



*Glenn & Therese Mendell*  
35 Year Real Estate Team

We love what we do.

This is why we are so passionate about real estate  
and our client's best interest.

*Glenn & Therese Mendell*

Elevating Real Estate Representation



Broker & Realtor  
ABR, CRS, E-PRO, SRS

Friendly, Full-Time & Responsive

**RE/MAX<sup>®</sup> ACCORD**

DRE # 00991191/01191772



Glenn 925.915.8300    Therese 925.915.8400    GT@HomeFox.com

# How We Increase Your Sale Price



## 1 | Home Evaluation

Your home is evaluated inside & out using our male/female perspectives as a husband/wife team. A list of optional adjustments is created from years of buyer feedback. This will lead to better marketing photos and the enhancement of your home's appeal when being shown.

## 2 | Home Prep

Making your home even more desirable is a goal. From landscape tune-up to staging, this is the time to make it shine. If your home needs updating, remodeling or repairs, our renovation experience and tradespeople can make this happen.



# How We Increase Your Sale Price

## 3 | Marketing of Your Home



**STRATEGIC DIGITAL ADVERTISING**

3 beds / 2.5 baths

Agent Name  
**RE/MAX ACCORD**  
(925) 838-4100

**megaphone** BY RE/MAX

**ADWERX**

**THE RE/MAX COLLECTION**

**YOUR LISTING AD WILL BE:**

- TARGETED:** System uses premium data to target potential home buyers based on user behavior.
- VISIBLE:** Your listing ad will appear on Facebook to insure maximum exposure.
- EFFECTIVE:** Digital ad campaigns generate hundreds of impressions.

**SOCIAL MEDIA & TARGETED ADS**

**MAXIMUM EXPOSURE**



## 4 | Speed To Market / Negotiations

Our expedited prep & marketing plans allow for earlier entry to market. Their effectiveness increases showings, and the odds for multiple offers. Upon receipt of offer, our negotiation experience will ensure the best price and terms on your behalf.

# Reviews

Glenn and Therese restored our faith that there are still some hard working, honest Realtors out there.

- Robin & Phil

Timely responses to phone calls and emails gave us a peace of mind.

- Robert & Michelle

It wouldn't have happened without their dedicated efforts to see things through.

- Jocelyn & Bob



Thank you for the excellent service, and your personal concern for all involved in the sale of our mother's home.

- Al

Thank you so much for selling our Alamo home. You did a nice job getting the house on the market, fixing things up and finding positive solutions.

- Ron

Gems and absolute professionals. They helped us sell and buy with a contingent sale during COVID and the experience was amazing.

- Raj

# *Choosing Glenn & Therese*

- Realtor Team Since 1988. Over 1,200 Home Sales.
- Home Renovators Since 1985. Over Two Dozen Remodels.
  - Real Estate Brokerage Owners Since 1995.
  - Former Mortgage Brokerage Owners.
  - Convenient Step-By-Step Real Estate App.
  - Remodeling Advice Including Contractor List.
- 35-Year Real Estate Investors Offering Prudent Advice.
- Hands-On Approach Providing Additional Help As Needed.



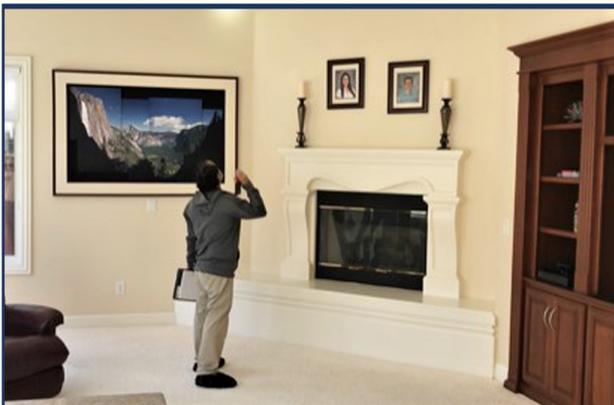
Founders of the RE/MAX Mastermind Group. A handpicked collection of top Realtors who cover 25 local areas, speak six languages and bring up-to-date information to our clients.

# Home Prep Plan

**1 | Declutter** Inside and out including depersonalization. The process reduces distractions when buyer showings begin.



**2 | Inspections** by a reputable inspection company. The home, roof and termite inspections are done so buyers can make non-contingent offers on the home's condition.



