

2009 INDEPENDENT SURVEY OF
RECENT HOMEBUYERS TO FIND THE
BEST IN CLIENT SATISFACTION

Meet the Best

Residential Real Estate Agents
in the San Diego Area



ANNOUNCING: San Diego's 2009 FIVE STAR Real Estate Agents

We surveyed recent homebuyers and other industry experts to find the best real estate agents in the San Diego area. Here they are.

Experts say that at least 90 percent of homebuyers rely on real estate agents for advice and guidance. But with more than 12,000 San Diego residents holding real estate licenses, how do you find someone who knows the market, represents your interests and operates with an emphasis on integrity and service?

San Diego Magazine can help. For the second year, the magazine partnered with Crescendo Business Services, an independent research firm, to find out which real estate agents have most consistently wowed their clients.

The Selection Process

This past August, Crescendo surveyed by mail and phone 20,500 San Diego area residents who had recently purchased homes, and 9,000 subscribers of *San Diego Magazine*. An additional 400 surveys were sent to mortgage and title companies, who are often best able to judge a real estate agent's technical skills and knowledge.

On the surveys, recipients were asked to nominate only real estate agents whom they knew through personal experience. They were asked to evaluate them based upon nine criteria: customer service, communication, finding the right home, integrity, negotiation, marketing the home, market knowledge, closing preparation and overall satisfaction.

Only original surveys—no copies—returned in their specially designed envelopes were accepted as valid. By

September, stacks of surveys had arrived, and Crescendo began carefully scoring and screening each nominee with the California State Real Estate Commission's database to make certain that licenses were up-to-date and that no disciplinary actions were pending.

Then, before finalizing the list, nominated real estate agents were reviewed by a blue-ribbon panel of local industry experts. The panel consisted of realty company executives, professional and trade association officers and others directly involved in housing-related businesses.

Although panelists' comments were incorporated into the final score, safeguards were built into the review process to reduce the ability of panel members to influence the composition of the final list on the basis of company affiliation.

Best in Client Satisfaction

The resulting list of FIVE STAR Real Estate Agents is an elite group, representing less than 3 percent of licensed agents in the San Diego area. Only 360 of the top-scoring real estate agents made this year's list. To make the list more user-friendly, agents have been grouped based on their city of focus.

Throughout the nomination process, respondents told stories of lasting friendships that have emerged from what is most often a stressful business transaction. Several even wrote essays on why their particular agent excelled.



Although this list will certainly be a useful tool for anyone buying or selling a home, it should not be considered exhaustive. Undoubtedly, there are many other excellent real estate agents who, for one reason or another, are not on this year's list. But don't be surprised to see them next year.

RESEARCH DECLARATIONS:

As with any research or recognition program, it is important that we provide you the following declarations:

- The 2009 FIVE STAR Real Estate Agents do not pay a fee to be included in the research or the final list of FIVE STAR: Best in Client Satisfaction Real Estate Agents.
- The overall evaluation score of a real estate agent reflects an average of all respondents and may not be representative of any one client's evaluation.
- The FIVE STAR Award is not indicative of the real estate agent's future performance.
- The inclusion of a real estate agent on the FIVE STAR real estate agent list should not be construed as an endorsement of the real estate agent by Crescendo Business Services or *San Diego Magazine*.
- Working with a FIVE STAR Real Estate Agent or any real estate agent is no guarantee that the selected real estate agent will be awarded this accomplishment by Crescendo in the future.
- For more information on the FIVE STAR Award and the research/selection methodology, go to: fivestarpromotional.com/research.

FIVE STAR REAL ESTATE AGENTS



BEST IN CLIENT SATISFACTION

List compiled by Crescendo Business Services. All agents are sorted by city and are listed alphabetically by last name. Names in **boldface** also appear in the profiles that follow.

