing plan custom fit to your home and target sales date with:

COMPLETE CONFIDENTIALITY

Your consent comes before any involvement of colleagues and industry professionals.

HONEST, COMPREHENSIVE ASSESSMENT

Raziel is known for his candid and thorough evaluation to help understand your local market conditions to achieve you the highest possible price.

PROFESSIONAL STAGING & COMPELLING MARKETING MATERIALS

All staging, photography, brochure, and custom web presence is done by a team of professionals as directed by Raziel.

TARGETED MARKETING TO YOUR MOST RELEVANT AUDIENCE

Customized for each home utilizing diverse and targeted mediums including neighborhood video, Facebook advertising, targeted postcards to HR and relocation professionals, and Coldwell Banker's deep pool of buyers.

