



OKUBO

REAL ESTATE







Okubo Real Estate



Since 1979 Keiko Okubo and Okubo Real Estate Group have established themselves in the real estate industry attaining respect and admiration from both associates and their clients. As a licensed Realtor® Keiko has personally been involved with over 1700 transactions.

In addition, Keiko's son, Patrick Okubo has been a Realtor® for the past twelve years and has been working closely with Keiko while servicing a wide range of residential and commercial properties.

While covering most of the San Francisco Bay Area for over 30 years the company has been focusing on the San Francisco and East Bay markets for the past several years, servicing a wide range of residential properties in various neighborhoods.

Keiko and Patrick have received many awards, including Re/Max Chairman's Club, Re/Max Top Gun Award and Re/Max Pinnacle Award.

Okubo Real Estate Group is a member of the National Association of Realtors, California Association of Realtors, Asian Real Estate Association of America, as well as every major MLS in our marketplace. We are also affiliated with CRS, CCIM and SRE organizations. Keiko is currently a member of the advisory board of the Luxury Marketing Council.

We understand the process of Real Estate and are fully staffed to complete any project with precision. We have an extremely professional and knowledgeable staff with transaction coordinators trained to handle all types of properties.





We choose to work as a team
to sell your property

Using communication and cooperation
to ensure a successful sale.

Meet the Team

Serving Alameda County & The San Francisco Bay Area



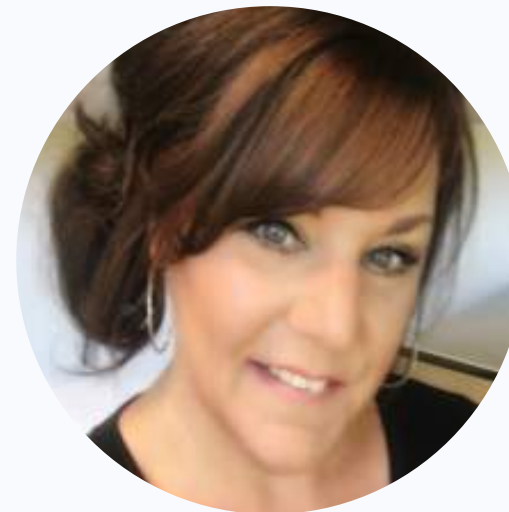
Patrick Okubo



Keiko Okubo

Keiko Okubo has 35 years of real estate experience. Patrick Okubo has over 12 years of experience and they complement each other's strengths in order to better serve clients.

- Certified Residential Specialist
 - ReMax Lifetime Chairman's
 - Chartered California Golden Realtor®
- Senior Real Estate Specialist Club Member of the National
- Hispanic Real Estate Assn.
- AREAA Default Committee Vice-Chair(2012-2013)



Heather Woerner

Transaction Coordinator

Heather will manage and monitor the transaction process and coordinate information and documents pertaining to the sale and escrow of each home.



Martin Gould

Office Administrator/Marketing

Martin will correspond with all incoming calls and e-mails, and organize project workflow and manage all marketing materials, including advertising your home in all channels.

Selling your property
is our mutual objective



At the highest possible
price



In the shortest
amount of time



With the most
favorable terms



Our Objectives


- Listen carefully so we understand your objectives
- Explain the Home Selling and Marketing Process: our responsibility, your responsibility
- Thoroughly review your property
- Help you price your property
- Advise you how to prepare your property for showing
- Review what happens from time of contract through close of escrow/closing. Ask for your commitment to begin marketing your property

Our Services

- Make a personal financial investment in every listing
- Control a customized marketing plan for each home we sell
- Average more sales per agent than other real estate companies

An additional service that Okubo Real Estate can offer is to advance funds to sellers so that they may complete improvements prior to the marketing of their property. This can assist in increasing both the number of offers and final sales price bringing more money to sellers!





The following photos are examples of BEFORE and AFTER to demonstrate what basic re-modeling and staging can do for a property in order to increase the number of interested buyers and maximize the selling price.

These photos are from a property in Newark, CA in which Okubo Real Estate represented the seller.

