

To: Think Sales / Home Décor Advantage Service

From: Maxine Putnam and Morlene Atkinson
Coldwell Banker

Date: November 11, 2005

Re: **ANOTHER TERRIFIC JOB!**

Well, you did it again! You took a vacant, unemotional property and converted it to a warm inviting home.

Before you put your “**magic touch**” on our listing at Paseo Viento in Capistrano Beach, all the potential buyers and their agents seemed unable to see how very workable the split level floor plan could be, and they never seemed to notice all the beautiful upgrades the owner had put in the house. Once you brought in all your beautiful furnishings, art work and unique accessories, we started hearing such positive feed back from showings. We were delighted to have you living in the property while we marketed it, as the lighting and music you always set up for each showing just added to the appeal. You always made sure the property was available for agents to show, even when they gave you very short notice. We also appreciated your willingness to make the property available for week-end open houses whenever we wanted to schedule them.

This property was listed with another agent before we listed it and the owner said they had no offers. She was open to the idea of “staging” the property when we suggested it and was delighted when she saw the transformation. In fact, she was so delighted; she decided to use your services on another property she was selling.

When we were in escrow, your willingness to make the property available for all the various inspectors helped make the transaction go smoothly and on schedule.

In this particular situation, when the buyer requested closing a few days early meaning you had to move on **very** short notice, again you were totally cooperative. We know the stepped up moving schedule caused a lot of extra stress for you, but we never heard a complaint.

We would highly recommend your services to anyone marketing a vacant property or an occupied property that lacks emotional appeal. We have experienced the difference your services make in both vacant and occupied properties, and feel it was your staging that made our marketing the most effective.

We definitely look forward to working with you again and would be happy to talk to anyone considering your services.