



**COLDWELL
BANKER**
REALTY

ABOUT GWEN AND HER SERVICES



GWEN LUCE

Global Luxury Specialist

Seniors Real Estate Specialist

Mobile: (650) 224-3670

gluce@cbnorcal.com

www.gwenluce.com

CalRE #00879652




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SELECTING YOUR AGENT

The most important decision you will make when buying or selling real estate is selecting the right agent to represent you. Buying or selling real estate is one of the largest transactions you will ever make, and selecting the right agent is as important as selecting an attorney, accountant or doctor.

Each agent works as an independent contractor for a local real estate company, which should belong to a Multiple Listing Service, or MLS. In reality, the MLS creates one very large real estate company in a local community. Small firms as well as large firms benefit by using the MLS, because the agents in each firm are working to sell each other's listings. By using the powerful resource of the MLS, your property has gained a tremendous advantage by being accessible to the entire real estate community.

The old saying in our office is "There are no bad houses, just bad prices!" One of the most important jobs your agent has is pricing your property correctly. During changing markets, you will need expert advice. In addition, your agent will guide and direct you through the complex areas of marketing, financing and legal issues, which will surface during a sale.

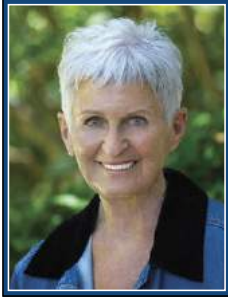
Look for these qualities in an agent:

1. Does the agent know the area in which they specialize – schools, zoning, etc.?
2. Does the agent use the MLS service? (If not, you've got the wrong agent!)
3. Is the agent professional and honest in every respect?
4. Does the agent support and contribute to the local real estate board?
5. Is the agent active in the community?
6. Most importantly, do you like your agent, are they enthusiastic and do you have complete confidence in their ability to complete the task?

If you can answer yes to all of the above, then you've found your agent. Become a team with your agent and you'll find that you will be pleasantly rewarded.

Coldwell Banker was founded in 1906 on the principles of honesty, integrity, and service, and we have been living those principles for more than 116 years. As the first real estate company to operate with a code of ethics, we take it very seriously. I'm committed to ensuring that you receive the highest quality real estate services. In delivering on that promise, I maintain my strong legacy of ethics and founding principles of honesty, integrity, and service. Coldwell Banker and I remain at the forefront of expecting and promoting the highest level of ethical conduct.

Please visit www.gwenluce.site/CodeofEthics.pdf or [click here](#) to view the Code of Ethics




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PROFESSIONAL PHILOSOPHY

My **first** priority, and my **greatest** reward is my clients' **trust!** Whatever their needs, my goal is to fulfill them, either with my own knowledge and expertise, or by consulting with a member of my "team," — specialists in their fields — such as lenders, contractors, or designers, who help me to provide customized, creative, well organized, stress-free service for my clients.

PROFESSIONAL EXPERIENCE

Full time Realtor 1987 to date. Specializing in listing and selling Residential Real Estate in all price ranges in Santa Clara and San Mateo Counties (Palo Alto, Menlo Park, Atherton, Portola Valley, Woodside, Los Altos, Los Altos Hills, Mountain View and surrounding areas).

AWARDS

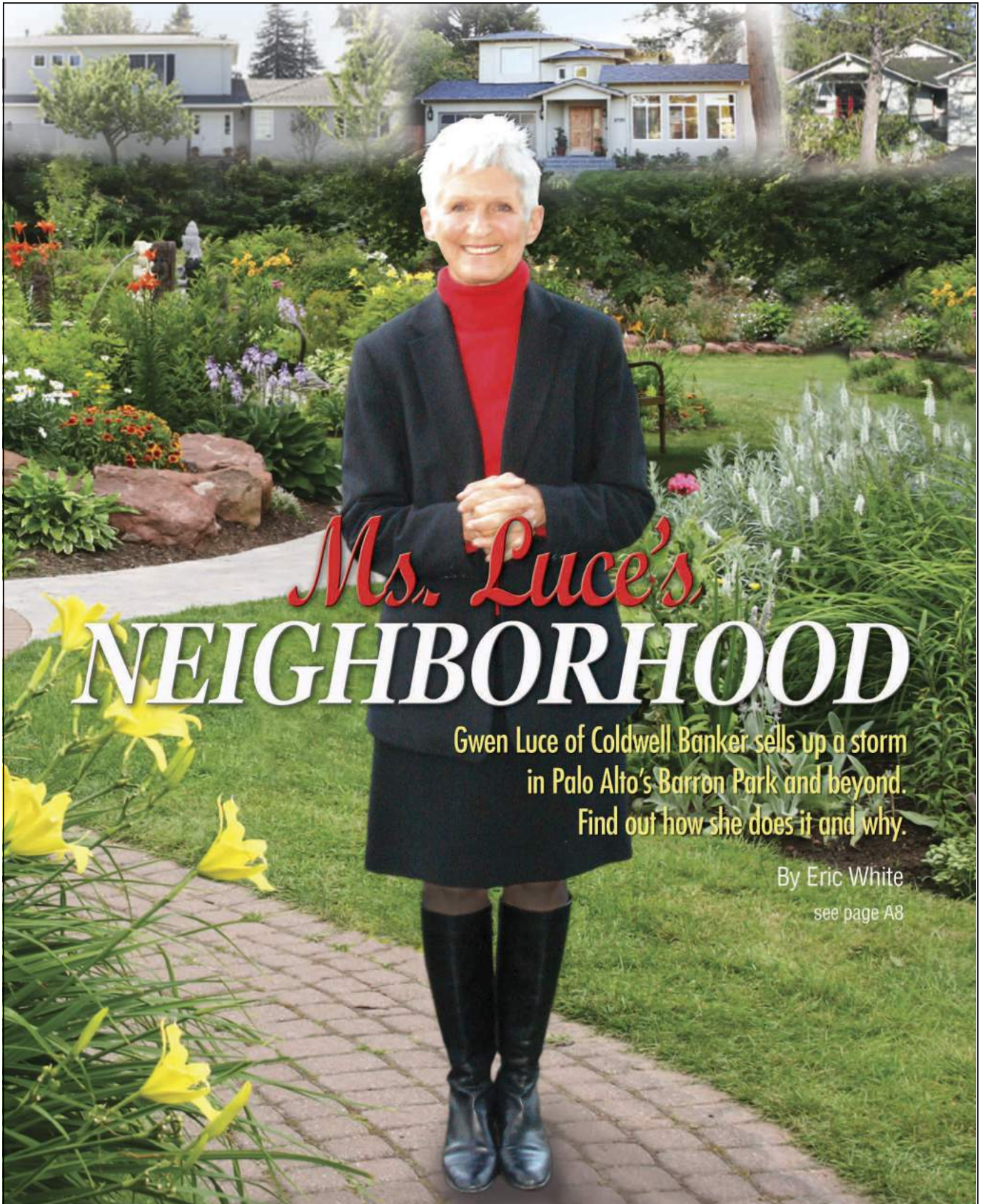
- Global Luxury Specialist, 2017 to date
- Seniors Real Estate Specialist, 2000 to date
- Previews Property Specialist, 2017-1997
- Coldwell Banker International President's Circle, 2017-2015, 2010-2009
- Coldwell Banker International President's Elite, 2014-2011, 2008-2006, 2002, 2000-1997
- Coldwell Banker International President's Premier, 2005-2003, 2001
- #1 Buyer's Agent, Menlo Park - El Camino Office, September 2012
- Special Recognition Coldwell Banker Top Listing Associate, Menlo Park - El Camino Office, November and February, 2004, February, 2002, October and May, 1999
- Special Recognition Coldwell Banker Top Sales Associate, Menlo Park - El Camino Office, October, March and February, 2003, July, 2002 and October, 2001
- Top Producer, Menlo Park - El Camino Office, April and January, 2003 and October, 2001
- Top 100 Residential Real Estate Agents of Silicon Valley, 2000-2001, San Jose Business Journal (SJB has stopped ranking)
- #1 Agent for first 3 quarters, Menlo Park - El Camino Office, and #1 Producing Agent in Palo Alto, 1998
- Associate Vice President Cornish & Carey Residential Real Estate (C&C) Award, 1995 through Coldwell Banker's purchase of C&C, Fall 1997
- Top 1% of Cornish & Carey Residential Real Estate, 1991-1997
- Cornish & Carey Outstanding Performance Award and Top Achiever Award, 1991-1996
- Cornish & Carey #1 Producing Agent, Palo Alto, and #1 Top Producer, Menlo Park - El Camino Office, 1996

PERSONAL BACKGROUND AND EDUCATION

- Born and raised in Westchester County, New York
- 51-year Bay Area resident (Berkeley: 1963-1965, Portola Valley: 1969-1980, Palo Alto: 1984 to date)
- Mother of three children, two daughters and one son
- Community Volunteer in children's schools, church youth groups, sports programs and neighborhood preparedness groups in Palo Alto and Menlo Park, 1969 to date
- Barron Park Block Preparedness Coordinator (BPC) for City of Palo Alto Emergency Services Volunteers and Cool Block Coordinator, 2018 to date
- Board of Directors Barron Park Association, Chair of Barron Park Association Welcoming Committee and Barron Park Association Quarterly Newsletter Proofreader, Palo Alto, 1990 to date
- California Department of Real Estate License, 1985 to date
- French Teacher: private and public schools, New York and California, 1963-1985
- University of California, Berkeley, Secondary Teaching Credential, 1964
- Mount Holyoke College, South Hadley, Massachusetts, 1963, B.A.
- Graduated High School International School of Geneva, Switzerland, 1959

ON THE MARKET

DAILY NEWS GROUP REAL ESTATE GUIDE



Ms. Luce's NEIGHBORHOOD

Gwen Luce of Coldwell Banker sells up a storm
in Palo Alto's Barron Park and beyond.
Find out how she does it and why.

By Eric White
see page A8

c o v e r • s t o r y

Purchase some new digs in Palo Alto's Barron Park neighborhood and you will likely feel right at home, right away. It's not just the serene, tree-lined streets or the friendly neighbors or the old-fashioned houses that give rise to such feelings — although there's no denying they play a role. What greatly eases a homeowner's transition into Barron Park is the welcoming packet provided by the neighborhood association.

We're not talking about a couple of thrown-together pamphlets telling you when trash pick-up day happens. This packet — thicker than most of today's hardback novels — offers you everything you could ever want to know about the neighborhood, the city and your home. Home security advice? Check. Efficient home energy use? Check. Emergency preparedness? Check. Preparing for a pandemic flu outbreak? Yes, that's in there, too.

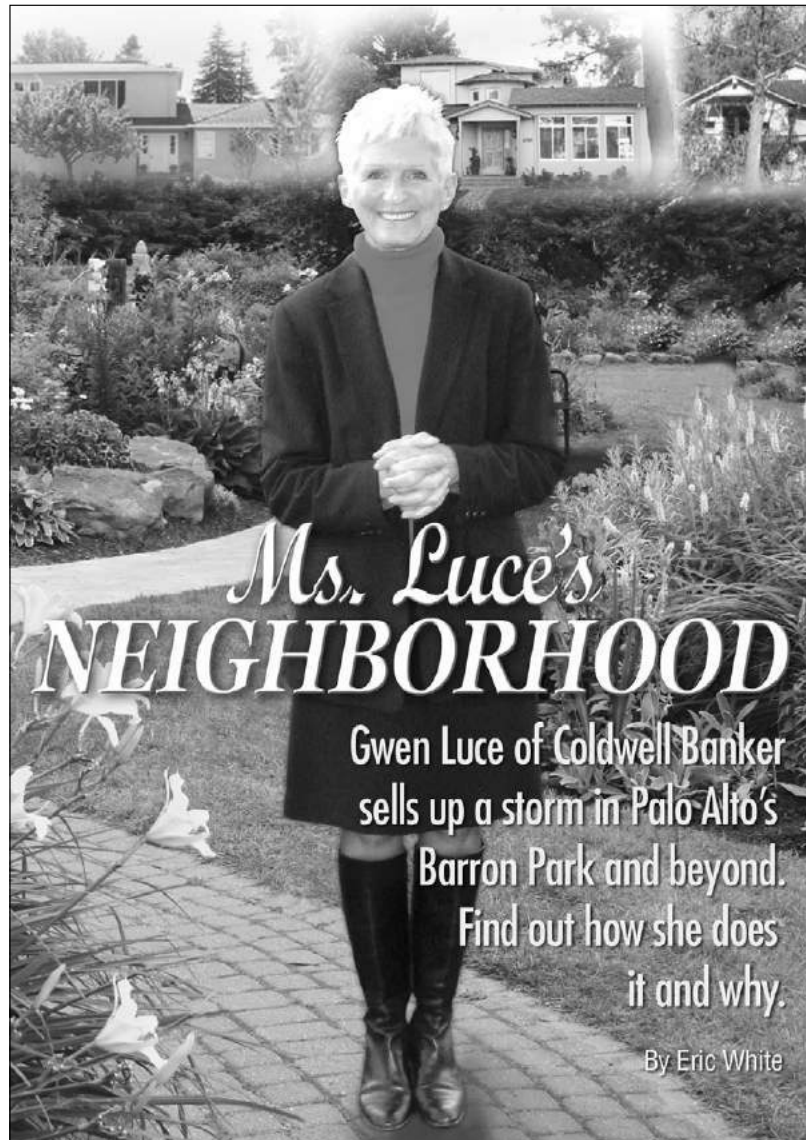
Thank longtime Barron Park resident and Coldwell Banker real estate agent Gwen Luce for the existence of such a helpful and useful packet. She's the head of the neighborhood welcoming committee and both the organizer and financier of the booklet. Such selfless, considerate acts like these define Luce. Making people feel welcome in their new home is what she does for a living and what she does well.

