

# **TABLE OF CONTENTS**

**Introduction**

**Founding Principals**

**Seller Services**

**Buyer Services**

**Buying or Selling**

**The Principals**

**References**

**Client Comments**



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# INTRODUCTION

In 1983, we recognized the fact that Real Estate service in this South Coastal area could be better provided through a compact, closely held, professional organization. We conceived our business plan at that time, and have adhered to it ever since.

As the owners of Realatrends, we are dedicated to representing your best interests in the negotiation of your Real Estate transactions. We want to develop a long term, professional relationship with you, always keeping in mind that your current Real Estate transaction is an important element in your overall business plan.

We have survived and prospered through two recessions, always delivering the very finest attainable Real Estate service to our clients. Our clients know that they come first, and that we are always there for them on a long-term basis. We constantly receive phone calls for information and assistance on all of our clients' Real Estate needs. We are appreciative that our relationships have continued to reward us with repeat and referral business through the years.

We have designed this brochure as a comprehensive summary of our services, philosophy, experience and references. We take a great deal of pride in what we have built, the reputation we have earned, and that our success is attributable to our long term relationships with clients like you.

We trust that you will like what you see, and we look forward to working with you.

Sincerely,

R. Clark Smith III

Robert C. Bryson

# FOUNDING PRINCIPALS

## **Our “Smaller is Better” Philosophy “Smaller” as in Compact, Streamlined, and Efficient**

At Realatrends our mission is to give the very best Real Estate service that can possibly be delivered. We feel that being small is the best way to give the kind of service and attention our clients deserve. We utilize our big business experience to assist you in making all the right decisions. Our office facility has all of the state of the art Real Estate equipment that you would find in any large brokerage, without the inherent impersonal nature and inefficiencies.

Our office support staff is licensed in Real Estate. They are motivated and dedicated to accomplishing our primary goal in providing our clients with an exceptional Real Estate experience.

Our expertise as a team, combined experience and knowledge of over sixty years, assures you the highest possible quality in Real Estate services.

### **Smaller is Better!**

#### **What Our “Smaller” Philosophy Mean to You:**

- We give you 100% of our time, attention and expertise.
- At a big Real Estate company, it is not the company that you hire, it is the individual agent. With Realatrends, you hire the entire company.
- We offer a hands-on business philosophy which is especially important in an area as unique as the South Coast Community: we are in total control of all business matters at all times.
- Our approach can be compared to that of a boutique as opposed to a department store: our service has old-fashion excellence while employing all the latest technology.
- At Realatrends, we take full responsibility for your satisfaction because we own the business and we are the brokers.

# **SELLER SERVICES**

*Listing Benefits*

## **Keeping Your Best Interests in Mind With One of Your Most Important Decisions**

We know that when you are interviewing Real Estate brokers you are looking for someone to facilitate one of the most important personal transactions you will make in your lifetime.

All calls that come into our office, whether through the Internet, advertising, signage or from the brokerage community, are handled by either R. Clark Smith III or Robert C. Bryson, the owners of the company. We are motivated to address every call as a potential opportunity. There is no chance that a disinterested person is giving out poor information on your property. You can be confident that we are always maximizing sales opportunities for you.

As a seller, you have the most at risk in a transaction: the title to your property is on the line. Prior to entering into a legally binding contract you must be sure it is properly structured in every detail in order to protect your asset.

Every detail counts. We select the finest professional resources to complete your Real Estate transactions. Even the smallest detail is given 100% attention. Every aspect of a Real Estate transaction is critical, and requires constant monitoring and attention. We follow a critical path check list and keep you informed at every stage of the process.

## **A Guaranteed Team Effort to Benefit You, The Seller**

At Realatrends, we have a unique way of working as a team. Each of us handle your listing with equal motivation and tenacity. Both of us know every detail of every listing we represent. You will find us in our office regularly at 9 A.M. each day, 100% accessible to you, brokers, agents, and buyers at all times. We give you and your listing the prompt attention you expect from a professional Real Estate service. When you work with Realatrends, you are working with the Principal decision makers of the business. We have a proven format of negotiating that results in an extremely high success rate.

