

November 2019

Dear Home Sellers,

It is our absolute pleasure to recommend Roni and Lee Amitai, as realtors for your next property sale. We are writing this letter not only because of the amazing profits they realized for our property (170K over asking), but mostly because we sincerely want other sellers to benefit from the amazing talent, honesty, flexibility, listening and commitment these two bring to their work. And all while being professional and understanding and patient – and really very fun and personable. They are rare examples of excellence in the business and all-around great people. We really couldn't have asked for better realtors.

We know the Amitai team both as buyers (they were the selling agents on our first home in Culver City) and then as sellers. In fact, our experience buying our home through their office made them our first choice when it came time to sell the same property several years later. As buyers, they immediately impressed us when we attended their first open house. They were welcoming, informed and concerned about making sure that we were finding a good fit for our needs. They had the (older) home was staged impeccably. But more importantly, they have a natural ability to converse and connect with buyers in a genuine way. After viewing the property, my partner and I asked if we would be comfortable in the neighborhood. Roni immediately was on the phone and had a resident of the community come meet with us (literally 10 minutes later). In moments, our nerves were soothed and we found ourselves in escrow a few weeks later. They consistently go above and beyond in ways like these to connect buyers and sellers. It's amazing to watch.

When it came time to sell, Roni and Lee came over and presented us with an amazing marketing plan and answered our many, many, many questions. They know exactly how to strategize to sell a property for its maximum value, but are not simply doing the same thing they've done with all their previous sales in the area. They are analytic when they need to be and then intuitive and creative in their approach simultaneously. They coached us through each step of their sales process and (when our decision to sell was made) hustled to get the property ready for market on an extremely short timeline. They are clear communicators, who – while leaving us in the driver's seat – guided us to so many correct decisions along the way. They have excellent connections to stagers, painters, packers and everyone in between and helped negotiate great help from these vendors. With both of us working 60 plus hours a week, we literally couldn't have done it without them. I can honestly say, there wasn't a single instance that either of us called and didn't get a response from Lee or Roni in a very short period of time, when one of us works at a hospital and the other is performing out of town at all hours of the day and night. The results were amazing. In less than four weeks the house was on Zillow and after one open house we had six offers.

When selling your home, you need realtors who are trustworthy, have your interests at heart, who work as hard as you do, who know the market, neighborhood, and real estate game and - most importantly- who are creative and know how to talk with people. During our sale, Roni

and Lee mitigated numerous crisis (none caused by them) and kept the two of us sane and relaxed. Not an easy task consider we are two type-A perfectionists with big opinions and strong personalities. We are forever grateful for their help and hope we can work together with them again in the future.

As a final word of recommendation, I can add one more short anecdote. After our sale was complete and we moved out of Culver City to our new home in a new far away neighborhood (outside the Amitai's team core neighborhoods on the Westside of LA), my partner said to me... "When we sell this house, I want Roni and Lee to sell it." I agreed. They're amazing and won't disappoint.

Best with your sale and in we hope you enjoy your next adventure, wherever it may be.

Sincerely,

Brian and Dave

DocuSigned by:
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