TOMNEEL
&ASSOCIATES

Marketing Plan

Meet the Team / Tom Neel

Top Producing Agent since 1986

Broker Associate

Professional Experience:

Coldwell Banker, formerly Prudential CA Realty & Merrill Lynch Realty

Professional Affiliations:

Burlingame-San Mateo Assoc. of Realtors
California Association of Realtors
National Association of Realtors

Designations:

Lifetime, Circle of Excellence
Gold Circle of Excellence
Chairman's Circle

Education:

Oregon State University, Bachelor of Arts
University of Cal Berkeley
Mills High School, Burlingame
Burlingame Elementary School System

Employment:

1970-1975 / Independent Insurance Agent, Aetna Casualty & Surety, Half Moon Bay - Top Producer - Travelers, Safeco, Fireman's Fund
1975-1983 / Owner, Miramar Beach Inn, Half Moon Bay
1983-1986 / Retail Management/Sales

My Success formula is Personal Service, Professionalism, Market Knowledge and Aggressive Internet Marketing.

Meet the Team / About Tom

Tom began his real estate career in the winter of 1986, quickly becoming a member of the multi-million dollar club his first year. Each year since then, Tom has built his business and reputation with vision, commitment, steadfast determination, excellent service and the highest ethical standards. Since joining Coldwell Banker, Tom has been named to the prestigious International President's Premier and the Coldwell Banker Top 1%, representing the top real estate agents in the country. He has also been awarded the Circle of Excellence and President's Club designation, achieved by only 15 realtors in San Mateo County since its inception in 1986. Realtor Magazine named Tom one of the 2002 Top 50 National Solo Performers ranked by Sales Volume, 2007 ranked #22, and in 2011 ranked #30 in the Wall Street Journal.

Tom has represented over 900 Buyers and Sellers and is over $1.0 billion in sales. Tom is recognized for his expertise in marketing and negotiating the sale of prestigious homes and estates in Burlingame, Hillsborough, San Mateo and surrounding communities.

Tom's commitment to his business goes beyond just closing sales. In addition, Tom has completed hundreds of hours of continuing education credits and contributes time to the Association of Realtors Professional Committees. His Internet Marketing, Personal Website (tomneel.com) and Print Advertising are consistently considered among the best. Please visit www.tomneel.com for a complete overview, of one of the most advanced Real Estate Websites.

Meet the Team / Tom's Mission

Because I will do the best job for you, ask my satisfied Clients. Speak to people who have worked with me in the past, not just once, but over and over during the past 26 years, and you will discover that this is so.

My mission is to be the #1 Agent for all of my clients, and to give the best service. That is why I have been hired by Real Estate Attorneys and other licensed Real Estate Brokers who are very familiar with qualities to look for in a Broker. In several cases, I have been referred to Clients by Brokers who are either currently licensed or who have been retired.

Keeping up with market conditions and trying to anticipate changes in the market are the keys to a successful transaction.

I monitor the Mid-Peninsula market very carefully. I feel I know the market better than any other Real Estate Broker.

Refer to the list of my sales. I am the most active Agent in the Mid-Peninsula for the past 11 years.

I know all the neighborhoods. This is important to potential Buyers & Sellers. They like to know if there are other children close by for their children to play with. Buyers also ask about our school system and other community issues. I live here and I know the answers to their concerns.

Meet the Team / Cam Thompson

Realtor Associate

Professional Experience:

2012-Present / Tom Neel & Associates, Coldwell Banker
2008-2011 / Realtor Associate- Alain Pinel Realtor, San Mateo
2003-2007 / Realtor Associate -Coldwell Banker, Burlingame

Professional Affiliations:

Burlingame-San Mateo Assoc. of Realtors
California Association of Realtors
National Association of Realtors

Education:

St. Mary College of CA, Bachelors in Business Administration
Serra High School, San Mateo CA
St. Matthews Elementary School, San Mateo

Employment:

2000-2002 / Project Manager, Youth Sports Network, Online Sports Website

Cam began his Real Estate Career in 2003 with Coldwell Banker and was a top producing agent his first year in the business. Cam is a third generation Realtor from a successful and prominent real estate family on the Peninsula. He attended Saint Matthews elementary school in San Mateo Serra High School in San Mateo and Graduated from Saint Mary's College of California with a major in Business Administration. While attending Saint Mary's Cam earned his Real Estate license. Cam mentored under Tom Neel for over 2 years and learned how to manage multiple transactions and client relationships before going on his own to become a top producer at Alain Pinel Realtors in San Mateo where he consistently ranked among the top sales professionals.

Over the years Cam has worked with numerous buyers and sellers and is consistently ranked among the top agents on the Peninsula. Cam has represented over 60 relocation buyers alone and is therefore familiar with the needs of families who are relocating to the Peninsula.

Meet the Team / Jeziel Eugenio

Director of Client Relations

Professional Experience:

2012-Present / Tom Neel & Associates, Coldwell Banker, Burlingame
2012 / Marketing Coordinator, Coldwell Banker, Burlingame
2007-2012 / Front Desk Coordinator, Coldwell Banker, Burlingame

Education:

California State University East Bay, B.S. in Business Administration
James Logan High School, Union City CA
Bayside Middle School, San Mateo CA
Parkside Elementary, San Mateo CA

Employment:

2011-2012 Sigma Designs, Milpitas
2008-2009 Stanford Car Company, Hayward
2006-2007 Autobahn Motors, Belmont
2004-2005 BMW of Fremont

Jeziel has been with Coldwell Banker since the Fall of 2007 starting out as the part-time Front Desk Coordinator, while attending Cal State University East Bay in Hayward part-time studying Business with an emphasis in Human Resource Management and Corporate Management- all while raising her now, 8 year old son. She spent most of her childhood growing up along the Peninsula and relocated to the East Bay where she finished High School and attended College. Upon completing her degree, she was offered a full-time position with the office as their Marketing Coordinator. With Tom noticing more of her potential on a day-to-day basis, when the position as his Director of Client Relations opened up, she was offered a growth-opportunity to take on the role and has not looked back since!

With Jeziel's love of the outdoors, in her free time she enjoys family-centered outings fitting with the seasons- such as snowboarding in the winter with her son, camping, barbequing outdoors, riding bikes in summer, and attending concerts and learning to cook new dishes in between. She is teaching her son the importance of hard-work while living and loving life and looking forward to what milestones lie ahead.

Tom's References

Dr. Anthony & Mary Adamis
New York to Hillsborough
914-826-4446

Jon & Alice Berry
San Francisco to Burlingame
415-990-0736

Paul & Janet Chapman
Manhattan Beach to San Mateo
310-739-1330

Jennifer Clack
San Francisco to Burlingame
267-972-6595

Jason & Ann Hable
Burlingame to La Jolla
La Jolla to Burlingame
Sale/Purchase
650-393-5702

Tom's References

Garrett & Alicia Hampton
Colorado to Burlingame
Burlingame to Burlingame
Purchase/Listing/Purchase
650-477-2055

Don & Elaine Low
San Mateo to San Mateo
Listing/Purchase
(650) 799-1144

Bo & Susan Thorenfeldt
Hillsborough
Multiple Listings
650-558-9495

Over 1000 Transactions

Over $1 Billion in Sales Volume

Average Transaction Period – 45 Days

TOMNEEL &ASSOCIATES

Tom's Awards

2002-2012	*Top 100 Agents Nationally "Wall Street Journal"*
2003 - 2012	*Top 100 Agents Worldwide Coldwell Banker*
1997 - 2012	*Top 1% Sales Associates Coldwell Banker*
2007	*#22 Agent Nationally "Wall Street Journal"*
2006	*#10 Agent Worldwide for Coldwell Banker*
2000 - 2012	*#1 Coldwell Banker Agent, Mid-Peninsula - Transactions*
2002	*Top 50 National Solo Performer*
2001 - 2012	*Coldwell Banker International President's Premier*
1990 - 1997	*Chairman's Circle Award - The highest honor given to Prudential Agents Nationwide*
1991 - 1997	*California 100, Top 100 Agents in the State*
1987 – 1998	*Circle of Excellence, Silver, Gold, President, and Lifetime Designations*
1993 & 1996	*Top 25 out of 30,000 Agents Nationwide*
1987	*1st Year in Real Estate - Rookie of the Year, President's Club, and Circle of Excellence*

