



Newsletter Vol. 11 Issue 12

December 2014

mortgagestraightTalk.com

Tel 760 726 4600

Cel 760 717 8584

Fax 760 639 0785

Rod@mortgagestraightTalk.com



IN THIS MONTH'S ISSUE

* 2014 REAL ESTATE ALL STARS

* RATE SUMMARY

* U.S. ECONOMY CHUGGING ALONG AT 5% GROWTH

* SPECIAL(S) OF THE MONTH

* MORTY'S MAILBAG

* MORTGAGE MIRTH



Tom Brennan's bona fides are truly remarkable: Fordham University and Harvard Law School graduate; Marine Corps, Captain and 40 years of real estate experience both as a lawyer and as a realtor. He joined a fledgling L.A. law firm of 25 attorneys and helped build it into a legal powerhouse comprising 1,400 lawyers with 19 national and international offices. Accordingly, his experience is far more

extensive than most realtors' having represented individual buyers and sellers, lenders (Bank of America, GE Capital), and developers (Beazer Homes) in national transactions, as well as residential and commercial ventures for buyers and sellers (Merrill Lynch Capital Markets) ranging in sales prices from \$400k to \$1.2 billion. In virtually all of the above transactions he was the lead counsel engaged in the negotiation, packaging and documentation of the transactions. His deals have been located throughout the continental U.S., with the majority being in principal metropolises like New York, L.A., Chicago, San Diego, etc.

More recently, his real estate career has been focused on listing properties that range from \$460K to \$600K, primarily in Ocean Hills Country Club (OHCC). With listed properties he has achieved a list to sales price ratio of 98%. His marketing is a multi-pronged approach using personal methods like open houses and print advertising as well as writing

2014 REAL ESTATE ALL STARS

DECEMBER is the month in which I feature my annual paean to realtors with whom I've done business. In the usual course of events, mortgage brokers typically become involved in real estate sales AFTER buyers and sellers have chosen an agent or realtor. Even so, one does get a feel for whom one would want to represent one in a transaction.



As with every profession, there are good ones and those that are less so. If you are looking for a realtor, they basically fall into two camps—listing agents (representing sellers) and buyers' agents (representing buyers). Though they may wear either hat (or both on occasion) they usually have a preference for which side of the transaction they are on. And, if I were recommending a movie or a restaurant, I would similarly award all of them 4 ★★★★★. What follows is a brief description (in alphabetical order) of these exemplary agents.

a monthly column entitled “The Real Estate Corner” for the Village Voice. Tom is also open to showing FSBOs.

Obviously Mr. Brennan’s legal acumen has been instrumental in his handling complicated transactions as varied as bankruptcies, the acquisition of foreclosed properties, 1031 Exchanges and sale/leasebacks, to name just a few.

Throughout his career he has amply demonstrated his skills as a negotiator, a strong leader, a team player and someone who could be relied upon to get deals done efficiently and competently.

Personal quote: “I think my legal background, wealth of real estate experience and leadership qualities are my most important business characteristics.”

His office number is **(760) 842-1470**

His cell phone number is **(760) 525- 1936**

Tom has no personal website, but networks in the (OHCC) community via the Village Vets, regularly volunteering at Camp Pendleton and “by word of mouth”

His email address is: thomasbrennan0@gmail.com



If the old bromide about success in real estate all comes down to one word: “location, location, location,” then it could be argued that **Cheryl Cannou’s** decision to sign on with The Property Shop, (a cleverly quaint name for a real estate firm) has certainly been fortuitous one, for she has spent some 25 years with The Property Shop. (Editor’s note: The Property Shop has been a part of the Vista business community for some 40 years. As quaint as the name of the firm is, where it is now housed is equally fascinating—a beautiful Victorian replica.



Cheryl’s rise to prominence in real estate circles is attributable to her hard work, integrity and accessibility. As she says, “I normally answer my phone, and if not, I return a call promptly.” Being knowledgeable, personable, dependable, responsive, and a good negotiator doesn’t hurt either.

Her clientele is fairly evenly split between listings and buyers. For listings, she uses several of the tried-and-true approaches to marketing like open houses, the MLS, flyers and networking with agents and affiliates.

The bulk of her transactions occur in the areas of Vista, Oceanside, San Marcos, and Carlsbad, but also in Bonsall, Fallbrook, and Escondido. In keeping with comps for these neighborhoods, her sales and listing niche is \$700,000 and under.

In addition to conventional purchases, her expertise extends to sales and listings of manufactured homes. Cheryl also has considerable experience with foreclosures and short sales, but she is not fond of the latter.

Perhaps, Cheryl’s strong suit is metrics, her ability to negotiate the sales price above list for sellers (with no concessions) and to “trim it” for her buyers.