# SELLER SERVICES

*Marketing*

When you list your property with Realtrends, our goal is to achieve the highest possible selling price, within the time frame you have prescribed, in any market situation. To accomplish this we broadcast your listing as widely as possible, on a regular basis, throughout the brokerage community with the fact sheets, brochures, post cards, memos, E-mails, Internet, correspondence, fax, computer contact and personal calls.

Your listing will be placed in the Multiple Listing Services which cover every Board of Realtors from Ventura County to San Diego County. Over 110,000 Realtors will have access to information on your property. Literally thousands of Real Estate agents will be contacted on a regular basis regarding the availability of your property.

## **A “Distributor” Approach Which Capitalizes on Direct Marketing**

Our marketing decisions are based upon utilizing advertising and direct methods which we have found to be the most beneficial for the caliber of properties we represent. We view our role as more of a distributor of properties, maximizing direct contact with the brokerage community.

By doing so, we create the widest possible exposure to bring you the highest possible price through the hundreds of agents who represent buyers in the marketplace. Our goal is to make sure that your property is seen by as many prospective buyers as possible to generate the maximum amount of interest. The most direct means of coming into contact with the maximum number of potential buyers is through those agents and the Internet. This does not mean that we are not motivated to sell the property ourselves. But our primary job is to maximize exposure in order to obtain the highest price possible.

# SELLER SERVICES

*Realtrends eMarketing*

When it comes to marketing homes Realtrends has always been an innovator. As the industry took a shift toward online home shopping we were among the first to offer a viable, user friendly, website. Eighty percent of home shopping and research today is done through the Internet. Our online marketing program generates the greatest possible demand for your home. If a prospective buyer is looking to purchase a home in your area we know how to find them. A home buyer is 31% more likely to use the Internet than magazines or newspapers. We take great pride in marketing our website in order to appear in front of prospective buyers. Realtrends uses the latest technology in order to immediately respond to interested buyers.

Home buyers started to search for homes through search engines, so we started with search engines. Our site consistently appears in the top 10 on all search engines for any keywords involving Real Estate in South Orange County. IE: "Laguna Beach Real Estate", "Newport Beach Real Estate" etc. We submit Thousands of key terms "keywords" to the Internet's biggest search engine sites to attract home buyers to our online properties. Our website gets viewed an estimated 10,000 times a month from buyers that are interested in Real Estate. That number is growing every month as we continue to market our site. With our online presence we are in a position to get you the best possible price for your home. Not only do our listings get viewed through All of the search engines, we give your home the maximum exposure by submitting it to the following:

**HomeSeekers.com**

RealEstateEspañol.com AOL

**Homes.com****Realtor.com**

Aol.com [Real Estate]  
HouseandHome.msn.com  
Ca.Realtor.com  
Compuserve.com  
DigitalCity.com  
Excite.com  
WorldProperties.com  
Homes.WSJ.com  
NBC4.tv  
Netscape.com  
Monstermoving.com  
iwon.com

**LATimes.com**

ListingLink.com  
ClassifiedVentures.com  
HomeScape.com

**OCRegister.com**

OCRealEstateFinder.com  
MyOC.com

**LA Newspaper Group**

Socalhomesite.com  
Dailynews.com/homes  
Dailybulletin.com/homes  
Pasadenastarnews.com/homes  
Presstelegram.com/homes  
Redlandsdailyfacts.com/homes  
Sgvtribune.com/homes  
Sbsun.com/homes  
Whittierdailynews.com/homes

# SELLER SERVICES

*Always Informed Guarantee  
Property Negotiation*

## **Realatrends Guarantee**

We give you our guarantee that we will work with you as a team to accomplish your goals. If your plans change, or you are not satisfied with our service for any reason, we will cancel the listing agreement.

On a weekly basis, we will discuss with you all showings and feedback, both from the prospective buyer's point of view and that of the agent. We will outline any market changes such as new listings that are our competition, price reductions on current inventory, sales, etc. You will also be registered on our Tract-My Program to receive, via e-mail, all listings that are relevant to you as soon as they are listed.

Together, we will continually analyze the marketplace to help establish the optimum selling price for your property. Our challenge is to make sure that you are listed at the most favorable price in order to receive the highest dollar possible. You will always be informed.