TOMNEEL &ASSOCIATES

A Top 100 Agent

Top 100 Agents by Sales Volume

RANK	NAME	COMPANY	LOCATION	VOLUME
1	Craig S. Morris	Morris & Fyrwald Sotheby's International Realty	Aspen, CO	$177,009,144
2	Serena Boardman	Sotheby's International Realty/NRT	New York, NY	$175,326,750
3	Raju Chhabria	Shorewood Realtors, Inc.	Manhattan Beach, CA	$167,951,567
4	Mary Gullixson	Alain Pinel Realtors	Saratoga, CA	$148,992,000
5	Chris Cortazzo	Coldwell Banker Residential Brokerage/NRT	Malibu, CA	$133,389,010
6	Susan Breitenbach	The Corcoran Group/NRT	Bridgehampton, NY	$126,875,000
7	David W. Roberts	Royal Palm Properties	Boca Raton, FL	$123,939,332
8	Art Acosta	ERA Regency Realtors	Chino, CA	$105,310,359
9	Nina Hatvany	Coldwell Banker Residential Brokerage/NRT	San Francisco, CA	$104,749,860
10	Larry W. Strother	ERA Strother Real Estate	Fayetteville, NC	$102,121,536
11	Lisa Lippman	Brown Harris Stevens Residential Sales, LLC	New York, NY	$101,869,026
12	John Burger	Brown Harris Stevens Residential Sales, LLC	New York, NY	$97,985,000
13	Tom Daves	Keller Williams Realty	Roseville, CA	$95,062,344
14	Nancy Taylor Bubes	Washington Fine Properties	Washington, DC	$94,437,500
15	Brigitte Senkler	Coldwell Banker Residential Brokerage/NRT	Concord, MA	$93,566,270
16	Suzanne Perkins	Sotheby's International Realty/NRT	Santa Barbara, CA	$92,200,000
17	Roger Erickson	Sotheby's International Realty/NRT	New York, NY	$90,650,000
18	Randall Solakian	Coldwell Banker Residential Brokerage/NRT	Montecito, CA	$84,020,832
19	Paulette Koch	The Corcoran Group/NRT	Palm Beach, FL	$82,815,500
20	James Madison	Coldwell Banker Residential Brokerage/NRT	Santa Rosa, CA	$82,339,244
21	Kathy Bridgman	Alain Pinel Realtors	Saratoga, CA	$82,303,395
22	Linda L. Feinstein	ERA Jensen & Feinstein Realtors, LLC	Hinsdale, IL	$81,804,888
23	Tim Allen	Coldwell Banker Residential Brokerage/NRT	Carmel-by-the-Sea, CA	$80,898,620
24	Jade Mills	Coldwell Banker Residential Brokerage/NRT	Beverly Hills, CA	$79,804,500
25	Kimberly Pitaniello	RE/MAX Alliance	Greenwood Village, CO	$77,906,490
26	Barrie Mandel	The Corcoran Group/NRT	New York, NY	$75,432,648
27	Millie Rosenbloom	Baird & Warner, Inc.	Chicago, IL	$74,960,413
28	Mike Novak-Smith	RE/MAX Results	Moreno Valley, CA	$74,308,987
29	Brett Lawyer	Sotheby's International Realty/NRT	Los Angeles, CA	$73,772,500
30	**Tom Neel**	**Coldwell Banker Residential Brokerage/NRT**	**Burlingame, CA**	**$73,313,000**

Source: REAL *Trends* 2010

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TOMNEEL &ASSOCIATES

Past Bio-Tech Clients

Abhyankar, Sarang	*Redwood Shores*	*Genentech/Roche*
Adamis, Anthony & Mary	*Hillsborough*	*Genentech/Roche*
Agresta, Sam & Gia	*Burlingame*	*Genentech*
Ahn, Mark & Shaun	*Burlingame*	*Genentech*
Allen, Rich and Mary Ellen	*San Mateo*	*Genentech*
Amler, Lukas & Beate	*Foster City*	*Genentech*
Apell, Hobbs & Angie	*San Mateo*	*Genentech*
Ardito, Christine & Sternberg, Eytan	*Burlingame*	*Genentech*
Bagri, Anil & Swati	*San Carlos*	*Genentech*
Bagri, Anil	*San Carlos*	*Genentech/Roche*
Beigelman, Leo & Natalia Lozovsky	*San Mateo*	*Intermune*
Bernal, David & Sandra	*San Mateo*	*Genentech*
Berryman, David	*Foster City*	*Genentech*
Bey, Jason & Nicole	*San Mateo*	*Genentech*
Bey, Jason & Nicole	*San Mateo*	*Genentech/Roche*
Bhasale, Ajay & Gauri Khatri	*San Mateo*	*Genentech/Roche*
Biddle, Warner & Jennifer	*Burlingame*	*Genentech/Roche*
Birchall, Jonathan & Fiona	*Burlingame*	*Genentech*
Bogle, Doug & Joyce	*San Mateo*	*Genentech*
Boismenu, Richard & Sherri	*Burlingame*	*Genentech*
Brachmann, Rainer & Carrie	*Burlingame*	*Genentech*
Bradley, Ross	*Redwood Shores*	*Genentech/Roche*
Broxterman, Mark & Angela	*Belmont*	*Genentech*
Buckley, Jason & Mindy	*San Mateo*	*Genentech/Roche*
Buckley, Jason & Mindy	*San Mateo*	*Genentech*
Bueter, Jim	*Belmont*	*Genentech*
Chen, Ben	*San Francisco*	*Genentech*
Chou, Will & Vickie	*Los Altos*	*Genentech*
Chu, John & Pauline	*Foster City*	*Genentech*
Cohen, Matt	*Burlingame*	*Genentech/Roche*
Coyle, Marty & Tracy	*Burlingame*	*Genentech*
Danagher, Liam & Pam	*Burlingame*	*Gilead*
Danagher, Liam & Pam	*Burlingame*	*Gilead*
Danilenko, Dimitry	*Millbrae*	*Genentech*
David, David & Marie	*San Bruno*	*Genentech*
Davies, Sian	*San Carlos*	*Genentech*
Deitcher, Steven & Mari	*San Mateo*	*Nuvelo*
Dickinson, Scott & Kim	*Foster City*	*Genentech*
DiMarino, Jorge & Clarissa	*Belmont*	*Genentech*
Diss, Tim & Laura Payton	*San Mateo*	*Genentech*
Dornan, David & Harumi Shimizu	*San Mateo*	*Genentech*
Dornan, David & Harumi Shimizu	*San Mateo*	*Genentech*

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Past Bio-Tech Clients

Dornan, David & Harumi Shimizu	*San Mateo*	*Genentech*
Dornan, David & Harumi Shimizu	*Burlingame*	*Genentech/Roche*
Duncan, Heather	*San Mateo*	*Genentech*
Dupont, Jakob & Rebecca	*San Mateo*	*Genentech*
Edison, Linette & Mary Streshly	*Burlingame*	*Genentech*
Elder, Norm & Anne	*Foster City*	*Genentech*
Farnum, Rhonda & Stephen	*Half Moon Bay*	*Genentech/Roche*
Farooq, Khrem & Caron	*Hillsborough*	*Genentech*
Fearns, Andy & Cynthia Conners	*San Mateo*	*Genentech*
Fields, Randy & Anne	*Hillsborough*	*Genentech*
Fleming, Michael & Sumita	*Burlingame*	*Genentech*
Forrest, William & Sarah Kelsey	*San Carlos*	*Genentech*
Friedman, Josh & Lisa	*Burlingame*	*Genentech/Roche*
Galia, Aslam & Frauke	*Burlingame*	*Genentech*
Garland, Scott	*Foster City*	*Genentech*
Hack, Steve & Rachel	*San Carlos*	*Genentech/Roche*
Hampton, Alicia & Garret - Purchase	*Burlingame*	*Genentech*
Hampton, Alicia & Garret - Purchase	*Burlingame*	*Genentech*
Hampton, Alicia & Garret - Sale	*Burlingame*	*Genentech/Roche*
Haskova, Zdenka & Romer Rosales	*Burlingame*	*Genentech/Roche*
Hicks, Michael & Sandy	*San Mateo*	*Genentech*
Hilton, John & Stephany	*San Carlos*	*Gilead*
Hoeflich, Klaus & Si Lee	*Millbrae*	*Genentech*
Hop, Cornelis	*Redwood Shores*	*Genentech*
Hopkins, Jill	*Burlingame*	*Genentech/Roche*
Howell, Scott & Kathy	*Hillsborough*	*Genentech*
Ide, Krystal	*San Carlos*	*Genentech*
Jain, Piyush	*Foster City*	*Genentech*
Jarvis, Jana	*Foster City*	*Amgen*
Jenkins, Brad & Claudia	*Burlingame*	*Genentech/Roche*
Ji, Andrea & Mark Xu	*Foster City*	*Genentech*
Jones, Mike & Patti	*Burlingame*	*Genentech*
Justice, Mr. & Mrs.	*Belmont*	*Genentech*
Kalkbrenner, Ryan & Jennifer	*San Mateo*	*Genentech/Roche*
Katta, Vish & Subha	*Foster City*	*Genentech*
Knight, Jeff	*South San Francisco*	*Genentech*
Kohn, Adam	*Foster City*	*Genentech/Roche*
Kolajay, Kyle & Carey	*San Mateo*	*Genentech*
Kravitz, Michael & Isa	*Hillsborough*	*Gilead*
Landavazo, Mr. & Mrs.	*Millbrae*	*Genentech*
Lee, Ann & Bill Adams	*Hillsborough*	*Genentech*
Lentz, Sara	*Burlingame*	*Genentech/Roche*