All photos were shot by a professional photographer.

Property listed for \$949,888
and sold for \$1,188,000

Before



After



Before



After



Before



After



Before



After



Before



After



Before



After



Before

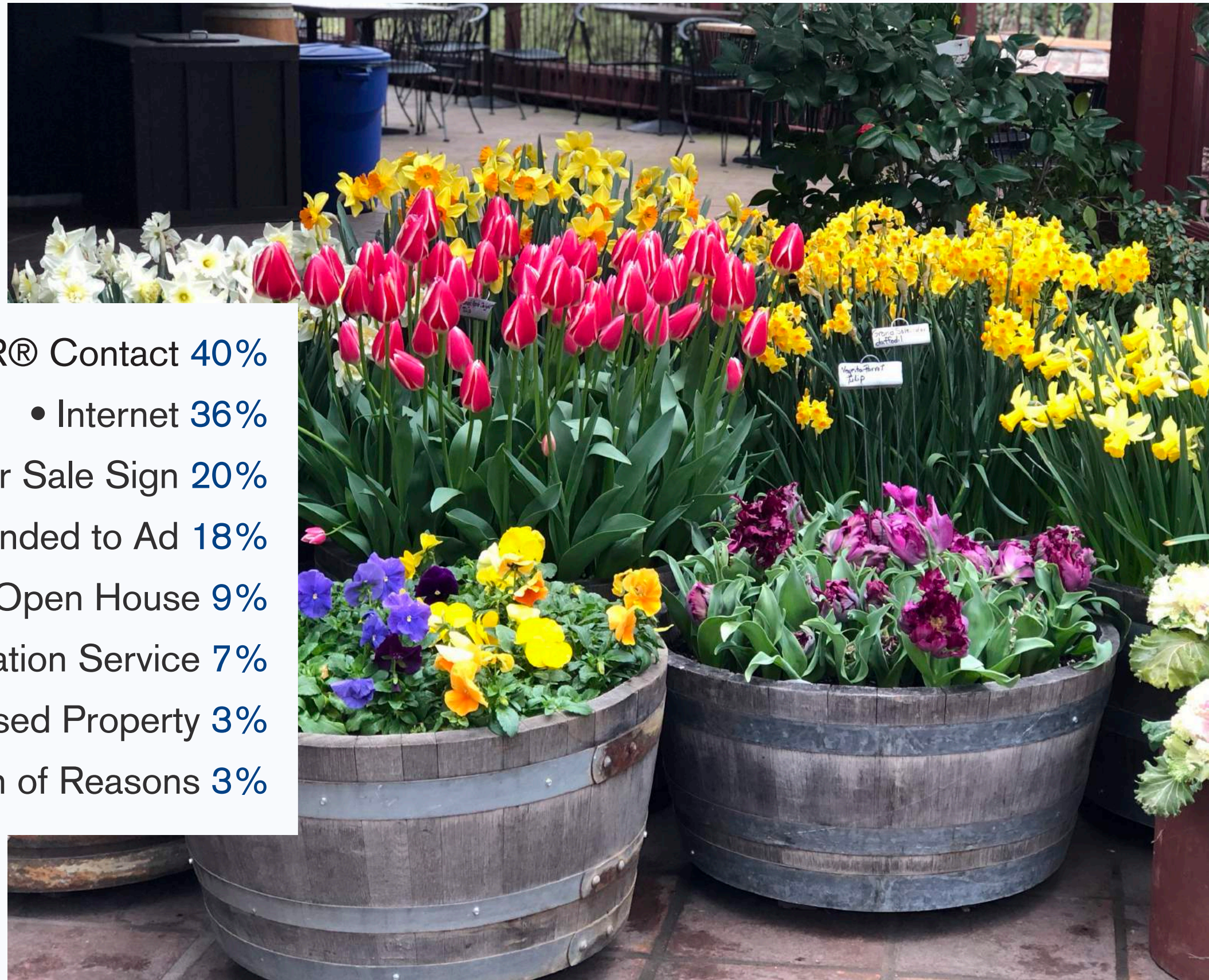


After



Where Do Buyers Come From?