## **Property Negotiation**

As a seller, naturally, you want the highest possible price for your property. You also want the selling process to go as smoothly as possible, with the least amount of headaches. It is our business policy to give you an accurate assessment of the status of your property at all times: pricing, comparables, market conditions, showings, and all important broker / client feedback. We understand that you are trying to make a major life and business decision, and you need accurate information to do so.

In counseling with you on the merits of any offer, we are here to guide you in making a decision that will satisfy your needs. Our close attention to the daily changes in the marketplace is used entirely to your benefit. If there is a deal to be made, we will make it, making sure that every element is explicitly stated, without ambiguities.

# BUYER SERVICES

*Protecting Your Interests*

All of our contracts when representing you will contain provisions for physical and structural inspections; geology inspections; termite inspections; survey; city information, including zoning and permit status; preliminary title search; and seller disclosure analysis. In addition, there may be other unique contingencies to be addressed on specific properties. We consider each and every one of these contingencies because they are there to protect you. Our 60 years of combined experience enables us to fully analyze and disclose each and every contingency. We challenge anyone to do a better job. We are here to make sure that you are fully aware of all of the available information about the property you are purchasing. There is no "buyer beware". As an example: most agents simply do not understand a preliminary report. They cannot assist you in this most important facet of a purchase. Clark Smith not only understands title policies but he has on many occasions assisted title company officers and attorneys to solve complicated issues.

Should remodeling or additions to a specific property be part of your buying decision, we can assist you in determining the possibilities. Each property in this area has its own set of unique criteria which must be considered.

## **Conquering The Hurdles**

A big part of our job is to make sure that you are given the right guidance to help you achieve your dream, legally and financially. That is why, as with our sellers, we pay attention to every detail of your transaction, from minute to major. You will have our undivided attention in showing you property, drafting contracts, negotiating offers, inspecting physical and geological conditions, and following through the escrow, title and closing paperwork.

When you put the key in the door of your new property for the first time, we want it to be a celebrated, memorable occasion!

# BUYER SERVICES

## *Buyer Advantages*

Everyone wants to purchase the most valuable property for their money, with the least amount of stress. The “smaller is better” philosophy of Realatrends assures you absolute attention to your needs and desires. We know that a home or an investment property is more than a structure to you ... it is the foundation for your family, your lifestyle and investment portfolio.

### **Market Knowledge**

Our online home search, located on our website, displays all listed properties on the Multiple Listing Service. You may search homes at any time. You will receive information on each property along with pictures and a virtual tour. You will never miss out on a listed property. Market knowledge is the key and you will always know first hand about all available properties that fit your criteria. You will be up to date and educated in preparation for your purchase. You can also sign up by providing your Email address. Upon doing so you will be notified immediately, via Email, when a new listing with your search criteria becomes available. By the time a property reaches any print media, it is old news.

### **Achieving Your Dreams**

Buying a property represents achieving your dreams. It is normal to search for the “perfect” neighborhood, floor plan, view, amenities and ambiance. Each of us is unique in our desires and needs, and you deserve to fulfill your dream. When we work with you, your dream becomes our priority. We listen carefully and integrate our years of experience to assist you. In this diverse community, our challenge comes in finding that one perfect property for you.

# BUYER SERVICES

*Your Concerns Are Our Priorities*

## **Value**

We are experts on values in this area. We want to educate you on the market so that you are comfortable and knowledgeable when making an offer on a property. We simply will not allow you to pay too much for a property. Our expertise and reputation are on the line, and we look forward to working with you again in the future. Over 90% of our business is repeat and referral.

## **Location, Location, Location**

The location of each individual property has its own unique characteristics. You need to be aware of the positives and negatives. Our long term experience in this area assures that you will make an informed location decision.

## **Contract Negotiation**

We negotiate on your behalf. Another great challenge in our job, in which we take a great deal of pride, is saving our client money. We will negotiate contingencies to protect your interests, allowing you the timeframes necessary to do due diligence on all aspects of the property and transaction. During contingency periods we make sure your deposit is never in jeopardy.

## **Financing**

We will assist you in researching the best available financing options. We have direct relationships with a number of professional lending sources that can provide instant information concerning all financial possibilities. At the very least you will be able to compare these sources to your own sources.