TOMNEEL &ASSOCIATES

Past Bio-Tech Clients

Levine, Jason & Michelle	*San Carlos*	*Gilead*
Lin, Chin Yu	*Redwood Shores*	*Genentech*
Lott, Darren & Karen	*San Mateo*	*Genentech*
Marchesani, Ron & Gayle	*San Mateo*	*Genentech*
Matthew Cohen & Amanda Biven	*Burlingame*	*Genentech*
Matyszyk, Sue	*Foster City*	*Genentech*
McCarthy, Marie	*Burlingame*	*Genentech*
McNinch & Gisela Paulsen	*Burlingame*	*Genentech*
McQuaid, Patrick & Kelly	*San Mateo*	*Genentech*
Merchant, Mark & Angela	*Belmont*	*Genentech*
Mesina, Archie & Thuy	*Atherton*	*Genentech*
Miller, Jim & Catherine	*Burlingame*	*Genentech*
Mixon, Hamilton & Andy	*Belmont*	*Genentech*
Muller, Lorenz & Christine	*San Carlos*	*Genentech*
Murano, Gene & Ursula	*Foster City*	*Genentech*
Murphy, Cindy	*San Mateo*	*Genentech*
Namini, Mr. & Mrs.	*Foster City*	*Genentech*
Nguyen, Xuandai	*Foster City*	*Genentech*
Niedziela, Anita & Jersy Majka	*Foster City*	*Gilead*
Nordman, Mr. & Mrs.	*Burlingame*	*Genentech*
Parry, Graham & Pauline	*San Mateo*	*Genentech*
Pearson, Gerald & Vivian	*Foster City*	*Genentech*
Petersen, Lars & Mette	*Burlingame*	*Genentech*
Polniaszek, Richard & Jennifer	*Redwood Shores*	*Genentech*
Rogers, Eric & Lisa Gomez	*San Mateo*	*Genentech*
Rose, Kristen	*San Mateo*	*Genentech*
Rozanski, Rod & Bonnie	*Burlingame*	*Genentech/Roche*
Rudolph, Joachim & Joanne Yun	*Burlingame*	*Genentech*
Ruspini, Russel & Nancy	*Burlingame*	*Genentech*
Sacchetti, Mark & Ching Yi Chou	*Foster City*	*Genentech*
Sager, Jason & Chenghua Gu	*San Mateo*	*Genentech*
Sawicki, Bill & Natalie	*San Mateo*	*Genentech*
Schneider, Gabriela	*San Mateo*	*Genentech/Roche*
Serebryani, Vladimir & Elen Perelova	*Burlingame*	*Intermune*
Sheng, Morgan	*Hillsborough*	*Genentech*
Sinhababu, Archie & Pranati	*Burlingame*	*Genentech*
Sinhababu, Archie & Pranati	*Burlingame*	*Genentech*
Sorof, Jon & Thuy Ann	*Burlingame*	*Genentech*
Spiess, Lisa & Robert Yanez	*San Carlos*	*Genentech*
Spkyer, Dan & Alexandra	*Burlingame*	*Genentech*
Sprecher, Frank & Susan	*Burlingame*	*Genentech*
Sprecher, Frank & Susan	*Burlingame*	*Genentech*

TOMNEEL &ASSOCIATES

Past Bio-Tech Clients

Stuart, John & Kris	*Burlingame*	*Genentech*
Tabari, Sean	*Hillsborough*	*Genentech/Roche*
Tole, Swati	*Burlingame*	*Genentech*
Torres, Bettye	*Burlingame*	*Genentech*
Trzaskoma, Ben & Qyynh	*Burlingame*	*Genentech*
Vannice, Jim & Nancy Desantis	*San Mateo*	*Genentech*
Verma, Vishal	*San Carlos*	*Genentech/Roche*
Villagrand, Brett & Michelle	*San Carlos*	*Genentech*
Vinies, Mark & Carey Daniel	*San Mateo*	*Genentech*
Vitale, Fred & Laurie	*Burlingame*	*Genentech*
Vuong, Anthony	*Pacifica*	*Genentech*
Wagner, Klaus & Dori Lee	*Burlingame*	*Genentech*
Walter, Chris & La Dawn	*Redwood Shores*	*Genentech*
Wang, Mr. & Mrs.	*San Mateo*	*Genentech*
Welch, Chris	*San Mateo*	*Gilead*
Wong, Harvey & Sally Ma	*Foster City*	*Genentech*
Wu, Danlin	*Burlingame*	*Genentech*
Xu, Kiang & Yali Lai	*Belmont*	*Genentech*
Yang, Patrick & Sue	*Hillsborough*	*Genentech*
Yocum, David & Alicia	*San Mateo*	*Genentech*
Zapata, Gerardo & Patty	*San Mateo*	*Genentech*
Zha, Jiping & Kerie	*Foster City*	*Genentech*
Zhang, Kelly & Yan, Bo	*Foster City*	*Genentech*
Zouber, Howard & Heather	*San Mateo*	*Genentech*
Zouber, Howard & Heather	*San Mateo*	*Genentech*

TOMNEEL &ASSOCIATES

Sold in Burlingame since 2000

Over $375 million in Sales

 # 1 BURLINGAME REALTOR

1408 Columbus Ave, Burlingame
908 Paloma Ave, Burlingame
2109 Hale Drive, Burlingame
2928 Hillside Drive, Burlingame
1480 Vancouver Ave, Burlingame
1544 Eastmoor Road, Burlingame
1512 Floribunda Avenue, #402, Burlingame
1512 Floribunda Avenue 301, Burlingame
2115 Hale Drive, Burlingame
2653 Martinez Drive, Burlingame
1149 Drake Avenue, Burlingame
1125 Cabrillo Avenue, Burlingame
1709 Easton Drive, Burlingame
1324 Montero Avenue, Burlingame
150 Newton Drive, Burlingame
2305 Ray Drive Avenue, Burlingame
340 Occidental Avenue, Burlingame
1329 Vancouver Avenue, Burlingame
1391 De Soto Avenue, Burlingame
1277 Balboa Avenue, Burlingame
1543 Drake Avenue, Burlingame
1324 Montero Avenue, Burlingame
1205 Drake Avenue, Burlingame
442 Chatham Road, Burlingame
1560 Columbus Avenue, Burlingame
1261 Vancouver Avenue, Burlingame
367 Lexington Avenue, Burlingame
156 Elm Avenue, Burlingame
1512 Ralston Avenue, Burlingame
1512 Balboa Avenue, Burlingame
1017 Balboa Avenue, Burlingame
716 Concord Way, Burlingame
1461 Balboa Avenue, Burlingame
2928 Hillside Drive, Burlingame
1329 Vancouver Avenue, Burlingame
400 Dwight Road, Burlingame
1486 Vancouver Avenue, Burlingame
1344 Bernal Avenue, Burlingame
1224 Edgehill Drive, Burlingame
1338 Castillo Ave, Burlingame
1612 Ralston Ave, Burlingame
1705 Easton Drive, Burlingame
1312 Edgehill Drive, Burlingame
442 Chatham Road, Burlingame
1210 Bellevue Avenue, Burlingame
1612 Ralston Avenue, Burlingame
2867 Hillside Drive, Burlingame
1355 Montero Avenue, Burlingame
1613 Easton Drive, Burlingame
530 El Camino Real #103, Burlingame
1632 McDonald Way, Burlingame
937 Paloma Avenue, Burlingame
1540 Newlands Avenue, Burlingame
1524 Newlands Avenue, Burlingame
1324 Montero Avenue, Burlingame
185 Los Robles Drive, Burlingame
1233 Bellevue Avenue #1, Burlingame
1344 Bernal Avenue, Burlingame
1441 Balboa Avenue, Burlingame
1491 Benito Avenue, Burlingame
1317 Cabrillo Avenue, Burlingame
1277 Balboa Avenue, Burlingame
1016 Drake Avenue, Burlingame
1419 Montero Avenue, Burlingame
1125 Cabrillo Avenue, Burlingame
120 Tip Toe Lane, Burlingame
210 Bayswater Avenue, Burlingame
1473 Balboa Avenue, Burlingame
1463 Vancouver Avenue, Burlingame
1461 Balboa Avenue, Burlingame
1233 Bellevue Avenue, Burlingame
2928 Hillside Drive, Burlingame
1341 Carlos Avenue, Burlingame
759 Plymouth Way, Burlingame
509 Burlingame Avenue, Burlingame
1612 Ralston Avenue, Burlingame