- REALTOR® Contact 40%
- Internet 36%
- For Sale Sign 20%
- Responded to Ad 18%
- Responded to Open House 9%
- Relocation Service 7%
- Bought Advertised Property 3%
- Combination of Reasons 3%



Marketing Plan

Marketing to Potential Buyers

- Property Signs
- Direct Mail Campaign
- Enter Internet Information
- Show Home to Prospects
- Prepare Flyers and Brochures
- Internet Listing with personalized URL
- Direct Mail Campaign targeted to your neighborhood

Marketing to Other REALTORS®

- Set up Property in MLS
- E-mail Campaign in the form of Newsblasts
- Personal calls to high-powered local agents
- Present to Re/Max offices
- Flyers to local real estate offices
- Contact all local loan officers for buyer leads

The Home Selling Process

- Initial meeting
- Discuss CMA
- Review your home
- Prepare listing
- Discuss disclosure
- Order all Inspections
- Prepare/distribute all paperwork
- Follow up on showings
- Qualify buyers

- Present all offers
- Renegotiate all counter offers
- Deposit earnest money
- Follow up on buyer's inspections
- Handle title and escrow work
- Confirm appraisal ordered
- Final documents to closing
- Post-closing follow up

Pricing

Who's In Control?

Listing Price	Seller
Location	Seller
Condition	Seller
Showing Access	Seller
Financing	Market
Marketing	REALTOR®

Pricing

The Advantages of Proper Pricing

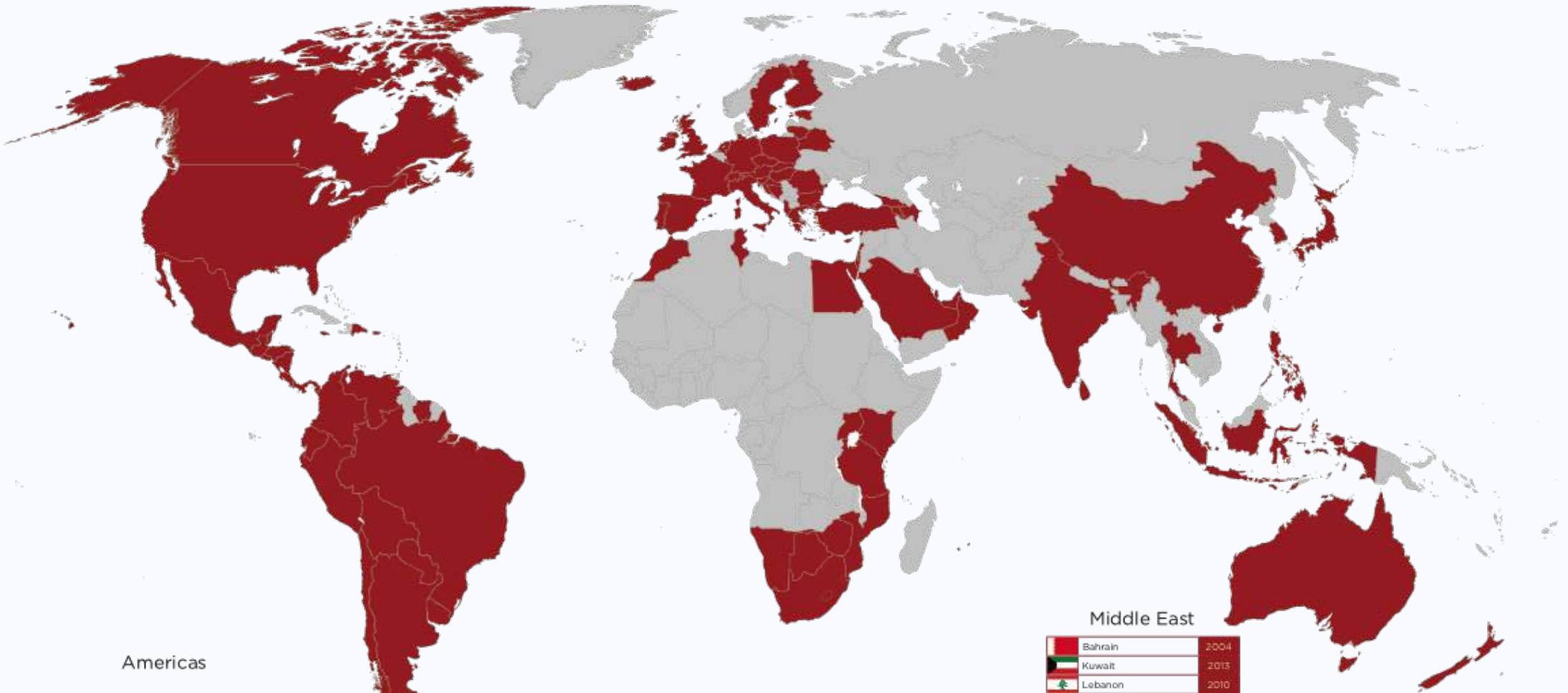
- Higher Net Sales
- Attract Better Offers
- Better Response from Advertising and Sign Calls
- Faster Sale
- Increased Agent Response
- Avoid Your Home from Becoming “Shopworn”