"Gwen is an extraordinary woman," said Wendy McPherson, managing broker of Coldwell Banker's Menlo Park/El Camino branch. "She'll bend over backwards to make sure everything is done correctly and efficiently. She gives new meaning to the word 'focus.'"

And new meaning to the word community.

"I love giving back in my neighborhood," said Luce. "I do a lot of non-real estate related work to help people."

Luce, 65, has been a resident of Barron Park for 14 years, but she's been selling houses in the neighborhood since the mid-'80s. It's not the only place she does business — her listings commonly crop up throughout the Peninsula — but it is her forte. It makes sense when you think about it. She's familiar with every inch of



the neighborhood. She knows the people, the climate, and most importantly the houses.

"I do a quarter of all the listings in Barron Park, both on and off the market," said Luce, whose sales numbers put her in the

top 1 percent of all Coldwell Banker agents in the country. "My goal is to help people. If that helps me pay my bills, that's fine."

Luce's neighborhood success has helped earn her the nickname "queen of

Barron Park." Such a title may have never come about, if not for her unique sales strategies that attract countless clients to her. For example, Luce may be the listing agent for several properties at a time, but she only puts one listing on the market at a time. She then devotes most of her time and energy to that individual listing until it sells. According to Luce, this drastically reduces the amount of time it stays on the market.

"I try to solve (house-related) problems far ahead of time, before it's on the market. ... I treat each listing like a term paper," said Luce.

And why shouldn't she? Prior to starting her esteemed real estate career, Luce was a teacher. McPherson said that Luce's time as an educator has helped her succeed in her current line of work.

"Teachers and nurses both make great real estate agents," said McPherson. "They are caregivers, they're thoughtful, and they want to impart their knowledge on you."

Aside from specializing in Barron Park real estate sales, Luce also specializes in helping seniors buy and sell houses. Hours of additional classes and seminars earned her the title of "seniors' real estate specialist," and helping the elderly is something that brings Luce a great deal of professional and personal fulfillment.

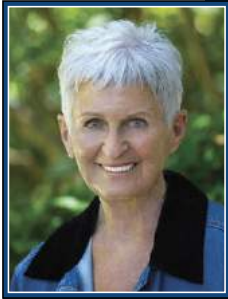
"I have gray hair and I identify with older people, so I enjoy helping them," said Luce. "I also understand a lot of issues seniors face, such as assisted living."

Regardless of whom she's representing, Luce prides herself on putting maximum effort into each transaction.

"Gwen is such a tireless worker," said McPherson. "She takes two vacations a year, one in the winter and one in the late summer. She has her assistants FedEx her (local newspapers) because she doesn't want to miss anything."

Perhaps the only other thing Luce values as much as her occupation are her three children, all of who she says she's very close to. The quartet commonly dines together, hikes together and take trips together when their schedules permit it.

"We're a very close family," said Luce.



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EXCLUSIVE PROPERTY MARKETING

In today's competitive real estate market, the key to success is differentiation – doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of service to my valued clients.

I am proud to deliver an exceptional marketing program that helps produce results. Each step of your property's marketing plan is designed to help your home sell fast and for the desired price. I promise you that from concept to completion, your home will be uniquely cared for by my expert marketing team.



Professional Photography

36 professional photos perfect for print and online to make your property look its very best

Upgraded photography options (select one of the following):

- Aerial photography
- Matterport 3D tour and 2D floor plan
- Twilight photography
- Showcase video
- Flyover video



Single-Property Website

Professionally designed property website that is viewable on all devices and easily shared via social media



Just Listed eFlyer

"Just Listed" announcement eBlast sent to an exclusive list of personal and professional contacts



Property Tour

Professionally produced photo slideshow with narration



Print Advertising

Eye-catching property advertisement in one of the region's prime print publications



TV and Online Promotion

Professionally produced spot featured on Coldwell Banker's® TV show, *At Home in Northern California*, Sundays at 4 pm and posted on Coldwell Banker's YouTube™ channel



Property Brochures

Beautiful, professionally printed property brochures to showcase your home



Mobile Brochure

Exclusive yard sign panel with CB Mobile Brochure technology that delivers your home's unique details and photos to consumer mobile phones



Silver Envelope Home Announcement

Stunning, trifold property announcements direct mailed to your neighborhood in silver envelopes that get noticed



Targeted Online Advertising

Geographic targeting technology markets your property directly to local buyers online and on social media



Area REALTOR® Notification

Agents at local real estate companies in your area will be notified that your home has come on the market



Online Property Syndication

Your home will be displayed on hundreds of websites, including the most-visited real estate websites in the world



Seller Update

Detailed report outlining everything that has been done to bring your home to market and maximize its exposure

REAL ESTATE WITH A REAL IMPACT.

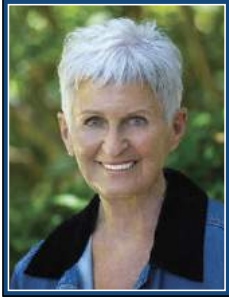
I'm proud to announce my partnership with St. Jude Children's Research Hospital.®* As part of the *CB Supports St. Jude* program, I'm making a donation to this one-of-a-kind hospital every time I help a client buy or sell a home.

The Coldwell Banker brand has been guiding people home since 1906. Home is the place we long for at the end of the day, the place that holds all we love and everything we cherish. At St. Jude, they give kids the second chance they need to realize dreams and reach milestones. When they need it most, these patients and families find a home-away-from-home at St. Jude, where everyone shares the same mission: Finding cures. Saving Children.®

With your support, we can help one of the world's leading children's cancer hospitals develop even more powerful treatments and help the world's bravest kids get back home even faster.



St. Jude patient
Miguel and
his mom




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TESTIMONIALS

When the time came to sell my family home, I knew Gwen would be the realtor my husband and I would turn to. Not only is she the mother of my best friend, but a member of the Barron Park community I grew up in. She knows and loves the area, has amazing connections and community relationships, and would be someone who would not only be our realtor, but someone who would know the emotional side to selling a home you have over 45 years of memories in. Gwen is detail oriented, hardworking and dedicated. She treats you with respect, and honors your decisions as the seller, but also offers helpful insight from her years of experience.

My husband and I, and our children, now reside out of state, so trying to sell a home without being there can be stressful and challenging. However, Gwen went above and beyond to be my eyes and ears on the property, and to get my family home ready for sale in a short time. She worked tirelessly to make sure that all inspections were completed, vendors followed up with, plants watered while we waited for irrigation to be fixed, and paperwork completed to the last detail. She talked through all scenarios, sought input from her colleagues as needed, and the result was a non-contingent offer and a sale over asking.

I can't imagine working with anyone else and we are so grateful that Gwen was by our side.

With gratitude,
Michele and Brett

(Sellers of 766 La Para Avenue, Palo Alto, CA 94306)

Gwen Luce is an extraordinary real estate professional in a class by herself. Our paths first crossed twenty years ago when we purchased a Barron Park home—she represented the seller. The purchase process was flawless and we were pleased to move into our home. Throughout our time there, we witnessed Gwen helping neighbors, welcoming new people, organizing annual events, and showing leadership within the neighborhood association. When the time came to sell our home, we contacted Gwen. Her extensive experience, wisdom, compassion, attention to detail and responsiveness inspired us to trust her. She made sure everything was in perfect order prior to listing the house. Working with Gwen was an outstanding experience from the first meeting to the final offers. For our next real estate transaction, we will contact Gwen.

Shari

(Buyer and Seller of 886 Ilima Court, Palo Alto, CA 94306)

Gwen, I really appreciate your outstanding service as my real estate agent. We have completed 10 transactions together over many years and you have represented me as both buyer and seller. You are a true real estate professional, detail oriented and very knowledgeable about the market. You know how to give honest feedback to your client and create realistic expectations. You know how to create disclosure documents that inform the buyer and protect the seller. You work with an intensity that I admire and respect. Our most recent transaction with the sale of my property at 1939 Eucalyptus Avenue in San Carlos is the most recent example of your great skills. We closed in less than two weeks after we went on the market at a substantial premium to our asking price. This is the result of being ready, understanding the market and have a great professional process. You are the best!

Nancy

(Seller of 1939 Eucalyptus Avenue, San Carlos, CA 94070)

Thanks for all of your help and hard work through this process!

Alex

(Alex and Reina Rampell, Sellers of 1040 McGregor Way, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

Hi Gwen, We appreciate all your hard work to prepare, sell and shepherd us through the process of selling 675 Kendall.

Best, Ken and Judy

(Sellers of 675 Kendall Avenue, Palo Alto, CA 94306)

Gwen, How can I express the gratefulness Americo and I have for you and the efforts you put forward for the sale of property on Irven Court? It was through your professionalism, determination, focused eye and attention to every detail that made this sale possible for us. Gwen is definitely the "Queen of Barron Park"! Not only does she know and understands the market, she's one with the area, the people/community and has the keen eye on the details for both the buyer and the seller. Thanks to Gwen and her efforts, we successfully sold our property, but it was due to the tremendous amount of effort she expelled to ensure our property not only looked its best, but also when the best time to sell would be. Gwen often referred to our property as 'her baby', and she did everything to make sure it was well represented. She kept us completely informed with daily communications and the "book"- never a surprise. She contacted all prospective buyers/realtors and answered questions and went out of her way to research information to clarify any concerns. We went under contract with our buyers while we were in Europe. Gwen handled everything for us from here. She's the best. We are happy to say that Gwen is our Realtor, but also our friend.

Thanks Gwen for making our dreams come true, Linda.

(Sellers of 531 Irven Court, Palo Alto, CA 94306)

Dear Gwen, I have known you for a long time. You handled the 2004 sale of my house in Barron Park, Palo Alto, the 2005 purchase of my rowhouse in The Crossings of Mountain View, and the March 2017 sale of my rowhouse. Looking at the stats in the San Antonio Area Report for April 2017, I feel really lucky to have gotten the great selling price that I did. It is at the high end of the range and well above the median sale price for the San Antonio area during this spring. That happy result is due in very great part to the excellent work of you and your team of inspectors, contractors and stager, with just a little help from me, who listened to your expert advice. We did pretty well, yeah?

A billion thanks, Paul Edwards

(Seller of 113 Pacchetti Way, Mountain View, CA 94040)

Hi Gwen, With awe and wonder, we are looking at the binder you prepared for us with all our completed paperwork from the house sale. Each section is meticulously organized. It represents a wide variety of expert services. Your assistant, contractors, home inspector, gardening team, flooring installer, repair and cleaning staff, and marketing professionals all excelled at their job due to your excellent management skills and attention to countless details. Every detail was handled efficiently and quickly. I'm sure there were many issues that we didn't even know of that you handled capably and managed wisely. Who knew there were so many things to consider when listing a home for sale?! We are grateful you took the time to adequately prepare the home prior to listing it on the market. This certainly enabled us and the buyers to enjoy a problem-free escrow experience. The countless hours you logged in for this sale certainly paid off in the end. Well done, my dear friend Gwen! We valued your advice and guidance throughout the entire process. You are truly gifted and amazing! There really aren't words to adequately express our gratitude.

With warmest appreciation, Marla and Gary

(Sellers of 3218 Bryant Street, Palo Alto, CA 94306)

Gwen, We are very 'Thankful' for your efficient and thorough way you went about the 'Sale of Our House'! It really made the whole process doable!

Warm Regards, Bob and Alice Frost

(Sellers of 4011 El Cerrito Road, Palo Alto, CA 94306)

Dear Gwen, Frank and I would just like you to know what a fabulous job you did selling our house so quickly and how incredibly thorough you were. Once again, as with our Atherton house, you accomplished the impossible and within days of telling you we were ready to move on to another stage of our lives the house was brought up to date with fabulous workers, the pictures and films had been taken and we were on the market... and within 8 days our house had been sold. We were especially impressed with how quickly you educated yourself about the Portola Valley Ranch, least of all by going to a board meeting. The Ranch is a very special place to live and you appreciate that. As with our prior sale we always had the feeling that we, the clients, were foremost in your mind. Because of all of the above we would recommend you most highly to anyone looking for a superlative agent.

Thanks so much, Linda and Frank Atkinson

(Sellers of 7 Franciscan Ridge, Portola Valley, CA 94028)

TESTIMONIALS (CONT'D)

Dear Gwen, Thank you for all of your efforts to sell our home, including your outstanding management contractor skills and superior real estate salesmanship. We also appreciate your recommendations.

Best wishes from the Hagmanns - Bob, Joanne, Annelise, Ian & Patrick

(Sellers of 3895 Laguna Avenue, Palo Alto, CA 94306)

Gwen, You did such a great job! They do not have a category high enough to show how thrilled I am with you and with this process.

Thanks for all your great work. Nancy

(Seller of 2323 Eastridge Avenue, Unit 511, Menlo Park, CA 94025)

They say that a job well-done is its own reward, but still you should know how much your hard work means to those around you. Thanks for doing such a good job. Thanks for making this move easier than I expected...but we are still going to miss the house.

Love, Buck and Judi

(Sellers of 3838 Magnolia Drive, Palo Alto, CA 94306)

Dear Gwen, We've been meaning to write to you for a long time now, to express our tremendous thanks for all of your help, hand – holding, and extra efforts in helping us find the right home for us. You remained remarkably patient with us, casually looking at houses for so many years. We are very glad we waited for this one (even with the leaks we've discovered in the garage in recent days). We are loving the kitchen, and the spacious bedrooms – close together. We are enjoying the big family room, and for now having lots of fun using the living room for dance performances and an art studio.