# **BUYING OR SELLING**

*Respecting the Issues That Are Important to You*

## **Legal and Accounting**

We have associations with experts in the legal and accounting fields, so we always have direct access to information regarding any questions that you may have. We are able to research your legal and accounting questions, at no additional cost to you, through our team of experts.

## **Escrow Companies and Title Companies**

Is choosing an Escrow company and Title company important? We believe it is very important. Among our advisory services are highly qualified Escrow and Title companies which are tried and true in their accuracy and timeliness. Our working relationships with these companies is long term, ongoing, and we receive priority service. You are the beneficiary of our years of alliances. You deserve the Best!

## **Termite and Home Inspections**

It is the little things that can make or break a Real Estate sale ...so we know that you need professional, trusted referrals for even the most minute detail of your contract, right down to the termite inspection. It's all a priority with us.

# THE PRINCIPALS

*R. Clark Smith III*

*Robert C. Bryson*

R. Clark Smith III and Robert C. Bryson were known as mavericks in the South Coast Real Estate community. In 1983, after several years of individual sales experience, the two decided to become partners, drafting a business plan for a Real Estate venture that would emphasize a service oriented philosophy, positive teamwork, and a more customized approach to buyers and sellers. That business plan resulted in the opening of Realatrends, and their success story has been growing ever since.

The two entrepreneurs started their South Coastal Real Estate careers in the early 1970's. Clark Smith found himself supervising 18 agents for a Real Estate firm, juggling their day to day operations and monitoring their sales activity. In branching out, he became involved in a number of construction projects, which gave him an excellent knowledge of the building industry, city requirements, zoning and paperwork processing.

Bob Bryson found success buying and selling property for his own account, and then entered the Real Estate business, utilizing his expertise, sales and personal service. Initially, he sold land, syndications, and investment opportunities, eventually joining the premier Real Estate company of the time in Laguna Beach.

During the course of their professional association with two large brokerage firms, Smith and Bryson found that they shared the same philosophies about excellence in service, and also some of the frustrations they experienced with the industry. Their extensive experience has given them an excellent understanding of the South Coast Community and all of its intricacies. The two armed themselves with insight, hindsight and foresight, and have made a distinct mark of quality service in the Coastal area and South Orange County Real Estate Industry.

# THE PRINCIPALS

*R. Clark Smith III*

*Robert C. Bryson*

Together, Smith and Bryson have experienced the ups and downs of the Real Estate marketplace throughout the 1980's, the 1990's and now into 2000, and have emerged successfully. Don't forget, in our founding year, interest rates were 21%. Through conscientious research, excellence in customer service, impeccable contact negotiation and extensive financing knowledge, they have continued to successfully represent hundreds of Buyers and Sellers.

The team of R. Clark Smith III and Robert C. Bryson is dedicated to being compact, unique, streamlined and dynamic. In fact, they are totally integrated into the South Coast community, owning property themselves, educating their children in its schools, and working alongside others toward the best possible quality of life in this community.

# REFERENCES

*Mr. and Mrs. Roberto Guerrero*  
*Mr. and Mrs. Chris Conrad*  
*Ms. Darlene Miller*  
*Mr. and Mrs. Larry Ayers*  
*Mr. and Mrs. Joe Hanauer*  
*Mr. John Kennedy*  
*Mr. Pat Jackson*  
*Mr. and Mrs. Stewart Sandeman*  
*Mr. and Mrs. Rick Hume*  
*Mr. Howard Levin*  
*Ms. Amy Nagel*  
*Mr. and Mrs. Brad Larsen*  
*Mr. and Mrs. Steve Wall*  
*Mr. Craig Clark*  
*Mr. Lee McCamon*  
*Mr. and Mrs. John Goodpaster*  
*Mr. and Mrs. Nick Brox*  
*Mr. and Mrs. Jim Donegan*  
*Mr. and Mrs. Jeff Zigner*  
*Mr. and Mrs. Larry Nokes*  
*Dr. & Mrs. Woody White*  
*Mr. Jim Perry*  
*Mr. and Mrs. Dick Paxman*  
*Ms. Leslie Cunningham*  
*Mr. and Mrs. Tom Cawein*  
*Mr. and Mrs. Cameron Karg*  
*Mr. and Mrs. Jay Manoogian*  
*Mr. and Mrs. John Jicks*  
*Mr. Robert Metcalf*  
*Mr. Ivoulou Corston*  
*Mr. and Mrs. Mark Lorge*  
*Mr. and Mrs. Mohammed Bonakdar*  
*Mr. Wayne Shaffer*  
*Mrs. Mary Ellen Moschetti*  
*Dr. and Mrs. Joe Unis*  
*Mr. and Mrs. Paul Wondries*  
*Mr. and Mrs. Tom Miller*  
*Mr. Stu Suchman*  
*Mr. and Mrs. Jay Nagel*  
*Mr. and Mrs. Hugh Maguire*  
*Mr. and Mrs. Bob Timbrook*