The Disadvantages of Over Pricing

- The right buyers won't see it.
- The higher priced buyers won't want it.



RE/MAX AROUND THE WORLD



Americas

	Argentina	2004
	Belize	2001
	Bolivia	2010
	Brazil	2009
	Canada	1977
	Chile	2005
	Colombia	2009
	Costa Rica	1995
	Ecuador	2008
	El Salvador	2006
	Guatemala	2002
	Honduras	1995
	Mexico	1992
	Nicaragua	1998
	Panama	2005
	Paraguay	2011
	Peru	2009
	Suriname	2010
	United States	1973
	Uruguay	2008
	Venezuela	1998

Caribbean

	Antigua & Barbuda	2013
	Aruba*	2003
	Barbados	2013
	Bonaire*	2005
	Cayman Islands*	1991
	Curacao*	2006
	Dominica	2010
	Dominican Republic	1993
	Grenada	1994
	Jamaica	2009
	Puerto Rico*	1992
	St. Barthelmy*	2004
	St. Kitts & Nevis	1995
	St. Maarten/St. Martin*	1993
	Turks & Caicos*	1993
	U.S. Virgin Islands*	1989

Europe

	Albania	2013
	Armenia	2013
	Austria	1999
	Azerbaijan	2013
	Bosnia & Herzegovina	2011
	Belarus	2013
	Bulgaria	2005
	Croatia	2004
	Czech Republic	2005
	England*	1997
	Estonia	2005
	Finland	2006
	France	2005
	Germany	1995
	Greece	1995
	Georgia	2013
	Hungary	2006
	Iceland	2000
	Israel	1995
	Italy	1995
	Lithuania	2005
	Luxembourg	2001
	Malta	2003
	Netherlands	1998
	Poland	2006
	Portugal	1999
	Romania	2006
	Republic of Ireland	1997
	Scotland*	1998
	Slovakia	2005
	Slovenia	2007
	Spain	1994
	Sweden	2000
	Switzerland	1999
	Turkey	1997
	United Kingdom	1997

Middle East

	Bahrain	2004
	Kuwait	2013
	Lebanon	2010
	Oman	2014
	Qatar	2013
	Saudi Arabia	2003
	United Arab Emirates	2012

Africa

	Botswana	2003
	Cape Verde	2010
	Egypt	2011
	Kenya	2013
	Lesotho	2012
	Mauritius	2002
	Morocco	2009
	Mozambique	2006
	Namibia	2002
	South Africa	1994
	Swaziland	2013
	Tanzania	2013
	Tunisia	2010
	Uganda	2013
	Zimbabwe	2010

Asia/Pacific

	Australia	1996
	China	2012
	Guam*	2001
	India	2009
	Indonesia	2012
	Japan	2013
	New Zealand	2003
	Northern Mariana Islands*	2006
	Palau	2011
	Philippines	2012
	Singapore	1997
	South Korea	2013
	Sri Lanka	2013
	Thailand	2012

Preparing Your Property To Sell



We Promise to:

- Conduct a thorough evaluation of your property and provide valuable input.
- Provide a list of reliable contractors to assist with improving areas of your property if necessary.
- Advising on staging your property for the showing process.
- Order all inspections requested by you and prepare disclosure package for potential buyers.

