



## Kathryn Bechen Ink

**Professional Writing, Editing, & Consulting Services to Make Your Life Easier!  
Books that Inform, Motivate, & Inspire**

991-C Lomas Santa Fe Drive, #418  
Solana Beach, CA 92075  
PH: 619-405-8151  
FAX: 610-956-2971  
E-mail: [kathrynbechen@yahoo.com](mailto:kathrynbechen@yahoo.com)  
[www.KathrynBechenInk.com](http://www.KathrynBechenInk.com)

### To Whom it May Concern:

If you are selling your home and want first-class red carpet customer service and stellar negotiations skills combined with a friendly approachable manner in a real estate agency, bypass the others and hire The Alan Shafran Group. They don't just strive for excellence, they *deliver* it. Even though they sell over 100 homes per year, and have a prestigious reputation, we were treated like we were their only client.

When we sold our condo during the toughest real estate market in San Diego County in 15 years, our first escrow had fallen through five days before we were to move, and a second offer had not worked out either. Four months into this ordeal, and at a point of obvious intense frustration, we interviewed four new agencies for two hours each.

From the moment I spoke personally with Alan Shafran, who was very approachable, and he *immediately* sent agent/partner Michael Levison to our front door, it was clear to both me and my husband, who has been a real estate lender for over 25 years, that Michael was the professional we were looking to hire. In addition, we were impressed with the advertising and marketing campaign of The Alan Shafran Group, and especially with their being at the forefront of internet marketing, (to the point that another real estate agent referred them to us for their internet marketing expertise alone.)

Seasoned agent Michael Levison listened intently to our frustrations and expectations and educated us continuously on every facet of our home sale. He sent us weekly e-mail market updates, advised us accurately on price in a rapidly declining market, and coached us along, *while keeping his attitude positive all throughout the process*, which was sometimes challenging. He is a skilled negotiator and communicator and has phenomenal people skills in dealing with the many personalities involved in selling a home. Michael *continuously* exhibited grace under pressure and he was refreshingly candid and direct, yet respectful and patient. He answered our e-mails and phone calls *immediately*, screened about 20 prospect phone calls a week, and always kept our best interest in mind, letting us know we always had the final say. In addition to that, he respected my wishes regarding special health issues that also needed to be taken into account. He even kept in close communication with us when he needed to leave town suddenly to deal with a personal situation, and also did so over the Christmas holiday season when we were in escrow. I wanted to hire a *firm* but friendly agent, and we found that in Michael Levison.

The Alan Shafran Group staff was also efficient and kept us informed on a timely basis, especially their escrow manager, Sarah Landin, who worked extra hours on our behalf and did a great job with the paperwork details. The staff also did a nice sales flyer that incorporated my wishes.

Three months after hiring The Alan Shafran Group, our sale closed. We were very happy that we finally found this real estate team, would hire them again, and will recommend them to friends and associates.

Sincerely,

*Kathryn & Steve Bechen* (You can reach Michael Levison @ [www.AlanShafran.com](http://www.AlanShafran.com))