



BHR family BOOK

Individually, we are as varied as the East Bay demographic we serve. Together, we share the core values and principles that nurture success. Through the respect of our individuality and an active embrace of our mutual focus— we became a family.





ABOUT
BERKELEY
HILLS
REALTY

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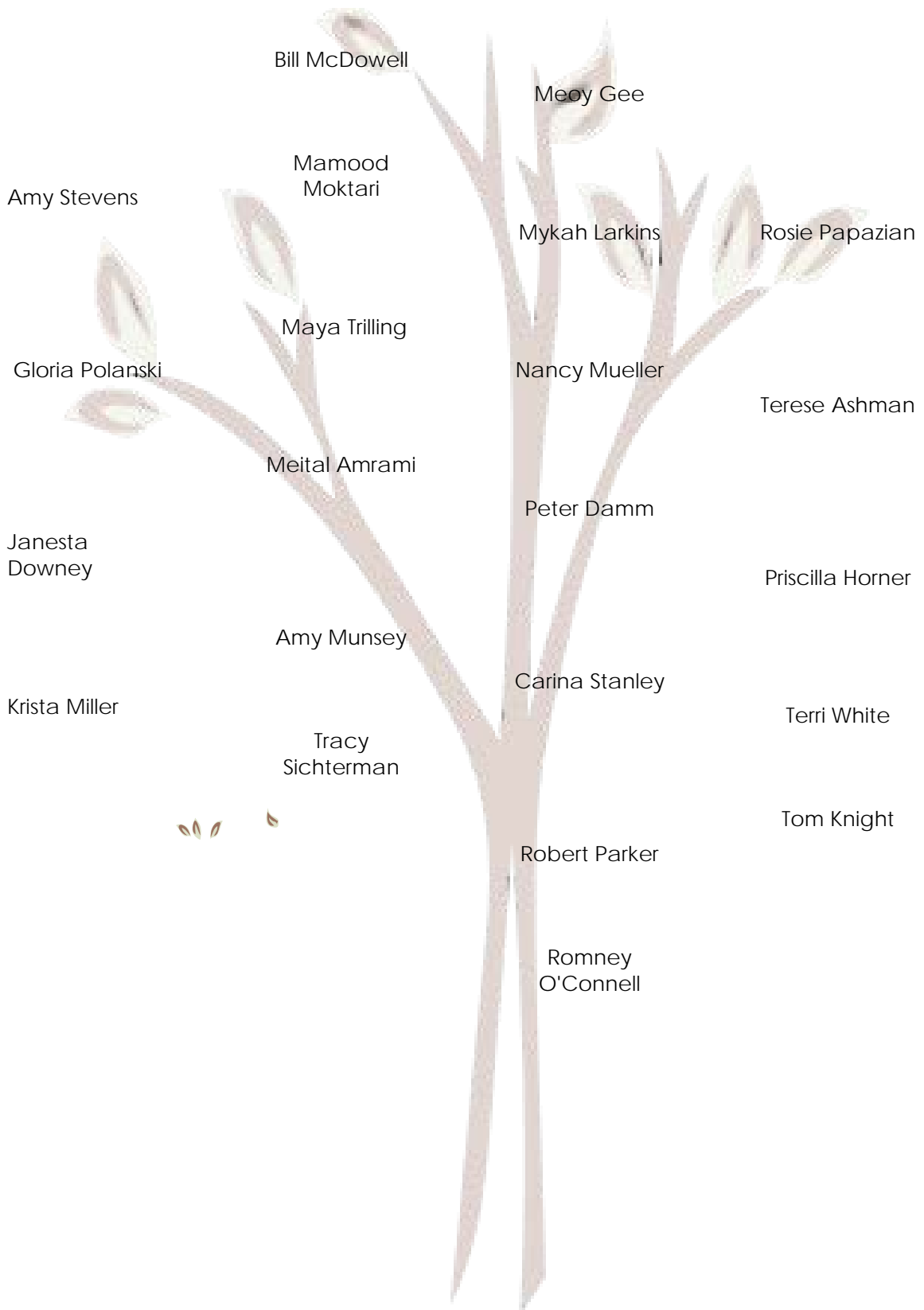
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OUR 2014 BERKELEY HILLS FAMILY



FAMILY

It might be due to the fact that we work in a cozy craftsman house with a fireplace at its center. It might be because we have lifted a few glasses and shared more than a few meals. It's likely because of the intensity of real estate practice which often requires our shared wisdom, the spirit of collaboration, and sometimes even a shoulder to lean on. Our crazy parking lot (which has seen both traffic jams and taco trucks) certainly has something to do with it. Somewhere amid the decades of life and work on Solano Avenue-- we became a family.



Relationships are our cornerstone. Our commitment to people goes beyond our clients, to our colleagues, our family, and into our larger community. We are conscious of the fact that our actions as Realtors resonate throughout the neighborhoods we serve. We actively support our local community; through contributions where we think monetary donations might matter, through our direct participation in projects and events, and through the integrity we bring to the real estate practice.

They say, "There's the family you're born with and the family you choose." Life is often about those choices. As independent contractors in real estate, we are all free to work out of any office. We chose to be here. This book is about why we work at Berkeley Hills Realty and how we've come to care about this place and one another.

OUR LEGACY

Our story began more than fifty years ago, in a small independent real estate office at the top of Spruce Street in the Berkeley Hills. A bond formed with the agents in that office based on a mutual dedication to ethical business practices and exceptional client care-- coupled with a healthy dose of comradery and love for the delights of life here in the Bay Area.



In 1980, the experienced agents from the Spruce office moved to our current location on Solano Avenue. Led by then Broker, Perla Wichner, the new company was officially named "Berkeley Hills Realty", both to reflect our original roots in the Berkeley Hills and our ties to the local community. Since then, leadership has always taken shape from our pool of long-time agents: First Nancy Mueller and Peter Damm, and now Bill McDowell and Tracy Sichterman. Berkeley Hills is the kind of place that breeds the kind of passion and loyalty that continually fosters growth from within our group.