Tips for Showing Your Home

- Clean Every Room
- Turn on All Lights
- Open All Drapes, Shades and Blinds
- Turn on Air Conditioner or Light Fireplace
- Turn TV and Radio Off

- Take the Pets for a Walk
- Maintain a Low Profile
- Clean Closets
- Clean and Repair Entrance
- Organize Basement, Attic and Garage



When the Offer is Made

- We will Present All Offers
- Explain Your Options
- Evaluate Buyer's Qualifications
- Provide Constant Communication on Contract Status
- Deliver Contract
- Finalize All Conditions

Your Teamwork is Necessary for a Successful Sale

- Keep your home in showcase condition and provide easy access for potential buyers.
- Make yourself available from the time a contract is signed to the closing day.
- Keep your home accessible for the appraisal and inspections.
- Openly share all information about your home and its condition.
- For your security, refer all potential buyers to us, your Realtor®.



3 Treasure Hill, Oakland



\$1,195,000

Spacious and luxurious townhouse with amazing views of San Francisco Bay & downtown Oakland. 3 bed, 3.5 bath plus multi-purpose room. Dramatic open plan living & entertaining with vaulted wood-beam ceilings. Beautiful wood flooring. Modern kitchen with Kitchen Craft cabinets, CaesarStone counters. New roof. Rear private deck off kitchen. Rounded corners on walls through out. Two-car, side-by-side parking. Steps from gym and club house.



RE/MAX Accord

RE/MAX Accord



Patrick Okubo

510-299-0713

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http://www.okuborealestate.com

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See the Virtual Tour!

www.299JayneAve.com

\$799,000

BROKER'S OPEN
Thursday March 5, 10am to 1pm



299 Jayne Ave.
Oakland, CA 94610
3 Beds, 2.5 Baths | 1763 Sq. Ft.

- Three-Level Townhouse in private setting
- Bright & open floor plan with custom shades
- Whole house audio system
- Gleaming hardwood floors
- Neutral color wool carpet
- Spacious master suite with sun bathing deck
- Master bath with dual showers and jetted tub
- Custom kitchen with garden window
- Granite counter tops and wood cabinets
- Stainless steel appliances, Bosch dishwasher
- Expansive living room, French doors to deck
- Large dining room with abundant light
- Quiet den with cozy fireplace
- Private guestroom on first floor
- Beautiful rear garden & patio
- Attached 2-car garage plus additional parking



EQUAL HOUSING OPPORTUNITY | Information deemed reliable but not guaranteed Lic# 00759704 & 01384674

Keiko & Patrick Okubo
800-653-4566

keiko@okuborealestate.com
RE/MAX Accord

39644 Mission Blvd, Fremont, California 94539



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September 15, 2014

To whom it may concern:

We wanted to take this opportunity to write to you to let you know of the total confidence and faith we have in one of our RE/MAX Accord agent, Keiko Okubo.

Keiko is in the Chairman's Club since 2006.

Keiko is known for her integrity, professional manner and thorough attention to details. She has the experience to negotiate skillfully for the best results possible. Her extensive knowledge of the local Real Estate market throughout northern California along with her technological experience and professionalized communication, help to keep her sellers and buyers informed about all aspects of their transaction.

As owners, we wanted you to know that you have the best when hiring Keiko Okubo and RE/MAX Accord to sell or buy a home. Her conscientious hard work, care for her client's needs and consistent excellent performance have made her a leader in his field. It's a pleasure to have Keiko Okubo as a part of our RE/MAX Accord office.