*Mr. and Mrs. Jack Chapman*  
*Mr. and Mrs. Van Stephens*  
*Mr. and Mrs. Bob Leclercq*  
*Mr. and Mrs. Danny Yoon*  
*Ms. Laurie Cvengros*  
*Mr. and Mrs. Charles Ware*  
*Mr. and Mrs. Bill Eppard*  
*Mr. and Mrs. Jeff Rhoades*  
*Mr. and Mrs. Gary Byrne*  
*Mr. and Mrs. Anthony Turek*  
*Mr. and Mrs. Hugh Maquire*  
*Mr. and Mrs. Robert Bender*  
*Mr. and Mrs. Mike Huber*  
*Mr. and Mrs. Bill Bendish*  
*Mr. and Mrs. Roger Delp*  
*Mr. and Mrs. Duane Young*  
*Mr. and Mrs. Keith Johnson*  
*Mr. and Mrs. Clarke Cooper*  
*Mr. Gene Curtis*  
*Ms. Kathy McMahan*  
*Mr. and Mrs. Robert Harman*  
*Mr. and Mrs. James Wagner*  
*Mr. Steve Fingal*  
*Mr. and Mrs. Jeff Elghanayan*  
*Mr. and Mrs. Timothy Dunn*  
*Mr. and Mrs. Clifton Steele*  
*Ms. Marilyn Bernhardt*  
*Mr. and Mrs. Phil Krevoy*  
*Dr. & Mrs. Stewart Anderson*  
*Mr. and Mrs. Ted Soderberg*  
*Mr. and Mrs. John Macatee*  
*Mr. Elliot Forte*  
*Mr. and Mrs. Steve Bauman*  
*Ms. Ellen Dorse*  
*Mr. and Mrs. Vern Buwalda*  
*Mr. Wendell Phillips*  
*Ms. Paula Henry*  
*Dr. and Mrs. Michael Rosenthal*  
*Mr. and Mrs. Dean Levis*  
*Mr. Ed Fitzgerald*  
*Ms. Celia Shambaugh*

# REFERENCES

*Mrs. Pat Kell*  
*Mr. and Mrs. Bill Dettelbach*  
*Mr. and Mrs. Bill Covington*  
*Mr. and Mrs. Tony Nokes*  
*Mr. Jim Cline*  
*Mr. Michael Hayden*  
*Mr. and Mrs. Jim Donegan*  
*Mr. George Colin*  
*Mr. and Mrs. Bill Friis*  
*Mr. and Mrs. Pat Florentine*  
*Mr. and Mrs. Tom Davis*  
*Mr. and Mrs. Kit Sandidge*  
*Mr. and Mrs. Don Fairweather*  
*Ms. Betsy Rocket*  
*Mr. and Mrs. Mark Lorge*  
*Mr. Bill Ryan*  
*Ms. Celia Shambaugh*  
*Mr. and Mrs. Michael Howell*  
*Mr. Sal Rubino*  
*Mr. and Mrs. Marilyn Burnhart*  
*Mr. and Mrs. Bill Wulff*  
*Mr. and Mrs. Tony Garcia*  
*Mr. John Pallein*  
*Mr. and Mrs. Bill Kelly*  
*Ms. Mockey Kuntz*  
*Mr. and Mrs. Kieth Hughes*  
*Mr. Keary Gregg*  
*Mr. and Mrs. Steve Reid*  
*Mr. John Pricz*  
*Mr. and Mrs. Tom Carew*  
*Mr. Terry Dorse*  
*Dr. & Mrs. Peter Czuleger*  
*Mr. and Mrs. Philip Johnson*  
*Mr. and Mrs. Don Koprowski*  
*Mr. and Mrs. Ken Dickerson*  
*Ms. Alice Pyle*  
*Mr. and Mrs. Michael Hines*  
*Mr. and Mrs. Charles Adermatt*  
*Mr. and Mrs. Jim Jaqua*  
*Mr. and Mrs. Steve Hartley*  
*Ms. Alice Pyle*