TOMNEEL &ASSOCIATES

Sold in Burlingame since 2000

1704 Easton Avenue, Burlingame
1021 Balboa Avenue, Burlingame
1613 Sanchez Avenue, Burlingame
530 El Camino Real, Burlingame
2645 Martinez Drive, Burlingame
1277 El Camino Real, Burlingame
1149 Cortez Avenue, Burlingame
1140 Cortez Avenue, Burlingame
1124 Hamilton, Burlingame
2415 Hale Drive, Burlingame
1411 Carlos Avenue, Burlingame
1465 Drake Avenue, Burlingame
165 Valdeflores, Burlingame
1212 Bernal Avenue, Burlingame
1477 Floribunda #302, Burlingame
1461 Columbus Avenue, Burlingame
1512 Floribunda, Burlingame
263 Crescent Avenue, Burlingame
213 Bayswater, Burlingame
1361 De Soto, Burlingame
1129 Oxford, Burlingame
1024 Balboa, Burlingame
732 Lexington, Burlingame
820 Maple, Burlingame
184 Valdeflores, Burlingame
1148 Oxford, Burlingame
1601 Willow Avenue, Burlingame
812 Maple, Burlingame
3003 Canyon, Burlingame
1463 Vancouver Ave., Burlingame
1544 Ralston, Burlingame
800 Acacia, Burlingame
1408 Alvarado Avenue, Burlingame
1376 Vancouver, Burlingame
128 Channing, Burlingame
1353 Balboa, Burlingame
1425 California, Burlingame
724 Concord, Burlingame
1617 Quesada, Burlingame
812 Maple, Burlingame
609 Howard, Burlingame
1408 Columbus Avenue, Burlingame
2928 Hillside Drive, Burlingame

1447 Laguna Avenue, Burlingame
3003 Canyon Road, Burlingame
442 Chatham Avenue, Burlingame
1338 Columbus Avenue, Burlingame
3072 Rivera Drive, Burlingame
1449 Ba Avenue, Burlingame
121 Crescent Avenue, Burlingame
811 Laurel Avenue, Burlingame
1309 Cabrillo Avenue, Burlingame
1021 Balboa Avenue, Burlingame
1447 Laguna Avenue, Burlingame
1609 Forestview Avenue, Burlingame
1612 Ralston Avenue, Burlingame
1712 Sebastian Drive, Burlingame
2817 Hillside Drive, Burlingame
1520 Ralston Avenue, Burlingame
1640 Lassen, Burlingame
1508 Arc Way, Burlingame
1129 Oxford, Burlingame
1012 Drake, Burlingame
2928 Hillside, Burlingame
1516 Floribunda, Burlingame
724 Concord Way, Burlingame
1104 Mills, Burlingame
1148 Oxford, Burlingame
8 Belvedere, Burlingame
318 Lexington, Burlingame
112 Crescent Ave., Burlingame
482 Chatham, Burlingame
2101 Ray, Burlingame
1511 Vancouver, Burlingame
500 Burlingame, Burlingame
1273 El Camino Real, Burlingame
3112 Margarita, Burlingame
1025 Paloma, Burlingame
3028 Canyon, Burlingame
2228 Davis, Burlingame
128 Channing, Burlingame
1314 De Soto, Burlingame
1112 Lincoln, Burlingame
221 Victoria, Burlingame
2928 Hillside Drive, Burlingame
1612 Ralston Avenue, Burlingame

Sold in Burlingame since 2000

1500 Sherman #2D, Burlingame
1224 Edgehill Drive, Burlingame
1705 Easton Drive, Burlingame
908 Paloma Avenue, Burlingame
1320 Drake Avenue, Burlingame
1551 Cypress Avenue, Burlingame
1008 Balboa Avenue, Burlingame
1047 Balboa Avenue, Burlingame
1486 Vancouver Avenue, Burlingame
1500 Sherman Unit 2 D, Burlingame
212 Howard Avenue, Burlingame
1468 Drake Avenue, Burlingame
1217 Bernal Avenue, Burlingame
500 Almer Road #202, Burlingame
1512 Floribunda Avenue #402, Burlingame
1417 Cabrillo Avenue, Burlingame
2412 Hale Drive, Burlingame
2109 Hale Drive, Burlingame
1338 Castillo Avenue, Burlingame
1210 Bellevue Avenue #207, Burlingame
1441 Laguna Avenue, Burlingame
1320 Drake Avenue, Burlingame
1512 Floribunda Avenue #202, Burlingame
1021 Balboa Avenue, Burlingame
530 North El Camino Real #207, Burlingame
1417 Cabrillo Avenue, Burlingame
1838 Ogden Drive #111, Burlingame
1206 Lincoln Avenue, Burlingame
1570 Cypress Avenue, Burlingame
3003 Canyon Road, Burlingame
1512 Floribunda Avenue #402, Burlingame
1244 Capuchino Avenue, Burlingame
105 Bayswater Avenue, Burlingame
409 Burlingame Avenue, Burlingame

TOMNEEL &ASSOCIATES

Sold in Hillsborough since 2000

Over $300 million in Sales

1545 Bellevue Avenue, Hillsborough
2154 Geri Lane, Hillsborough
15 Jewell Place, Hillsborough
1545 Bellevue Avenue, Hillsborough
10 Summerholme Place, Hillsborough
160 Rockridge Road, Hillsborough
220 Roblar Road, Hillsborough
115 Rockridge Road, Hillsborough
3 Mountain Wood Lane, Hillsborough
35 Knightwood Lane, Hillsborough
610 Pullman Road, Hillsborough
2335 Oakdale Road, Hillsborough
910 La Senda Road, Hillsborough
1540 Lakeview Drive, Hillsborough
395 Robinwood Lane, Hillsborough
1455 Lakeview Drive, Hillsborough
1645 Wedgewood, Hillsborough
1011 Merner Road, Hillsborough
860 Hayne, Hillsborough
1011 Merner, Hillsborough
915 Parrott, Hillsborough
245 Uplands, Hillsborough
10 Horseshoe Court, Hillsborough
5 Woodcrest Court, Hillsborough
760 Clydesdale, Hillsborough
360 Eucalyptus, Hillsborough
1160 Barroilhet, Hillsborough
2175 Carmelita Avenue, Hillsborough
515 Craig Road, Hillsborough
260 Woodridge Road, Hillsborough
28 Mountain wood Lane, Hillsborough
608 Fairway Circle, Hillsborough
8 Mountain Wood Lane, Hillsborough
910 Link Road, Hillsborough
318 Ascott Road, Hillsborough
419 Hillsborough Blvd., Hillsborough
10 Falkirk Lane, Hillsborough
8 Mountain Wood Lane, Hillsborough
1370 Hayne Road, Hillsborough
2175 Carmelita Avenue, Hillsborough
801 Lombardi Lane, Hillsborough
2995 Summit Drive, Hillsborough
235 El Cerrito Avenue, Hillsborough
1340 Lakeview Drive, Hillsborough
331 Alberta Way, Hillsborough
1455 Lakeview Drive, Hillsborough
1035 Bridle Way, Hillsborough
530 W. Santa Inez, Hillsborough
331 Alberta, Hillsborough
610 Pullman, Hillsborough
245 Uplands, Hillsborough
45 Geneva, Hillsborough
610 Pullman, Hillsborough
1215 La Canada, Hillsborough
20 Latham Court, Hillsborough
2665 Summit, Hillsborough
515 Craig Road, Hillsborough
1600 Kingswood Drive, Hillsborough