The Firm specializes in properties throughout the East Bay because we live here, and we have for a long time. We are an experienced company with ethical, knowledgeable agents who look out for our clients' interests. Things have changed over the last fifty years, but lots of the great stuff stays the same. We have grown and adapted. Fast forward to 2014, we embrace new technologies and expand our territories without ever forgetting our roots and the friendships that got us here.



REAL ESTATE KINDNESS

1. **Be Passionate.** Do what you love. Kindness needs energy to thrive.
2. **Be Respectful.** Everyone has their own thought process and history. Other viewpoints are valuable. Listen more.
3. **Make it Personal.** Visit face to face. Pick up the phone. Handwrite a note. Chose unique individual closing gifts.
4. **Be Smart.** Foolish mistakes are painful. Commit to a lifetime of learning.
5. **Be Focused.** A kind transaction requires attention. Don't waste anyone's time through a lack of planning. Arrive to appointments 15 minutes early.
6. **Be Brave.** Tell the truth. Have the hard conversations without hesitation.
7. **Be Magnanimous.** Kindness doesn't discriminate. "A" clients might be your bread and butter, but don't ignore the "B"s and "C"s. Your kind acts will ripple beyond your reach.
8. **Be Humble.** Kindness doesn't over promise. Ego does.
9. **Be Communicative.** Don't keep people waiting or guessing about what's happening behind the scenes. They want to hear from you more often than you think.
10. **Practice Empathy.** Not just with clients in crisis, real estate can feel like a roller coaster for anyone. Speak to the situation as it relates to them on an individual level. Take the time to care.





WHY
BERKELEY
HILLS
REALTY

THE ASSIGNMENT

On Feb 10, 2014, at 3:31 PM, "Tracy Sichterman" <tracy@berkhills.com> wrote:

Great meeting today! Thank you all for sharing your experiences on the market and contingencies, etc.

Thank you all for inspiring me every day. I appreciate your willingness to collaborate on a culture book. For those of you who weren't here:

We 're going to publish a "Culture Book" this year for Berkeley Hills Realty! To get you started we have some examples of culture books at the office. We have a special culture here and we want to embrace it, and compile it in a form that will help us better share it. This is why we need your help. It isn't OUR culture if it doesn't have your voice. We need you to write 3-5 paragraphs answering the question, " What Does Berkeley Hills Realty Mean To You?" This is a free form exercise. I will not edit your entry. Nor do I want to preview them. Write from the heart. Please do not share them with each other. Feel free to hit the good and bad.



UNEDITED FROM JANESTA DOWNEY

Why Berkeley Hills Realty?

I like to frequently ask myself why do I do “this” and not “that” or think this way and not that way. It seems to add to my sense of purpose to answer these questions that don’t have a right or wrong answers... just a uniquely personal one.

I was initially drawn to Berkeley Hills Realty by two women I worked previously with at another office. The two women are special to me. I not only enjoy working with them but also knowing them. From that knowledge, I had a partial answer to the question “why Berkeley Hills”. I surmised that if the other people working at Berkeley Hills were half as generous and kind as Krista and Gina, I would be very happy in this office. I actually have come to believe that our office attracts nurtures and celebrates the type of people who work hard to achieve excellence and freely share their experience and knowledge. I feel joy when I step into our office/home...

To fully answer the question “why Berkeley Hills Realty” I have to speak about the leadership in our office. Tracy and Bill provide a vision of our collective selves that we all carry with us. Their leadership creates an office of people who have integrity and that integrity permeates all aspects of our lives. Consequently, the stellar reputation of our office precedes us as we interact with other Agents, Clients and our Community. I feel pride when I introduce myself as an Agent at Berkeley Hills Realty.

I love working on a team. Collaboration and sharing ideas is enriching, much like a hug. When you give one you receive one! In our office we share freely what we know ... and we celebrate each other’s success. I feel love for this safe ecosystem that allows us all to be whom we are and who we aspire to be.



UNEDITED FROM PETER DAMM

In 1985, after several years working in the writing, editing and magazine fields--and after a complete hands-on renovation of a major fixer-upper built in 1908--I decided to work in real estate. At that time, I researched and spoke with several local companies. I wanted to determine (to the extent that such a determination is possible) where I would be happiest and would most like to work--from the professional, ethical, quality of the company, and quality of the people points of view.

Fairly early on, I found myself leaning toward Berkeley Hills Realty. And the more I researched and spoke with people in the field, the more clear my choice became. Berkeley Hills Realty was the company I wanted to join. The company had no "Top Producer" designations, no internal competitions between agents for who could "sell" the most houses, or make the most money. The company was then, and remains now, very "service-oriented"--not "sales-oriented." The company culture and philosophy was to work with clients as intelligently, diligently, and ethically as possible. To work with people the way we would want to be worked with if we were the clients. Integral to the company philosophy is that the agents do not compete with each other, but help and support one another in our work, in the belief that if we always put our clients' interests first, the business will flourish, both individually and collectively.

I have never viewed myself as a "salesman." I don't want to "sell" people anything -- houses or otherwise. As a realtor, I want to inform and educate my clients, assist and help guide them in making these important, often difficult, decisions involving their living circumstances, families, and large amounts of money--decisions that are central to their lives and financial well-being. And that is what Berkeley Hills Realty has always been about.

Over the past three decades, I have been recruited numerous times by numerous other companies. But never have I been even remotely tempted to switch companies. No other company has better suited my own approach, philosophy, and the way I wish to work than Berkeley Hills Realty.

UNEDITED FROM GLORIA POLANSKI

Why I love working at Berkeley Hills Realty

The short answer is Tracy, Bill, and Carina

Tracy is a wonderful boss. She wants me to succeed. She wants my clients to be happy.

If I need help, I ask Tracy. She always helps. If my clients need anything when I am away, she covers for me or gets someone else to cover for me.

Because she went to art school, Tracy is a good consultant when I am preparing a house for market.

Tracy is a techie and keeps our office on the cutting edge of technology. This gives me access to great hardware to do my work and great software to sell houses.

Bill is my other wonderful boss.

He wants to keep me and my clients out of trouble. He reads every page of every contract and every page of every disclosure. He verifies that all the paperwork is correct and monitors the transactions to make sure my clients get everything they are entitled to.

