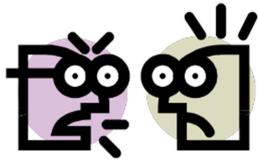


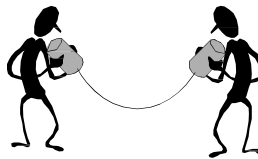


Why We're Different

Objective: Generate multiple offers with the intention of generating the highest price with the most qualified buyer in the shortest time.



The main complaint from the general public regarding real estate agents is a lack of communication. Many brokers take your listing and you don't hear from them until the listing expires. Asking for a renewal when little or nothing happened during the initial listing term is not only annoying but irresponsible.



Constant Contact: We pride ourselves on communication. Bi-weekly progress reports are sent to you setting forth a time line of actions and results. Markets change and the marketing strategy must change with them. We review the progress with you continuously in order to adjust campaigns accordingly.



Time is Money: Properly priced projects follow a typical time line. We give you an initial time line of expected events. This schedule includes everything from execution of the initial listing and disclosure paperwork to the closing of escrow. If things aren't working out the way we planned, the time line is altered along with our marketing strategy.

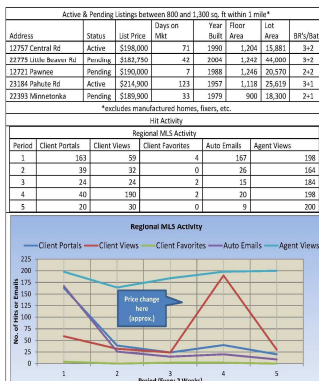


We have your back: Seasoned management oversees your transaction from start to finish. Pam Wiest has over 30 years' experience in brokerage, mortgages, and property management. Bill Swift has over 47 years' experience in home building, contracting, remodeling, brokerage, acquisitions, and high-end residential & commercial valuation. As that insurance commercial goes; "We know a lot because we've seen a lot". Our experience enables us to better foresee problems in the time line of your transaction and take steps to avoid those problems.

Wiest Realty, Inc.



Progress Report (10/20/18 to 11/1/18) - Continued
123 Main Street, Anytown, USA



Not sure about pricing? Our in-house Certified General appraiser will supply a Broker Price Opinion (BPO) at no cost or obligation. You will not receive an Appraisal Report as defined in the Uniform Standards of Professional Appraisal Practice (USPAP). However, you will receive a BPO completed by a competent professional (acting in the capacity of a real estate broker) with over 45 years of valuation experience in multiple residential, commercial, Section 42 tax credit projects, HUD voucher projects, special purpose properties, retail & industrial properties, problem projects, and high-end single family properties from Beverly Hills & Santa Monica to Santa Barbara.

Know where you're at with constant tracking of your property vs. your competition. We even track supply, trends, and major leading economic indicators with buy & sell signals. See it in writing every two weeks. Your progress reports also include:

- Number of agent calls
- Competition stacking order
- Number of showings
- Agent feedback
- Summary of agent, public, client hits on local & regional MLS (and Loopnet & CoStar, if applicable)
- Marketing recommendations and adjustments



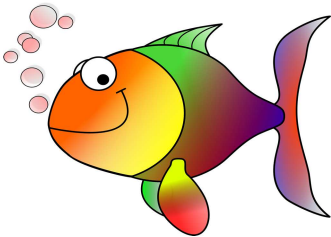
Which offer is the best offer? It's not always the highest offer that's the best offer. Contract deadlines, closing dates, cash down, buyer front-end & back-end ratios, FICO scores, pre-approval conditions, etc. all matter. Don't worry, when multiple offers are received, we supply a side by side offer comparison spread sheet to make it easier to decide on which offer to accept or which offers to counter.



No "Garbage Fees": Some of the big brokerages charge you extra for transaction coordination fees and miscellaneous buyer/seller fees. We have no such extra fees. If you're the seller, you pay only the commission amount in the listing agreement. If you're the buyer, there are no extra fees charged to you by us.



Got a little repair problem? Put our decades of construction and "fix & flip" experience to work! Many times it's financially advantageous to repair your property before placing it on the market. In certain instances, you can recapture your repair costs well in excess of 100%. We'll provide you with estimated line item repair costs, estimated sale prices under various repair scenarios, and our reliable contractors to get the work done. The goal is to maximize your profit.