Best Wishes,

Stephanie Stadler

Stephanie Stadler

Stephanie Stadler

CAL BRE #00620166

Owner / Broker

RE/MAX Accord

Castro Valley
3127 Castro Valley Blvd
Castro Valley, CA 94546
(925) 400-9600

Livermore
1841 4th St, Suite E
Livermore, CA 94550
(925) 447-9600

Danville
317 & 317 Second Valley Rd W
Danville, CA 94526
(925) 838-4180

Mountain
2070 Mountain Blvd
Mountain, CA 94031
(510) 339-4180

Fremont
5944 Mission Blvd
Fremont, CA 94539
(510) 735-0000

Pleasanton
5550 Stoneridge Dr
Pleasanton, CA 94589
(925) 847-0000

Lafayette
3790 Mt. Diablo Blvd
Lafayette, CA 94549
(925) 283-0200

San Ramon
289 Montgomery St
San Ramon, CA 94583
(925) 343-0000

Walnut Creek
880 S Broadway
Walnut Creek, CA 94596
(925) 840-1777



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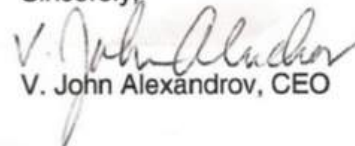
To Whom This May Concern:

Please consider this letter to be my highest recommendation of Keiko Okubo. I have been an Attorney and Private Banker for over 20 years. In those 20 years, I have had the opportunity to work with hundreds of high net worth individuals and families as well as thousands of entrepreneurs. As a result I can unequivocally state Keiko Okubo is a person and a businesswoman of the highest regard. Keiko is focused, quietly tenacious and an achiever. The great thing about Keiko however is that she is also a person of extreme integrity and honesty.

Keiko also understands one very important element of being a successful businesswoman; she knows how to make money. Most real estate professionals talk a good game and define their success based on ego. Keiko immerses herself in the sales and business principles that mandate her success. She doesn't carry any false bravado nor does she need to portray an image of something she isn't. Keiko is so well grounded in self-respect, emotional maturity and the true desire to service her clients she doesn't require anything else.

Simply put, Keiko will be the pinnacle of success and excellence in any organization with whom she is affiliated. It is rare to find such an extraordinary person. It is with absolute certainty I recommend Keiko to your organization.


Sincerely,


V. John Alexandrov, CEO

CASH. BUSINESS. DONE.

www.legacycapitalsolutions.com





Shirley Nishikawa
7528 Abbey Cir.
Elkgrove CA 95757

June 13, 2016

The first time I met Keiko was when my husband and I decided to move to a smaller house. She helped me sell our house in Fremont within 2 weeks, and with her help, we purchased a townhouse in Pleasanton. It was a smooth transition. After living in Pleasanton for 15 years, my husband passed away and I did not hesitate to call Keiko again to help me sell our house. She and Patrick worked diligently to get our house sold and within 2 weeks, we got a Buyer and sold the house within a timely manner.

Keiko and her son Patrick are a strong team. They have a lot of knowledge and work experience in real estate and have very strong work ethic. Morning, noon, or night, and on the weekends, they continually kept me informed. I am so grateful for their hard work and effort to make the clients (me) their first priority.

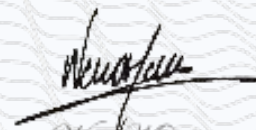


Shirley Nishikawa

Keiko Okubo

*has been awarded the prestigious Certified Luxury Home Marketing Specialist
designation and the Million Dollar Guild recognition by The Institute for Luxury
Home Marketing in recognition of attaining knowledge, experience, and expertise
in the fine home and estate market and is a member through*

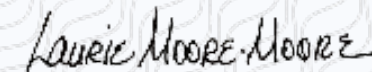
August 2016



*Marc Moore
President*

The Institute for Luxury Home Marketing





*Laurie Moore-Moore
Founder & CEO*


The Institute for Luxury Home Marketing

DESIGNATION CERTIFICATE



Keiko Okubo

has demonstrated a high level of skill and knowledge in the field of international real estate by successfully completing a rigorous certification process, and has been awarded the Certified International Property Specialist designation by the NATIONAL ASSOCIATION of REALTORS®.