Bill has a wicked sense of humor. I fall for his jokes every time. It is a joy to have such levity in the office.

Carina is our office manager.

I wish I could say she is mine, but I have to share her. Carina knows everything. Carina enables me to be more things to my clients and to do more for my clients than one person could normally do. Because of Carina, I provide gorgeous brochures for my listings, plentiful advertising, and huge disclosure packages. Carina is always a delight and always gracious. She works efficiently and manages our staff so that I can be a productive realtor and so that my clients needs are satisfied.

Together Tracy, Bill, and Carina have created an environment of congeniality and cooperation.

I love working at Berkeley Hills Realty because it feels so loving to me.



UNEDITED FROM ROMNEY O'CONNELL

Berkeley Hills Realty, a needle in a haystack: When my real estate agent suggested that I might make a good agent myself, I asked where on earth I would fit in. I was an artist with three small children. I couldn't envision myself in a cubicle, I couldn't envision myself making cold calls to people who really didn't want to be interrupted at home, people like me. I couldn't imagine making my hair big and my nails long, driving people around giving them sale pitches.

My agent, who was also the conductor of a symphony orchestra, understood me perfectly. He suggested I get my license and interview with two agencies. I called the first, Berkeley Hills Realty, and interviewed with the owners, one a former psychotherapist and one a former schoolteacher, both with big hearts and minds to match. I thought, yes. The office was literally a home, and old craftsman with a fireplace. My kind of place. Yes. Quiet intelligent conversations. The vibe was generous, not competitive. Soft, nuanced, not garish. Yes.

I never set up the second interview, since I felt I was already home. Even through the down-market, I stayed. It may have been stormy, but I was on the right ship. Because of the culture of support. My vision statement reads "I try to engender clear, efficient, open-hearted interactions that in some way elevate the lives of those I touch." Because I myself have been elevated and touched.

And now new leadership; an artist with a razor-sharp business mind and a business man who makes humor an art. What more could I want?

UNEDITED FROM NANCY MUELLER

What Does BHR mean to me??

I first came here in 1982 when I was 5 months pregnant with my first son. The original founders of Berkeley Hills Realty were people I admired greatly at the former office we all worked at. I would say putting the client first, integrity, honesty, straight dealings were the hallmarks of the original company as they are today. Respect for the process. Never putting a "closed escrow" as the goal over clients who are well served. We never had quotas. And we could trust each other. We share and help each other as a collaborative group. All of these values are still held today.

As a co-owner from 1996-2009, I had the great honor (and lots of work) overseeing a great group of agents who continued with the same philosophy. We have also had the great fortune of having an excellent and supportive staff. When we sold the business to Tracy and Bill who took over in 2009, it felt as if we had turned the page to new and youthful ideas with the same idealism that has marked our company since its inception in 1980.

And with Tracy's most able leadership we are fully into the 21st C! She has recruited some wonderful, energetic agents who are as passionate about a ethical process as the founding mothers. (They were 2 women!) We work hard, laugh a lot, and enjoy each other's company.

UNEDITED FROM TERESE ASHMAN

Berkeley Hills Realty has a well-informed, cooperative, dynamic group of agents always willing to work together and help by sharing information for the benefit of all which includes our clients. We are open, friendly, positive, informative group of agents from all walks of life.

We laugh a lot and we all enjoy getting together outside of the office for activities that helps strengthen our bond. The seasoned agents add not only experience and knowledge, but also a sense of history. The newer agents bring in vitality and a freshness. A winning combination.

We are also fortunate to have our office manager, Carina, that holds us all together and is not only helpful, and encouraging, but so patient, and always available to solve problems or offer another hand, adds to the reason I have remained at Berkeley Hills Realty since 1980.

UNEDITED FROM TOM KNIGHT

PARKING

When I was a student at El Cerrito Senior High, as they used to call it in the 60s, "parking" meant Fish Ranch Road and generally referred to activities which commenced when vehicular motion ceased. I don't think parking meters had yet been invented and open fields could still be found in much of the East Bay. That was then. This is now. Excuse me Charles Dickens, but "the best of times" currently refers to finding a parking place, metered or otherwise. Potholes and road ruts exist due to the heavy circular traffic driving endlessly around the block looking for a spot. "The worst of times?" That little Mini Cooper just beat me to it! Damn! I saw it first!

Therefore, it is hardly surprising that this cultural anomaly extends to the office of Berkeley Hills Realty. Our driveway is frequently blocked by vehicles whose owners have given up on a legitimate place and abandoned ship for who knows how long. Carina and Maggie, our office goddesses, have actually improved their penmanship with all the nasty notes they have posted on windshields. On a tragic note, a deer was recently run over in front of our office by a driver who spotted someone backing out of a space two blocks down the street.

We do have parking behind our building, just enough for five cars without any double parking. However, we have fifteen or more agents in the office with mandatory meetings every Monday. The result is driveway gridlock. Ever played musical chairs? Yah, it's like that. We pack 'em in like sardines. The fun really starts when the meeting adjourns. BMW side mirrors get broken off, Toyota Avalons need new paint jobs from scraping bushes, pedestrians scurry for cover as the backup parade seems endless, and traffic on Solano is held up for a minimum of five minutes.

You might think anger and frustration would boil over like the coffee pot in the lunch room, but au contraire mon frere, goodwill and cooperation are in such abundance that the U.N. has been called in to recruit new members. "So sorry to bother you in the midst of your million dollar deal, but would you please move your car?" Of course, not five minutes after you have returned from your tour around the block, another agent says "So sorry to bother you, but I'm late for a property inspection, would you please move your car?" By the third time, smart agents like me just get out the plastic and buy time in front, if there is any.

I've been here nearly four years and I'm still waiting for the multi-level parking structure with high speed elevator service to break ground. It probably won't happen in my lifetime, though, and besides, who would want to take away the fabulous parking comraderie it generates at Berkeley Hills Realty!

Tom Knight, Gauchos, Class of '62

UNEDITED FROM ROSIE PAPASIAN

Why do you like working Berkeley Hills Realty?