**3 | Repairs** if needed. In a seller's market, doing repairs recommended by inspectors is not commonly done. Cosmetic repairs that may concern buyers are considered.

**4 | Enhancements** to the home. From painting to flooring and landscape tune-ups, improvements to large areas often have a positive impact on buyers.

**5 | Staging** is the last step in the home-prep process and includes a final cleaning. For vacant homes, furniture, artwork and decorative pieces are brought in and arranged by our design team. For homes where sellers still reside, staging is done by adjusting the seller's furniture, artwork, and decorative pieces or a blended staging using design team and seller items.

# Marketing Plan

**1 | Feedback** is the beginning of the marketing process. Like a buyer seeing your home for the first time, we will have similar first impressions. A viewing from a select group of agents or a lightly marketed “coming soon” can also provide pre-market feedback. Pricing is tied to feedback as well as comparable home sales and listings. A full market analysis will be provided so you understand what a good list price should be.

**2 | Visuals** such as professional photos are a must. Twilight and night shots can be added if the property lends itself to this type of photography. Drone shots and videos are case by case depending on the property. 3D walk-through's is an option, especially for larger homes. The key is making a visual impression with emotional impact.



**3 | Descriptions** of your property are strategically created to capture the interest of potential buyers. They appear on the MLS, the public home-search sites and on marketing materials. The descriptions include the home's most popular features to short depictions with impact.



**4 | Exposure** of your home to qualified buyers. The Realtor Multiple Listing Service (MLS), where nearly all real estate agents search for homes, is a must. Zillow, Redfin, and others connect to the MLS as well. Postcard mailings, social media sites, and Adwerx, a service with targeted ads are sources of exposure. Open houses provide an opportunity for us to share the great features of your home, and for agents to send their buyers.

# Industry Leaders

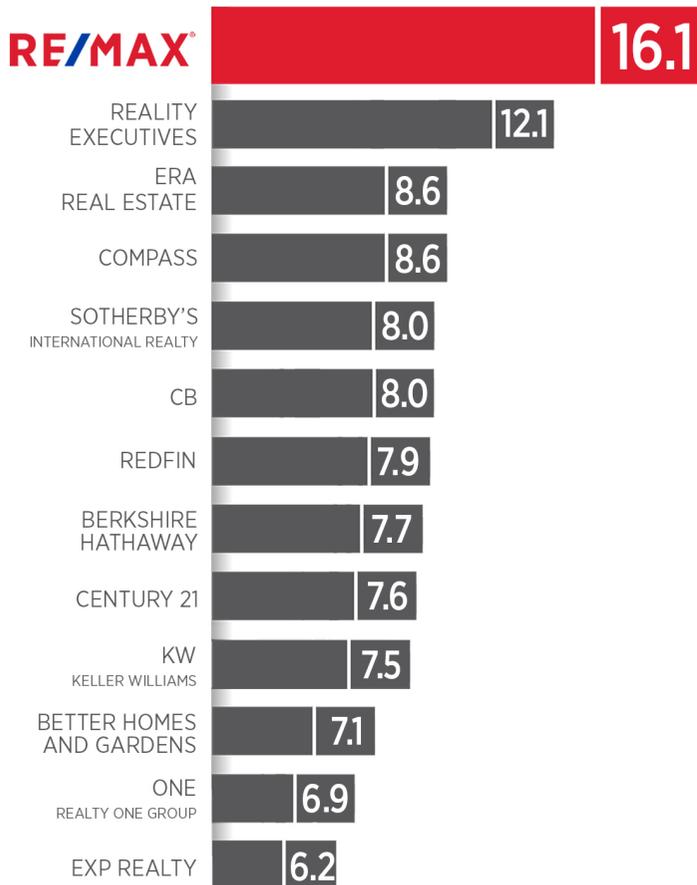


# 2022

T H E  
**REALTRENDS**  
F I V E H U N D R E D

## NATIONAL BRANDS

RANKED BY TRANSACTION SIDES PER AGENT



Among the country's largest real estate brokerages, RE/MAX® agents average more home sales than agents at any other national real estate brand.\*

\*Based on 2022 RealTrends 500 data, citing 2021 transaction sides for the 1,733 largest participating U.S. brokerages.  
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# Choosing RE/MAX®

After owning & operating a real estate brokerage for 25 years, we wanted to do what we like best 100% of the time, help clients buy and sell homes.

We searched for a reputable firm that was both advanced in the latest Realtor technologies while caring for its agents and their clients.  
RE/MAX Accord was the clear choice.