We were very touched, and grateful for the many hours you spent after the offer was accepted, lining up contractors for us, and generously overseeing everything at the house. We really felt taken care of – at a time that otherwise would have been terrifying and completely overwhelming.

We love our new neighborhood and we love that we now have you as our neighbor!

Thank you for everything – and the delicious persimmon cake too! We look forward to seeing you soon!

Love, Sarah, Scott, Eliana, Chava, & Orli

(Buyers of 1070 Cerrito Way, Palo Alto, CA 94306)

Gwen, Thanks for all of your hard work. I'm sure we could not have done it without you. Frank

Yes, I agree with Frank; I very much doubt it would have happened without you!

Thanks again a million! Michele

(Buyers of 14511 De Bell Road, Los Altos Hills, CA 94022)

Gwen, Thank you so much for your help in dealing with my mother's house. First, you were kind enough to help us to find some excellent people to rent the house until we were ready to sell.

Then, with the assistance of your extended team of professional inspectors, contractors and consultants and your vast knowledge of the Barron Park neighborhood, you provided us with solid information about the value of our house in today's market and which up-front expenditures would be most likely to pay off in the form of a higher sale price and a smoother path to closing.

By exploring different approaches to selling the house, you were able to find us a motivated buyer, which meant that we were able to go from inspections to a signed contract to closing in a very short period of time and with minimal hassle. Your tireless efforts to chase down every conceivable loose end left nothing to chance and ensured that the whole process went very smoothly.

Beyond all the hard work and experience, it's obvious that personal integrity is a key to your approach and that maintaining trust in all your professional relationships and with the community is of paramount importance to you. My brother and I are very happy with how the sale went and I am sure that choosing you to advise and represent us was crucial to experiencing such a good outcome.

Steve

(Seller of 789 Josina Avenue, Palo Alto, CA 94306)

Gwen, Thanks for your patience. You are great! I want to personally thank you for all your effort in selling Linda's family's property. You were wonderful--everything that we expected and wished for. Without your efforts, I am sure there would have been fewer offers. I said from the beginning that we wanted the best realtor possible and we got it. All the best, Barry

(Sellers of 3895 La Donna Avenue, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

Well, the biggest compliment goes to you!!! You really drove the preparation with your attention to detail, were a force of nature throughout the marketing, and a maestro at the offer negotiations!!

THANK YOU SO MUCH. Kristine and John

(Sellers of 1028 Paradise Way, Palo Alto, CA 94306)

Just wanted to officially thank you for all your amazing efforts during our purchase of San Jude. Your dedication and concern went far beyond our expectations and were truly appreciated. Your assistance and knowledge in so many areas (loans, repairs, designers, etc), made this such a smooth process. It was an honor to work with you and experience your integrity and expertise.

Lisa

(Buyer of 723 San Jude Avenue, Palo Alto, CA 94306)

I thank you for everything you did to make this sale happen in a timely manner. You go far beyond what an ordinary agent would do.

You are the best! Lee

(Buyer of 555 Byron Street, Unit 109, The Hamilton, Palo Alto, CA 94301)

Dear Gwen, Thank you so much for taking care of us - you have a great reputation in the area, but my experience with you has been beyond your reputation. I witnessed your excellence after a couple of meetings. Your thoroughness, dedication and kind professionalism came truly to light during the last two days. We bought a condo, are overwhelmed by many things going on in our lives, but had the incredible fortune to meet you and been taken care of. I never thought of real estate as being a caretaker profession until I met you - you are WONDERFUL, EXCELLENT and I so much appreciate your loving tender care. Words cannot describe my gratitude and I know I gained a friend for life.

THANK you dear! Brigitte

(Buyer of The Palo Alto Redwoods, C323, 4250 El Camino Real, Palo Alto, CA 94306)

Can you imagine someone who works around the clock, pays extreme attention to little details, promptly returns all email and phone calls, manages all care/repair home projects and personnel, has a savvy eye for graphic design and photography brochures, possesses the skills to handle all types of people, and provides you with the expertise, knowledge and professional services that make selling your home successfully a dream come true? Meet Gwen Luce. She is that rare jewel who has a heart for people and excels in providing service that is beyond your imagination. It is said that it's the little things that make big things possible. Gwen is the master of spending time in the beginning getting all those little things taken care of first so that the rest of the process flows as smoothly as possible. She makes things happen with boundless energy, enthusiasm and smiles. Many years ago, Gwen helped us buy our home and throughout the years has been a wonderful resource in giving us advice about updating and remodeling. Recently, she helped us rent our home in only 5 days with multiple offers over asking price. Gwen makes things happen! We are so grateful to her for helping us. She's the only one we would trust with our home! Thanks Gwen! You're amazing.

You're the best! Marla and Gary

(Owners of 240 San Clemente Drive, Menlo Park, CA 94025)

Thank you again for your extraordinary work in getting my mother's condo ready for sale, and shepherding all of us through the process. Your experience shows in your attention to every detail and your understanding of just what needs to be done, as well as in your excellent contacts in senior assistance, staging, repairs... everything! We are so very, very grateful for your exhaustive efforts to get every detail lined up in time.

You are one in a million. Hardwin and Tamara Mead

(Sellers of 558 Vista Avenue, Palo Alto, CA 94306)

We bought and sold a few houses over the years and you were by far the most thorough and professional agent we ever had! Escrow went very smoothly because you stayed on top of every detail - the mountain of paperwork, inspections, loan, timing schedule, etc... Thank you!!

The Toft family

(Buyers of 3912 Laguna Avenue, Palo Alto, CA 94306)

Gwen, Thank you for persevering with us for the three years it took to find the perfect lot in Barron Park. Not only did we get exactly what we dreamed about, we were able to close the deal in a very short and satisfying manner through your excellent services.

Sincerely, Peter and Melanie Cross

(Buyers of 945 Matadero Avenue, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

We've all been working so hard and have accomplished so much in a short amount of time. Making that first phone call to you was one of the smartest things we've ever done! Your compassion, drive, energy and spirit is what the twins have needed to get us through this phase. Mom & Dad have definitely been watching over us. Our parents always said that you were pretty amazing and they respected you a lot. They would truly love what we've done to the house!

The Vernon Family

(Sellers of 4095 Laguna Way, Palo Alto, CA 94306)

Dear Gwen, REALLY want to say, it's the best to have you with me during this journey. I couldn't do it without you. Appreciated and have a great vacation.

See you later and take care, Ronnie

(Seller of 444 San Antonio Road, Unit 9D, Palo Alto, CA 94306)

Gwen, You made a complex process as easy on us as was possible and with a great outcome. We thank you for being smart, tenacious and so wise.

Gerry and Winter

(Sellers of 389 Margarita Avenue, Palo Alto, CA 94306)

When the time came for us to sell our home, Gwen Luce skillfully guided us every single step of the way, and I mean every step! From getting comps to establishing a good but realistic selling price; from getting the house cosmetically ready to show, to getting it physically ready for sale (and that included inspections and recommendations for pro-active work on our part); from marketing to hand-holding, from open house through escrow--everything--every single detail was orchestrated and managed by Gwen with precision and expertise.

This petite little whirlwind is incredibly savvy about the market, the neighborhood, resources and procedures. She worked 'round the clock providing thorough, accurate, and sharp direction with the utmost integrity. Gwen gets the job done and gets results--admirable qualities at any time, but in this market, worth their weight in gold! Our thanks to Gwen, Susan Ogren and Mike Bastian

(Sellers of 3561 Whitsell Avenue, Palo Alto, CA 94306)

When we began asking our friends to recommend a realtor to help us sell our house (we knew of no-one ourselves), my friend (born and bred here) said, "Gwen Luce". I asked, "Do you have some more names, she looked at me and said, "You don't need more names!" And so our journey with Gwen Luce began – our first impressions were, "Wow, what a delicate nymph-like petite and beautiful person she was!" Well, were we unprepared for what was waiting for us! In fact, the past three months have been life altering for us both. We found in Gwen a strong, gentle, personable, warm, honest, ethical, respectful, committed, passionate, dynamic, articulate, organized and brilliant human being with the most amazing communication skills. We knew instinctively, despite the state of the housing market, we would sell our house quickly and well once it went on the market. Indeed – from the day 869 Embarcadero (yes – Embarcadero Street, Palo Alto) went on the market, to the day we sifted through 20 (yes, twenty) offers, was 8 (eight) days! It was well over the asking price –more than we could ever have expected.

Our journey with Gwen involved a seasoned, professional and (again) brilliant, realtor with a talented, dynamite, experienced, and responsive team (photographer, designer, administrative assistants, garden "ladies", etc.) who followed through and delivered without exception. Under her leadership our house was prepared, refined and polished to perfection. Yes – our realtor was so committed to us, that only the best preparation would work for her. And her team knew it. They gave everything. We felt from the beginning to the end of the preparation and selling process that we were the center of the universe for this team! Needless to say, we had to do our part - we had a laundry list of to do's (from sweeping the leaves outside to picking wilted petunias). The standard was perfection. We often wondered if Gwen ever slept or rested, so complete was her devotion to selling our house as best as she could – she gave everything.

The journey with Gwen was a humbling and uplifting experience. In her way of being – on the job or off – she is an unwitting mentor and role model on how to live life with integrity, passion, commitment, dedication and service. Because yes – selling our house seemed more like a service to humanity than a job.

Thank you Gwen, for the privilege of walking this path with you. We will never be the same! Only the better for it. Jacek and Desiree Maitan

(Sellers of 869 Embarcadero Road, Palo Alto, CA 94303)

TESTIMONIALS (CONT'D)

I can't say it enough - but I can say it enthusiastically...Thank you!!!! For Everything! We won't forget all you did for us!!

Love, Edith and Bonnie

(Seller of 101 Alma Street #804, Palo Alto, CA 94301)

Dear Gwen, I am writing to thank you for selling our house for us last week, after 8 days on the market, well over asking price. Those words don't begin to capture the effort you made, the results you achieved, or the grace and professionalism with which you managed the whole process – particularly in these uncertain times. When we first decided to sell our house, we interviewed a few realtors. While all impressed us, you clearly led the pack. Your exemplar binder, the sample ads, your energy and proposed strategy for preparing and marketing our house, all reassured us that you would sell our house for the best possible price in this market. Our faith was rewarded. You and your team are top rate. Your comprehensive knowledge of the real estate market (and unbounded patience with us as we adjusted our expectations to meet the realities of today's market), unmatched standard of perfectionism and attention to detail, and endless energy in helping us and your team to get everything done quickly and well, all led to the wonderful sale you achieved. Please thank the many people on your team who helped get us from there to here. The result of your efforts was, quite simply, miraculous. You have a rare genius for what you do. Our only sadness is that, with the house sold, we will not have an excuse to spend so much time with you. We feel so lucky to have met you and do consider you not only our realtor, but our dear friend (and fellow Fallen Leaver!). We hope a time will come when we can work with you again, this time to buy the house of our dreams.

Most fondly and appreciatively, Natasha (Moiseyev) and David (Foster)

(Sellers of 731 Gailen Avenue, Palo Alto, CA 94303)

Great news! You did an outstanding job - as usual. Thanks for everything. Have a great vacation.

(Sellers of 3868 Magnolia Drive, Palo Alto, CA 94306, Buyers of 821 East Meadow Drive, Palo Alto, CA 94303, Buyers of 15 Montara Court, Portola Valley, CA 94028, and Sellers of 821 East Meadow Drive, Palo Alto, CA 94303)

Dear Gwen, A long time ago, I met you when you participated in a seminar for persons contemplating a move to a retirement complex. I was impressed with your participation, and resolved to seek your help if and when I decided to make such a move. Your annual mailing of calendars and flower seeds assured that I would not lose contact with you. This summer, I began to pursue residence in The Forum. After several interviews with the sales staff at The Forum, I decided to seek admission. I called you to seek your involvement to sell my townhouse if I were to move. During my negotiations with The Forum, and prior to signing as my agent, you provided counsel to me regarding the implications of my intent. Specifically, you wanted me to be aware of the difficult economic circumstances prevailing at this time, and the potential risk of obtaining a buyer for my property. You also provided counsel regarding my negotiations with The Forum, and obtaining interim financing. On August 1, 2008 I entered an exclusive agreement for you to sell my home. When I signed a contract to purchase a unit at The Forum, you advised me that time for listing my home was critical, and encouraged me to accelerate my move. What followed was a whirlwind of inspections and repairs, with a veritable stream of competent contractors and stagers. You were in constant contact with me to inform me of progress, and obtain my approval for various actions. You worked with me for hours to prepare the myriad of disclosure documents which were foreign to me. Preparation of property by your stagers was instrumental in creating an attractive appearance. You involved your associates to establish the listing price, an extremely critical factor. The property went on October 13. After only 10 days, we received two offers, both at a slight increase to the asking price. We closed escrow on November 7. This was a time of major upheaval in the securities and real estate markets. Your expertise and counsel were instrumental in obtaining a satisfactory conclusion during a very unsettling environment. I am fortunate to have had the benefit of your service. You have my unsolicited and enthusiastic recommendation.

Gratefully, Don Boeckling

(Seller of 4021 Villa Vista, Palo Alto, CA 94306)

Dear Gwen, You worked a miracle in the sale of our home! Knowing as you did the importance of strategic marketing, and realizing we were not up to the rigors of staging and holding the house open, you carefully introduced the house to your office first. When interest was expressed, you were prepared to move swiftly and surely, guiding us and bidders to a successful conclusion in a very short time. It was a relief to be in the hands of such an experienced professional. You looked out for us throughout the long close of escrow over the summer, even from your vacation spot, with frequent communication and reassurance. We both realized how lucky we were to have you working for us.