3-5 paragraphs

I'm a new agent, starting out in a very competitive market and when I come to work and feel stressed out and look confused, which is on a semi-regular basis, someone, usually at least two people, will ask me:

1. Are you all right?
2. How can I help?

Last week, I was deep in my first sales transaction and my business partner was out of town so I didn't have my normal support person to go to for the millions questions that come up in a transaction. And at the end of each day, I was so supremely grateful to the veteran agents who took time out of their days to really answer my questions (as silly as they may have been) and to really help me understand what I was doing. I'm not sure how common or uncommon that is in a Real Estate company but I have a sense that would not have been my experience other places. People are funny, down to earth, and helpful. Because I feel supported, the buyers that I am representing feel supported as well.

I've never worked in the business sector and I have to say that I came into the business with a certain stereotype about the people I would find working in this industry. I am so pleased to find colleagues who have integrity, who put their clients first, and are really interested in my success as much as their own. I don't know how it happened but I feel like landing here was a stroke of great luck for me – I'm really looking forward to learning this business from such a great group of people that I already trust.

UNEDITED FROM KRISTA MILLER

Why Berkeley Hills Realty?

Generations of knowledge, generations of people.

This business is about taking care of people. As Realtors we spend day-in and day-out taking care of other people and their needs. The unique thing about being a part of a small office is that we also take care of each other. If I ever needed anything, both personally or professionally, I know I can count on any single agent in this office. That is a rare gift to find in a workplace.

Berkeley Hills Realty has been around for decades. There is a rich legacy of culture, and many of the same agents are still with the company today. The owners take a personal, creative approach with each of the agents. The office is friendly and open, and anyone is welcome to come into the lounge for a cup of coffee or a game of scrabble, and is encouraged to do so with their kids.

Each agent at Berkeley Hills Realty brings something unique, something extraordinary. Because of this I constantly strive to be a better agent, and as a result, my business is thriving. I am honored to be a part of such an awesome office.

UNEDITED MAYA TRILLING

" Life at BHR "

Berkeley Hills realty is my " home away from home." I look forward to going to work each day in spite of the parking challenges.

I feel one of the prerequisites for BHR's agents is to have a sense of humor. Everyone likes to work amongst people whose company they enjoy and who do not take themselves too seriously. We get to work that way at Berkeley Hills. This makes for a relaxed , friendly and fun atmosphere.

Our desks are in close proximity to each other which further promotes inter- office collegiality, not to mention an opportunity to learn from one another. This is great most of the time. Of course there are times when a lot of agents are on the phone at the same time which makes the noise level considerable.

I've worked at Berkeley Hills for several decades where I find it a pleasure to work with and laugh alongside and learn amongst so many knowledgeable and professional agents.

UNEDITED CARINA STANLEY

I find it somehow poetic that, on the first day of my fourth year at Berkeley Hills Realty, I was given the opportunity to express how I feel about this company. I have a unique insight into the lives of agents, having my own short-lived career in real estate too. I know what it is like to have deadlines, clients, questions, and keep a breakneck pace. I understand the value in having a good support scaffolding to boost and back you up when you need it. My roll here is in support, and I take that very seriously. I support all of the agents and clients that come through this space. Every time the extra step is taken, where the extra mile is put in, is deeply satisfying to me.

I was lucky enough to land this job when I need it most; I had no idea what a gift it really was until much later. The blend of people that I am surrounded by daily appreciate me, and take the time to show me as much as possible. It is a never ending cycle of striving to do the best job possible and knowing that sometimes it will work, and other times it will just be your best guess. We put generosity and kindness above all else. I see agents stop mid-stride, mid-bite of food, mid-phone call, to help a teammate in need. Simple things from showing property for a colleague, trading floor shifts, buying someone food/coffee, relationship advice—on and on it goes.

I have learned a lot working with this team. Whenever you think you are out of patience that you cannot scrounge up another drop—there is always more. The most efficient way to do something is not always the best way. The people who need you the most fill you up the most when things go right. Teaching is everything; it is my greatest joy. To see a light bulb go off, to have it finally click for someone is priceless. The flip side of that is learning; I learn something from someone every day, life lessons on how to be a better human being to how to get the job done right. I am fortified by the people that surround me. To be surrounded by the best is an honor and I am grateful for every great success that comes from being here.

UNEDITED AMY MUNSEY

Berkeley Hills Realty is different and it is rare. It is a company that honors its tenured agents for the treasure troves they are, where brain-storming and free-form collaboration are encouraged in the pursuit of better service to our community.

It is vibrant and fun! Children sometimes accompany their parents to work at Berkeley Hills, where the nuances of green and brown Jelly Belly Flops are given serious consideration. Definitely consult with Krista regarding this topic.

Lastly, the owners of Berkeley Hills Realty are deeply invested in the success of it agents. Agents feel supported and often consult with one another about transaction issues to find creative solutions that benefit all parties. Ask Maya about her book. That thing is going to explode one of these days. But before it does, we all want to know every bit of knowledge it contains!

UNEDITED AMY STEVENS

The Bay Area is like no place else, as any transplant will tell you. The closest analogy I can make is that everything seems almost sun touched. Those of us who had the misfortune to grow up in the climes of the midwest and northeast will tell you how transformative Bay Area weather is to mind and body. The warm, temperate weather encourages you out of doors and into the vibrant communities that dot our landscape. Farmer's markets, street festivals, live 'only in the Bay events' welcome everyone. Our spectacular environment brilliantly colors our world, beckoning residents to the ocean, grassy hills, and mountains.

But perhaps the Bay's most defining features is its residents. We come from all of the country—and world—to be here and bring with us fresh enthusiasm and perspectives, enriching and challenging the community. As one singular populus, CA natives and transplants alike, protect and help our neighbors. We work to create better lives for one another, where strangers help strangers and everyone seems to lend a hand when needed.

The folks at BHR exemplify this type of kindness. I have never experienced such generosity of spirit from a company. They throw their arms around new employees, effortlessly welcoming them into the company fold. No one is alone here. At the first sign someone may be struggling, I've seen multiple people jump in to offer their assistance or guidance. BHR agents develop very close working relationships with clients, relationships that last years through multiple homes. I can't tell you the countless times a former client has visited an agent, and they were greeted with a warm hug. BHR has cultivated a culture of grace and good will—and frankly I can think of no other place I'd like to work or be so proud of working.