Established by East Bay residents, Stephanie and Jerry Stadtler, the independently owned and operated company has 10 local offices and over 400 Realtors.



Glenn and RE/MAX Accord Owner Jerry Stadtler.

# *Buying Your Next Home*

You've come to the right Realtors.



- Understanding your priorities and needs.
- Expansive search for finding your ideal home.
- Home loan experience to assist with financing.
- Evaluating each home, including resale potential.
- Renovation expertise to create more opportunities.
- Strategic negotiators to secure the best price & terms.
- Out-of-area homes: We interview agents on your behalf.

# *Buying Your Next Home*

- Knowledge of area. 60 year residents, 35 as Realtors.
- Rapport with local agents. Helps with offer acceptance.



- Proven strategies & formulas when facing multiple offers.
- Real estate contract expertise to protect your interest.
- Knowledgeable with inspection reports & disclosures.
- Additional experience with HOA's & CC&R's.

# *Milestones*



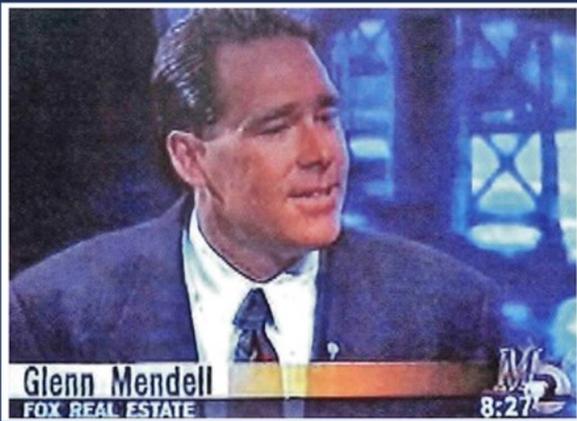
Our first purchase in 1985, a fixer upper. Fixed it up and sold a year later. Bought two more homes using the proceeds.

First major remodel. From a one-story home to a two story in 1990. Took the original home down to studs and doubled its size.



Our first real estate subdivision.  
Did a lot split and built six new homes in 1994.

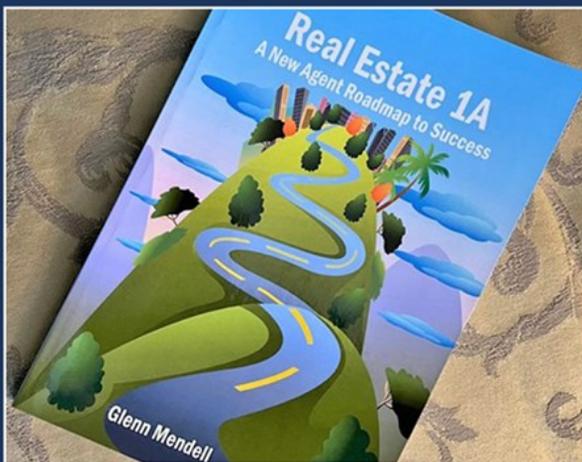
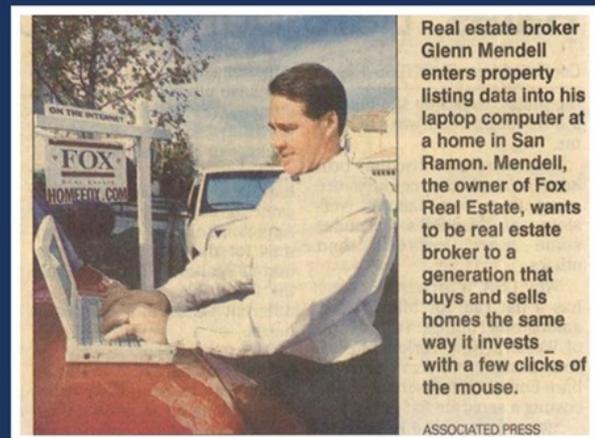
# Milestones



After a top Realtor ranking by the San Francisco business times in 1998, did several TV appearances.

Here on Channel 2's morning show.

Mid 1990's, first to do online real estate transactions.



Wrote the first of two real estate books in 2014. Still selling on Kindle with regular donations to RE/MAX and SCORE.org.



Two years after joining RE/MAX Accord, ranked in the top ten among over 400 company Realtors. In the top 100 nationwide for all RE/MAX agents.

