

AGENT PROFILE



Tracy Sichterman *Bill McDowell*

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Why Two is the Magic Number

Combining our gifts to our clients' benefit

Bill and Tracy define their unique partnership as an earnest collaboration. When asked how two agents with contrasting backgrounds and of different generations came together, the team answered, "We are both perfectionists. Even so, no one can be all things to all people. Two have a better chance." Bill and Tracy value each others differences. Their strengths and continued dedication unite to benefit their clients.

"I can't recommend Bill and Tracy highly enough, as both a buyer's and seller's agents. They got us a big break on the purchase price when we were buying, and top dollar when we sold. Bill and Tracy know Berkeley and its neighborhoods / micro markets very well. They are terrific with numbers and contracts, crackerjack negotiators, and great with marketing." — Esteban



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Tracy Sichterman adds creative punch to the team's efforts. She is adept at visualizing Buyers' dreams, and helps Sellers see their home's aesthetic and marketing potential. She has a true talent for space, form and color, showing Sellers new techniques to accentuate their home's positive features.

As a bona fide wordsmith, Tracy works magic with flyer-friendly prose transforming the advertising medium. The creativity that assists home sellers is also a plus for home buyers: Tracy truly thinks outside the box.

Analyzing the market, she constantly reinvents her approach, giving buyers a competitive advantage. Once in contract on a home, it is still not business as usual. During negotiations, Tracy is known to write a detailed thesis defending her clients' position.

Beyond her background in art, Tracy is also tech-savvy, keeping long-distance (or just busy) Buyers and Sellers connected. She has a reputation in the area for being a technology leader, understanding how to utilize advanced web and social media platforms to their client's benefit.

*Our
collaboration
evolved from
the challenge
to provide
unparalleled
service to our
clients.*

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Bill McDowell's solid background in business management and customer service lends a reassuring certainty to clients. Bill is good at what he does because he truly cares about people. Because of his integrity and energy, he has been touted as "the real estate boy scout." This moniker is expressed in many individual acts, including his Sunday morning escapades. On Sundays, Bill strolls the neighborhoods surrounding his current listings, placing the morning paper on front doorsteps along with a personal invitation to his open house.

Bill brings valuable insights to the partnership as Berkeley Hills Realty's owner/transaction manager. The team can quickly adapt to market changes thanks to his overview of the company's transactions. Bill displays an amazing attention to detail which protects clients by cushioning the Buyers' experience and limiting Sellers' liability. His responsibilities as owner/manager also keep him tending home base at the Berkeley Hills office. To the benefit of Buyers and Sellers, he is available to answer questions and to field calls while accessing all of the office resources.

Exhibiting a strong work ethic, Bill is often teased by his colleagues for his reluctance to take a vacation. Bill has extensive neighborhood knowledge as an East Bay native. He has been practicing real estate since 1988.

We really appreciate the enormity of what our clients entrust to us... We are honored when people choose us to represent them in this very special process.