UNEDITED MYKAH LARKINS

When I think of Berkeley Hills Realty, I think "boutique" which is fitting since we are located on Solano Avenue amidst other boutiques. As soon as you walk in the door to the craftsman cottage that is our office, you are greeted by a friendly staff, offered food and drink and a comfortable couch to sit on. It is truly a home away from home for me. I came to Berkeley Hills at the end of 2008 from a much larger company and immediately appreciated the excellent group of people that have become another family for me. We are pretty much a mixed bag of "old-school", "techie", and even a couple of "newbie's" that we have all embraced and help support. The entire office supports each other. The owners truly care how the agents are doing, both in work life and personal life. The staff truly cares how we are doing. Everyone cares about their clients. I think we have a wonderful thing going on here and since it's been going on for over 50 years, we should just keep it up. Go Berkeley Hills!

UNEDITED ROBERT PARKER

What Does Berkeley Hills Realty Mean To You?

I'm going to preface with what my first impressions were of Berkeley Hills Realty before I decided to join the boutique brokerage.

When deciding a brokerage that I wanted to hang my license with, I knew a couple of things. I knew I wanted: to learn from seasoned real estate agents who have been working locally for 10+ years, to be with a brokerage that has been active in the community, and to work with a broker that was able to take the time to mentor an up and coming agent.

When I went on my search, of course I saw all the amazing companies that had phenomenal reviews and had multiple locations around the east bay. All had amazing buildings that tailored to the up and coming generations that would walk through their doors. All unfortunately didn't seem to fit the mold that I was looking to start out my business with. When all seemed lost with whom I felt comfortable calling to schedule an appointment to meet with me, I saw Berkeley Hills Realty. I didn't see anything flashy or find multiple locations, or feel intimidated, I just saw a company that has been solid in the Berkeley area for over 50 years and who had an amazing set of agents with great reputations that cared about you. I'm not going to go into much detail about the first time I walked through their doors, but I will say that when I walked in, I felt home. Not just the atmosphere of the office and how warm you feel by the office setting, but how everybody there interacted with me. I was a stranger and I was treated like a brother or son.

As a brand new agent to the industry, you can assume a few emotions were going through my head. Fear was definitely one of them. I just quit my job as a salary employee to go into a real estate that was based on how you prioritize your time, how to spend your finances for marketing, and how hard you want to work. There was also that high probability of failing as a real estate agent. It all seemed hard to imagine being successful taking my age. Excitement was another. Obviously, with new adventures means great opportunities to grow as a professional and grow within the community. Being a college student-athlete, I know how to work hard and I know how to work smart. Even with the fear, you know what you are capable of and it's imperative that you have a plan in order to take that excitement and create opportunities.

It's been a few months since I've been here with Berkeley Hills Realty, and I wouldn't change it for the world. All the agents help me with asking questions and encouraging me to press forward when I get down. Both Tracy and Bill have been the most amazing mentors that have turned that fear into opportunity. So, when you ask me what does Berkeley Hills Realty mean to me? I'll say it means a lot more than just the small boutique that it is, it means a Family to me and anyone.

OUR FAVORITE BAY AREA THINGS

"I love the interesting, quirky, whimsical, polite Bay hubris that seems to be everywhere, in everyone I meet...I love that so many people are outside everyday getting exercise...and I love the buffet of fresh produce...
There is no one thing." -**Amy Munsey**

"My business partner" -**Bill McDowell**

"The Cheese, both the people and the food." -**Carina Stanley**

"All of the farmers markets. Sunsets over Mt Tam. Epicurean adventures." -**Krista Miller**

"My favorite thing in the Bay Area are the people who live here." -**Maya Trilling**

"The huge variety of things to do and explore...." -**Priscilla Horner**

"Easy: The Bay! No Bay Area without it, just LA North." -**Tom Knight**

"Truffle season menu at Oliveto's in Rockridge and Bioluminescence kayaking in Inverness" - **Tracy Sichterman**

"How nice the people are here and the flowers that bloom year-round" -**Amy Stevens**

" Access to the great activities: hiking, biking, dining..." -**Robert Parker**

" All the opportunities for intermodal access for tootling around the Bay, especially by bicycle." -**Nancy Mueller**

"The physical beauty, the politics, the interesting and diverse people from around the world, and lack of Michigan winters." -**Peter Damm**

"The proximity to everything awesome....the bay, the beach, the mountains, the wine country, the culture, and fabulous food everywhere!" -**Mykah Larkins**



BHR
UNEDITED &
ALL-INCLUSIVE
2014
CLIENT SURVEYS



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Maya Trilling
Your Name (Optional): _____

1. How did you hear of Berkeley Hills Realty? Through contacts at Carl

2. Why did you choose to work with us over any other agent? Because we liked Maya

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input checked="" type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? _____

8. If there were one thing that we could improve upon, what would that be? _____

9. When you think about your real estate experience, what stands out most in your mind? _____

10. What was the most disappointing thing that happened during your transaction? _____

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Krista Miller + Rosie Papazian
Your Name (Optional): _____

1. How did you hear of Berkeley Hills Realty? INTERNET

2. Why did you choose to work with us over any other agent? PROMOTION PACKAGE

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input checked="" type="checkbox"/> 6 |

7. What did we do that you found most valuable? HANDLED PROBLEMS WITH SELLING OF HOUSE

8. If there were one thing that we could improve upon, what would that be? NOISE

9. When you think about your real estate experience, what stands out most in your mind? VERY PROFESSIONAL AND GETTING TASKS DONE IN TIMELY MANNER

10. What was the most disappointing thing that happened during your transaction? NOTHING

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Janeeta Downey
 Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? PREVIOUS TRANSACTION

2. Why did you choose to work with us over any other agent? PREVIOUS TRANSACTION

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input checked="" type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? HELP WITH STAGING THE HOUSE

8. If there were one thing that we could improve upon, what would that be? NO

9. When you think about your real estate experience, what stands out most in your mind?
KNOWING THE MARKETPLACE

10. What was the most disappointing thing that happened during your transaction? _____

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Romney O'Connell
 Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? THROUGH ROMNEY

2. Why did you choose to work with us over any other agent? KNEW ROMNEY FROM PREVIOUS PROJECT

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					(5)
Problems were handled.....					(5)
Communication with you was.....					(5)
The knowledge of real estate demonstrated.....					(5)
Attention given to your special needs.....					(5)
Your overall impression of our real estate service.....					(5)

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- A. Substantially lower 1
- B. Moderately lower 2
- C. About the same 3
- D. Moderately higher 4
- E. Substantially higher 5
- F. Excellent 6

7. What did we do that you found most valuable? ROMNEY GAVE US CONFIDENCE AND SUPPORT THROUGHOUT. SHE IS AN EXCELLENT COMMUNICATOR!