TOMNEEL &ASSOCIATES

Sold in San Mateo since 2000

Over $275 Million in Sales

1144 Wayne Way, San Mateo
242 Clark Drive, San Mateo
418 Castillian Way, San Mateo
814 Greenwood Avenue, San Mateo
630 Prospect Row, San Mateo
402 26th Avenue, San Mateo
431 Hobart Avenue, San Mateo
130 Otay Avenue, San Mateo
336 W. Poplar Avenue, San Mateo
116 Rosilie, San Mateo
1748 Dale Avenue, San Mateo
31 Avila Road, San Mateo
719 W. Capistrano, San Mateo
1058 Shoreline Drive, San Mateo
932 Laurel Avenue, San Mateo
4009 Fernwood Avenue, San Mateo
826 Willmington Road, San Mateo
814 N. Delaware Street, San Mateo
1000 Park Place, San Mateo
51 W. Bellevue, San Mateo
215 State Street, San Mateo
150 14th Avenue, San Mateo
2342 Clipper Avenue, San Mateo
114 Hobart, #4, San Mateo
130 Otay, San Mateo
16 12th Avenue, San Mateo
420 Poinsettia, San Mateo
11 E. 38th, San Mateo
322 28thAvenue, San Mateo
756 Pico, San Mateo
405 Sonora, San Mateo
239 Hobart, San Mateo
1548 Kalmia, San Mateo
2379 Ticonderoga, San Mateo
239 Hobart, San Mateo
928 Peninsula #205, San Mateo
503 N. San Mateo, San Mateo
1721 Hamlet St, San Mateo
715 Tulane Court, San Mateo
629 Hobart Avenue, San Mateo
1416 Kalmia Street, San Mateo
15 Engle Road, San Mateo
325 Elm Street, San Mateo
451 Cornell Avenue, San Mateo
1144 Wayne Way, San Mateo
149 Warren Road, San Mateo
438 Midway Avenue, San Mateo
215 State Street, San Mateo
517 Princeton Road, San Mateo
431 Hobart Avenue, San Mateo
114 Hobart Avenue, San Mateo
512 Warren Road, San Mateo
30 Trenton Place, San Mateo
529 Avila Avenue, San Mateo
451 Cornell Avenue, San Mateo
601 Maple Street, San Mateo
1661 Sugarloaf, San Mateo
217 State Street, San Mateo
1416 Kalmia Street, San Mateo
402 26th Avenue, San Mateo
233 Grand Blvd, San Mateo
830 Harvard, San Mateo
631 Edna, San Mateo
208 Grand, San Mateo
372 N. El Camino Real, San Mateo
712 Dalehurst, San Mateo
423 N. Claremont, San Mateo
420 Park Lane, San Mateo
1428 Kalmia, San Mateo
344 Seville, San Mateo
1321 Bel Aire, San Mateo
239 Hobart, San Mateo
423 Fordham, San Mateo
1330 Ashwood, San Mateo
1500 Forge, San Mateo
2235 Armada Way, San Mateo

TOMNEEL &ASSOCIATES

Sold in San Mateo since 2000

Over $275 Million in Sales

327 W. 25th, San Mateo
150 14th Avenue, San Mateo
3720 Orinda Avenue, San Mateo
223 E. Bellevue, San Mateo
1310 Monroe Avenue, San Mateo
33 Tollridge Court, San Mateo
419 Williams Place, San Mateo
4241 Wooster Avenue, San Mateo
1149 Shoreline Drive, San Mateo
49 E. 38th Avenue, San Mateo
420 Poinsettia Avenue, San Mateo
991 E. Grant Place, San Mateo
1334 Ashwood Court, San Mateo
66 Crystal Springs Road, San Mateo
8 El Cerrito Avenue, San Mateo
353 N. Claremont Avenue, San Mateo
904 Bromfield, San Mateo
2654 Corte de Flores, San Mateo
15 Barroilhet Avenue, San Mateo
418 Iowa Street, San Mateo
744 Neuchatel, San Mateo
928 Peninsula, San Mateo
932 Laurel, San Mateo
804 Parrott, San Mateo
423 Claremont, San Mateo
967 Rosewood, San Mateo
2078 Delaware, San Mateo
814 North Delaware St #415, San Mateo
1058 Shoreline Dr, San Mateo
1480 Vancouver Avenue, San Mateo
316 North El Camino Real #110, San Mateo
601 Maple Street, San Mateo
3813 Kenwood Avenue, San Mateo
512 Warren Road, San Mateo
4021 Branson Drive, San Mateo
9 Weepingridge Court, San Mateo
111 W. Bellevue, San Mateo
20 Powell Street, San Mateo
800 Wharfside, San Mateo
350 Aragon Blvd., San Mateo
215 State Street, San Mateo
228 Harvard Road, San Mateo
1175 Vernon Terrace, San Mateo
835 Bromfield Road, San Mateo
1000 Park Place, San Mateo
1414 Parrott Drive, San Mateo
15 Engle Road, San Mateo
50 Mounds Road #504, San Mateo
3712 Hillside Court, San Mateo
117 15th Avenue, San Mateo
2322 Hacienda, San Mateo
3720 Orinda Drive, San Mateo
344 Seville Way, San Mateo
821 Parrott Street, San Mateo
15 Barroilhet, San Mateo
111 Poplar, San Mateo
75 E. Hillsdale, San Mateo
262 Virginia, San Mateo
2036 S. Delaware, San Mateo
1241 Terminal Place, San Mateo
2323 Kent, San Mateo
541 Cornell Avenue, San Mateo
451 Cornell Avenue, San Mateo
1608 Toyon Court, San Mateo
805 Foothill Drive, San Mateo
916 Shoreline Drive, San Mateo
493 Edgewood Road, San Mateo

Sold in Surrounding Communities since 2000

Over $300 Million in Sales

BELMONT

2536 Hallmark Drive, Belmont
1623 Notre Dame Avenue, Belmont
26 Edgewood Place, Belmont
1610 Fairway Drive, Belmont
2722 Sequoia Way, Belmont
5 Talbryn Lane, Belmont
329 Malcolm, Belmont
2618 Prindle Road, Belmont
3416 Lodge Drive, Belmont
2395 Lyall Way, Belmont
1625 Molitor Road, Belmont
2609 Hastings Drive, Belmont
1624 Manzanita Avenue, Belmont
41 Arroyo View Circle, Belmont

COAST

228 Kelly, Half Moon Bay
228 Kelly Drive, Half Moon Bay
796 Serena Drive, Pacifica
2141 St. Andrews, Half Moon Bay
454 El Granada, El Granada
160 Bernal, Moss Beach m
540 Bayhill Road, Half Moon Bay
28 Jenna Lane, Half Moon Bay
28 Jenna Lane, Half Moon Bay
5017 Palmetto, Pacifica
365 Coronado Avenue, Half Moon Bay
26 Pinehurst, Half Moon Bay
160 Bernal, Moss Beach m
112 Kent, Pacifica
540 Bayhill Road, Half Moon Bay

FOSTER CITY

790 Polaris Avenue, Foster City
881 Balboa Avenue, Foster City
870 Castor (Listing & Sale)
273 Bonita, Foster City
880 Meridian Bay, Foster City
1011 Avalon Drive, Foster City
509 Hanbury Lane, Foster City
355 Catamaran Street, Foster City
371 Bramble, Foster City
843 Balboa, Foster City
809 Norma Lane, Foster City
116 Flying Cloud, Foster City
1019 Grebe, Foster City
897 Marlin, Foster City
193 Flying Cloud Isle, Foster City
209 Sailfish, Foster City
224 Barkentine, Foster City
117 Beach Park Blvd., Foster City
1121 Forrestal Lane, Foster City
852 Arcturus Circle, Foster City
1020 Lido Lane, Foster City
843 Peary Lane, Foster City
981 Crane Ave., Foster City
656 Portofino Lane, Foster City
711 Coronado Lane, Foster City
122 Cityhomes Lane, Foster City
1130 Flying Fish Street, Foster City
845 Grenada Lane, Foster City
903 Clipper Lane, Foster City
656 Portofino, Foster City
1111 Decatur, Foster City
748 Coronado, Foster City
990 Laguna Circle, Foster City
309 Sailfish, Foster City
748 Coronado, Foster City
309 Sailfish, Foster City
163 Albacore Lane, Foster City
740 Promontory Point Lane, Foster City

TOMNEEL &ASSOCIATES

Sold in Surrounding Communities since 2000

Over $300 Million in Sales

MILLBRAE

371 Ashton Avenue, Millbrae
619 Capuchino Drive, Millbrae
620 Taylor Avenue, Millbrae
15 Aura Vista, Millbrae
380 Vallejo, #130, Millbrae
240 Castenada, Millbrae
371 Ashton, Millbrae
619 Capuchino, Millbrae
532 Barcelona, Millbrae
1026 Sycamore, Millbrae
151 South Magnolia Avenue #7, Millbrae

371 Ashton Avenue, Millbrae
35 Manzanita Court, Millbrae
250 Lewis, Millbrae
1225 Manzanita, Millbrae
240 Castenada, Millbrae
261 Willow, Millbrae
414 Green Hills, Millbrae
261 Willow, Millbrae
1016 Sycamore, Millbrae
619 Capuchino Drive, Millbrae
151 South Magnolia Avenue #7, Millbrae

REDWOOD SHORES/CITY

1028 Rockport Avenue, Redwood Shores
413 Cork Harbour Circle, Redwood Shores
177 Montalvo Road, Redwood City
300 Baltic Circle #322, Redwood Shores
6 Dana Pointe Court, Redwood Shores
501 Baltic Circle, Redwood Shores
112 Monaco, Redwood Shores

503 Lichen Ln, Redwood Shores
593 California Way, Redwood City
359 Montserrat Drive, Redwood Shores
501 Baltic Circle, Redwood Shores
236 Monaco, Redwood Shores
519 Keelson Circle, Redwood Shores
837 Columbia Circle, Redwood Shores

