Abby Tanem, Realton



What I love about my job! Referrals and Loyalty!

There is no better feeling than to have a happy client refer their friends and family to me. While there are many business models for success, the heart and soul of my Real Estate business is referrals! The most important aspect of this model is to BE AMAZING at each and every step of the Real Estate journey.

With Buyers this means that I listen to their wish list, study it, and have at the top of my mind, a home search that meets their criteria. It may involve many attempts with offer presentations, "gooey" letters to sellers, receipting disclosures...only to find out we were not the chosen. Getting back in the game after a disappointment and ultimately prevailing- it is simply fantastic! From there it may involve extensive inspections such that a Buyer is prepared after close to create a priority punch list and tackle work needed for a home's longevity.

For Sellers I go all-out in preparation! Disclosure packages to create a smooth transaction from the beginning, marketing materials that are beyond gorgeous, and if needed guidance and orchestration in home prep...whether that be staging, painting, junk hauling, or simply cleaning!

After close, it is my goal to exceed a client's expectation by being an ongoing resource. In other words, I want to BE AMAZING before, during and after the closell

Of course I love to stay in touch with my clients, send postcards, drop by gifts...yet it is the BE AMAZING approach that in my opinion, keeps the referral process going strong.

As to loyalty...the best email this week was from a client who said they would like me to sell their home due to a job relocation. When they invited me over, and we toured all of the improvements and discussed the process, they said: "We have loved living here the past 6 years" The best of all in this one event- they have loved a home that I sold them...and remembered me 6 years later to represent them in the sale.

I hope to continue to earn referrals and loyalty as I do the job I love!

-Abby



Just listed!! 105 Pelican Lane, Novato

Tucked away in coveted Pacheco Valley, on a small lane with only 4 homes, you will find this end-unit gem with 2 master suites, roomy 2 car garage and 4 outdoor spaces to enjoy the indooroutdoor lifestyle. Perched in an area flooded with natural light and open land views behind..privacy and serenity is yours. Vaulted ceilings and balconies in both bedrooms, dual pane windows, interior laundry and powder room! With dues of only \$358/month-WOW!!!

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Just Listed!! 1221 Eleanor Avenue, Rohnert Park

Single level rancher w/ sunny exposure - fresh/clean for new owners! Smooth ceilings, new paint, and gorgeous/contemporary carpet. Roomy eat in kitchen with island and large picture window. Living room w/ vaulted ceilings and fireplace features slider to rear yard. 3 bedrooms/2 baths includes a master suite. Yards both front and back



are level and ready for your vision! 2 car garage. This will need some love from new owners- great opportunity!!

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What is going on with this Market?



"Bay Area Home Prices Hit Post-Recession Record High!"

The median sale price for all homes in the nine-county Bay Area hit a new record high last month at \$686,000, according to a new report by CoreLogic, the Irvine-based real estate information services firm. That price surpassed the previous record high of \$665,000 reached in June and July of 2007...

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"Warriors vs Cavs: A stark Contrast in Basketball and Housing Markets..."

The NBA Finals between our Golden State Warriors and the Cleveland Cavaliers showcase starkly different basketball styles; similarly the housing market between the Bay Area and Cleveland show a market that is worlds apart...

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Mid-Century single level in Orinda with breath-taking views on over 1.5 acres of land. This family-built home features extraordinary redwood details and custom finishes.



Coming Soon! 978 Elizabeth, Rhrt Park Price to be determined

Great for an investor, first time home buyer, moving up from condo – this home is a great deal in a fantastic area of Rohnert Park!



Coming Soon!
39 Fowler Ct., San Rafael
Listed at \$989,000

Fully remodeled single level in coveted Terra Linda. On a cul-de-sac with lap pool, spa and stunning views!!

A new favorite eatery! Bravas Bar De Tapas



Took a drive with my hubby, Bill and my doggie, Bruce to Healdsburg... a dog-friendly town built around a central plaza and only about an hour from Marin. Strolled...window-shopped...and settled into patio dining to enjoy Tapas Bravas. Talk about **AMAZING**...the serious deliciousness of every morsel, coupled with a welcoming embrace at every turn...this is indeed a place to recommend and come back to for many years ahead!! Try it and let me know what you thought!

Please reach out anytime to discuss your real estate needs! Stay in touch!

-Abby