Her cell phone number is **(760) 519-8760**

Her email address is cherylsellshomes@hotmail.com

If you are sending attachments the best bet is cherylsellsrealestate@cox.net

Both emails are connected to her smart phone

Her business address is: **The Property Shop Realtors**
1151 S. Santa Fe Ave.
Vista, CA 92083





Keri Cook's youthful appearance belies her extensive background. If you need your house sold quickly or are you looking for another home, rental properties, land or a commercial building—Keri can do that—easily and probably in record time. Being a SoCal native, and having lived in San Diego County nearly her entire life, she has a comprehensive in-depth knowledge of the environs and the real estate market.

Keri markets herself as a different kind of Realtor®. Sure, Keri is a tenacious, dedicated, caring and experienced professional, but that's not what sets her apart from other Realtors. Is it her advertising on social media? Is it her 20+ years of experience in Real Estate Development and Construction Management? Or is it her 15 years in the real estate sales? No, it is the combination of all of these things along with her sincere desire to help that enables her to offer services that few other Realtors can provide:

"While I love helping my clients find their perfect home and/or sell the one they are in, I also work with General Contractors to help you build your dream home on the land of your choice. From modular to stick-built, I can help you get your dream home built and stay within your budget!"

For those who are in financial distress she also offers the following:

"If you are in jeopardy of losing your home, or know someone who is, I also have a long list of all cash buyers ready to buy your house today. I can sell your home, close as quickly as you need to, and save your credit from a foreclosure."

As your Realtor, she says her philosophy is to guide her clients through the buying or selling process, taking the time to make sure they understand every step of the transaction, so that her clients are able to make informed decisions.

To ensure this, she works with only top service providers for Title, Escrow, Property Inspection and Home Warranties. By doing so, it more or less guarantees that your transaction flows smoothly, closes quickly and mitigates the routine stresses that are a part of any real estate transaction.

Keri's firm is The Agency Realty. She is willing to go beyond what your expectations are in the service of your real estate needs while doing so professionally and cheerfully. As she puts it:

"Because real estate transactions don't stick to regular business hours, I am available to help you most of the time and on your schedule, doing what is necessary to get the job done."

As a result of her commitment, energy and zeal, Keri has received a 100% satisfaction rating from her clients, and has garnered numerous awards over the years, among them:

*Top Producer Award
Pacesetter Award
Quality Service Pinnacle Awards
Gold Medallion Awards*



Personal quote: "While Real Estate is how I earn my living, it is not the paycheck that motivates me to do my best for my clients—it is the gratification of seeing their dreams and goals met and having a large part in that success!"

Keri's firm is **The Agency Realty**.

Her office email address is: kcook@theagencyrealty.com

Her cell phone number is (760) 533-8111

Her website is: www.kericook.net

Her email address is: keri@kericook.net





Steve and Carol Davis bring a unique background and experience to serving their clients in real estate. Their real estate career began in 1975 when Steve and Carol purchase 54 acres of land, subdivided the land, and sold off the parcels. They were 23 and 24 years old at the time.

Steve is the Broker of Davis Coastal Properties; Carol Davis and Matt Prykryl round out his team of sales associates. They all pride themselves in personal service built on years of experience. They are personally involved from start to finish with their clients transactions. They do not hand off any part of the work to others. Old fashioned values using today's advanced technology sets Steve and Davis Coastal Properties ahead of most Realtors.

Steve and Carol moved down to Carlsbad 8 years ago after their daughter Erica Davis was paralyzed. Many recognize Erica as the first paralyzed woman to summit Mount Kilimanjaro in Africa and the 2012 USA Para-triathlon champion. They sold their successful Realty World franchisee in Lodi California when Erica needed to move to Carlsbad and they are truly blessed to live in such a great area.



Steve graduated with a degree in Industrial Education with emphasis in engineering and architecture. He and Carol have built homes, remodeled homes, developed a Real Estate Investors Club and have held positions of leadership in the local association of Realtors.

Steve, Carol and Matt work primarily in Oceanside and Carlsbad.

Their office number is **(760) 473-2509**
 Their website is: www.DaviscoastalProperties.com
 Their email address is: DavisCoastalProperties@gmail.com



Peter Freundlich is a broker/Realtor that is both genial and aptly named. A Deutsche-speaking friend of mine informed me that "freundlich means "friendly" in German. Fittingly, Peter is bilingual and speaks German. His experience is both lengthy and varied stretching some 45+ years in real estate. In his early 20's, he managed to work his way through law school by selling real estate. By 1970, along with 3 partners, he opened what is believed to be the first franchised real estate operation in the country. In the span of six years, it grew into a 30-office chain with Peter serving as Executive Vice-President and General Manager. Since the 70's Peter was involved in sales management and marketing for some of the largest and most prestigious companies in California. For a number of years he was the nine-state regional manager for a large national real estate franchise company.