SAN BRUNO

5140 Shelter Creek Road, San Bruno
473 Chestnut, San Bruno
625 Shelter Creek, San Bruno
473 Chestnut, San Bruno

1611 Claremont, San Bruno
1670 Claremont, San Bruno
2331 Whitecliff, San Bruno
1236 Kains, San Bruno

SAN CARLOS

201 Emerald Avenue, San Carlos
358 Clifton Avenue, San Carlos
875 Sunset Drive, San Carlos
1354 Pebble Drive, San Carlos
1529 School, San Carlos
1262 Magnolia, San Carlos
2135 St. Francis Way, San Carlos
1 Maple Way, San Carlos
182 Crestview Drive, San Carlos
800 Bauer Drive, San Carlos

136 Devonshire Boulevard, San Carlos
1 Maple Way, San Carlos
891 Sunset Drive, San Carlos
734 Chestnut #2, San Carlos
620 Park, San Carlos
274 Garnet, San Carlos
620 Park Avenue, San Carlos
1265 Eaton Avenue, San Carlos
15 Anchor Lane, San Carlos
1265 Eaton Avenue, San Carlos

Sold in Surrounding Communities since 2000

Over $75 Million in Sales

519 San Benito Avenue, Menlo Park
255 Ridgeway Rd, Woodside
1285 Loma Vista Drive, Napa
28 Elmwood Drive, Daly City
71 Peralta Ave., San Francisco
73 Santa Paula, San Francisco
1763 Dolores, San Francisco
516 Park Way, South San Francisco
136 El Rancho, South San Francisco
145 Bear Gulch Drive, Portola Valley
371 El Camino Real, Atherton
196 Selby Lane, Atherton
425 Family Farm Road, Woodside
437 Oak Mesa Place, Santa Rosa
1281/1273 Laurel Street, Menlo Park
520 Gilbert Avenue, Menlo Park
372 El Camino Real, Atherton
2030 Emerson Street, Palo Alto
3951 Alemany #302, San Francisco
311 Day, San Francisco
516 Park Way, South San Francisco
617 Newman, South San Francisco
516 Park, South San Francisco
2298 Stockbridge Road, Woodside
170 Stonepine, Menlo Park
645 Sylvan, Mountain View
615 Spruce Street, Berkeley
3316 Pescadero Creek Road, Pescadero

Over $100 Million in Sales

33-37 E. 3rd Ave., San Mateo
33-37 E. 3rd Ave., San Mateo
41-43 E. 3rd Ave., San Mateo
43 E. 3rd Ave., San Mateo
505-507 California Drive, Burlingame
66 Gerard, Richmond – 100 Townhomes
347 Primrose, Burlingame – Retail Commercial
The Gap, Burlingame – Retail Commercial
Reno, NV – 3 Multi-Residential Buildings
480 S. Mathilda, Sunnyvale
33-37 E 3rd Ave., San Mateo
41-43 E. 3rd Ave., San Mateo
43 E. 3rd Ave., San Mateo
Norfolk Subdivision, San Mateo – 67 T/Hs
240-248 Primrose, Burlingame Retail
480 S. Mathilda, Sunnyvale
Bakersfield – 12 Multi-Residential Buildings

TOMNEEL &ASSOCIATES

Pre-Marketing Plan

The goal in any Real Estate transaction is to obtain the highest price for your home with the best terms in the shortest period of time. To do this, it is imperative that I prepare your home to appeal to the broadest group of Buyers. To accomplish this, I will complete the following according to the needs of your home:

1) ***Termite Inspection***
2) ***Chimney Inspection***
3) ***Roof Inspection***
4) ***Property Inspection***
5) ***Miscellaneous repairs by General Contractor***
6) ***Interior & Exterior Painting (as needed)***
7) ***Landscaping***
8) ***Removal of unwanted furnishings and debris***
9) ***Complete cleaning***
10) ***Staging***
11) ***Professional Photo Shoot***
12) ***Professional Marketing Write-Up***
14) ***Prepare Disclosure & Reports packet***
13) ***Create Pre-Marketing Calendar***

Sample / Marketing Calendar

1206 Lincoln Avenue / Petersen

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	March 31	April 1	April 2	April 3	April 4	April 5	April 6
Property Inspection Termite Inspection Professional Writer Professional Photographer Bids from: Painter Stager Landscaper		Prepare Listing Documents for Seller to Sign Schedule Termite/ Pest Inspection/ REIG Property Inspection	Continue Listing Documents for Seller 9:30am Professional Write-up Marketing Designs	Schedule Walk-Through RC Smith General Contractor	10 am JK Control Pest Inspection 10 am REIG Property Inspection McGowan Paint	Order JCP Reports, etc. McGowan Paint	
	April 7	April 8	April 9	April 10	April 11	April 12	April 13
		McGowan Paint Check Proof Marketing Designs Professional Write-up	Continue preparation Prepare Disclosures & Reports packet Order Sign	RC Smith repairs as needed Landscaping as needed	Seller to return Disclosure Packet complete	Prepare print ads in Chronicle/Homes & Land/WSJ, etc. Marketing Designs Professinal Write-Up	Complete Professional Cleaning Marina's House Cleaning
	April 14	April 15	April 16	April 17	April 18	April 19	April 20
		Staging Sign in Ground Schedule Agents to Open Houses	Design marketing pieces Professional Photo Shoot	www.1206Lincoln.com Prepare Luxury Brochure	Prepare luxury brochure Add home to tomneel.com Order print ads in Chronicle/Homes & Land/WSJ, etc.	Enter into MLS Live Worldwide Disclosure Packets Available to Buyers' Agents	Tom Neel Present's First Open 2pm - 4pm Open House
	April 21	April 22	April 23	April 24	April 25	April 26	April 27
	Tom Neel Present's First Open 2pm - 4pm Open House	Open House Reports to Seller	10am - 1pm Broker Tour Serving Lunch Collect Agent feedback	10am - 5pm by appointment showings Publicize Open House on Facebook, tomneel.com & property site	10am - 5pm by appointment showings Publicize Open House on Facebook, tomneel.com & property site	10am - 5pm by appointment showings Weekly showing report to Seller	2pm - 4pm Open House

Sample / Professional Write-Up

TOM NEEL & ASSOCIATES PRESENT...
2335 OAKDALE ROAD, HILLSBOROUGH

BEAUTIFUL SPANISH-STYLE HACIENDA IN LOWER HILLSBOROUGH

This gorgeous Spanish-style hacienda in prestigious lower north Hillsborough proudly takes its place alongside the area's time-honored classics. Regally positioned on an expansive knoll, the 6-bedroom, 7.5-bath home is immediately impressive. Inside, exquisite details such as scrolling wrought iron door grilles, stained glass, and colorful handmade Talavera tiles articulate a delight in craftsmanship rarely found in today's new homes. French doors effortlessly extend interior spaces to the private outdoor setting, surrounded by sweeping lawns and tree-studded seclusion. A vast entertaining patio, sheltered loggia, and romantic balconies present multiple venues for entertaining or relaxing while overlooking a terraced Mediterranean landscape replete with a pool and cascading spa.

Commencing the approximate 7,571 square-foot design, a stunning two-story reception hall and light-filled upper-level galleria are a fitting prelude to grand formal rooms. For culinary and everyday activities, the superb country kitchen is within easy reach of a sunny circular dining alcove, immense family room with fireplace, and lower-level game room. Highlighting the spacious bedrooms – each with en suite bath – are au pair/guest quarters with outside access and an outstanding master retreat boasting a circular sitting alcove. Among other special features are three fireplaces, a library, exercise room (6th bedroom suite), and fabulous wine cellar. In addition to its architectural beauty and superb amenities, this eminently inviting home also offers a prized location just moments to downtown Burlingame.

www.tomneel.com

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BROKER ASSOCIATE
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TOMNEEL &ASSOCIATES

