



2010

FIVE STAR
Real Estate Agents

2010 INDEPENDENT SURVEY
OVERALL SATISFACTION

Meet your

Orange County 2010 FIVE STAR Real Estate Agents



We surveyed recent homebuyers and industry experts to find real estate agents in the Orange County area who scored highest in overall satisfaction. Here they are.



Experts say that at least 90 percent of homebuyers rely on real estate agents for advice and guidance. But with more than 15,000 Orange County area residents holding real estate licenses, how do you find someone who knows the market, represents your interests and operates with an emphasis on integrity and service?

Orange Coast magazine can help. The magazine formed a partnership with Crescendo Business Services to find out which real estate agents have most consistently wowed their clients.

The Selection Process

Crescendo surveyed, by mail and phone, all Orange County area residents who purchased a home over \$100,000 within an 18-month period (September 2008 to February 2010) and 20,000 subscribers of *Orange Coast* magazine. An additional 250 surveys were sent to mortgage and title companies, who are often best able to judge a real estate agent's technical skills and knowledge.

Recipients were asked to evaluate only real estate agents whom they know through personal experience. They were asked to evaluate them based upon nine criteria: customer service, communication, finding the right home, integrity, negotiation, marketing the home, market knowledge, closing preparation, and overall satisfaction.

Only original surveys — no copies — returned in their specially designed envelopes were accepted as valid. Crescendo scored and screened each qualified agent with the

California State Real Estate Commission's database to verify that licenses were current and that no disciplinary actions were pending.

Finally, the qualifying real estate agents were reviewed by a blue ribbon panel comprised of realty company executives, professional and trade association officers, and others directly involved in housing-related businesses.

Although panelists' comments were incorporated into the final score, safeguards were built into the review process to reduce the ability of panel members to influence the composition of the final list on the basis of company affiliation.

An Elite Award

The resulting list of FIVE STAR Real Estate Agents is an elite group, representing less than 3 percent of licensed agents in the Orange County area. For a more user-friendly listing, agents have been grouped based on their city of focus.

Throughout the evaluation process, respondents told stories of lasting friendships that have emerged from what is most often a stressful business transaction. Several even wrote essays on why their particular agent excelled.

Although this list will certainly be a useful tool for anyone buying or selling a home, it should not be considered exhaustive. Undoubtedly, there are many other excellent real estate agents who, for one reason or another, are not on this year's list. But don't be surprised to see them next year.

RESEARCH DECLARATIONS:

As with any research or recognition program, it is important that we provide you the following declarations:

- The 2010 FIVE STAR Real Estate Agents do not pay a fee to be included in the research or the final list of FIVE STAR Real Estate Agents.
- The overall evaluation score of a real estate agent reflects an average of all respondents and may not be representative of any one client's experience.
- The FIVE STAR Award is not indicative of the real estate agent's future performance.
- The inclusion of a real estate agent on the FIVE STAR Real Estate Agent list should not be construed as an endorsement of the real estate agent by Crescendo Business Services or *Orange Coast* magazine.
- The research process for the FIVE STAR Real Estate Agent Program, managed by QMI Research, incorporates a statistically valid sample in order to identify the real estate agents in the local market that score highest in overall satisfaction. QMI Research does not include real estate agents on the list unless their score is statistically valid.

For more information on the FIVE STAR Award and the research/selection methodology, go to:

fivestarpromotional.com/research.



List compiled by Crescendo Business Services. All agents are sorted by city and are listed alphabetically by last name. Names in **boldface** also appear in the profiles section.

FOUNTAIN VALLEY

FOUNTAIN VALLEY

Lily Campbell, First Team Real Estate
Kimberly Loiacano, Altera Real Estate
Susan Mercer, Realty World-Plaza
Vicki Paparella, Star Real Estate
Joel Spencer, First Team Real Estate
Micah Stovall, Star Real Estate/Team Stovall

FULLERTON

Terence Ahlgren, Terence Ahlgren Broker
Dennis Bode, Century 21 Discovery



Susan Braun
Century 21 Discovery
(714) 749-4952
SueBraun@msn.com
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DRE 00569893

Adam Brett, RE/MAX North Orange County
Bob Clark, Jr., Century 21 Discovery
Cherie Eckley, Tarbell Realtors
Myles Gustilo, Trademark Realty Group
Catherine Houston, Prudential California Realty
Nancy Kim, Credent Real Estate
Robert Loughran, Prudential California Realty
Tina Maraj, RE/MAX North Orange County
Neil Mehta, The Real Estate Xperts
Jesse Ricke, Prudential California Realty
Glenn Ritchie, First Team Real Estate
Samantha Rodriguez, Century 21 Discovery



Thomas C. Santoro
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Tom@CraneRealEstate.com
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DRE 00794403

Cynthia "Marcie" Thomas, Century 21 Discovery
Maria Valencia, Keller Williams Realty
Kim Walsh, First Team Real Estate
Gail Winterswyk, Century 21 Discovery

GARDEN GROVE

GARDEN GROVE

Peter Dang, First Class Real Estate
Glenda Prentice, Century 21 Apprentice
Christy Webster, First Team Real Estate

HUNTINGTON BEACH

Bonnie Ahrens, Star Real Estate



Erika Alvarez
Altera Real Estate
(714) 501-3415
erika@ocHomeSeekers.com
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DRE 01258406

April Armendariz, Redfin Corporation
Lance Barker, RE/MAX Select One
Sandi Barry, Century 21 Beachside



Rhonda Baskins
White Realty Associates
Cell: (714) 335-8805
rbaskins@msn.com
RESaleandInvestments.com

DRE 1182791

Brian Bassaline, Star Real Estate
Phoebe Benington, RE/MAX Select One
Evelyn Bernadou, Coldwell Banker Campbell Realtors
Barbara Betts, Prudential California Realty
Chris Bowman, Star Real Estate
Tim Branoff, First Team Real Estate



Bill Caiazza
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DRE 01215033

Mary Jane Cambria, Cambria Real Estate
Scott Campbell, Coldwell Banker Campbell Realtors
Lori Chairez, Star Real Estate
Anita Chandler, Chandler Properties

HUNTINGTON BEACH



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DRE 1074407

Rick Costa, First Team Real Estate
Patrice Costanzo, Coldwell Banker Campbell Realtors
Bill Cuppy, Altera Real Estate
Matthew De Weese, Pacific One Lending
Charlie Finn, Coldwell Banker Campbell Realtors
Bernie Fish, Star Real Estate
Sergio Flores, Star Real Estate



Sylvia B. Garrett
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DRE 01387006

Diane Geraud, Windem Real Estate
Anita Glasser, Coldwell Banker Residential Brokerage
Barbara Grimes, Star Real Estate



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DRE 1117662

David Hein, Prudential California Realty
Chuck Hensley, RE/MAX College Park
Terry Herbeck, Terry Harrison & Terry Herbeck
Donna Horn, Star Real Estate
Mellanie Ingle, RE/MAX Select One
Sandy Kocsis, Star Real Estate
George Lambert, Huntington Beach Realty
Joe Lightman, Star Real Estate
Jerry Long, Realty Benefit
Gina Maslach, Keller Williams Realty
Dave Meister, Star Real Estate