Many, many thanks and much love, Kay and Tom

(Sellers of 1087 College Avenue, Menlo Park, CA 94025)

TESTIMONIALS (CONT'D)

Dear Gwen, We are so very happy and lucky that you were our agent to sell our home at 797 Paul Avenue. This was a family home with lots of loving memories and you treated it like it was YOUR family home and gave it all the love and attention it so deserved. Your attention to details and "leave no stone unturned" attitude enabled us to sell the home very quickly...and in a difficult market, at that. You are a dream agent and we are so pleased that you were ours. Thanks Gwen...and here's to a successful 2008 as well!

Our very best, Louise and Wes

(Sellers of 797 Paul Avenue, Palo Alto, CA 94306)

Dear Gwen, There are not enough words to express our deepest and sincerest thanks for all that you did in finding just the right home for our daughter and her children. Also, your tremendous effort and dedication in helping us to prepare our home for sale and in the presentation of our home is, I am certain, unparalleled in the brokerage community. Your vast knowledge, experience, integrity and attention to detail helped sell our home quickly despite the overall difficult market.

Thank you again, Mindel and Bernie Aronson

(Buyers of 3775 El Centro Street, Palo Alto, CA 94306 and Sellers of 1040 McGregor Way, Palo Alto, CA 94306)

Hi Gwen, We just want to thank you for all of your hard work and persistence in helping us sell the house. We have never sold a home in Palo Alto before and we are glad that we chose you as our real estate agent. It is a grueling process and the selling price that is beyond our dreams. We also appreciated the care and respect you had for all the buyers who submitted offers.

Once again thank you! The Chens (Ken, Christine, Aaron and Noah)

(Sellers of 4142 Baker Avenue, Palo Alto, CA 94306)

Dear Gwen, Again, thank you so much for everything you did to help sell my house—your expert guidance and full support throughout this life changing experience for me. I can't think of anything I would have wanted to do differently...there was not a single "stone unturned". Your careful attention to detail is extraordinary and I am grateful that I was so wise in asking you to help me.

With love, Sally

(Seller of 3775 El Centro Street, Palo Alto, CA 94306)

Dear Gwen, At our very first meeting your initiative, breadth of knowledge and professionalism left no doubt in my mind that you were my agent of choice. What most inspired and comforted me was your work ethic to leave nothing for tomorrow that could be done today and to respond to all circumstances in a caring, resourceful and efficient manner day or night! Wishing you continued success—you deserve it!

Take care and happy 2008, Cherry

(Seller of 590 Military Way, Palo Alto, CA 94306)

Dear Gwen, Thank you for helping us successfully sell our house last year. Your knowledge of the Barron Park neighborhood was invaluable and we were grateful for your support and expertise throughout the entire process. Your attention to detail and ability to stay on top of all the details was unsurpassed and incredibly helpful. The team of people you put together to help us prepare our house for sale was professional, stellar and a pleasure to work with. Thank you helping us achieve our dream of moving to the mountains!

The Kaufmans

(Sellers of 4098 Laguna Way, Palo Alto, CA 94306)

We are forever indebted to you; the way you went about selling our home on Interdale Way was absolutely amazing! You are truly the best!!!

Veronika Simms

(Seller of 4153 Interdale Way, Palo Alto, CA 94306)

Gwen, Thanks so much for all of your hard work and attention to detail in helping us sell our home. Your in-depth knowledge and understanding of Barron Park coupled with your marvelous sense of how to match buyers and sellers were vital factors in the successful sale of our home.

Thanks for all your help. Anne Campbell

(Seller of 4099 Laguna Way, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

Dear Gwen, There are not enough words to thank you for the tremendous personal effort you made in helping us sell our home. Knowing that every home comes with a family story, you managed with perfect tact to listen to ours, and in the process understood what was most important to us. Coupled with your iron will, personal integrity, and absolute certainty about what was best for our particular situation, we came out with the very best outcome.

Many, many thanks from the DeNola family

(Sellers of 777 Kendall Avenue, Palo Alto, CA 94306)

Gwen-Thank you so much for easily selling my house in Mountain View. I had previously known of your work and you did not disappoint! Your attention to detail, knowledge of the community and professionalism made for a painless selling process. I would trust you to sell my next house and know I would get the same quality of service again!

Leigh Cambra

(Seller of 438 Del Medio Avenue, Mountain View, CA 94040)

Dear Gwen, Thank you for your incredible patience over all these years! Thank you for getting us this amazing house, for your attention to detail and for the huge amount of work that went into closing this deal. Thank you for being the best real estate agent ever. But thank you most of all for being our friend!

The Finseth Family

(Buyers of 4099 Laguna Way, Palo Alto, CA 94306)

Gwen, I just wanted to send off a quick email as we are enjoying the high of getting this contract. You put a lot of time and energy into making this happen and I really appreciate it. We are looking forward to our new home! Just again wanted to thank you for your help. David

(David Booth, Rabbi Kol Emeth, Buyer of 768 Paul Avenue, Palo Alto, CA 94306)

Gwen, I just can't tell you how much I appreciate your diligence in dealing with what proved-to-be-a-difficult-house sale. I was comfortable with your decisions every step of the way because you are the consummate professional. You were most impressive, however, at yesterday's offer presentation-your care and compassion for each of the agents was very touching and delightful to witness-one can be pleasant AND successful in a field known for its competitiveness. I realize you don't need any testimonials to your effectiveness, but if you ever do, I'm your champion! I'll miss the excitement of opening my email every day.

Thanks so much again, Doris

(Seller of 3557 Whitsell Avenue, Palo Alto, CA 94306)

Dear Gwen, I remember you and I love you for the way you treated me during the time of selling our home. I wish you good health and happiness. Love, Litza

(Seller of 1040 McGregor Way, Palo Alto, CA 94306)

Dear Gwen, Now that I am reasonably settled in Southern California, I have time to reflect on the wonders you accomplished when selling my home in Palo Alto. From our very first visit, I realized that you were a unique person. I found you to be straightforward in answering my questions, and open in sharing the detailed process of preparing my home for sale. You were always available to me, and kept my three adult children informed every step of the way. Due to your expertise, patience and determination my home sold and closed quickly for a high price. I am truly grateful for the effort you put forth and your invincible spirit. Thank you, Gwen.

Best regards, Rose Gray

(Seller of 1235 Hamilton Avenue, Palo Alto, CA 94301)

Dear Gwen, When we first spoke to you back in January, we were looking for the best in the business. Little did we know that what we ended up with was far above and beyond that. Over the course of the past several months we have repeatedly been amazed at your professionalism, energy and integrity. We feel lucky to have worked with someone as driven and goal-oriented as you. Now here we are, the proud owners of exactly what we were searching for: our Barron Park cul-de-sac dream. We want to extend our warmest thanks for all your will, time and effort. When our renovation is done, we'll have to have you over for dinner.

Love, Katja and Dylan and kids

(Buyers of Cass Way, Palo Alto, and Sellers of Park Blvd, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

You are wonderful.
Paul Edwards

(Buyer of 113 Pacchetti Way, Mountain View, CA 94040)

Great, I wish we had more professionals like you.
Thank you, Steve

(Steve Lessard, Listing Agent of 113 Pacchetti Way, Mountain View, CA 94040)

Dear Gwen, I can't begin to thank you enough for the terrific job you did of selling the Stegner home for the trust. Your attention to detail was simply phenomenal! We did not count on trees crashing to the ground, but even those problems were handled swiftly and efficiently. I chose you to handle the sale because of our long standing friendship which began when you found the perfect tenants for our Menlo Park home when we had an overseas assignment in 1988. I cannot think of one detail you did not tackle with good humor and efficient success. The sale itself was a bitter-sweet experience for all concerned—the home was a haven for so many friends and students of the Stegners for over fifty years. I am so grateful you found such delightful buyers who will love living in that fabulous spot. I must have twenty pounds of printed emails we sent back and forth during the whole process—many written in the middle of the night! I call that total commitment! Thank you again for all those long hours, great ideas, and for the incredible network of people who worked so hard to get the property ready for sale.

You are the best. Jo Ann

(Jo Ann Sloan Rogers, Co-Trustee—the Stegner Trust, regarding the sale of Wallace Stegner's home, 13456 South Fork Lane, Los Altos Hills, CA 94022)

Just wanted to thank you for all your hard work and the successful sale of South Fork. You did a great job in the face of some incredible obstacles. Hope SF is the exception, not the rule.

All the best, Page

(Son of Pulitzer Prize-winning author, Wallace Stegner, regarding the sale of his parents' home, 13456 South Fork Lane, Los Altos Hills, CA 94022)

Gwen, I want to thank you and your team for all your hard work in bringing this transaction on Wisteria Lane together. You did an incredible job managing all the elements involved. You were a pleasure to work with and I admire your diligence and professionalism. I look forward to working with you on more transactions in the future. All the best to your clients too. Please let me know if I can assist in any way in the future.

Regards, Stephanie Savides Andrew, Cashin Company Realtors

(Buyers' Agent for 4118 Wisteria Lane, Palo Alto, CA 94306)

Wanted to thank you again for the wonderful job you did for Carol Ann. You are a real pro. Thanks.

Bob Kulick, Past President, California Association of Realtors, 1997

(Regarding the sale of Bob's daughter's home, 4333 Miranda Avenue, Palo Alto, CA 94306)

Thanks for all your HARD work—we are so happy the house is sold—you did a great job!

Gini Bunnell

(Seller of 748 Matadero Avenue, Palo Alto, CA 94306)

Laura and I will always be grateful for your kind assistance in buying and selling our dream house.

Our warm regards, Randy and Laura Baldschun

(Buyers and Sellers of 776 Cereza Drive, Palo Alto, CA 94306)

I am so grateful we had your help, knowledge, and compassion throughout our rent and sell process.

Your heart was in our home and our lives, Patty

(Seller of 4047 Manzana Lane, Palo Alto, CA 94306)

Thank you once again for the splendid result you achieved on the sale of my parents' house. What an enormous amount of work you did on our behalf. You gave us seemingly unending aid in helping us prepare the house for the market. We did not know what to do or who to call. As soon as we called you, though, help was on the way: a continuous stream of experts, estimating, fixing, and preparing. We are amazed that you know so many competent people who are able to respond so quickly. And all the effort, and thoroughness, to prepare that magnificent disclosure and marketing packet given to nearly twenty prospective buyers. Your outstanding professional insight into the market resulted in multiple offers, including the extremely clean and professional

TESTIMONIALS (CONT'D)

offer we accepted. We are pleased for both the buyers and ourselves. Closing was simple and went through without any hitches. I am glad we worked with you and got this job done right.

Randy Scarborough

(Regarding the sale of his parents' home, 521 Georgia Avenue, Palo Alto, CA 94306)

Thank you so very much for the expert knowledge and care shown by you during the sale of our home at 3589 Laguna Avenue in Palo Alto. Chief Indicator of your success is that we received above the asking price, with a back-up offer too! But the most important element of success was your undivided attention and sterling professionalism as you overcame each obstacle. Sure, it is a team—but you were the team leader. You guided us through an experience that was both satisfying and enjoyable....We will strongly recommend your services to our friends in Palo Alto and the immediate vicinity. We will tell them how you spend sleepless nights making the process of selling a home enjoyable. We can't thank you enough for all your hard work - you're the best! (I can't believe you got John to clean out his office—I've been trying for years!) You were a real answer to prayer in our lives, and made the process very enjoyable. We will continue to recommend you to our friends. With many thanks and ongoing friendship—have a blessed Easter.

Love, John and Janice Joynt.

(Sellers of 3589 Laguna Avenue, Palo Alto, CA 94306)

Of course you know that we are thankful for you—the least of it being that you sold our house within 4 weeks of saying hello at our front door! We have been enriched in many ways. On a tangible level, with so many excellent resources. And on a life level, we are inspired by your drive, competence, and heart. Look forward to having you in our neighborhood and our life.

Love, Jocelyn and Ken

(Sellers of 89 Park Drive, Atherton, CA 94027)

Dear Ms. McPherson: We are the Kumar family and we recently purchased a home in Palo Alto. We had the pleasure of working with Ms. Gwen Luce on this purchase, and we would like to tell you a bit about our experience. Gwen is a consummate professional and a realtor par excellence. Actually she is more than a realtor to us, she is our friend, advisor and advocate. On more than one occasion we turned to her for opinion and judgment, and she never let us down. She was not interested in just selling a house. She was actually interested in finding the right home for our family. She listened to our needs and worked hard to fulfill them. She compensated for the real-estate agents on the other side of the transaction. They were clearly not as experienced as Gwen, or up to her exacting standards. She could have just shrugged her shoulders and said, "I tried," but she didn't. She worked extra hard to make sure our experience was a good one and followed through and tied up all the loose ends. Gwen also has this amazing network of professionals (designers, builders, gardeners, inspectors, cleaning services, etc.) Every time I asked, "Do you know a good such-and-such?" she would always answer, "Of course. Hang on, let me get my phone list." Every one of these professionals that we have used has been outstanding. Choosing Gwen as our agent was one of the best decisions we ever made. She is now our "real estate advisor and agent for life." We would highly recommend her to any family such as ourselves trying to find a home.

Sincerely, Pravin and Mythily Kumar

(Buyers of 3346 Emerson Street, Palo Alto, CA 94306)

I have worked with Gwen Luce on more than fourteen transactions over the past ten years. She has always been extremely professional, thorough and dedicated. I consider her work of the highest caliber. Gwen's disclosure packages speak for themselves and reiterate that she is the best! I absolutely recommend her to anyone who is considering selling his or her home.