Sample / Professional Write-Up

Summary of the Home

- Spanish-style hacienda built in 2005
- Sought-after **lower North Hillsborough** location
- **6 bedrooms, 7 full bathrooms, plus 1 half-bath**
- Approximately **7,571± square feet** of living space
- **Entrance** Broad steps adorned with colorful handmade Talavera tile risers ascend past terraced grounds featuring colorful flowerbeds, sweeping lawns, and a tiered fountain; an oversized solid wood vertical plank front door, inset with a wrought iron grille, opens to the reception hall
- **Reception Hall** This stunning space is encircled by rough-hewn beams and wrought iron balusters framing the open upper-level galleria; a cathedral ceiling and hardwood flooring with an inlaid feature strip span the hall; completing the space are broad archways to the formal rooms, a cascading staircase with handmade Talavera tile risers, a deep niche adorned with an arched stained glass window, and two cloak closets
- **Living Room** Beautifully appointed for entertaining, the living room features hardwood flooring with a double feature strip and a cathedral ceiling with rough-hewn beams; a fireplace is surrounded by a marble mosaic and topped by a rustic wood ledge; French doors open to the rear patio and to a front balcony
- **Dining Room** Banquet-sized proportions feature scrolling wrought iron, hardwood & glass French doors, hardwood flooring with a double feature strip and a box beam ceiling of rough-hewn beams; wrought iron wall sconces, a wrought iron chandelier, and wall of arched windows illuminate the room
- **Library** Announced by wooden doors inset with a scrolling wrought iron grille over glass; appointed with hardwood flooring, paneled wainscot, a box beam ceiling of rough-hewn beams, and a wall of built-in bookshelves and desk space; a fireplace is surrounded by a mosaic of marble; French doors open to the rear patio
- **Kitchen** Antiqued off-white cabinetry, limestone slab countertops, recessed lighting, and hardwood flooring coordinate the epicurean kitchen, which also features a cherry wood center island and walk-in pantry
- **Appliances** include: Viking range with 6 burners, griddle, and 2 ovens; 2 Bosch dishwashers; Sub-Zero refrigerator; Thermador microwave, oven, and warming drawer; Miele espresso center; KitchenAid wine cooler; farmhouse sink
- **Casual Dining Area** Lined with arched windows and overlooking secluded tree views, this spacious circular alcove presents an engaging setting for everyday and casual dining
- **Family Room** Accessed from the kitchen as well as from the reception hall by wooden doors inset with a scrolling wrought iron grille over beveled glass, the immense and inviting space features a pair of French doors to the rear patio; a box beam ceiling of rough-hewn beams, recessed lighting, and hardwood flooring complete the space
- **Lower level** with tremendous 3,000+ bottle **wine cellar**, large **recreation room** with outside entrance and private patio, plus **fitness center (6th bedroom suite)** with mirrored wall and direct access to a **full bath** with shower
- **Bedroom 1 Suite (Au Pair or Guest Bedroom)** Accessed from the split-level landing and stairs from the outside; amenities include hardwood flooring, a coved ceiling with recessed lighting, and a customized closet; the bath features an antiqued single-sink vanity with a marble slab top, a tub/shower, and marble tile flooring with a mosaic lattice accent
- **Bedroom 2 Suite** A coved ceiling with recessed lighting, three windows, and a large customized closet; bath with tumbled natural stone flooring and handmade Talavera keystone accents; other amenities include an antiqued single-sink vanity with natural stone slab top and a tub/shower behind glass enclosure
- **Master Bedroom Suite** A spacious and secluded retreat appointed with hardwood flooring, a coffered ceiling with recessed lighting, and broad windows overlooking soothing tree views; a circular alcove lined with windows offers a versatile space for relaxation, nursery, office, or exercise purposes; a giant walk-in closet is fully customized for hanging and shoe storage and features a center island with pull-out drawers and hampers
- **Master Bath** finished with creamy marble accented by a natural stone border strip; amenities include two separate single-sink vanities with limestone slab top, a Whirlpool tub surrounded by marble mosaic, and a large shower behind a seamless glass enclosure
- **Bedroom 4 Suite** Overlooks the rear grounds; features a coved ceiling, customized walk-in closet, and hardwood flooring; bath finished in creamy marble tile accented with opalescent glass mosaic accent tiles; amenities include an antiqued single-sink vanity with marble slab top and a tub/shower
- **Bedroom 5 Suite** Overlooks the rear grounds; features a coved ceiling, customized walk-in closet, and hardwood flooring; bath finished in golden limestone with Spanish tile keystone accents; includes an antiqued single-sink vanity with limestone slab top and a tub/shower
- **Other features** include: formal **powder room**; **full bath** with shower accessed from the loggia for pool use; upstairs laundry room; heating with 3 zones; air conditioning with 2 zones; 100-gallon quick-recovery hot water heater; attached 3-car garage
- Spacious lot of **approximately .89 acre** with beautifully landscaped grounds and sweeping lawn
- **Pool and elevated spa** with connecting waterfall; rear patio plumbed for an outdoor kitchen and gas fire pit
- **Excellent schools**: North Elementary, Crocker Middle, and Burlingame High

Information deemed reliable, but not guaranteed. ©Marketing Designs, Inc. 650.802.0888 marketingdesigns.net

Sample / 8 Page Brochure

TOMNEEL &ASSOCIATES

Sample / 12 Page Brochure

TOMNEEL &ASSOCIATES

Sample / 8 Page Brochure

Sample / Marketing Eblast to Top Realtors

PRICE REDUCED BY $2,250,000
NEW PRICE: $13,500,000

1ST AND ONLY BROKER TOUR
Tuesday, April 9, 2:00 p.m. – 5:00 p.m.

CLIENTS WELCOME!

Wine, Beer on tap, & hors d'oeuvres will be served

925 SEABURY ROAD, HILLSBOROUGH

One of the Finest Estates in Hillsborough

- Premier lower Hillsborough location
- 6 bedrooms suites plus 1 additional full bath and 2 half-baths in the 3-level main residence
- Three home theatres including a commercial-quality cinema
- Pool cabana/guest house with 2 full baths
- 4-car attached garage
- Approximately 15,000 total square feet
- Fabulously landscaped lot of approximately 1.5 acres
- Oversized pool and spa
- Tennis court
- Hillsborough schools

Offered at $13,500,000

Click here for virtual tour:
www.925seabury.com

www.tomneel.com

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650.759.1505
tom@tomneel.com

Sample / Marketing Eblast to Top Realtors

OPEN SATURDAY & SUNDAY
May 18 & 19, 2:00 – 4:00 p.m.

BROKER TOUR, May 21, 9:30 a.m. – 1:30 p.m.
Lunch will be served

TOM NEEL & ASSOCIATES PRESENT...
1217 BERNAL AVENUE, BURLINGAME

Custom-Built California Dream Home in Sought-After Easton Addition

- Top-quality construction completed in 2005
- Excellent address in coveted Easton Addition
- 4 bedrooms and 3.5 bathrooms arranged over three levels
- Approx. 3,700 sq. ft. (includes approx. 700 sq. ft. of fully finished basement)
- Formal living room with fireplace and a formal dining room
- Tremendous gourmet kitchen with granite countertops and center island
- Great room-style family room with a fireplace and French doors to the terrace
- Bedroom 1 on the main level
- Upstairs master bedroom suite with French doors to a private balcony and a lavish master bath
- Private cinema screening room with projection system and a wet bar
- First amenities include glowing white oak flooring throughout the main level and elaborate door casings and columns
- Rear entertainment terrace shaded by a heritage oak and bordered by level lawn
- Other features include electronic entrance gate and security alarm system
- Detached 2-car garage plus off-street parking
- Lot size of approx. 8,000 sq. ft.

Offered at $2,700,000

Click here for virtual tour:
www.1217Bernal.com

www.tomneel.com

CAM THOMPSON
REALTOR®
650.302.2611
cam@tomneel.com

TOM NEEL
BROKER ASSOCIATE
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tom@tomneel.com

Sample / Marketing Eblast to Top Realtors

OPEN FRIDAY, June 14, 4:00 – 7:00 p.m.
Enjoy wine and cheese

OPEN SATURDAY & SUNDAY,
June 15 and 16, 1:00 – 4:00 p.m.

BROKER TOUR, JUNE 18, 9:30 a.m. – 1:00 p.m.
Lunch will be served and clients welcome

Offers to be presented at Coldwell Banker, 1427 Chapin Avenue, Burlingame at 12 noon Friday, June 21

TOM NEEL & ASSOCIATES PRESENT...
1265 EATON AVENUE, SAN CARLOS

Remodeled Classic in White Oaks

- Remodeled ranch home in sought-after White Oaks neighborhood
- 3 bedrooms and 2.5 bathrooms
- Approximately 1,850 square feet (including enclosed sun porch)
- Spacious and open great room design with dining area, living room, remodeled chef's kitchen with breakfast bar and glass-enclosed, wood-burning fireplace
- Beautifully remodeled sky-lit kitchen with antique glazed cabinetry topped with granite slab counters; tiled floor
- Two sets of French doors open from the great room to the enclosed sun porch; paneled and beamed vaulted ceiling; exterior wall of windows and 4 sets of French doors to the large side yard with new lawn and gardens; follow path to spacious rear yard with expansive deck, gardens and spa
- Attached 2-car garage with half-bath and walk-up storage loft
- Lot size of approximately 7,000 square feet
- Highly regarded San Carlos School District (buyer to verify)

Click here for virtual tour:
www.tomneel.com

CAM THOMPSON
REALTOR®
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TOM NEEL
BROKER ASSOCIATE
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Sample / Disclosure Packet

Tom Neel, Broker Associate
Cameron Thompson, Realtor Associate
Jeziel Eugenio, Client Relations

DISCLOSURE PACKET

Street Address, City, State, Zip

The Sellers request the following be incorporated into the offer:

1. "As-Is" Offer
2. 30 Day Close of Escrow, or sooner
3. Escrow with Fidelity National Title #xxxxxxx

****Please return Disclosure Packet Acknowledgement/Receipt upon presentation of offer signed by Buyers.**

I have not verified any of the information contained in these documents that were prepared by others. Buyers need to satisfy themselves with any questions or concerns they may have with any aspect of these documents through their own appropriate professional.