8. If there were one thing that we could improve upon, what would that be? NONE

9. When you think about your real estate experience, what stands out most in your mind?
WE HAD A SENSE THAT EVERYTHING WOULD BE TAKEN CARE OF.

10. What was the most disappointing thing that happened during your transaction? NONE

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: DON'T KNOW ANYONE AT THIS POINT.

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Peter Damm & Mealy Greer
Your Name (Optional): KATHLEEN GUTMAN

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? REFERRAL THROUGH FRIEND

2. Why did you choose to work with us over any other agent? REPUTATION AND EXPERTISE/TRUSTWORTHINESS OF AGENTS -- THEY ARE TRULY EXCEPTIONAL!

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					<u>5</u>
Problems were handled.....					<u>5</u>
Communication with you was.....					<u>5</u>
The knowledge of real estate demonstrated.....					<u>5</u>
Attention given to your special needs.....					<u>5</u>
Your overall impression of our real estate service.....					<u>5</u>

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input checked="" type="checkbox"/> 6 |

7. What did we do that you found most valuable? (1) PATIENCE AND UNDERSTANDING/CATERING TO MY PERSONAL SITUATION (DEATH OF FAMILY MEMBER/ILLNESS); (2) KEPT COSTS/REPAIRS DOWN + HAVING TO BE OUT OF TOWN

8. If there were one thing that we could improve upon, what would that be? DISCUSSION AND AGREEMENT ON COSTS OF REPAIRS/EXPENSES AND BUDGET AT BEGINNING OF PROCESS

9. When you think about your real estate experience, what stands out most in your mind? EXPERTISE AND ADVICE/GUIDANCE AT EVERY STAGE - EXPERTISE/STRATEGY ~~USED~~ AT HANDLING OFFERS/COUNTEROFFERS

10. What was the most disappointing thing that happened during your transaction? LOWER APPRAISAL ~~REQUIREMENT~~ OF HOME REQUIRING ADJUSTMENT OF SALE PRICE

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Tom Knight
 Your Name (Optional): Allen Mayer

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? recommended by friend

2. Why did you choose to work with us over any other agent? #1

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|----------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

N/A

7. What did we do that you found most valuable? Communication

8. If there were one thing that we could improve upon, what would that be? _____

9. When you think about your real estate experience, what stands out most in your mind? _____

10. What was the most disappointing thing that happened during your transaction? _____

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Nancy Mueller
 Your Name (Optional): Bob & Cele

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? FROM NANCY MUELLER

2. Why did you choose to work with us over any other agent? Good history with Nancy Mueller

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- A. Substantially lower 1
- B. Moderately lower 2
- C. About the same 3
- D. Moderately higher 4
- E. Substantially higher 5
- F. Excellent 6

7. What did we do that you found most valuable? HOPE YOU CAN READ MY WRITINGS!
gave us a sense of what the market was like before we started navigating all the legal & logistical details of preparing & marketing the house, maintaining constant communication with agents representing potential buyers

8. If there were one thing that we could improve upon, what would that be?
playing hardball a bit more when needed

9. When you think about your real estate experience, what stands out most in your mind? With the internet many people think there is no need for an agent but we couldn't imagine navigating all the marketing, legal, and logistical decisions involved in preparing & selling the house without me.

10. What was the most disappointing thing that happened during your transaction? We were outmaneuvered by a richer, more powerful buyer who manipulated the inspection process and was disingenuous in claiming that they were concerned about safety issues, but really just wanted a lower price.

11. Do you feel we earned our commission? Yes No

can't say what a fair amount is, but definitely earned a commission.

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Nancy Mueller
 Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? KAREN SOMMERFELD

2. Why did you choose to work with us over any other agent? RECOMMENDATION

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					5
Problems were handled.....					5
Communication with you was.....					5
The knowledge of real estate demonstrated.....					5
Attention given to your special needs.....					5
Your overall impression of our real estate service.....					5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

A. Substantially lower	<input type="checkbox"/> 1	D. Moderately higher	<input type="checkbox"/> 4
B. Moderately lower	<input type="checkbox"/> 2	E. Substantially higher	<input checked="" type="checkbox"/> 5
C. About the same	<input type="checkbox"/> 3	F. Excellent	<input type="checkbox"/> 6

7. What did we do that you found most valuable? PERSONAL & FRIENDLY

8. If there were one thing that we could improve upon, what would that be? —

9. When you think about your real estate experience, what stands out most in your mind?

10. What was the most disappointing thing that happened during your transaction? SELLERS and THEIR REPRESENTATION WERE TERRIBLE TO DEAL WITH.

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: DANIEL TURMAN — call me for personal introduction



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Peter Damm
Your Name (Optional): JOHN FERRARI
+ TOMASO

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? Through Friends

2. Why did you choose to work with us over any other agent? Recommendation of Friends

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input checked="" type="checkbox"/> 6 |

7. What did we do that you found most valuable? OFFERED US AN EDUCATION IN MARKET CONDITIONS, WHAT TO LOOK FOR IN A HOUSE ETC. ADVISED US TO MAKE MISJUDGMENTS AND LEARN FROM THEM (WITHOUT SUFFERING ACTUAL HARM FROM THEM?)