Sincerely, James Witt

(General Contractor, 925 Roble Ridge, Palo Alto, CA 94306)

When it came time to sell our family home it was very necessary that our house be sold "As Is" and that the transaction be done as quickly as possible. Gwen completely understood our situation and requirements and was also most helpful dealing with the City of Palo Alto over what might have become a major problem. She introduced me to someone who was interested in our property and escrow closed it in a little over 30 days. All of the necessary documentation and inspections were meticulously take care of and completed on a timely basis. I am certainly more than pleased at having met and worked with Gwen and do not hesitate to give the highest recommendations for her.

Sincerely, Nancy Eichler

(Seller of 3802 Magnolia Drive, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

Where to begin? At the beginning, I suppose. From our first phone conversation I knew you were going to be the one to ferry me across a wide river of concern I had regarding the selling of my parents' home. Your sensitivity to my mother's illness, your honesty and directness, and your comforting manner were the signs I was looking for. Thank you so much for helping our family through a potentially painful and definitely difficult time. Your patience, willingness to accommodate, and good humor made selling my parents' house one of the best experiences I've ever had doing business. And then there were the nuts and bolts of the business. I live next door to a real estate agent of whom I think the world. You have entered into that pantheon. You are the most thorough person I have ever met, and that includes my dad! Your research and organization are outstanding. But most impressive is your knowledge of the territory and your ability to find the right deal. I am so confident that my parents did the absolute pinnacle best they could do on their house. You have ensured the comfort of their old age and my own peace of mind. I'll miss knowing that I owe you a phone call or need to ask you a question. Our time was short, but sweet, as they say. I do, however, know where to find you and truly look forward to our next encounter. Thank you, Gwen. Thank you from the bottom of my heart. I hope that this holiday season finds you with the peace and comfort I am feeling as I write this. Happy trails to you.

With warmest wishes, Kim Bromley

(Regarding the sale of her parents' home in South Palo Alto, CA)

I'd like to thank you once again for the wonderful result you got us when we needed a house for my parents. You did so many things for us while we were looking. I remember the heads-up you gave us about the house on Georgia Avenue so that we'd be ready when it came on the market. I was truly impressed by the way you arranged special expert inspections of the property while we were out of town visiting my parents. You got some real experts to do a time-critical job instantly. And your outstanding professional insight into the market and the bidding process meant that our offer was fair, acceptable, and accepted without problem. Both Leslie and I are grateful for the trust you felt in us, and we in you, that allowed you to represent us during the actual bidding while we were across the country caring for my parents. Closing was simple. Thanks for arranging to have all the parties to the signature conference come to our house, so our little boy could get his nap that day. My parents were able to move from New Jersey within one month, with confidence, due to the house cleaners and inspectors and preparers you recommended. I've only got one set of parents. I am sure glad we worked with you on our one-and-only-one chance to do this job right.

Sincerely, Randy Scarborough

(Regarding the purchase of his parents' home, 521 Georgia Avenue, Palo Alto, CA 94306)

I am finally writing you this long overdue letter of thanks for all you did for Joe and me in our home-selling adventure. My mind went "south" (all the way to the pole) after escrow closed—actually I think my mind has been south for quite some time! I hope you will forgive me for the delay in writing our heartfelt thanks for the incredible job you did in the whole array of very complex steps towards a successful selling. These steps especially included the hand-holding that we needed, and you provided so willingly, all along the way. You responded immediately to all our phone calls and questions and came to our house to discuss every detail of every transaction, and gave reassurance to us in this often daunting task of selling one's home. You were willing to spend countless hours late at night to make everything right, and I will never forget spending time together in the wee hours of the morning! You were honest in explaining the pitfalls as well as the possibilities in the market, and we highly valued your expertise in these matters.

There is no one else we would have chosen to be our realtor, not only because you are such a good neighbor, but because of your wealth of knowledge and excellent reputation. Your efforts resulted in our realizing a very excellent price on our home from a family who appreciates the home and the community. We are so happy that a wonderful family bought our home, thanks to you. Joe and I are looking forward to his retirement this summer with an incredible feeling of satisfaction and anticipation. We have so much to be thankful to you for helping us in this most important step toward our goal of fulfilling retirement. Last but not least, we appreciated your good humor along the way. We shared some good laughs and had such interesting conversations!

Again, from Joe and me, our heartfelt thanks, Joan and Joe Varady

(Sellers of 4098 Laguna Way, Palo Alto, CA 94306)

People have been asking me if selling my condo wasn't a harrowing experience. And I say, 'no but then I had Gwen Luce, a terrific realtor.' Giving the whole experience I felt I was in the hands of God. Certainly, I was guided in choosing you. Thank you for making me feel ours was a team effort—and a winning one, at that. Gratefully, Jeri Foley

(Seller of 528 Thain Way, Palo Alto, CA 94306)

TESTIMONIALS (CONT'D)

We're settling in here on the Marin coast and there's finally time to write and tell you how very much we appreciate the thoroughly professional and far-more-than competent job you did this past summer. Selling a home is never an easy task, and when it is a house that a family loves, and a community and neighborhood in which one has lived happily for fifteen years, it is doubly difficult. You were ever patient and kind with us, leading us carefully through the challenging process. At the beginning of our preparations for the sale we were sometimes overwhelmed by the necessary details, but it was your very attention to those details which ensured that all would go well. Your thoroughness was impressive (all those papers to go through and to sign!), and by the time of the open house everything had been accomplished. It all went smoothly and without a hitch. Many thanks, Gwen, for your unceasing cheerfulness, energy and determination. If you ever want some quiet time by the ocean, please give us a call.

With all best wishes, Jane Mickelson and Don Smith

(Sellers of 3645 La Calle Court, Palo Alto, CA 94306)

Dear Wendy, Now that the dust has settled here, I wanted to drop you a brief note to tell you what a great job Gwen Luce did for us. (Of course, you probably already knew that!) We presented Gwen with a difficult and demanding time schedule, involving closing escrow on a new house in Incline Village in May, hosting a wedding here before moving on (also in May) and needing to get all of that accomplished before leaving for Europe on June 2. As a result of Gwen's thorough planning and attention to detail, the results were awesome. We had nine offers, two of which were above our "dream" price. Gwen negotiated a quick close of escrow, the opportunity for us to lease back at no charge until after the wedding, and, to top it off, the buyers will take care of the tenting AFTER we move out. I could not be happier with the outcome. We sign off with Chicago Title on April 2nd, and here again, Gwen's thoroughness paid off. I have executed a power of attorney, so that Bob can sign alone, since I will be in Los Angeles, welcoming our first grandchild! Congratulations to Coldwell Banker, for having a person of Gwen's caliber on the team.

Sincerely, Marilyn Berry

(Seller of 776 Josina Avenue, Palo Alto, CA 94306)

Dear Ms. McPherson: My husband and I would like to commend Gwen Luce on her fine performance in the recent sale of my father's house. Gwen was diligent, steady, focused, detailed, coordinated and quite professional in an always pleasant, caring, and supportive manner. When we contracted with Gwen on January 18, we advised her of our pressing need to consummate the sale by April due to a tax consideration. Since the house was to be sold in an 'as is' condition, Gwen told us there were many inspections and disclosure reports to be acquired, plus, there were several items needing completion before going on the market. Gwen immediately put her "team" into action. Her sources for inspectors, contractors, and required services proved to be invaluable. Also, her able assistant, Steve Luce, was very efficient. The pre-listing items were completed in 14 days, the house was placed on multiple on February 2, offers were heard on February 11, and escrow closed on March 12—well ahead of the April tax deadline. When the seven offers were presented on 2/11, Gwen skillfully presided with courtesy and professionalism. The ordeal was a bit emotional for me, since my 91 year-old father and deceased mother had purchased the house 30 years ago. I was very pleased when Gwen helped us decide on a Russian immigrant family, who love the house and have assured me they would always take good care of it. We would highly recommend Gwen to others, and will definitely request her services again in the future.

Sincerely, June and Jack Ingvarsen

(Sellers of 709 La Para Avenue, Palo Alto, CA 94306)

I read through the Magnolia disclosure and wanted to commend you on your professionalism and dedication in providing so much detailed information. This is the best disclosure we have seen on a residential property—complete, and very well prepared and presented. I was amazed to find you had highlighted dozens of relevant sections in the various documents. We have been actively looking for property in the area for a long time, and it is terribly frustrating to try to reach the quick decisions required in this hot market with the limited and often incomplete disclosure provided by most realtors. Note that we have not bid on a number of very desirable properties simply due to the lack of adequate disclosure packages. I am sure that many other potential bidders are put off too. This is especially true in cases of property with unusual circumstances, like Magnolia Drive. I am sure that without your superlative disclosure, this property would not yield near its potential, even in the current market so favourable to sellers. Here's to hoping that your example helps set a higher standard for others in the real estate business here.

Regards, C. Chris Norton

(Potential Buyer)

TESTIMONIALS (CONT'D)

We have been friends for many years, so it was natural for Frank and me to have you as our agent when we sold our home in Atherton and relocated in Portola Valley. We knew that you would do a wonderful job, but we had no idea how wonderful. You were incredibly thorough, professional and knowledgeable. In the rare instances when you had some questions, you were not hesitant to admit that you didn't know and knew just where to look for the answers. As you well know, ours was a complicated situation, but thanks to your Herculean efforts we had all the data available and verifiable to prospective buyers when they first showed interest. This certainly, in part facilitated the quick turn around time which was, from start to finish, buying to selling, accomplished seamlessly in two weeks. Our thanks to you, Wendy McPherson and Landy Sikes for doing such a superb job. My best to you all, Linda Atkinson

(Seller of 126 Isabella Avenue, Atherton, CA 94028 and Buyer of 7 Franciscan Ridge Road, Portola Valley, CA 94027)

This letter is to thank you for the wonderful job you did selling my Palo Alto house. After I had interviewed five other excellent agents in the area, you stood out in four areas. 1. Knowledge of my neighborhood. 2. Network of excellent subcontractors. 3. Organized approach. 4. Strategy to get the highest price possible. Working with you turned out to be even better than I expected from the first interview. Your knowledge of the neighborhood was invaluable and necessary because you were easily able to defend the high price to the buyer's bank appraiser. I enjoyed working with your network of subcontractors, from the initial inspection through roof repair, plumbing, detailing, landscaping, painting, floor refinishing and staging. Their prices were reasonable compared to others and their work was good and done in a timely manner. Your thorough organized approach and willingness to keep everyone on a strict timeline was very much appreciated. This ability is especially valuable to sellers who have demanding careers, children and multiple responsibilities. Although difficult to call in the 1996 ascending market, had I gone with the first agent who suggested I sell the house immediately as is, I would have probably gotten \$360,000 at most. Taking your advice, I invested time and \$20,000 with the resulting selling price of \$445,000.

Thanks again, Dr. J. L. Lemon

(Seller of 4065 Campana Drive, Palo Alto, CA 94306)

We are enormously grateful for all your efforts on our behalf and your meticulous attention to every detail. No one could ask for more. We're so pleased that Brian and Stephanie Kaplan have bought the house. It will make leaving a little easier knowing that they like it so much. Many, many thanks again. We do appreciate all you've done for us.

Affectionately, Patty

(Seller of 1060 McGregor Way, Palo Alto, CA 94306)

We are writing to let Cornish and Carey know that in our opinion, Gwen Luce is one of the hardest working, honest real estate agents we've had the pleasure to employ. We proudly recommend her to our friends as she is fully competent in all aspects of her work:

1) **Knowledge of the market.** Bank appraisers frequently seek her opinion on home appraisals, especially in the Barron Park area of Palo Alto. But she is not satisfied with a personal impression of a home price. For example, before recommending a sales price for our house, she actually interviewed a few dozen realtors during our tour of our house and calculated a realistic marketable price.

2) **Thorough knowledge of real estate procedures, ethics, and disclosures.** Gwen recommended several very important courses of action for us. As an example, in our attempts to obtain a contract on an elusive piece of land through another realtor, she recommended several key clauses in our offer that got the process started. She predicted the outcome of most of our and our realtor's amateurish actions in that endeavor. When she didn't know something she got us in touch with someone who did, or would call us right back with an informed answer. Gwen is also very scrupulous- no underhanded dealings whatsoever.

3) **Attention to detail.** We feel that this is the most important of Gwen's attributes. She is meticulous about details. She was well prepared for every deadline in the sales contract for our house-much more than the buyer's realtor. She made things happen with gentle persuasion and reminders. We felt very involved in the sale of our house, and there were no mysteries as to what was happening. Even after escrow closed on our house, Gwen was still double checking signatures on disclosures to make sure everything was right.

4) **Energy and Enthusiasm.** All other agents pale next to Gwen in these qualities. She loves her work and is willing to work very long hours. She would stop by our house late at night to leave notes what was happening, notes of interest that came out in newspapers, what was being predicted in the Real Estate market, and so forth

TESTIMONIALS (CONT'D)

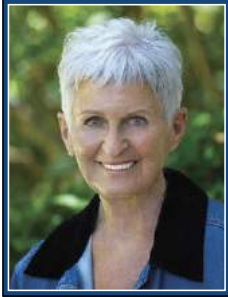
5) ***Rapport with the buyer.*** Gwen knew just how to handle our feelings about price and other matters. She provided consultation and sage advice without ever seeming to “know it all”.

