

Mr. Steve Spears  
Broker-Owner  
Prudential California Realty  
677 Portola Drive  
San Francisco, CA 94127

Dear Steve,

Re: It's all about Andrew & the "A" team!

"He would not go so far as to call it a bubble, but Alan Greenspan, in response to a question in the spring of 2005, acknowledged that there were signs of "froth" in the housing market. More than a year later, the froth has all but disappeared: sales of homes are falling, for-sale signs are sprouting across the nation's front lawns and price increases have slowed to a crawl." New York Times, Business Section August 10, 2006, Vikas Bajaj, Reporter

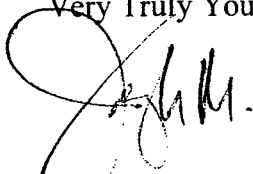
It was in the midst of this correction, April 2006, that my wife and I decided to sell our San Francisco residence, a neo-classic vintage 1924 Forest Hill home. In keeping with this decision we interviewed three brokerage firms to as to determine which, in our opinion, would be best suited to represent our interests. The three companies selected for the interview process were Pacific Union, Prudential California Realty, and Sotheby's International. Comprehensive discussions were held that included a review of credentials, market analyses, buyer profiling, valuation of our home, sale preparation, types and frequency of showings, timing of sale, pricing strategy and recommendations regarding marketing and advertising. Your firm was selected on the basis of having scored the highest of the three firms interviewed. In the "sellers market from hell", were one to believe the media; i.e. year to year new home sales reporting double digit declines, consumer confidence off approximately 3%, mortgage applications down approximately 0.3% from the prior month, the Prudential California Realty "A" team took on the assignment of selling our home. With the confidence that comes from numerous successful campaigns our home was prepared for sale; the coveted cover of San Francisco Real Estate Magazine was reserved so as to be released one day prior to the initial brokers' open house – a brilliant and dramatic move. At Andrew's suggestion Carole Sofer's staging company creatively prepared our home using a great deal of our

furniture and art while adding important discrete enhancement so that our home became a veritable showcase. Jacques Elissary supplemented and maintained our garden areas so that everyone who entered the property was treated to a beautifully manicured park-like setting. This too was provided at a most reasonable cost.

#### Andrew & the Magic Ingredients

The following factors separate and distinguish Andrew & the "A" team from the competition: **ATTENTION TO DETAIL:** The smallest details are anticipated and dealt with – an example is the staging. Everything was done for a reason which was both cosmetic and practical. The result, choreographed by Carole Sofer and her chief lieutenant, Kelly, was absolutely stunning. **COMMUNICATION:** Andrew is a master of communication. There was not one scheduled showing that was not followed by a complete debriefing. All showings were preceded by ample notification. Another example of care and detail – our mail was always placed on the kitchen table following a showing so as to both protect our privacy and maintain a pristine environment for the prospective buyer(s). **RESILIENCE: THE CULTURE OF SUCCESS:** Anyone who has spent any time in the real estate business knows there are both good and bad days. Andrew and his fiercely loyal team did not embrace the concept of failure – at any stage of the assignment. If Andrew got knocked down, he would pick himself up, dust himself off and proceed with fresh resolve to the next chapter. At no time did anyone on the team express any sentiment other than a positive attitude regarding the anticipated successful conclusion of their mission. **EMPATHY & SENSE OF MISSION:** Once interested parties had been identified and contracts initiated, Andrew at two critical junctures spent inordinate time, often late at night, empathizing with the buyer's agent and providing sage counsel with respect to her client's concerns. These sessions inevitably lead to resolution which, in turn, resulted in the successful sale of our home. How Successful? From the moment the home was listed to the actual close took just under two months. Last, but not least, with all that has been said in respect of this sale and the extraordinary effort put forth by Andrew and his colleagues, including Pat Flagiello and Amy Hayes and those already mentioned in addition to Liz Reinares of Fidelity National Title Company we realized 96.34% of our \$2.5MM+ asking price and would heartily recommend Andrew Herrera II to anyone considering the sale or purchase of a home in the Forest Hill/St. Francis Wood section of San Francisco.

Very Truly Yours,



Joseph M.

✓cc: Andrew Herrera II