

# My Business Profile



Sharon Medairy  
*Realtor*<sup>®</sup>

“I learned the value of hard work  
by working hard.”

- Margaret Mead



# My Philosophy

This business portfolio highlights my history, experience and credentials, which demonstrate that I have extensive knowledge in all facets of real estate.

Whether you are selling or buying, please review this profile to understand that my entire career has been about real property and business. You deserve an advocate who understands all aspects of the real estate transaction. I bring the necessary experience and absolute integrity that you need.

I am flexible, efficient, intelligent and savvy about property. My single objective is to help you advance your economic status with the sale or purchase of real estate.\*

I look forward to working with you.

Regards,

Sharon Medairy  
Realtor®



*The most valuable service I can give you is my time and effort.*

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*\*Real estate is land, the natural resources it has and the structures attached to it. Its value is determined by location, the quality of all its aspects, and current market conditions.*



I've represented both sellers and buyers with condos, industrial and residential.



# Professional History

## ***Business***

Real Estate Associate and Manager,  
Real Estate Source, Inc., Oakland.

25-year Owner-Operator,  
Professional Window, Inc.,  
Berkeley and Oakland.

I supplied custom windows and  
doors in upscale neighborhoods.

Owner-Operator Professional Glass,  
San Francisco and Berkeley.

As a licensed C-17 glazier, I installed  
glass and windows in commercial  
and residential buildings.

Vice-President and Manager,  
United California Glass, San Francisco.  
I managed the entire operation for the  
owner.

Licensed Insurance Agent,  
Prudential Insurance Co., Rockville, Md.  
I sold life, health, and property and  
casualty insurance.

## ***Professional Associations***

Member of National, California and  
Oakland-Berkeley Boards of Realtors®

Certification from Real Estate  
Negotiation Institute

Member of Institute for Luxury  
Home Marketing

Seller Representation Specialist,  
Council of Real Estate Brokerage  
Managers



# What Sets Me Apart

- You deserve a Realtor® with keen real estate and business acumen. I possess these.
- You want a Realtor® with a background in building construction. I have that.
- You want to maintain your control of the situation. I answer my phone, you always talk to *me*.
- You want to be heard. Communication is important to me ... "No question is too small."
- You want a Realtor® with experience. For decades, I have worked with homeowners and the tradespeople and architects who serve them. Experience matters.
- You want to stay informed. With my computer as an assistant programmed with real-time software, I gain more time to discuss your needs.
- You want to work with a winner. My history of successful transactions for both buyers and sellers reveals my versatility and achievements.
- Most of all, you want to minimize stress. My methods of organization, my forward thinking and my negotiation skills are the backbone of my real estate practice. I communicate important details to you in advance. And my credo of being prepared lowers your stress level.
- You deserve a Realtor® who works only in your interests. Simply, my fiduciary responsibility is solely to you.



Many times a property needs only minor repairs and fresh painting. I help you make these decisions.



*Fresh paint with designer colors quickly transforms interiors into a magical environment. The stager will choose colors if painting would be beneficial.*

# Preparing Your Home for Sale

## **Creating Market Appeal**

In today's market, it is critical to prepare a home or investment property for sale. Properties in excellent condition will get a higher price, sell faster and are often sold more smoothly. Minor repairs and updating showcase your property's best features and will maximize the sales price you receive.

I provide a comprehensive resource list of stagers, repair specialists and other tradespeople for your convenience. My team of professionals perform quality work the first time—simplifying the process for you.

If you have budgeted some money for preparing your home for sale, I can begin the process by providing an advance estimate of costs for these and other services:

- Stagers
- Color Consultants
- Painters
- Tile Layers
- Plumbers
- Electricians
- Gardeners
- Landscapers
- Cleaning Services
- and more ...