With both of us working for the U.S. Geological Survey, Gary with the Office of Earthquakes, Volcanoes and Engineering, and Stacey with Water Resources Research Division, we constantly know of people either moving into the area, or “moving up” in the Palo Alto area, we have recommended, and will continue to recommend Gwen to people who want the “best” of real estate services. Gwen has already received one potential customer from us, as she just happened to stop by on moving day to say “hi” and ended up in a conversation with one of our friends who wants to sell his house next spring. He was very impressed with the speed that our house sold and after speaking with Gwen, very impressed with her suggestions for marketing his house.

Most importantly, Gwen became a good friend. We were sorry to see the sale finalized since we no longer have a daily excuse for contact with her or her sweet daughter, Christina. We still keep in contact-for good reason, she is a good person.

Sincerely, Dr. Gary Fuis and J. Stacey Andrews

(Sellers of 745 La Para Avenue, Palo Alto, CA 94306)




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- Landscaper
- Flooring Specialist
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- Virtual Tour
- Appraisal and House Brochures
- Email Listing Alerts
- Newspaper Ads
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STAGING PROFESSIONALS

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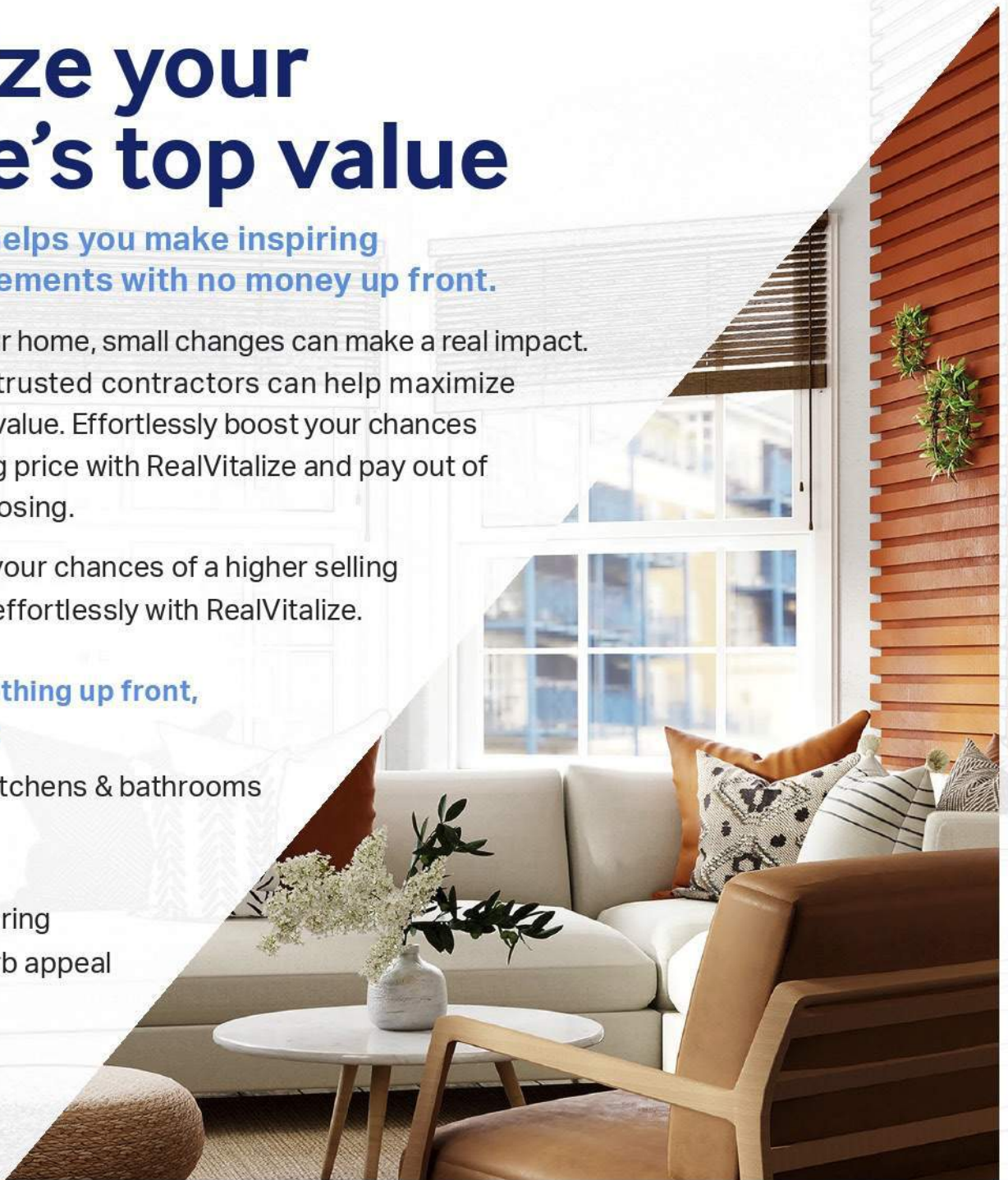
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Contact me if you wish to learn more

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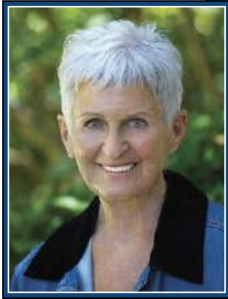
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ABOUT ME | CONTACT | TESTIMONIALS | COMMUNITIES | MY FEATURED LISTINGS | MARKET REPORTS | COVID-19 RESOURCES

START EXPLORING

City, Zip Code, MLS# or Area: Min. Price: Max. Price: Beds min: Baths min: 

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IN THE NEWS



FOR SELLERS



SELLER ADVICE



PALO ALTO HOMES FOR SALE



MORTGAGE CENTER



COVID-19 RESOURCES

FEATURED LISTINGS



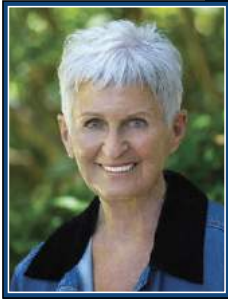
1939 Eucalyptus Avenue, San Carlos, CA 94070
Bed: 3, Bath: 2
\$2,450,000
SOLD



1040 McGregor Way, Palo Alto, CA 94306
Bed: 4, Bath: 3
\$3,500,000
SOLD



675 Kendall Avenue, Palo Alto, CA 94306
Bed: 2, Bath: 1.5
\$2,500,000
SOLD



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PLEASE COME PREVIEW AND HELP PRICE GWEN'S NEW LISTING
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(Cross street: Laguna Avenue between Los Robles Avenue and La Para Avenue)
MONDAY, SEPTEMBER 30TH 10:30AM-12:30PM



Light-filled 5 bedroom, 2.5 bath totally refurbished single level contemporary ranch on a secluded cul-de-sac within easy walking and biking distance of Gunn High, Terman Middle, and Barron Park Elementary Schools, Bol and Briones Parks, and Stanford Bike Path



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Key box for previewing/showing at property

MLS: Monday, 10/7. **Offers Welcome:** Wednesday 10/16, 4:00pm

Brokers' Tours: Tuesday, 10/8 and Friday, 10/11, 9:30am-1:00pm

Open Houses: Saturday and Sunday, 10/12-13, 1:30pm-4:30pm





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DETAILS

PHOTOS

MAP

1040 McGregor Way, Palo Alto, CA 94306

Single Family Res | Sold

\$3,500,000

4

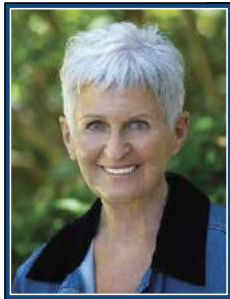
3

2588

7985

Barron Park 4 bedroom, 3 bath, beautiful traditional two-story custom built home within easy walking and biking distance of Gunn High, Fletcher Middle and Barron Park Elementary Schools, Bol and Briones Parks and Stanford bike path!

- Welcoming covered front porch and front door with sidelights open to dramatic foyer with Bolection molding and walnut inlaid border design hardwood flooring
- Gracious living room flooded with natural light features gas fireplace with custom mantel, granite hearth and surround
- Elegant formal dining room with extensive built-in cherrywood cabinetry, beveled glass doors, and granite topped buffet
- Large chef's kitchen with greenhouse window, center island breakfast bar, cherrywood cabinets, stainless steel appliances, granite counter tops, and comfortable breakfast nook overlooking patio and garden
- Family room flowing from kitchen with wood burning fireplace, custom mantel, and raised granite hearth has sliding French doors to backyard
- Lower level guest bedroom, au-pair, or office with access to full limestone finished bathroom
- Skylit stairway with oak balustrade leads to upper level utility room with plentiful cabinetry, washer, dryer, and laundry sink
- Three upper level bedrooms include spacious master bedroom with coved ceiling, inviting bay window sitting area, and generous closet spaces
- Two upper level bathrooms include lavish master bath with marble and limestone spa tub, double vanity, full shower, and separate water closet
- Additional amenities: Gleaming hardwood floors, double stacked crown molding, 5" baseboards, double pane windows trimmed with wood detailing, solid core raised panel interior doors, recessed lighting, custom built closet organizers with adjustable shelves, Japanese Toto Washlet Toilets with heated seats and bidet, split-level heating and air conditioning, Nest and Ecobee Thermostats, central vacuum, intercom, and security systems, throughout; fully landscaped front and backyards with automatic sprinkler systems, large side yards providing utility or garden areas, and two-car attached garage with an Electric Vehicle (EV) charger, raised panel roll up door and automatic opener
- Lot size approximately 7,985 square feet per City of Palo Alto GIS map
- Interior living space approximately 2,588 square feet per Certified Real Estate Appraiser
- Neighborhood Schools: Gunn High School, Fletcher Middle School, and Barron Park Elementary School (please verify grade availability with Palo Alto Unified School District, 650-329-3707)



Gwen Luce

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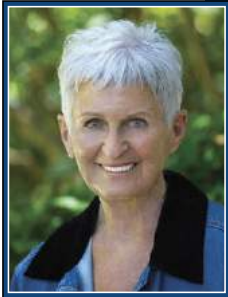
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BARRON PARK BEAUTY!

3953 LAGUNA AVENUE, PALO ALTO 4 BED | 4 BATH | 2,810 SF | 6,877 SF LOT

PROPERTY DETAILS

AGENT INFO

LOCATION DETAILS

SHARE TOUR

VIEW ALL TOURS

FRONT PORCH

LAGUNA

FRONT

FRONT VIEW

FRONT PORCH

LIVING ROOM

LIVING ROOM VIEW

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DINING ROOM VIEW

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SOLD \$2,700,000

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BARRON PARK BEAUTY!

3953 LAGUNA AVENUE, PALO ALTO 4 BED | 4 BATH | 2,810 SF | 6,877 SF LOT

PROPERTY DETAILS

AGENT INFO

LOCATION DETAILS

SHARE TOUR

VIEW ALL TOURS

LIVING ROOM VIEW

LAGUNA

FRONT

FRONT VIEW

FRONT PORCH

LIVING ROOM

LIVING ROOM VIEW

LIBRARY / DEN / OFFICE

DINING ROOM VIEW

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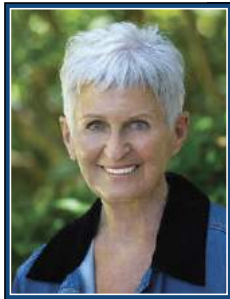
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Outside your property you will have more than just a standard sign. We accompany our signs with Dotsignal Connected signs. Connected signs allow potential home buyers to access information about your property in real-time, from their mobile devices.

Using the latest in location-based technology, Coldwell Banker is able to engage with potential buyers as they are driving through the neighborhood in search of their next home. By texting a Keyword to the number they are instantly connected to your branded property website to find out more information.

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\$3,495,000

4
BEDS

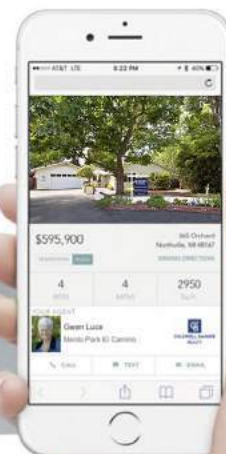
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gratification.**

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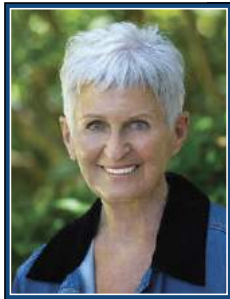
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Offered for \$3,325,000

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- Welcoming covered front porch and front door with sidelights open to dramatic foyer with Bolection molding and walnut inlaid border design hardwood flooring
- Gracious living room flooded with natural light features gas fireplace with custom mantel, granite hearth and surround
- Elegant formal dining room with extensive built-in cherrywood cabinetry, beveled glass doors, and granite topped buffet
- Large chef's kitchen with greenhouse window, center island breakfast bar, cherrywood cabinets, stainless steel appliances, granite counter tops, and comfortable breakfast nook overlooking patio and garden
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- Lot size approximately 7,985 square feet per City of Palo Alto GIS map
- Interior living space approximately 2,588 square feet per Certified Real Estate Appraiser
- Neighborhood Schools: Gunn High, Fletcher Middle and Barron Park Elementary (please verify grade availability with PAUSD, 650-329-3707)
- Disclosures online at www.gwenluce.com/MyFeaturedListings: 1040 McGregor Way



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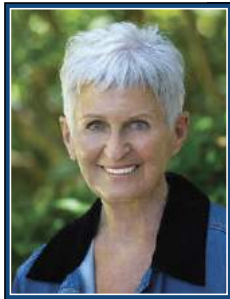


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Global Luxury Specialist | Seniors Real Estate Specialist

Mobile: (650) 224-3670

gluce@cbnocal.com | www.gwenluce.com

CalRE #00879652



**COLDWELL
BANKER
REALTY**

EXCLUSIVE BROCHURE MARKETING PROFESSIONALLY PHOTOGRAPHED AND DESIGNED BROCHURES







The Crossings is a lovely community with many young families, three parks, one with a gazebo and the other two with playground structures on which neighborhood children can play. Residents take their dogs to play together in these areas as well. The largest park has a pool and clubhouse.