*Mr. Scott Webb*  
*Mr. Don Romero Ms. Maxine Thorton*  
*Mr. Chris Abel*  
*Mr. Howard Hills*  
*Mr. and Mrs. John Minton*  
*Ms. Ann Kough*  
*Mr. and Mrs. John Rydstrom*  
*Mr. Mark Hemphill*  
*Mr. and Mrs. Pat Florentine*  
*Mr. and Mrs. Gary Smith*  
*Ms. Bea McArthur*  
*Mr. Brian Stanek*  
*Mr. and Mrs. Rick Parker*  
*Mr. and Mrs. Bruce Snyder*  
*Ms. Elizabeth Cvengros*  
*Mr. and Mrs. Tom Grimm*  
*Mr. and Mrs. Tom Peck*  
*Mr. and Mrs. Mason Jones*  
*Mr. Jeff Greer*  
*Mr. and Mrs. Mark Huber*  
*Mr. and Mrs. Brett Denker*  
*Mr. and Mrs. Jim Nagel*  
*Mr. John Frank*  
*Mr. and Mrs. Rusty Horton*  
*Mrs. Patty Meskell*  
*Mr. and Dr. Max Sarango*  
*Mr. and Mrs. Sam Davis*  
*Ms. Susan Wheeler*  
*Mr. Cal Smith*  
*Mr. and Mrs. Peter Striffolino*  
*Mr. and Mrs. Peter Bassi*  
*Mr. and Mrs. Oz Steward*  
*Mr. and Mrs. Dennis Bush*  
*Mr. and Mrs. Virgil Buwalda*  
*Mr. and Mrs. John Levy*  
*Dr. and Mrs. Larry Snyder*  
*Mrs. Mindy Jones*  
*Mr. and Mrs. Fritz Weis*  
*Mr. and Mrs. Dean Stephan*  
*Mr. and Mrs. Greg Abel*  
*Mr. and Mrs. Jerry Mark*

# REFERENCES

*Ms. Judy Secord*  
*Mr. and Mrs. John Gabay*  
*Mr. and Mrs. Fred Robinson, Sr.*  
*Mr. and Mrs. Jim Healey*  
*Mr. and Mrs. Mike Vanca*  
*Dr. and Mrs. Joe Wong*  
*Mr. and Mrs. Keith Johnson*  
*Ms. Jessica Steward*  
*Mr. and Mrs. Brock Lyster*  
*Mr. and Mrs. Kevin O'Malley*  
*Mr. and Mrs. Emil Monda*  
*Ms. Jerry Frey*  
*Mr. and Mrs. Terry Irvine*  
*Mr. Ken Anderson*  
*Mr. and Mrs. Tom Burns*  
*Mr. and Mrs. Nick Gannon*  
*Dr. Michele Wilson*  
*Mr. and Mrs. Pete McMahon*  
*Mr. William E Dahlberg*  
*Mr. and Mrs. Kevin Shipman*  
*Mr. and Mrs. George Meeker*  
*Mr. and Mrs. Harvey Goldman*  
*Dr. and Mrs. Rick Pacius*  
*Mr. Bill Coengros*

*Mr. and Mrs. John Hartley*  
*Mr. and Mrs. Mike O'Neil*  
*Mr. and Mrs. Bill Watt*  
*Mr. and Mrs. John Buckingham*  
*Mr. and Mrs. Charles Lacey*  
*Dr. Claudia Kawas*  
*Mr. and Mrs. Fred Robinson*  
*Mr. and Mrs. Rick Meeker*  
*Mr. George Grosshan*  
*Mr. and Mrs. Michael Weber*  
*Mr. and Mrs. Victor Starow*  
*Mr. and Mrs. Nick Roberts*  
*Mr. and Mrs. David Redford*  
*Mrs. Kay Unis*  
*Mr. Gregg Wheeler*  
*Mr. and Mrs. John Alabaster*  
*Mr. Blake Wilson-Hayden*  
*Ms. Dana Wood*  
*Mr. and Mrs. Steve Ozonian*  
*Mr. Len Israel*  
*Ms. Sheryl Schweppe*  
*Mr. and Mrs. Tom Bell*  
*Mr. and Mrs. David Hibbard*