8. If there were one thing that we could improve upon, what would that be? None!

9. When you think about your real estate experience, what stands out most in your mind? PETER ALWAYS KEPT US POSITIVE AND HOPEFUL DURING A LONG AND DIFFICULT BUYING PROCESS IN A TOUGH MARKET

10. What was the most disappointing thing that happened during your transaction? LOSING OUT TO CASUAL BUYERS ON TWO HOUSES WE REALLY LOVED

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Krista & Rosie
 Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? Berkeley Parents Network

2. Why did you choose to work with us over any other agent? Liked Krista's Blog & she was highly recommended on Berkeley Parents Network

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					5
Problems were handled.....					5
Communication with you was.....					5
The knowledge of real estate demonstrated.....					5
Attention given to your special needs.....					5
Your overall impression of our real estate service.....					5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input checked="" type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? Responsive texts/emails

8. If there were one thing that we could improve upon, what would that be? _____

9. When you think about your real estate experience, what stands out most in your mind?
Friendly, explained the buying process, were eager to help us find something.

10. What was the most disappointing thing that happened during your transaction? _____

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Romney O'Connell
 Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? Patty Souza in Spring 2007

2. Why did you choose to work with us over any other agent? _____

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					5
Problems were handled.....					5
Communication with you was.....				4	5
The knowledge of real estate demonstrated.....					5
Attention given to your special needs.....					5
Your overall impression of our real estate service.....					5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

A. Substantially lower	<input type="checkbox"/> 1	D. Moderately higher	<input type="checkbox"/> 4
B. Moderately lower	<input type="checkbox"/> 2	E. Substantially higher	<input type="checkbox"/> 5
C. About the same	<input type="checkbox"/> 3	F. Excellent	<input type="checkbox"/> 6

N/A

7. What did we do that you found most valuable? Romney

8. If there were one thing that we could improve upon, what would that be? _____

9. When you think about your real estate experience, what stands out most in your mind? _____

10. What was the most disappointing thing that happened during your transaction? The Great Recession occurred after I purchased my home in May 2007. The end.

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: I have already referred them to Romney.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Mamood Moktari
 Your Name (Optional): Elizabeth Koller for
(daughter) Kathy Koller
 May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? Mamood Moktari has been the "family" realtor for many years - we would have chosen any realty with which he was associated.
2. Why did you choose to work with us over any other agent? We wanted to work with Mamood Moktari

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					5
Problems were handled.....					5
Communication with you was.....					5
The knowledge of real estate demonstrated.....					5
Attention given to your special needs.....					5
Your overall impression of our real estate service.....					5

4. Did we adequately explain what you could expect during each phase of the process? Yes No
5. Do you feel that we really cared about you and your real estate needs? Yes No
6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:
- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input checked="" type="checkbox"/> 6 |

7. What did we do that you found most valuable? Mamood provided resources for the many tasks that needed completion before the house went on the market. He also supervised the workmen, stager, tradespeople, inspectors, etc that were involved in preparing
8. If there were one thing that we could improve upon, what would that be? No complaints

9. When you think about your real estate experience, what stands out most in your mind? Mamood was involved in the sale from the very beginning and was patient and caring with my 91 year old mother. His customer service and attention to detail were outstanding.
10. What was the most disappointing thing that happened during your transaction? No disappointments - the outcome exceeded our expectations.

11. Do you feel we earned our commission? Yes No
12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Nancy Mueller
Your Name (Optional): CARL ANDERSEN

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? MY LAWYER

2. Why did you choose to work with us over any other agent? AGREEMENT W/ EX-SPOUSE

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5	
Timeliness of return phone calls.....					<u>5</u>	
Problems were handled.....					<u>5</u>	+++
Communication with you was.....					<u>5</u>	
The knowledge of real estate demonstrated.....					<u>5</u>	
Attention given to your special needs.....					<u>5</u>	+++
Your overall impression of our real estate service.....					<u>5</u>	+++

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input checked="" type="checkbox"/> 6 |

7. What did we do that you found most valuable? Ability to solve complicated "personality" issues & get it done.

8. If there were one thing that we could improve upon, what would that be? Can't think of anything

9. When you think about your real estate experience, what stands out most in your mind?

Again, solving the nearly "un-solvable" problems & get the house sold

10. What was the most disappointing thing that happened during your transaction? This was a very complicated situation, in the middle of a messy divorce... nothing to do w/ the realtors.

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: NO



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Mykah Larkins
Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? From Wendy Sprague

2. Why did you choose to work with us over any other agent? See above

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	UNSATISFACTORY	AVERAGE	EXCELLENT
Timeliness of return phone calls.....	1	2	3 4 5
Problems were handled.....	1	2	3 4 5
Communication with you was.....	1	2	3 4 5
The knowledge of real estate demonstrated.....	1	2	3 4 5
Attention given to your special needs.....	1	2	3 4 5
Your overall impression of our real estate service.....	1	2	3 4 5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

A. Substantially lower	<input type="checkbox"/> 1	D. Moderately higher	<input type="checkbox"/> 4
B. Moderately lower	<input type="checkbox"/> 2	E. Substantially higher	<input type="checkbox"/> 5
C. About the same	<input type="checkbox"/> 3	F. Excellent	<input checked="" type="checkbox"/> 6

7. What did we do that you found most valuable? Mykah & Tracy fully informed & caring!

8. If there were one thing that we could improve upon, what would that be? _____

9. When you think about your real estate experience, what stands out most in your mind?
Suspense of not selling for a long time - then selling ~~was~~ at an undermarket price

10. What was the most disappointing thing that happened during your transaction? see above

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____

Did Mykah & Tracy receive REI purchase coupons
 Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope. for \$75
 RTN version 2/06



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Mykah Larkins
Your Name (Optional): Stefan Carrieri & Cindy Fulton

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? We knew of Mykah's aunt, Mary Gray.

2. Why did you choose to work with us over any other agent? Once we met Mykah, we were impressed w/ her knowledge of the neighborhood & the market. She was also easy-going & straight forward.