Disclosures online at www.gwenluce.com/MyFeaturedListings/113PacchettiWay

Gwen Luce
Direct Line: (650) 566-5343
gluce@cbnocal.com • www.gwenluce.com

113 PACCHETTI WAY, MOUNTAIN VIEW






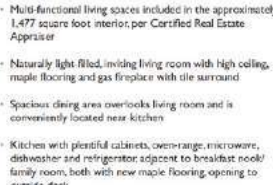




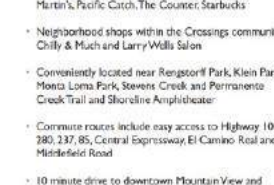



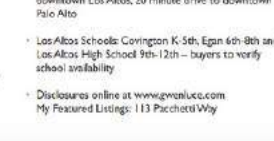

Tri-level 3 Bedroom, 3 bath Rowhome in the conveniently located Crossings community - where Palo Alto, Mountain View and Los Altos intersect - close to technology companies and commute routes, walk to nearby shopping, restaurants, Community School of Music and Art at Finn Center and San Antonio Caltrain station... Los Altos Schools!

To view Virtual Tour, please visit: www.113PacchettiWay.com

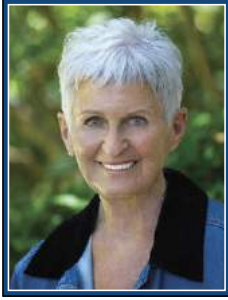
Offered for \$1,280,000



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CURLR# 00879652

- Multi-functional living spaces included in the approximately 1,477 square foot interior, per Carrified Real Estate Appraiser
- Naturally light-filled, inviting living room with high ceiling, maple flooring and gas fireplace with tile surround
- Spacious dining area overlooks living room and is conveniently located near kitchen
- Kitchen with plentiful cabinets, oven-range, microwave, dishwasher and refrigerator adjacent to breakfast nook/family room, both with new maple flooring opening to outside deck
- Upper level bedrooms include large master suite with vaulted ceiling and walk-in closet and second bedroom with multi-purpose built-in wall of desk, office space, file drawers and ample storage
- Master bathroom with double vanities, glass enclosed shower over tub, tile finishes and separate water closet
- Hall bath with shower over tub and tile floor close to laundry closet with washer, dryer and storage shelves behind folding wood panel doors
- Private lower level ensuite bedroom has closet organizer with shelves and drawers and a connecting bath with shower over tub, perfect for guests, au-pair or teens
- Additional amenities include central forced air heat, air conditioning and 60 gallon water heater
- Two-car attached garage with automatic opener and use of uncovered open parking spaces for residents and guests
- Grounds include a clubhouse, swimming pool, spa, three parks - two with children's playgrounds
- The Crossings of Mountain View and The Crossings Rowhouse Homeowners Association Dues of \$215 13 per month cover professional management, reserve fund, common area insurance, common use electricity, gas, water, general repairs to roof, gutters, fencing, irrigation, exterior painting, pool maintenance, landscaping and gardening
- Close to Silicon Valley technology companies (Google, LinkedIn, Intel, Facebook, Microsoft, Apple, etc.), Moffett Field/NASA and Stanford University
- Walk or bike to nearby shopping and restaurants: Whole Foods, Milk & Honey, Trader Joe's, Safeway, Target, Walmart, Kohls, San Antonio Shopping Center, Paul Martin's, Pacific Catch, The Corner, Starbucks
- Neighborhood shops within the Crossings community: Chilly & Much and Larry Walls Salon
- Conveniently located near Rengstorff Park, Klein Park, Monta Loma Park, Stevens Creek and Permanente Creek Trail and Shoreline Amphitheater
- Commute routes include easy access to Highway 101, 280, 237, 85, Central Expressway, El Camino Real and Middlefield Road
- 10 minute drive to downtown Mountain View and downtown Los Altos, 20 minute drive to downtown Palo Alto
- Los Altos Schools: Covington K-5th, Egan 6th-8th and Los Altos High School 9th-12th - buyers to verify school availability
- Disclosures online at www.gwenluce.com
My Featured Listings: 113 Pacchetti Way



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EXCLUSIVE BROCHURE MARKETING PROFESSIONALLY PHOTOGRAPHED AND DESIGNED BROCHURES



20 SUNRISE COURT IN MENLO PARK

Spectacular, 5 Bedroom, 3 bath secluded, light-filled home on a quiet Menlo Park cul-de-sac in the Las Lomas School District, near Stanford University and Highway 280, superbly designed by Roger Kohler and updated by Iris Harrell, overlooking lush, tranquil gardens featuring a natural rock spa with two waterfalls, and individual areas perfect for relaxation and entertaining.



Gwen Luce

Previous Property Specialist
Seniors Real Estate Specialist
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www.gwenluce.com
DRE ID# 00879652, 42

Offered for \$2,250,000

EXCLUSIVE OFF-MARKET LISTING

April 5th - 13th shown by appointment only

April 10th no appointment necessary 1:00-4:00PM

Virtual Tour at www.20SunriseCourt.com

Disclosures at www.gwenluce.com/MyFeaturedListings

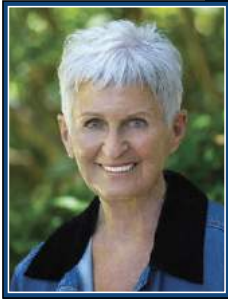


**GLOBAL
LUXURY**



- Naturally light-filled living room with vaulted ceiling, elegant marble fireplace, wet bar, windows overlooking inviting outdoor spaces, and french door opening to rear garden
- Formal dining room with wainscoting, crown molding, and custom chandelier, convenient to butler's pantry with cabinetry, GE Monogram wine chiller, and beveled art glass pocket door
- Chef's kitchen with large granite island, granite counters with counter seating, Wolf 5 burner gas cook top, Thermador range downdraft and two wall ovens, Dacor warming drawer, Sub-Zero refrigerator, two Fisher & Paykel dishwashers, plentiful cabinetry, and large pantry
- Breakfast nook with lovely bay window view of garden connects with kitchen to spacious family room with vaulted ceiling, marble fireplace, and french door to outdoor patio areas framed by seasonal perimeter plantings and mature trees
- Lower level bedroom, with bay window view of front garden, wall of cabinets, and bookshelves can be ideal den or guest bedroom, with bathroom nearby
- Stairway with hand-fired brass and iron railing ascends to upper level balcony, 4 bedrooms, and 2 full bathrooms, all with tree-top views and flooded with natural light, one bedroom designed as home office with built-in cherry furniture, 2 others perfect for kids bedrooms close to hall bathroom, and private master suite with coved ceiling, marble fireplace, customized walk-in closet, and spa-like master bathroom with large frameless glass enclosed shower, jacuzzi tub, dual vanities and separate water closet
- Other special features: marble entryway, intercom, security, and central vacuum systems, upper and lower level heating zones, dual glazed windows and doors, refinished oak hardwood floors, recessed lighting with new dimmer switches, windows with plantation shutters, laundry room with deep utility sink and door to side yard, automatic sprinklers, year old roof with 50 year limited warranty and gutter glove protection, and attached 2-car garage with ample shelving
- Interior living space approximately 3,153 square feet
- Lot approximately 10,498 square feet

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**COLDWELL
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EXCLUSIVE NEWSPAPER MARKETING FULL PAGE NEWSPAPER AD



906 MATADERO COURT IN BARRON PARK, PALO ALTO

Cross Streets: Matadero Avenue and Roble Ridge Road

*B*eautifully landscaped, approximately 4600 square feet 4/5 bedroom, 4 full bath 2-story custom home on a tree-filled nearly 3/4 acre spectacular lot at the end of a secluded court, zoned Residential Estate District, walk/bike to schools, parks, and Stanford!



Gwen Luce

Previews Property Specialist

Seniors Real Estate Specialist

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www.facebook.com/GwenLuceRealEstate

DRE #00879652

OPEN HOUSE THIS SATURDAY AND SUNDAY

MAY 16TH AND 17TH, 1:30PM-4:30PM

Offered for \$4,588,000

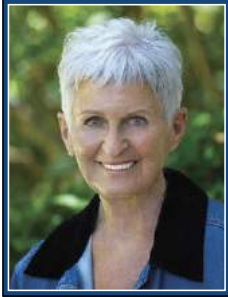
To view Virtual Tour online go to:

www.906MataderoCourt.com

For more information: www.gwenluce.com



**GLOBAL
LUXURY**



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EXCLUSIVE MARKETING

PROFESSIONALLY PHOTOGRAPHED AND DESIGNED

JUST LISTED AND JUST SOLD POSTCARDS

NATURALLY LIGHT-FILLED BARRON PARK HOME

905 Ilima Way, Palo Alto, CA 94306



COLDWELL BANKER
REALTY



So pleased to share that the Jong family home at 905 Ilima Way sold within 10 days on November 18th with 84 disclosure packages downloaded, 18 offers and 28% over the asking price!

The young couple who will be the future owners of 905 Ilima Way look forward to starting a family and joining neighbors in community activities.

Please visit my website for more information and testimonials:
www.gwenluce.com

If you, your family, or your friends ever need my real estate help, please don't hesitate to contact me at gluce@cbnorcal.com or (650) 224-3670.

Kindest regards,
Gwen



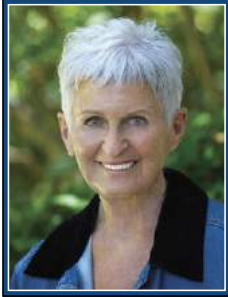
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Global Luxury and Senior Real Estate Specialist
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1125 Merrill St
Menlo Park, CA 94025

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted and you should not rely upon it without personal verification. Affiliated real estate agents are independent contractor sales associates, not employees. ©2021 Coldwell Banker® Realty. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Realogy Brokerage Group LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.




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EXCLUSIVE ONLINE MARKETING

PALO ALTO WEEKLY EXPRESS ONLINE AD

766 LA PARA AVENUE, PALO ALTO IN BARRON PARK NEIGHBORHOOD



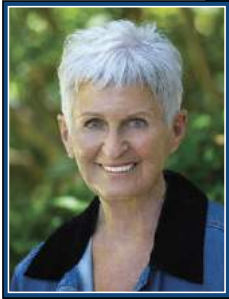
3 BD | 2.5 BA | 1,776 sq. ft. | 7,395 sq. ft. lot

Offered for \$2,498,000



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[LEARN MORE](#)



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EXCLUSIVE ONLINE MARKETING

SOCIAL MEDIA INCLUDING FACEBOOK, LINKEDIN, AND INSTAGRAM

SOLD AND CLOSED!
WITH EIGHT OFFERS - 25% OVER ASKING PRICE



766 LA PARA AVENUE
BARRON PARK, PALO ALTO

BAY AREA NEWS GROUP LEADHAX AD FOR 1939 EUCALYPTUS AVENUE

12 Offers over Asking
Closed in 1.5 days

SOLD!

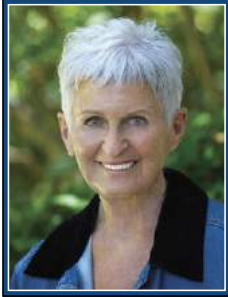


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LeadHax



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**COLDWELL
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EXCLUSIVE ONLINE MARKETING CRAIGSLIST

886 Ilima Court, Palo Alto

Cross street: Laguna Avenue between Barron and Los Robles Avenues

On MLS # 81321364

Open Houses Saturday-Sunday,
June 22 and 23, 1:30-4:30pm

To preview now contact Gwen!
gluce@cbnorcal.com/650-566-5343

To view a virtual tour please CLICK HERE or go to: www.gwenluce.com

Offered for \$1,828,000



Front Exterior

4 bedroom, 3 bath single level remodeled and expanded Barron Park home on a quiet cul-de-sac within walking and biking distance of neighborhood schools - Gunn High, Terman Middle, Barron Park Elementary, and neighborhood parks - Cornelis Bol and Juana Briones, with Stanford just a bike path away...