# CLIENT COMMENTS

*When I first entered into a professional relationship with Robert Bryson and Clark Smith I was indeed impressed with not only their very evident professional knowledge of real estate, but just as important to me, an attitude that showed sincerity. Both went far beyond what one could normally expect from real estate agents. They are a credit to the real estate profession. I would recommend them without hesitating to anyone seeking real services.*

Dr. E. Terry Irvine

*Bob Bryson and Clark Smith possess a level of expertise and professionalism unequalled in the Orange County real estate brokerage community. Quality performance: skilled, experienced dedicated to the deal, professional.*

Norma and Bill Dettelbach

*Realtrends has been our agent for the sale of two homes and the purchase of two homes. We are very impressed with Realtrends' ability to handle difficult transactions with complete professionalism. We wanted to purchase a home from a developer and we contacted Clark and Bob, informing them of our desire. Fortunately, they were able to represent us to the developer. After moving in and meeting the neighbors we were happy to find that Realtrends had negotiated the best deal on the block, by far. We wouldn't consider using any other real estate agency and highly recommend Realtrends to all of our friends and neighbors.*

Gary and Mary Lynn Smith

*Thank you for the extra effort in getting me through the Sunset project. Your continuing support and follow up has been invaluable. I can't believe there is a finer, more responsive real estate firm available. My new Three Arch Bay property is perfect.*

John Frank

*Realtrends brings a high level of integrity, professionalism and personal grace to the business of real estate brokerage, a business that, in the hands of so many others, is beset by hyperbole and hucksterism. They have skillfully handled difficult situations encountered in several difficult transactions for me.*

Keary Gregg

# CLIENT COMMENTS

*Clark and Bob, my wife and I are pleased to state that working with you when we helped our son Steve in the purchase of his home, was a very pleasant experience. Your courtesy and straight forward manner were much appreciated, and we wish you the best.*

John Hartley

*The BEST! Professional, Congenial, Dedicated... Second to none! Our experience with Realatrends made what can be a traumatic experience, an enjoyable one. Simply the BEST!*

Katie and Roberto Guerrero

*Clark and Bob, you helped us so much with our purchase of real estate. Your expert advice saved us thousands of dollars both on the purchase price and closing costs. We are always comfortable referring our friends and acquaintances to your office because we know that they will receive the same professional treatment that we always have.*

Michael and Loraine Huber

*We left Laguna prior to selling our home so that our children ethical could start school on time. Realatrends handled each sales hurdle that was encountered with calm professionalism. The team at Realatrends knows Laguna and all the local problem solvers who will get the job done. They work hard, they're ethical and they deliver results. No question, they got us the most money possible in the time frame allowed.*

William Wulff

*I wanted to take a moment to commend you on the professional manner in which the two of you conduct business. I am very impressed with the experience and knowledgeable attention you extend to every detail. It is refreshing to see real estate transactions handled with the degree of importance that all real estate transactions deserve. I will not hesitate to recommend your services.*

Gene Curtis

*It has been a pleasure knowing that Sylvia and I can count on Realatrends for our real estate needs. For six years now we have been guided by your professional effectiveness in buying and selling beach properties.*

Nick Roberts

# CLIENT COMMENTS

*We approached Clark Smith & Bob Bryson for our home purchase after observing the treatment their clients received. Clark & Bob treated everyone they contacted with sincerity and honesty. Realatrends is a 1st class operation and we highly recommend their services.*

Rusty and Teresa Horton

*Bob and Clark, I appreciate your thoroughness and professionalism and have enjoyed working with you during the purchase of two properties through you. I look forward to working with you again.*

