

March 3, 2006

Dear For Sale By Owner,

If you are reading this letter you have the fortunate opportunity to list your home for sale with Stefan Gerber and can still reap a significant reward for the time, effort and/or money you have invested so far in trying to sell your own property. We say this because we were in your shoes and tried the "for sale by owner" route when Stefan Gerber contacted us to assist with the sale.

Stefan presented us with a detailed market analysis and outlined a concise marketing strategy that made a great deal of sense. We decided to list with him right away.

Following his advice, we listed at a realistic market price, but did not allow any showings for several days. This approach allowed everyone the opportunity to find out about our home before we even started showings. The strategy, based upon supply and demand economics, also required us to not entertain any offers for several days. Were we ever glad about that decision!

Over the subsequent 5 days, Stefan was able to generate 46 agent showings and had 38 groups of purchasers through the public open house. We were absolutely thrilled with the activity and delighted with all of the follow-up information we received from Stefan as he reviewed the daily feed back comments with us from every potential buyer.

We could hardly wait for the Monday evening "offer presentation night" as we were expecting to consider 4 competing offers on our home. You should have seen the look on our faces when we saw the final offer for \$30,000 over our asking price! If that wasn't enough, we were able to get the 3 week closing we needed in order to qualify for an early closing bonus on our new home.

Unfortunately, due to an "idiotic" remark about a foundation fault by the purchaser's home inspector, that sale did not go through (we then immediately hired a structural engineer to assess the house who confirmed with a written report there was no fault after all).

Fortunately, Stefan kept a detailed activity report and was able to immediately recreate all of the excitement and interest that had been there a week earlier. The following night we received 3 more competing offers, 2 of which still allowed us to get our early closing bonus. At the end of the day, Stefan Gerber had sold our house to one of his own purchasers, still over our asking price, and we were able to put more money in our pockets than we had originally expected!

Based on our experience, if you choose to list with Stefan Gerber, we know that you will not be disappointed. He has an incredible work ethic, looked out for our best interests at all times and was very supportive and professional in all of his dealings with us. We can't say enough good things about him and won't hesitate to recommend him to our friends and family.

Most sincerely,



For Gary & Sharon Spence
604-460-9396