

## “Negotiation Strategies”

We have been extremely happy having Karen Crowson as our Realtor® both when buying and selling our house. Her intelligence and savvy helped us feel quite confident at all points in the process. She is the consummate professional when it comes to her expert knowledge of the area, the current state of the market, and negotiation strategies. She understands the stresses you experience, and talks you through your anxieties. She was always a step ahead of the game letting us know possible outcomes and strategies to plan for in case one thing or the other occurred. If you are buying a home, she will walk you through all the important steps and make sure you understand everything before signing. **Phil Vergon**

## “Listened Carefully”

We have worked with Karen Crowson before, selling our properties but this was the first time she helped us find a property we wanted to buy. She is a very professional Realtor®, yet very personable too. Karen was generous with her time and kept us informed about what was new on the market in our price range. She did not try to oversell us. She was accessible to my husband and me, and listened carefully to any concerns that might have come up in the process. We got the house that we wanted and at a very desirable price. Thank you Karen!! We will be going back to her when we sell our rentals. **Leah Alex**

## My Philosophy

Today's real estate market is more complex than ever before. Most people are staying in their home for many years, and the buying or selling process involves so much more than in the past. Selling a property requires strategy, and local market knowledge. Although consumers have an abundance of information at their fingertips it can be confusing without a completely local perspective. A full-time dedicated real estate professional is a tremendous asset when navigating these changing market conditions.

With that understanding, I consistently help reduce stress for my clients by being a 'change agent'. They can depend on me for frequent communication and guidance before, during and after their transaction.

Sincerely,  
Karen Crowson, Realtor®

**COLDWELL  
BANKER** 

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“A rare **PASSION**  
for working with clients  
to give them  
the **BEST**  
service”



## What Sets Me Apart?

- ◆ Do the right things – always
- ◆ Represent only one party in any transaction
- ◆ Energetic, enthusiastic and responsible
- ◆ I hear what you say, and what you don't say
- ◆ Resourceful problem solver
- ◆ Exceptionally organized
- ◆ My satisfaction comes from you
- ◆ Old fashioned work ethic
- ◆ Loves preparing homes for sale
- ◆ Effective negotiator
- ◆ Creative problem solver
- ◆ Current on industry issues
- ◆ Calm under pressure
- ◆ It's all about you!

## “A Rare Passion”

Overall Karen is patient, flexible, responsive, and knowledgeable. She has a rare passion for working with clients to give them the best, going far above and beyond what is necessary. We couldn't have had a better first-time buying experience. **S. Ghosh**

### SELLER SERVICES

- ◆ Educate you about current market conditions
- ◆ Prepare Comparable Market Analysis
- ◆ Recommend “pre-sale” inspections
- ◆ Provide list of excellent subcontractors
- ◆ Coordinate subcontractor work
- ◆ Provide staging advice
- ◆ Work Plan with Timeline
- ◆ Implement aggressive Marketing Plan
- ◆ Negotiate strongly on your behalf
- ◆ Be present at escrow signing appointment
- ◆ Provide a complete file on thumb drive at close
- ◆ Offer continued service beyond close of escrow

### BUYER SERVICES

- ◆ Educate you about current market conditions
- ◆ Set up auto search alert based on your criteria
- ◆ Utilize agent network to find your ideal home
- ◆ Provide comparable sales and advice when writing an offer
- ◆ Provide list of reputable lenders
- ◆ Provide list of qualified, licensed inspection companies
- ◆ Negotiate strongly on your behalf
- ◆ Provide Escrow Timeline with Action Items
- ◆ Provide utilities lists prior to close
- ◆ Be present at escrow signing appointment
- ◆ Provide a complete file on thumb drive at close
- ◆ Offer continued service beyond close of escrow

### PROFESSIONAL HISTORY

- ◆ Realtor®, licensed since 2006.
- ◆ Marketing Manager, McGrath Rent Corp, Livermore.
- ◆ Director of Marketing, Micro Dental Laboratories, Dublin.
- ◆ Sales Administration Mgr, Oceanic Worldwide, San Leandro

### EDUCATION

University of San Francisco, B.S., Organizational Behavior

### PROFESSIONAL AFFILIATIONS

- ◆ Certified Residential Specialist (CRS)
- ◆ Past Chair Bay East MLS & Grievance Committees
- ◆ Past Director, Bay East Association of Realtors®
- ◆ Past Director, California Association of Realtors®
- ◆ Member, National Association of Realtors®