Be the Big Fish in the Little Pond: We're a small 7-agent brokerage company that markets like the big firms. Unlike big firms, you won't get lost among hundreds of other clients or listings. Personal service is one key to successfully completing transactions and achieving your goals. Hence, personal focus on your goal is a primary objective.



Income & Commercial Property Services



Part of the Plan (Income Properties): In addition to the usual submissions of your listing to local and regional MLS as well as other commercial & multifamily listing services (including but not limited to CoStar, Loopnet, TotalCommercial.com, and RealNex.com), and various internet sites (Yahoo, Zillow, Trulia, etc.), we continue the marketing scenario with the following tasks:

- Cold calls or direct mailings to owners of similar properties in the area. Many local owners are looking to expand their portfolios but don't necessarily follow listing updates on MLS or the internet. This is a potential pool of buyers that is missed by most agents.
- We present your property at local investor club meetings. Exposure to active investors increases the changes of multiple offers.
- Preferred brokers (brokers who have performed professionally in the past) are notified immediately of your listing. This gives added exposure to their clients increasing the changes for offers and a higher price for your project. **We want your property sold. We don't hold listings in-house. Your listing is immediately marketed to other brokers for maximum exposure.**
- **We obtain lender quotes.** Although we can give buyers reasonably accurate/probable loan amounts and term quotes, it doesn't hurt to have our lenders review the 5+ unit operating numbers for verification. We share this information with other brokers and buyers in order to encourage offers with reasonable financing contingencies.
- **Bi-weekly progress reports:** This is essential to consummating a sale. It is a clear report of what we did and how our efforts are producing results. If results are not up to expectations, we discuss the changes or adjustments needed with you. Reports include the number of cold calls or direct mailings initiated on your behalf, the number of hits and/or click-throughs on various MLS and internet sites, broker & buyer feedback, and a review of the offering history, if any.
- **E-mail blasts to thousands of brokers and buyers:** We use e-mail services as well as contact services provided by participating listing services. Successive blasts are adjusted based on the input of potential buyers and brokers. Once approved by you, changes are implemented and new blasts are launched.
- **Refine & Repeat:** Many steps are altered and repeated depending on the results.



Detail Oriented - Results Driven

Many agents think their job is essentially done when the contract/purchase agreement is signed. We believe that's when our job really starts.

Once an offer is received, we counter offer with specific parameters to protect the seller and insure buyer performance including:

- Rigid time frames for contingencies with the seller having the option to cancel if the buyer does not perform in a timely manner. As a seller, you control the deal instead of the deal controlling you. As a buyer, you are notified constantly of approaching deadlines and required actions
- Tenant estoppels to be waived if tenants do not cooperate. Lease copies and cancelled rent checks to be sufficient evidence of tenancies and terms.
- We supply a specific check list regarding which books & records will constitute sufficient due diligence, with buyer signing a receipt of documents and acknowledging contingency deadlines in writing.
- We meet the appraiser at the site with all comparable data, offering history, market trends & data. Making the appraiser's job easier is conducive to a smoother deal process.
- We accompany the buyer's building inspector throughout the entire day.
- We review the inspection results and make recommendations to buyer and seller regarding reasonable repairs.
- We coordinate inspections and repair contractors with tenants either through the property manager or by posting notices ourselves on the seller's behalf.
- We accompany the contractors who make the agreed upon repairs throughout the entire day.
- Constant follow-up with the buyer's lender
- Constant follow-up making sure required items are in escrow on time.

Wiest Realty, Inc.



Our Guarantee

If at any time you don't like our service, **FIRE US!**

That's right! Fire us if you're not happy; regardless of the listing term. Check out our cancellation guarantee below.

Cancellation Guarantee

We're so confident that you'll be happy with our service, that we guarantee you the right to cancel our listing agreement at any time prior to accepting an offer to purchase your property.

The following restriction applies:

If any person or entity to whom (or which) we showed your property makes an offer on the property which results in a closed escrow or otherwise purchases the property within 2 months of the initial date of the listing, a commission will be due per the listing agreement.