Howard Levin

*Bob Bryson and Clark Smith are extremely knowledgeable and hard working real estate agents. We looked for several years, and with their help (and patience) found the perfect house for us. They helped us with financing contacts, contractors, and they continued to be in contact with us to see how we're doing. We recommend them without reservation. They're good and they care.*

Steve and Susann Bauman

*We hired Bob and Clark of Realatrends to sell our home. We were very pleased with the professional manner in which all aspects of the sale were handled. We again chose Realatrends to handle the purchase of our new home. They found just the perfect house that wasn't even on the market. They negotiated an excellent price. We highly recommend Realatrends.*

Bob Metcalf and Greg Wheeler

*I would encourage anyone buying or selling property in South Orange County to rely on Clark Smith and Bob Bryson to handle the deal. They are undoubtedly the best, most professional realtors I have ever known. They have my utmost confidence.*

Dr. Larry Snyder

*Clark and Bob, this was the third home we had sold over the last 17 years, each time we prayed we would find an agent that would work for US. We interviewed (each time) several agents and with Realatrends we found professional representation; frank, straight forward advice in setting our price, strong representation, excellent follow up, all calls answered very fast. Your entire staff was well appraised of our escrow development. The bottom line - you get results with Realatrends.*

John and Sandra Macatee

# CLIENT COMMENTS

*Clark Smith and Bob Bryson are genuine professionals who can work with the most problematic situations and resolve them in an amicable manner. You can trust their word in all areas of real estate as they are so knowledgeable. It's a pleasure doing business with Realatrends.*

Marilyn Bernhardt

*I purchased a home in Monarch Beach from Realatrends. It was a pleasure working with both Robert Bryson and Clark Smith, I never felt pressured in any respect and they always did what they said they would and were always prompt. I look forward to working with them again in the future.*

Jerry Frey

*I was referred to Bob & Clark approximately ten years ago when we were looking to move to Three Arch Bay. It was four years later that we actually made the move, but they stuck with us and were always professional, knowledgeable, and honest in their approach to our needs. I consider them friends and respected colleagues (I am in commercial real estate), and would confidently recommend them to anyone looking to buy or sell real estate.*

Bob Harman

*We have done business with Realatrends for the past ten years, We find that Clark Smith & Bob Bryson follow through on all projects. They are straight forward and keep us updated on the status of our business dealings. We depend on this input.*

Paula Henry & Darleen Miller

*Realatrends had sold and located a new home for my brother-in-law who was very happy with your services. Since you'd done so well by him, we listed our property with you and sold it for what you suggested we ask - a fair price. It was a pleasure to work with you. Everyone in your office was so nice. Thanks again,*

Mary Healy

*You receive double the work, effort and enthusiasm. Two experts instead of one! A winning duo.*

Judy Secord

# CLIENT COMMENTS

*Worth their weight in gold : You have the ability and reputation to complete the deal. There are brokers who can get a listing and who can market a property, however a broker that has the ability, as Bob Bryson and Clark Smith, to market and complete a transaction with all the nuances real estate can present is unusual and difficult to find. Once found they are worth their weight in gold! Bob Bryson and Clark Smith are the caliber of individuals that can finish what they start. They are committed to do what it takes and it shows.*

David and Marhnelle Hibbard

*The selection of an agent is the single most critical action you can take. In my view Realatrends has no equal. I manage an international sales organization and I have a high degree of respect for professional, sales ability, follow up and just plain intelligence. These people have professional negotiation skills par excellence.*

Victoria and Nick Broxs

*We had our home on the market 'For Sale by Owner' for longer than I care to say. We tried listing with other agents and were very dissatisfied. You were strongly recommended to us. You took the weight off our shoulders. You marketed our property in a professional, business-like manner and kept us informed throughout. You helped us obtain the best deal possible. When it was time to buy you knew we were discriminating buyers and we challenged you to find the one special house for us, of course you did. Realatrends fulfilled all our goals.*

Carol and Stewart Sandeman

*We would like to express our sincere thanks and deep appreciation for the way you both handled the sale of our Laguna property. Your overall professionalism, attention to details and communicative follow-through set new standards in an industry that has been plagued by inexperienced and incapable performers. We owe Kevin Shipman a great deal for recommending your company. Again, thank you for transforming a difficult challenge into an enjoyable opportunity.*

Dean Levis