# Early Clients



## Home Sale #1

Chuck and Joanne in 1988.  
Helped them buy this home on  
Bel Escou Drive in San Jose, and  
they still live there!

## Home Sale #27

First million dollar listing in 1991.

Also found the buyers for this  
home, Paul and Grace, and have  
since helped their sons buy their  
first homes.

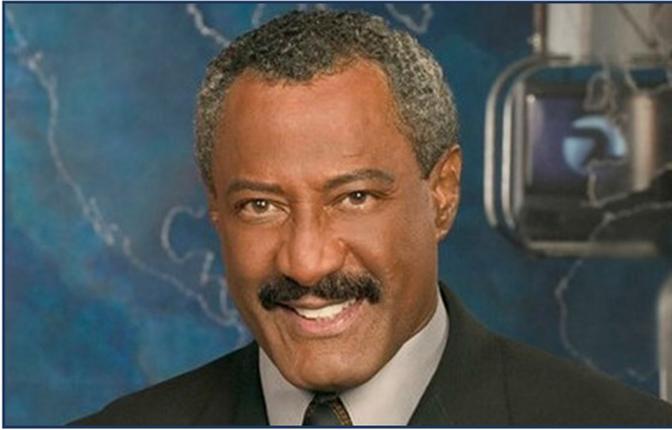


## Home Sale #442

First no-money-down home sale.  
Helped Eddie buy his first home.  
This home being the beginning of  
many creative financed home  
sales during a difficult market.



# Recent Clients



## Home Sale #760

Helped former news anchor Dennis Richmond sell his San Ramon Home.

*I felt compelled to send you a note of thanks for the wonderful job, and to find a buyer at a price that was more than expected.*

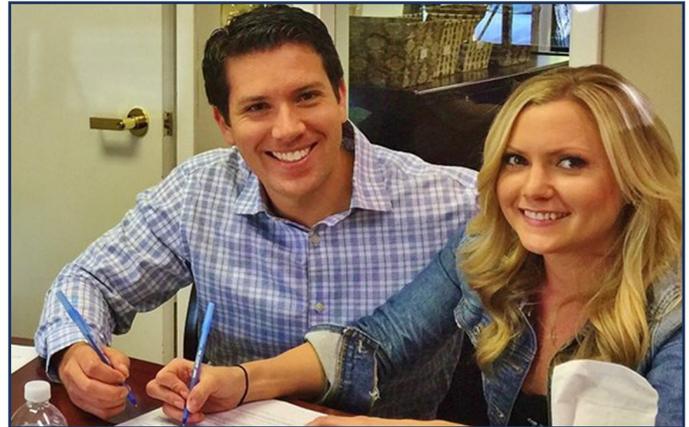
*Sincerely, Dennis*

## Home Sale #1025

Helped Brad and Karrie buy their first home, against multiple offers and a 3% down payment!

*You are truly a rock star and professional Glenn. Thank you for all your support on our first home.*

*Brad*



## Home Sale #1263

Helped Alex and Thuy sell their home for well over the asking price.

*It is always wonderful to work with Glenn. He is patient, hardworking, excellent communicator and dedicated Realtor!*

*Buyer's Agent - A. Ramchandani*



# *Giving Back*

Glenn & Therese have donated over \$2,000 to the Children's Miracle Network since last year and will continue to donate on every home sale.

*Making your house a Miracle Home!*

Children's miracle network hospitals treat millions of children for every disease and condition imaginable including cancer, pediatric aids, muscular dystrophy, sickle cell anemia, birth defects, asthma, and accidents.

Supporting children's miracle network hospitals is the most effective way to save their own lives and children throughout North America.



# Background, Family & Fun



Bentley & Therese ready for a walk.

Bay Area natives, attending Bellarmine High School in San Jose (Glenn) and Acalanes High School in Lafayette (Therese). Both attended Saint Mary's College in Moraga for undergraduate degrees.

From a real estate family (Glenn), father and uncle who started their real estate careers in the 1960's. Part of a family travel agency growing up (Therese), and a world traveler.



Handball buddies in Pleasanton.



With granddaughter and daughter.

Most of our hobbies have been sports related. Baseball, football and racquetball growing up to playing handball and now pickleball (Glenn). Dancing, swimming and tennis to pickleball and long walks with our dog Bentley in recent years (Therese).

We live in Danville and are members of the Blackhawk Country Club. We enjoy local activities with friends and family, especially our daughter, granddaughter and son-in-law who live close by.



Pickleball in Danville.



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