ADDITIONAL PHOTOS



Light-filled, coffered-ceiling living room with large picture window providing elevated vista of front garden and courtyard



Large, newly remodeled eat-in kitchen with maple wood cabinetry, bay window, all-new stainless steel appliances including built-in oven, and French doors



Spacious family room with bay window, marble-faced wood burning fireplace, wall-length built-in cabinets, and custom motor-driven wall façade that hides television when not in use opens to sunny rear patio and yard



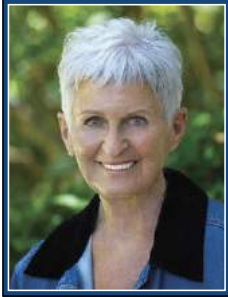
Master bedroom suite with walk-in closet



Master bathroom finished with travertine and marble floor, glass-enclosed travertine walled shower, marble dual vanities and whirlpool tub



En suite bedroom and bath ideal as au pair or guest bedroom




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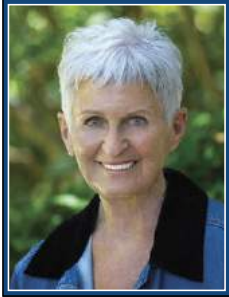


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SCHEDULE FOR NEW LISTINGS

PRE-MARKET ACTIVITIES:

- Seller signs Exclusive Listing Documents and Agent Authorization to Open Escrow, Order Inspections and for Permit Records
- Creation of Disclosure Packet
- Creation of Schedule of Events
- Permit Search with original Authorization Letter for City/County Research
- Seller's Home Warranty Coverage (Confirmation #), if desired
- Order Inspections (Property, Termite, etc.), JCP-LGS Residential Property Disclosure Report and C.L.U.E. Report
- Estimates for Repairs/Improvements
- Stager, Landscaper and other Tradespeople walk-through, proposals, and plans (including house cleaning scheduled prior to final staging and photography)
- Seller completes Disclosures with Gwen
- Photo Shoot and Creation of Brochure, Newspaper, Online, Coming Soon Ads and Appraisal Emailer Invitation
- Receipt for Documents finalized and signed by Seller
- Disclosure Model reviewed and approved by Seller and uploaded to www.gwenluce.com
- Offer Card with date and time placed at Property
- Office Appraisal with Agents followed by Price Setting with Seller
- Coming Soon Sign
- Graphic Designer emails Brochure approved by Seller with List Price to Gwen. Photos to CB Office Staff for eBlast
- Open House and Dotsignal Riders added to Property Sign
- Coming Soon Ad for Gwen's Websites, Craigslist and Social Media




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BY MARKET (usually a Monday, or day property goes on Market):

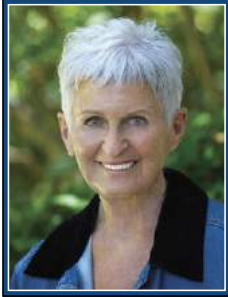
- Upload Seller Approved and Signed Listing on MLS
- Gwen's Website, Craigslist, Social Media, and Virtual Tour updated with Weekend Open House and Private Showing Schedule
- Emailer sent to Agents announcing Tours and Open House
- Professionally Photographed and Designed Brochure
- Silicon Valley Association of Realtors (SILVAR) - Menlo-Atherton Tuesday and Palo Alto Friday Brokers' Tours
- Weekend Open House and Private Showing Schedule
- Full Page Palo Alto Weekly/Almanac Newspaper Ads, Express Ads and Online Ads

AT SALE:

- Report Sale to MLS - Gwen writes in Office log
- Buyer's Agent wires Earnest Money Deposit to Escrow
- Creation of Timing Sheet Schedule until Close of Escrow
- Contract and signed Signature Pages emailed to Seller, Buyer's Agent, Gwen, Lender and Title Officer. Lender receives Preliminary Title Report, as well
- Title Company emails Deposit Receipt to Agents
- Sold status updated on all Websites, Craigslist and Social Media
- Sold sign placed at property

CLOSING:

- Review Office Transaction Checklist
- Signing with Title Company (everyone reminded to transfer utilities, not disconnect)
- Walk-Through form signed by Buyer and Seller
- Upon recording:
 - Seller Notified
 - Report to MLS
 - Sign removed
 - Key delivered to Buyer's Agent
- Websites and Social Media updated



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SCHEDULE OF EVENTS

Schedule of Events

Address:

Sellers:

Home Phone: **Cell:** **Fax:**

Office: **Office Fax:**

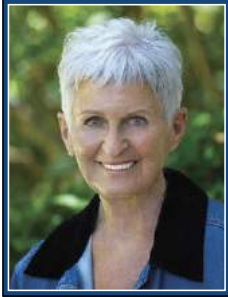
Email:

Date	Time	Activity	Contact Info
		Escrow #	
	TBA	Construction: Proposals and Repairs	
	9:00am	Home Inspection	
	10:00am	Termite Inspection	
	TBA	Staging Walk-Through	
	TBA	Gardening Walk-Through	
	TBA	Inspection Estimates/Repairs	
	TBA	Interior Painting	
	TBA	Exterior Painting	
	TBA	Janitorial Service	
	TBA	Staging	
	TBA	Landscaping	
	TBA	Photography & Graphic Design	
	TBA	Virtual Tour Filming	
	TBA	Coldwell Banker Office Appraisal Price setting 2:00pm	
		Coming Soon Sign, Electronic Key Box	
	10:00am	On Market, Open House Sign	
	9:30am-1:00pm	Tuesday Menlo Atherton Brokers' Tour	
		Palo Alto Weekly Open Homes Guide/Featured/ Home of the Week/Full page Ad/Express/CB Ad	
	9:30am-1:00pm	Friday Palo Alto Brokers' Tour	
	1:00pm-4:00pm	Saturday Open House Sunday Open House	
	4:00pm	Offers Wednesday	

If you have any questions, need to reschedule, or need more information please feel free to call:

Gwen Luce: Home Office Phone and Fax (650) 424-1960 Mobile: (650) 224-3670

E-mail: gluce@coldwellbanker.com



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ESCROW TIMING SCHEDULE (AFTER ACCEPTANCE OF OFFER)

Escrow Timing Schedule (after Acceptance of Offer)

TIMING SCHEDULE FOR	
ESCROW NUMBER	
ESCROW COMPANY ASSISTANT	
FAX	
SALE PRICE	

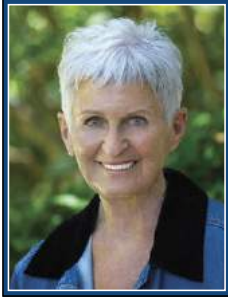
MLS#	
ESCROW OFFICER	
ADDRESS	
PHONE	
LOAN AMOUNT	

BUYER	
MOBILE PHONE	
WORK/HOME PHONE	
EMAIL	
ADDITIONAL BUYER INFORMATION:	
SELLING BROKER	
SELLING AGENT	
EMAIL	
DIRECT PHONE	
MOBILE PHONE	
OFFICE PHONE	
OFFICE FAX	
ADDITIONAL SELLING AGENT INFORMATION	

SELLER	
MOBILE PHONE	
WORK/HOME PHONE	
EMAIL	
ADDITIONAL SELLER INFORMATION:	
LISTING BROKER	
LISTING AGENT	
EMAIL	
DIRECT PHONE	
MOBILE PHONE	
HOME PH/FAX	
OFFICE FAX	
ADDITIONAL LISTING AGENT INFORMATION	

LENDER	
LOAN OFFICER	

1.	DATE OF CONTRACT RATIFICATION	
2.	DISCLOSURE PACKAGE DELIVERED TO BUYER	Prior to Offers
3.	SIGNED DISCLOSURE PACKAGE RETURNED TO SELLER	
4.	REMOVAL OF PARAGRAPH 8 CONTINGENCIES	
5.	HOME PROTECTION PLAN	Buyer's Choice
6.	SELLER SIGNING	
7.	BUYER SIGNING	
8.	WALK-THROUGH	
9.	BALANCE OF DOWN PAYMENT TO ESCROW	
10.	CLOSE OF ESCROW	
11.	POSSESSION	




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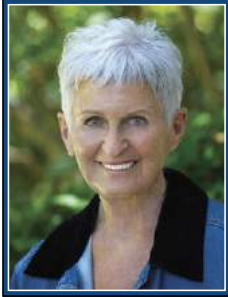
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LISTINGS AND SALES

*Barron Park

ADDRESS	AREA	TYPE	SELLER/BUYER	SOLD PROPERTIES
707 Bryant Street, Unit 304	Palo Alto	Condo	Buyer	\$1,600,000
*905 Ilima Way	Palo Alto	SFR	Seller	\$3,320,000
*766 La Para Avenue	Palo Alto	SFR	Seller	\$3,100,000
460 Dell Avenue	Mountain View	SFR	Seller	\$1,679,000
1939 Eucalyptus Avenue	San Carlos	SFR	Seller	\$2,450,000
*1040 McGregor Way	Palo Alto	SFR	Seller	\$3,500,000
*675 Kendall Avenue	Palo Alto	SFR	Seller	\$2,500,000
*3842 Magnolia Drive	Palo Alto	SFR	Seller	\$2,820,000
*531 Irven Court	Palo Alto	Lot/Land	Seller	\$1,410,000
113 Pacchetti Way	Mountain View	Rowhouse	Seller	\$1,350,000
745 Campbell Avenue	Los Altos	SFR	Seller	\$2,850,000
2361 Sharon Oaks Drive	Menlo Park	Townhouse	Seller	\$1,675,000
393 Whitclem Drive	Palo Alto	SFR	Seller	\$2,280,000
49 Showers Drive #E150	Mountain View	Condo	Seller	\$705,000
*906 Matadero Court	Palo Alto	SFR	Seller	\$4,358,000
3218 Bryant Street	Palo Alto	SFR	Seller	\$2,530,000
*4011 El Cerrito Road	Palo Alto	SFR	Seller	\$2,650,000
671 Toyon Place	Palo Alto	SFR	Seller	\$2,080,000
270 Chestnut Avenue	Palo Alto	SFR	Seller	\$1,501,000
4238 Ricketts Way #A	Palo Alto	Condo	Buyer	\$1,620,000
*3560 La Mata Way	Palo Alto	SFR	Seller	\$3,100,000
*951 Shauna Lane	Palo Alto	SFR	Seller	\$2,700,000

SFR: Single Family Residence




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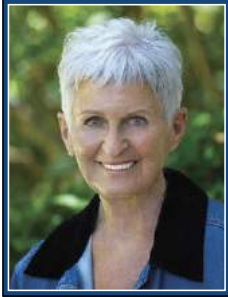
**COLDWELL
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REALTY

LISTINGS AND SALES (CONT'D)

*Barron Park

ADDRESS	AREA	TYPE	SELLER/BUYER	SOLD PROPERTIES
*886 Ilima Court	Palo Alto	SFR	Seller	\$2,116,000
7 Franciscan Ridge	Portola Valley	SFR	Seller	\$2,400,000
*538 Barron Avenue	Palo Alto	SFR	Seller/Buyer	\$850,000
*3953 Laguna Avenue	Palo Alto	SFR	Seller	\$2,700,000
2323 Eastridge Avenue #511	Menlo Park	Condo	Seller	\$700,000
*789 Josina Avenue	Palo Alto	SFR	Seller	\$1,250,000
*3838 Magnolia Drive	Palo Alto	SFR	Seller	\$1,525,000
995 Los Robles Avenue	Palo Alto	SFR	Seller	\$2,000,000
14511 De Bell Road	Los Altos	SFR	Seller	\$2,225,000
*3895 La Donna Avenue	Palo Alto	SFR	Seller	\$1,350,000
*3745 La Selva Drive	Palo Alto	SFR	Seller	\$1,100,000
*1028 Paradise Way	Palo Alto	SFR	Seller	\$1,700,000
1280 Sharon Park Drive #27	Palo Alto	Condo	Seller	\$820,000
*3747 Cass Way	Palo Alto	SFR	Seller	\$1,500,000
832 Warren Way	Palo Alto	SFR	Seller	\$1,625,000
646 Georgia Avenue	Palo Alto	SFR	Seller	\$1,555,000
20 Sunrise Court	Menlo Park	SFR	Seller	\$2,300,000
*1028 McGregor Way	Palo Alto	SFR	Seller	\$1,548,000
4095 Laguna Way	Palo Alto	SFR	Seller	\$1,498,000
2337 Sharon Road	Palo Alto	Condo	Seller	\$498,000
4179 Coulombe Drive	Palo Alto	SFR	Seller	\$1,198,000
869 Embarcadero Road	Palo Alto	SFR	Seller	\$1,168,000

SFR: Single Family Residence




Gwen Luce

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LISTINGS AND SALES (CONT'D)

*Barron Park

ADDRESS	AREA	TYPE	SELLER/BUYER	SOLD PROPERTIES
129 Lundy Lane	Palo Alto	SFR	Seller	\$1,198,000
3874 Corina Way	Palo Alto	SFR	Seller	\$1,188,000
101 Alma Street Unit #804	Palo Alto	Condo	Seller	\$495,000
731 Gailen Avenue	Palo Alto	SFR	Seller	\$1,298,000
4173 El Camino Real #42	Palo Alto	Townhouse	Seller	\$898,000
821 East Meadow Drive	Palo Alto	SFR	Seller	\$1,298,00
*4021 Villa Vista	Palo Alto	Townhouse	Seller	\$898,000
*888 Los Robles Avenue	Palo Alto	SFR	Seller	\$1,000,000
*1040 McGregor Way	Palo Alto	SFR	Seller	\$2,380,000
765 Cereza Drive	Palo Alto	SFR	Seller	\$1,195,000
*797 Paul Avenue	Palo Alto	SFR	Seller	\$1,998,000
*689 Josina Avenue	Palo Alto	SFR	Seller	\$1,295,000
3132 Flowers Lane	Palo Alto	SFR	Seller	\$1,698,000
4142 Baker Avenue	Palo Alto	SFR	Seller	\$2,198,000
*3775 El Centro Street	Palo Alto	SFR	Seller	\$1,395,000
*590 Military Way	Palo Alto	SFR	Seller	\$2,295,000
*830 Ilima Court	Palo Alto	SFR	Seller	\$1,395,000
4098 Laguna Way	Palo Alto	SFR	Seller	\$2,495,000
*777 Kendall Avenue	Palo Alto	SFR	Seller	\$1,295,000
*3560 Whitsell Avenue	Palo Alto	SFR	Seller	\$1,699,000
*3776 La Donna Avenue	Palo Alto	SFR	Seller	\$1,095,000
*891 La Para Avenue	Palo Alto	SFR	Seller	\$1,580,000

SFR: Single Family Residence