 CAE, CIPS
Janet Branton, CAE, CIPS
Senior Vice President, Commercial & Global Services



Client reviews on

Ken Zahn:

Keiko and Patrick have been extremely helpful to us over the last 10 years and recently helped us sell our home in Fremont. They are extremely knowledgeable about East bay real estate (especially Fremont), trends and timing, and are very well connected to contractors and other real estate professionals in the area. They have a friendly and responsive team at Remax. I highly recommend them whether you are selling or buying a home in the area.

Susan Kimura:

I needed a realtor to help sell the home of my parents who had both passed away in the last 2 years. Keiko and Patrick came to look at the home I'd grown up in and that my parents had lived in for over 40 years. They made excellent suggestions on what repairs/upgrades would be worth the investment. They arranged to have all the contractors complete the work and marketed the home for 10 days. We were able to sell it above the asking price with a 21-day escrow that should close in the next few days. They have been very responsive to e-mails and phone calls and they are clearly experts in this area. I highly recommend both Patrick and Keiko due to my very positive experience with them.

Angela Zhao:

I am a loan agent, and partnered with Keiko on some of her transactions recently. She always put the clients' concerns on top, worked diligently to deliver her best. Keiko not only gained respect from her customers, but also from me, as a partner, she is a real professional, knowing everything she did, and offers the best customer service. During the transaction, I get timely response from her, even 11pm at night. It was a great pleasure working with her. Give her a try, you will feel the difference.



Client reviews on

Sachi Akaba:

Keiko Okubo is an ultimate professional, through and through. Thirteen years ago, she sold our house in one week! From the beginning to the closing deal, she saw to all the details to make the sale successful. Most recently in April, Keiko closed the sale of my mother's house in the Monterey, California area. The house was sold within ten days of posting. From our initial contact, she guided my mother and myself to assure the sale was successful. I am amazed with her knowledge of the industry, thoroughness and integrity with which she conducts her business. Because of our unique situation of the distance, she made it easy for me to do what I needed to do to get the house ready, I appreciated her guidance and knowledge to all the details. Everything that needed to be done long-distance was made easy because of her diligence and most importantly thoughtfulness. All in all, it was a successful sale, which worked for all people concerned--sellers, buyer, and realtors. Keiko is impeccable of her duties and I unequivocally recommend her and her team to anyone who is looking to sell a house and needing a most dependable and reliable realtor. She is the best!!

Bernice Wong:

I have worked with Okubo team for over 2 years and found the team to be cooperative and effective with the transactions to close the purchases. They are highly organized, knowledgeable about their market place. Their process of selling a home has been easy and has made my life less stressful. All work has been in a timely manner and I would recommend their services to anyone who wants an agent to get the job done!

Edward Wustenhoff:

Keiko helped us find a house in the best neighborhood in Fremont, in a fiercely competitive bid situation and showed immense integrity when certain aspects at the seller side went a little sideways. She is truly your representative and will make sure you get the best contract possible.



Caroline Duwaerts:

I worked with Keiko Okubo during my recent cross- country relocation to San Francisco. I HIGHLY recommend her, and am sure that when it is time for me to sell I will contact her again. She understood immediately what I was looking for in a condo as well as the "style" of condo I wanted. Unlike most realtors, she did NOT waste my time showing me condos that did not fit into my criteria or budget.

I had a very short time frame to buy and move into my condo and Keiko, as well as her whole team, really worked hard to get me into my place on time - which they succeeded in doing. I am grateful to her for all the time and effort she put into my search for the perfect condo!

If you are looking for a place to purchase in the San Francisco area - look no further - Keiko is as honest as they come and will work hard for you as well as with you!



Client reviews on

Sandra Wood:

Patrick (Okubo) coordinated renovations, and marketed effectively to sell the property above asking price, and closed without any hiccups. Flawless execution!

Client review on

Romane Vdr:

Great expertise! Nice houses and amazing contact. The best real estate agency!



Nicole Duwaerts:

Keiko discovered a pearl for us in a nice neighborhood with all the amenities we wanted. Thank you very much for your help, Keiko, it was a pleasure to work with you. You were fast and attentive to details at the same time.



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REAL ESTATE

(510)683-0600

www.OkuboRealEstate.com

