



FOR IMMEDIATE RELEASE

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What San Diego County Clients Are Saying: High Praise for Renovation Realty's One-Stop Approach to Real Estate, Renovation, Increased Values

Utilizing a model with no out-of-pocket costs to the homeowner, Renovation Realty has grown rapidly in San Diego County and is becoming the go-to resource for homeowners looking to update and sell their homes.

As both a full service residential renovation contractor and real estate brokerage, the company adds monetary value to customer homes by using its own capital to renovate the property before placing it on the market for sale as the listing brokerage.

To date, Renovation Realty has helped sellers increase their average rate of return by 31.84 percent on renovated homes versus selling as-is. The team fields new customer inquiries daily, handling a range of clients and their home renovation and sales needs throughout San Diego County. Each project exhibits Renovation Realty's impressive depth and breadth of services, from assisting with dilapidated homes and homes of the bereaved, to estate and probate properties and homes that need restoration to increase value.

The company has received a steady stream of enthusiastic client testimonials and referrals. To capture the most important benefits its customers have received, Gable PR conducted phone interviews in August and September with three clients that approached Renovation Realty in different situations:

- An estate attorney who has referred clients to Renovation Realty.
- A CPA who had his home in University City for 25 years and knew cosmetic upgrades were needed before selling.
- One of three siblings who inherited a home in San Carlos when their parents passed away. The home needed renovation and the siblings needed a very fast sell.

Some excerpts:

D.S. – I'm a CPA, I have dealt with a lot of financial matters for a lot of people, and the idea of going into a partnership with the person renovating and selling my home was a tremendous incentive.

S.M. – I referred a client whose father had passed away and had a property that wasn't well-maintained. Renovation Realty re-did the house, sold it in just a couple of weeks, and the family got around \$150,000 more than they would had they not renovated.

L.M. – The people executing the work and the business model make them stand out. They are delightful.

D.S. –The business model aligns with the interests of the seller, and through this model, everyone is on the same team with completing the renovation and sale quickly for the highest possible return.

L.M. – We had a meeting with Renovation Realty to discuss a home we inherited. We felt like they were honest, good people and we liked the concept of them fixing up the house and us not having to put any money up front. They made us feel really comfortable.

D.S. – My wife and I knew that we would have to make upgrades before selling. Knowing that we wouldn't have to worry about selecting the wrong types of improvements, or have to be the judge of what was most necessary and popular in today's housing market was a relief. The model enabled us to renovate and sell, without having to worry about logistics.

S.M. – One of my clients sold their property before it even went on the market. The buyer saw other projects in the area and had been outbid on a previous project, and made an offer before it even hit the market.

L.M. – After renovation, the house showed like a model home. It was completely turn-key.

S.M. – As a trust attorney, my job is to bring the best return to the trust or estate. I'm not interested in picking out flooring, and with Renovation Realty, we don't have to be involved in the process. They get the property ready to sell.

L.M. – We expected that the house would sell fast and that it would sell for more money. Renovation Realty absolutely lived up to this expectation. The renovation was done in just 30 days, the house showed beautifully, and it sold the day it went on the market. I can't say enough good things about them.

D.S. –The timeline from the day we signed the contract to closing date exceeded our expectations. We dealt with contractors in the past and the work was never done on time. Renovation Realty completed the work ahead of schedule.

S.M. – I feel an obligation to my clients to make sure they know about this model, because it puts more money into beneficiaries' pockets instead of someone who buys and keeps the money for themselves. I'm not doing my job if I don't let clients know about this.

L.M. – I was really impressed that they took care of the house while it was in escrow. They did everything they could during the entire process to make it as easy for us as possible.

S.M. – The Renovation Realty team is extremely trustworthy. They allow you to have peace of mind and get the maximum benefit.

D.S. –I have already recommended Renovation Realty to 10 to 15 other people, and for us, the biggest benefit of working with Renovation Realty is simple: it put more money in our pockets.

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