OCEANSIDE

Michael Hall, Coldwell Banker
 Mary Hoffman, ERA Real Estate
 Jon Lash, Blue Pacific Realty
 Sean O'Donnell, Richard Realty Groups
 Steve Talbot, Windermere Exclusive Properties
 Shirley Vance, Coldwell Banker Landmark Group



Victoria ("Vikki") Varnals
 2009 Winner
 Basic Brokerage Solutions
 Phone: (760) 757-8100
 Cell: (760) 207-8300
 vikkkitc@aol.com

Dolores Wellborn, Realty Executives**POWAY**

Claudia Adams, Coldwell Banker
 Duetta Bellamy, Coldwell Banker
 Sara Driscoll, Prudential California Realty
 Gina Drucker, Windermere Exclusive Properties

Patrice Fuchs, RE/MAX Associates

Catherine Gigstad, Coldwell Banker
 Sue Herndon, Prudential California Realty
 Lisa McAfee, Coldwell Banker
 Rick McCandless, RE/MAX Associates
 Doug McCarty, Prudential California Realty
 Pat McCarty, Prudential California Realty
 James Reifeiss, Prudential California Realty
 Tony Robison, Wells Fargo Home Mortgage
 Brielyn Sesko, Brielyn Sesko

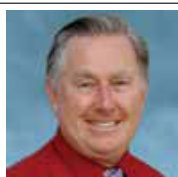


Laurel Shields
 2009 Winner
 RE/MAX Ranch & Beach
 (858) 748-6866
 laurelshields@cox.net
 PowayRealEstate.com

RAMONA

Stephen Bundy, Century 21 - San Vicente
 Jon Erro, Myers Realty Group
 Kathy Smail, Century 21

RANCHO BERNARDO

RANCHO BERNARDO

George Cooke
 2009 Winner
 Coldwell Banker
 Residential
 (858) 674-1222
 GeorgeCooke.com



Phillis Dattilo
 2009 Winner
 Prudential
 (858) 775-3226
 (858) 547-6015
 www.phillis.com

Arlen Gimbel, Prudential California Realty
 Calvin Goad, RE/MAX Associates
 Sue Johnson, Windermere Real Estate
 Wolfgang Kranzle, RE/MAX Ranch & Beach
 Monte Lawson, RE/MAX Ranch & Beach
 Janice Patterson, Century 21
 Judy Pollack, McMillin Realty
 Rick Sauer, Coldwell Banker
 Brett Wehn, RE/MAX - Wehn Realty

RANCHO PEÑASQUITOS

Rodney Powers, Century 21
 Jim Smith, ERA Eagle Estates Realty

RANCHO SANTA FE

Linda Parker Adams, Coldwell Banker
 Laura Barry, Barry Estates
 Chaco Clotfelter, Willis Allen Company
 Andrea Dougherty, Prudential California Realty
 Bob Fields, Coldwell Banker
 Cathy Gilchrist-Colmar, Prudential California Realty -
 Courtyard Office
Sissy Nasri, RE/MAX United

Linda Sansone, Willis Allen Real Estate
 Michael Taylor, Dougherty & Taylor
 John Wilcox, Coldwell Banker

SAN CARLOS

Donavan Truesdale, RE/MAX Associates

SAN DIEGO

Patti Adams, Prudential California Realty

SAN DIEGO

Ruth Allsbrook, Prudential California Realty
 Patricia Anthony, RE/MAX Associates
 Meghan Bach, Woods Real Estate Services
 Sharon Bailey, Coldwell Banker
 Carrie Baker, Century 21 Award
 Cynthia Baker, Coldwell Banker



Dana S. Barry
 2009 Winner
 Hill & Hill Realty
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 DanaSBarry@yahoo.com

John Bassler, Coldwell Banker - San Diego
 Sandy Bassler, Coldwell Banker - San Diego



Nancy Beck
 2009 Winner
 Century 21 Award
 (858) 945-LIST (5478)
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 Realtor.com

Steve Berg, San Diego Castles Realty

Bruce Bielaski, Prudential California Realty
 Kelly Bingham, Prudential California Realty
 Brian Borkum, Prudential California Realty
 Mark Bosola, Ascent Real Estate
 Betsy Bowers, Pacific Pinnacle Real Estate Services
 Claude Braunstein, Coldwell Banker
 Chip Brent, Del Cerro Properties
 Barbara Brokaw, ERA Eagle Estates Realty
 Tesha Buchan, Prudential California Realty
 Dale Burgett, Pacific Pinnacle Real Estate Services
 Craig Burris, Coldwell Banker
 Joe Cal, RE/MAX Associates
 Michael Cameron, Cameron Real Estate Group



Jeff Campbell
 2009 Winner
 Windermere Pacific
 (800) 782-5510
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Linda Campbell, Prudential California Realty
 Vicky Campbell, Century 21