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					<input checked="" type="radio"/>
Problems were handled.....					<input checked="" type="radio"/>
Communication with you was.....					<input checked="" type="radio"/>
The knowledge of real estate demonstrated.....					<input checked="" type="radio"/>
Attention given to your special needs.....					<input checked="" type="radio"/>
Your overall impression of our real estate service.....					<input checked="" type="radio"/>

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input checked="" type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? Mykah's willingness to coordinate the work needed on the house (incl. clearing it out) before sale

8. If there were one thing that we could improve upon, what would that be? Nothing we can think of.

9. When you think about your real estate experience, what stands out most in your mind? Aside from the amazing price we got, Mykah's patience in explaining the process & guiding us through it. She was very patient with our elderly mother.

10. What was the most disappointing thing that happened during your transaction? _____

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: None right now, but we will certainly recommend Mykah to anyone else.

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Meital Amrami
 Your Name (Optional): _____

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? I met Meital when visiting another property several months ago.

2. Why did you choose to work with us over any other agent? I was trying to find an agent that respected my potential as a home buyer w/out assistance from my husband. Meital was that agent.

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input checked="" type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? meital was very responsive without being pushy - gave me info as often as I needed it.

8. If there were one thing that we could improve upon, what would that be? _____

9. When you think about your real estate experience, what stands out most in your mind?
All the professionals Meital recommended were outstanding. The financial services, title loan + Realator were extremely efficient - I made the offer 3/11 + the house closed 4/4/14

10. What was the most disappointing thing that happened during your transaction?
Inspector's give you the big picture, but the work in reality has been quite manageable (which was intimidating to a 1st buyer)

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Krista Miller + Rosie
Your Name (Optional): ANTOINE PEIFFER

May we share your comments?
 Yes, please share
 No, please do not share

1. How did you hear of Berkeley Hills Realty? I found Krista through Yelp - I was looking for a top-notch agent

2. Why did you choose to work with us over any other agent? I think that I had a very good first impression when I walked into Krista's office. We had a very good first meeting.

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....	1	2	3	4	5
Problems were handled.....	1	2	3	4	5
Communication with you was.....	1	2	3	4	5
The knowledge of real estate demonstrated.....	1	2	3	4	5
Attention given to your special needs.....	1	2	3	4	5
Your overall impression of our real estate service.....	1	2	3	4	5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|---------------------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input checked="" type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? I really felt that everything was taken care of, and only needed to come put my initials/signature!

8. If there were one thing that we could improve upon, what would that be? I think that it is actually good to have a team of two agents. One thing: maybe think of ways to increase likelihood of offer acceptance (letter) and encourage buyers to do that.

9. When you think about your real estate experience, what stands out most in your mind? Easiness, efficiency, speed.

10. What was the most disappointing thing that happened during your transaction? _____

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Janesta Downey
 Your Name (Optional): _____

1. How did you hear of Berkeley Hills Realty? From one of our sisters in Oakland

2. Why did you choose to work with us over any other agent? Good reference

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					5
Problems were handled.....					5
Communication with you was.....					5
The knowledge of real estate demonstrated.....					5
Attention given to your special needs.....					5
Your overall impression of our real estate service.....					5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | | |
|------------------------|----------------------------|-------------------------|----------------------------|--|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 | <i>Have not worked with other Realtors</i> |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 | |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 | |

7. What did we do that you found most valuable? Janesta was very caring and paid attention to details

8. If there were one thing that we could improve upon, what would that be? Not sure

9. When you think about your real estate experience, what stands out most in your mind?

The Realtor's personality - kind, caring and friendly

10. What was the most disappointing thing that happened during your transaction? N/A

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: No

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



Berkeley Hills Realty
Client Satisfaction Survey

Your Agent's Name: Maya Trilling
Your Name (Optional): Seile Briner

1. How did you hear of Berkeley Hills Realty? A former neighbor knew Maya's profession from my children who attended school at the same time & place

2. Why did you choose to work with us over any other agent? You had a good & tried reputation

3. Please circle the number that is most descriptive of the service you received from us, 1 being unsatisfactory, 3 being average and 5 being excellent.

	1	2	3	4	5
Timeliness of return phone calls.....					5
Problems were handled.....					5
Communication with you was.....					5
The knowledge of real estate demonstrated.....					5
Attention given to your special needs.....					5
Your overall impression of our real estate service.....					5

4. Did we adequately explain what you could expect during each phase of the process? Yes No

5. Do you feel that we really cared about you and your real estate needs? Yes No

6. In comparison to other Realtors® you have worked with, the quality of our real estate service is:

- | | | | |
|------------------------|----------------------------|-------------------------|----------------------------|
| A. Substantially lower | <input type="checkbox"/> 1 | D. Moderately higher | <input type="checkbox"/> 4 |
| B. Moderately lower | <input type="checkbox"/> 2 | E. Substantially higher | <input type="checkbox"/> 5 |
| C. About the same | <input type="checkbox"/> 3 | F. Excellent | <input type="checkbox"/> 6 |

7. What did we do that you found most valuable? I felt utterly comfortable in letting Maya make decisions. I distrust others - that was very valuable

8. If there were one thing that we could improve upon, what would that be? I do not know

9. When you think about your real estate experience, what stands out most in your mind? I had no concerns about the whole undertaking

10. What was the most disappointing thing that happened during your transaction? /

11. Do you feel we earned our commission? Yes No

12. Would you feel comfortable recommending our services to your friends and family? Yes No

Can you name two people who may need your agent's service in the next six months? If yes, please write in your referral's name, phone number and address: _____

Thank you. Your response is greatly appreciated. Please return this survey in the enclosed postage paid envelope.



BHR
PHOTO
ALBUM

OFFICE ANTICS



THE OFFICE VIBE



THE FOOD



Appetizers

Selection of Cheeseboard Cheeses and Tassajara Bread (courtesy of Nancy)
Pea Shots with Spicy Crab Shrimp Cocktail
Stilton-Stuffed, Bacon-Wrapped Dates

Starters

Portobello Brie Soup (vegetarian)
Fuji Persimmon and Field Green Salad

Main

Roast Beef Au Jus
Tuscan Spinach Pie (vegetarian)
Roasted Winter Vegetables
Asparagus and Faro Salad (courtesy of Krista)

Dessert