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*Staging is a marketing technique used to enhance a house for sale and secure the most money in the shortest time. We use lifestyle selling techniques to merchandise the home, creating a positive impact on buyers the minute they walk through the door. Staging works because it eliminates any negative distractions a buyer may fixate on, presents the home in the best possible light, and gives the prospective buyer ideas on how they could live in and enjoy the home themselves. Done right, the potential buyer will be thinking, "I want to live like this."*

*- Joanne O'Donnell, Chic Home Interiors*



# Client Services for Sellers



- Gaining perspective on today's real estate market helps you make the right decisions. I keep you updated with pertinent data and my analysis of it.
- Presale inspections can showcase the quality of your home. My inspectors are the best.
- Making smart decisions about repairs requires experience. I meet with vendors and provide cost estimates in advance for your approval.
- Marketing is key in property sales. My strategy for both print and Internet venues is aggressive and successful.
- Open houses showcase your property. I conduct them professionally and always keep a keen eye out for qualified buyers.
- You deserve to know the progress of your sale. My updates include detail of both on-site buyer interest and website interest—including number of clicks and views.
- Your interests always rank first in my actions. I negotiate strongly on your behalf.
- You want to be in charge of the process. I update you continually, and we make decisions together.

# Client Services for Buyers

- Buying property is a major transaction. My methods assist you in every step—so although not an easy process, the results will be rewarding.
- Buyers must be attractive to sellers to succeed. My mortgage expert presents you in a manner that elevates you above the average buyer.
- Knowledge is key. I provide information in progressive stages so you are never overwhelmed with data. You learn as we go along so you can make the right decisions for you.
- Serious buyers get personal service. I schedule showings and view properties with you so together we learn the features important to you.
- The buyer inspection period is critical once the property is in contract. My excellent inspectors are essential to your decision making.
- Customer service extends for your lifetime. I am available to you for any questions following the sale, and beyond.

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*“Sharon is a wonderful real estate agent to work with. She is a consummate professional always going above and beyond for her clients. Sharon is honest, reliable and an outstanding communicator. She is excellent at negotiating on behalf of her clients and manages the home buying process from start to finish.”*

*- Kim Pettigrew, Senior Loan Officer  
NMLS #288484  
Princeton Capital*



# Client Comments



*"She really **took time to discuss strategy**, was considerate of our needs, and was always there to explain and expedite details, big and small. Through her experience with various business ventures, she has developed a unique ability to skillfully analyze the fluid situation of a real estate transaction, and provide constructive solutions along the way. During the process, I would look forward to our conversations, which were always insightful and educational. Selling real estate can be very stressful, but Sharon turned it into a great experience!"*

- R. Vanderlans and Z. Licko

*"This is what I find essential when looking for a Realtor®: First is honesty; second is experience and lastly and most paramount is that the Realtor really listens to what you want and need. Sharon Medairy is a Realtor® who has all the above. I enlisted her to sell the property of a family that entrusted me to be their trustee for their 102-year-old family home. She brought out all the positives of this property. And she brought out all the positives in me. **She was upfront and honest from the beginning, and she genuinely cared and helped manage this project from start to finish.** I can't recommend her too highly."*

- A. Olson

*"**Sharon was a breath of fresh air.** She answered questions before I asked them, explaining things as we went. At one point we sat down and chatted for an hour at a place we were looking at so Sharon could understand exactly what we were looking for! Sharon was always available for questions and was excited to look at properties any time with us. After we bought our place (yay!) Sharon was there every step of the way to assist with assessment or any other walk through. If I had to describe Sharon's services as a Realtor in a word, it would be 'unbelievable,' because I never thought buying a house could feel so comfortable and worry-free."*

- C. Wade

# Why Hire Me?

I would truly enjoy helping you meet your needs and goals in your next real estate transaction. Whether it be a sale or a purchase of a home, business or income property, I know that details matter. To understand those details, I listen to you, because that is the best way I know to provide the service you want. I use my broad experience to guide you through the process to the best possible outcome. Some decisions are easier than others, and I recognize that. My job is to prioritize these decisions—and certainly just take care of all of the small ones—so you have the time and capacity to review the major decisions with me.

I have a complete team of top-notch professionals that I work with. These professionals perform with only the utmost respect for you, the client, as do I, and with the single goal of providing a service with excellence in mind.





*"Sharon helped me buy my current house, so when I realized I'd need to sell to move to a place with room for my parent, I went straight back to her. She is great. **She kept me informed every step of the way**, helping me to really understand possible issues and asking the hard questions. She honestly loves what she does and it shows. I think she was as excited as I was the day I moved in. I would recommend Sharon to anyone looking to buy or sell."*

*- C. Ratliff*



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