Attached please find the following documents/reports:

#	Name of Document	# of Pages
Disclosures + Reports		
1	MLS Printout	1
2	Property Detail Report - Metroscan	1
3	PRDS Disclosure Regarding Agency Relationships	2
4	PRDS Transfer Disclosure Statement	3
5	PRDS Supplemental Seller's Checklist	9
6	Agent's Addendum to TDS	2
7	Termite Report	N/A
8	Property Inspection	N/A
9	Pool Inspection	N/A
10	Chimney Inspection	N/A
11	Roof Inspection	N/A
12	PRDS Lead-Based Paint and Lead-Based Paint Disclosure and Acknowledgement	1
13	PRDS Certification of Compliance with Water Heater, Smoke Detector Requirements	1
14	PRDS Advisory Regarding Market Conditions Multiple & Non-Contingent Offers, Financing/Appraisal & Property Condition	2
15	PRDS Advisory and Consent Regarding Multiple Agency and Dual Agency	N/A
16	PRDS San Mateo/Santa Clara Counties Advisory	14
17	PRDS Seller Affidavit of Non-Foreign Status (FIRPTA)	1
18	CB Affiliated Business Arrangement	1
19	CB Public School Disclosures	1
20	CB California Energy Commission Letter on New Duct Sealing Requirements	2
21	CB Disclosure Obligations	1
22	CB Mold Disclosure	1
23	Receipt of Earthquake Hazard Booklet	1
24	JCP Disclosure Receipt	1
25	Preliminary Title Report	24
26	Residential Earthquake Hazards Report	1
27	NHD	38
28	CA Property Tax Report	12
29	Envirocheck Report	18
30	C.L.U.E. Risk Only Report	N/A
31	Hillsborough Sewer Lateral and Water Service	N/A
32	Burlingame Sewer Lateral Ordinances	N/A
33	Millbrae Sewer Lateral	N/A

**T/F = To Follow*

Buyer's Initials: (____, ____)

The undersigned Buyer(s) acknowledge receipt of all of the above documents.

Buyers _____ Date _____

Buyers _____ Date _____

Buyer's Agent _____ Date _____

Staging Tips

The goal of staging a house for sale is to allow prospective buyers to imagine themselves living there. They want spacious, uncluttered, light-filled rooms. Here are some useful staging tips. I will be happy to set an appointment for my Stager to meet with you to discuss Staging your Home.

Exterior
Repaint, pressure-wash or touch up
Wash windows
Fertilize, cut & edge grass or re-sod
Mend anything that is broken
Plant flowers
Remove camper, old car or boat
From driveway
Remove any other clutter

Entrance
Remove clutter
Buy new sisal or hemp door mat
Remove front screen door
Paint or clean front door & threshold
Repair & clean light fixture & doorbell
Remove dead or dying plants, replace
With flowering plants
Add a bench

Front Hall
Check for odors and remove them
Create enough space for 3 people
(couple & agent) to stand comfortably
Clean out hall closet
Turn on lights
Add plant or fresh flowers
Replace two-dimensional art with mirrors
Remove area rug

All Rooms
Remove clutter
Remove furniture that crowds the space
Remove distracting & personal items
Remove valuables
Replace or clean carpet
Paint or touch up walls and ceiling
Wash or replace light fixtures
Clean out closets
Open curtains

Living/family room
Discard old magazines & newspapers
Clean out fireplace & lay logs or pine boughs
On the grate

Dining Room
Remove leaves from table
Leave four chairs, store extras
Place bowl of fruit or flowers on table
Remove tablecloth unless table is damaged
Reduce clutter in buffet

Kitchen
Paint dark cabinets white & replace hardware
Clean stove and oven
Clear top and sides of refrigerator
Scrub or replace sink
Replace faucet washers and/or faucet
Starch, remove or replace curtains
Add a plant or basket of fruit
Clean or repair grout, replace broken tiles
Replace worn or dated flooring & appliances

Bedrooms
Clear dressers & vanities, leaving only 1- 3 items
Add live plants
Get new bedspread, matching pillows

Bathrooms
Replace or remove shower curtain
Clean glass tub or shower doors
Freshen grout
Shine/replace faucets
Replace toilet seat
Repair/replace loose flooring
Paint dark cabinets & replace hardware
Add air freshener or potpourri
Clean out all medicine cabinets
Buy new or lay out fresh towels
Remove tub mat
Remove rug in front of toilet

Hallways
Use powerful light bulbs
Use no artwork or, at most 1 or 2 pieces on 1 wall

Garage *(if not being used for storage)*
Hose down floor, remove oil spots
Tidy stored items & remove hazards
Close door

World Class Website

Marketing Overview

My marketing plan has been developed over many years with consideration to local preferences as well as reaching the National and International Market. My website, www.tomneel.com, is the most sophisticated and technically advanced Real Estate site available. It helps Buyers identify only current listings that match their personal criteria. My website is currently generating 30,000+ hits per week (tremendous exposure for any Seller). I work directly with owners to develop a strategy that fits them and their specific needs not the one size fits all approach.

The following mediums are used to expose your home to potential buyers. Each one will be discussed with you at our meeting.

Multiple Listing Service
Agent Property Signs
Featured on *www.tomneel.com*
Cover ads in Homes and Land
Weekly announcements in the SF Chronicle
Luxury Brochures
Just Listed Postcard Mailings
Networking with Brokers and Personal Contacts
Eblasts to Client Database & Top Agents
Featured on Facebook page
Single Property Website with www.yourproperty.com
Continual Open Houses
Catered Broker's Tour
Agent Feedback & Weekly Showing Reports

*The **bottom line** is important to every Seller. It is my goal to **maximize** the selling price of each home I sell (Please refer to my **Pre-Marketing** Plan). My ability to **negotiate**, my knowledge of how other agents negotiate, and my **knowledge** of comparable sales, help us to sell the buyer and their real estate agent on your home at a price that you feel is market value.*

***Follow through** is key in a real estate transaction. My clients have often commented on my **attention to detail**. From working with photographers on brochures, making sure time commitments in contracts are met in a timely manner, qualifying potential purchasers and ensuring each detail of the process progresses on track.*

Detailed Marketing Plan

Marketing properties is a very specialized field requiring time, money and expertise. It is essential for the property owners to understand the time involved in producing quality marketing materials and setting up a comprehensive marketing program. Since each property is unique, each must be evaluated for its strongest points prior to embarking on a marketing program. Part of the listing process is that evaluation, which then leads to an individualized plan.

For your confidential use in evaluating my services as your agent, I submit the following as those things that I feel will best represent your interests in selling your property at the highest price in the shortest time.

1) *Maximum exposure to qualified buyers is my intention in taking any listing, therefore I will place the listing with the Multiple Listing Service and every available Internet Site, including my own @ www.tomneel.com.*

2) *I will hold a Broker Open House (lunch will be served) to introduce your property to all local agents. I will provide agents with written information about your property to assist them in promoting your property to their buyers.*

3) *I will coordinate a professional photo session of your property.*

4) *I will have a For Sale sign installed on the property and obtain information about the property. I use quality fliers for each of my listings.*

5) *With your permission, I will install a MLS Keysafe on your property to facilitate showing. The Keysafe requires an electronic entry card to obtain access, so your property is safeguarded during its use.*

6) *I will advertise your property in the Homes and Land Magazine and Coldwell Banker's Property Previews Magazine, which is published bimonthly and Distributed throughout the Peninsula. My back page*

ad in the Homes and Land Magazine has generated more successful listing/sales than any other venue.

7) *I will send announcement E-Blasts to the most productive members of the MLS and to the agents on the Peninsula who might be likely to have buyers for your property.*

8) *I will periodically review the marketing to make adjustments and consult with you for your ideas.*

9) *I will consistently review the market and keep you apprised of the competition and sales taking place.*

10) *I will call you weekly to discuss our progress and make changes as necessary.*

11) *When we are under contract, I will continue to market the property until all conditions are removed, and if possible obtain back up offers.*

12) *I will pre-qualify all my clients prior to showing your property, and attempt to do the same with clients from other offices.*

13) *I will see that all offers are presented to you and are in regards to your consideration. I will make sure you have a complete understanding of all information regarding the offer, and will give you the benefit of my 24 years of experience in negotiating win-win transactions.*

14) *I will represent you in negotiations of all contracts with brokers and buyers to obtain the best possible price and terms for your property. Once we are in escrow, I will handle all the details and spare you as much of the involvement as possible.*

Thank you in advance for putting your trust in Tom Neel & Associates.

TOMNEEL
&ASSOCIATES