Satisfaction Guarantees



- 1. Communication Guarantee:** If we fail to update you bi-weekly or fail to return your call within 24 hours, we will deduct \$200 from the commission when the property is sold.
- 2. Promises Guarantee:** If we fail to follow the marketing plan we provide you upon inception of our listing agreement, we will deduct \$200 from the commission when the property is sold.
- 3. Reality Guarantee:** If you list the property at the price we recommend and we fail to obtain an offer within 60 days of the initial listing date, we will deduct \$200 from the commission when the property is sold.
- 4. A copy of this guarantee will be attached to the listing agreement.**

Wiest Realty, Inc.



Your Team

Pam Wiest (805) 218-7227

CA DRE #: 01057572

Pamela has been in the real estate, lending, and investment business for over 30 years. In prior years, Pam was a VP at Beverly Hills Securities where she was responsible for large commercial, residential, and land underwriting and originations. Pamela formed her own firm over 20 years ago specializing single and multifamily properties as well as land. Pam supervises several agents and is active in the company's own "fix & flips". In addition, her firm handles property management for several High Desert owners. Her extensive "hands-on" experience in many facets of real estate sales and management enables her to lend solid support to her clients and their objectives.

Bill Swift (310) 666-5638

CA DRE #: 01770743 CA General Contractor Lic. #: 739813

CA Certified General Appraiser Lic. #: AG005600

Bill has a strong real estate appraisal, construction, and brokerage background. Upon graduating from the University of Connecticut in 1973, Bill entered the real estate field. During his 48 years in the real estate business, Bill has designed and built single and multifamily homes, developed land, and acted as a multifamily & commercial property appraiser for several banks and other lenders. His valuation experience includes expert witness testimony in County and Federal courts, valuation of problem properties, partial interests, and complex appraisals including IRS Section 42 subsidized housing projects financed with tax exempt California bond issues, mixed use properties, commercial property, industrial facilities, and large project feasibility studies.

As a licensed Certified General appraiser, licensed real estate broker, and licensed General Contractor, Bill has been a featured speaker at investor clubs in regard to real estate cycles, projections, and asset performance measurement. Bill has been interviewed by and quoted in Realty Trac's national newsletter as well as Bigger Pockets and others. His background in valuation, construction, analysis, project feasibility studies, and investments makes him a valuable team asset.

The header features a green rectangular box on the left containing the text "Wiest Realty, Inc." in white. To the right of this box are three vertical rectangular panels, each showing a different view of a blue sky with white clouds.

Wiest Realty, Inc.

Summer Galindo (805) 366-8413

CA DRE #: 02005873

Prior to coming on board at Wiest Realty, Inc., Summer spent several years in product marketing and sales, quality assurance and control, customer service relations, and human resources. Her customer service and marketing background enabled her to be a top producer at Wiest Realty in 2017. Focusing on client objectives resulted in over 35 closed transactions in 2017 and the first half of 2018 from the Ventura coast to the Lucerne Valley. Her sales volume for 2017 approximated \$8,000,000 and included sales from the mid \$100,000's to over \$1,000,000. Summer's Quicken Loans sales volume alone for 2018 and the 1st half of 2019 totaled over \$7,700,000. Backed by a seasoned support team, Summer has helped Wiest Realty achieve Quicken Loans related sales of over \$22,000,000 in the last eighteen months. Summer has earned a 5 star rating for customer service from Quicken Loans.

Tony Cracraft and Jack Meek (760) 220-2339

CA DRE #: 020399116 & CA DRE #: 02019985

Tony Cracraft and Jack Meek emerged as a driving force in the High Desert Real Estate market. Thriving in the capacity of transaction coordinators for Wiest Realty Inc., the dynamic duo meets clients where they are in life and then takes them where they wish to go.

Working as a cohesive unit, Tony and Jack specialize in the areas of credit repair, and first time home buyers. Drawing upon extensive backgrounds in customer service, they recognize the unique needs of clients, and they strive to meet those needs. Tony and Jack believe that life starts in the home, and that the home serves as the foundation of an extraordinary life. They seek to make the extraordinary life a possibility by making home ownership a reality.

While these California Real Estate agents reside in Lucerne Valley, their influence is felt throughout the region. They epitomize the "can do" spirit, and they shine brightest in the toughest situations. They are transforming lives one home at a time.