Today, listings account for about 90% of Peter's real estate business. He utilizes his unique system of marketing expertise principally in the areas of Oceanside, Vista, San Marcos, Carlsbad and Fallbrook. His sales niche is in the range of \$250k to \$750k. Given his legal background, he is conversant with short sales, foreclosures, 1031 exchanges, corporate relocations and working with age-restricted communities. In addition, Peter is well-acquainted with various government programs like FHAs, VAs, HomePath, etc. He lists "being a good negotiator" and his marketing expertise as his personal *fortes*. He is a member of the California and the National Association of Realtors as well as the Realtors National Marketing Institute.

Personal view: Peter believes many agents do a poor job in marketing properties for sale. He encourages people to interview him and discover the difference.

His office number is **(760) 295-1265**
 His cell phone number is **(760) 213-0047**
 His website is: www.see-homes-online.com
 His email address is pfreund@cox.net

Peter Freundlich
 your friendly neighborhood realtor



Although, “*Se habla español*” is not on **Alicia Oliger’s** business card, it might be a worthwhile adjunct as she is one of the two Spanish speaking realtors that I know.



Alicia is a veteran realtor with 27+ years of experience. She has spent the last 7 of those years in Oceanside working for Ocean Hills Realty. Being patient, and personable, not to mention being a good negotiator has contributed to her success as both a listing agent and a buyer’s.

Alicia enjoys selling real estate in Oceanside Carlsbad, San Marcos. She started her real estate career in Glendora and still handles the occasional Glendora sales for her family and friends there. Having an SRES certification and being an OHCC resident have been of inestimable assistance in selling innumerable properties here and in other age-restricted communities: Working with seniors and retirement communities are a natural fit for her. She also purports a “fluency” in FHA transactions and prides herself on being knowledgeable and ethical. What distinguishes Alicia from other agents is that while they are willing to go the extra mile for clients she will go “the extra mile plus.”

Personal quote: “My clients become my friends. We stay closely in touch.”

Her office number is **(760)-758-1054**
 Her cell number is **760-994-6903**
 Her website is: **under construction**
 Her email address is: alicia.oliger@att.net



Christian Ostergaard, along with his father, owns Ocean Hills Realty which is responsible for the lion’s share of sales in the 1633-unit development known as the Ocean Hills Country Club (OHCC). Despite the company’s many listings, Christian functions as both a buyer’s agent and listing agent. The Ostergaards go the extra mile with their listings, checking to make sure that vacant properties are maintained. Since the OHCC is an age-restricted community it has afforded him more experience than most realtors in being sensitive to the needs and concerns of seniors. He utilizes open houses, the MLS, the internet, signage and networking to market his listings.



He is one of the few bilingual agents on the list that as he put it “speaks un poquito Spanish”. In the event, that Russian is your native tongue, his wife, Larisa is fluent in that language as well. In accordance with the price range of homes in the OHCC and the surrounding areas, Christian’s sales niche runs upwards from \$250 to 800K. The cities that he shows property in are mostly Oceanside, Carlsbad, & Vista. He is familiar with conventional purchases and Home Equity Conversion Mortgages (HECMs) or reverse mortgages. When I asked him if he had any particular trait or quality he’d care to add, he gave one that no other realtor mentioned—patience. It is no doubt a quality that is much appreciated by his buyers. He cares about his clients.

His direct line is **(760) 419-1386**
 His email address is costergaard@cox.net
 His website address is: www.oceanhillsrealty.com





If you are interested in buying a home in Ocean Hills, are a senior, or looking to buy a home in an age-restricted community, **Fred Ostergaard** is your man. He's been in the business as long as he's been in the area, having founded Ocean Hills Realty (OHR) some 21 years ago. It began as a family affair with his wife, Penny, and their son, Christian, comprising Team Ostergaard. Team Ostergaard has grown to include 10 other agents that comprise Ocean Hills Realty. Representing both sellers and buyers in the OHCC is a natural fit for Fred since he not only resides there, but along with fellow realtor (and son) Christian are the #1 Ocean Hills selling team with Fred accounting for 21 of those sales in the past year.

For his sellers, Fred has developed a very extensive marketing plan. He recommends workmen for maintenance and repairs and staging advice to enhance "curb appeal". He believes in getting maximum exposure for a property via the Multiple Listing Service, Realtor.com, the Ocean Hills Realty web site, virtual tours, other OHCC residents, word of mouth, open houses, flyers, photos, etc. to insure a rapid sale and at a better price. His sales niche approximates the conforming and high balance limits of most of the homes in Ocean Hills—in the \$300k to \$700k range. He has a "Can-do" and "Will do" attitude that his clientele appreciate. A man of strong conviction and high principal, he lets his closed transactions speak for themselves.



Personal quote: "We are the best! Fantastic." (Fred doesn't mince words).

His cell phone number is: **(760) 505-3802**

His email address is: ostergaard1@cox.net

His website address is: www.oceanhillsrealty.com



Don Strickland is a real estate agent that is comfortable with either side of a transaction, whether it be to list your home or if you need an agent to represent you in a purchase transaction. Naturally, being a resident of the Ocean Hills Country Club, representing seniors and buyers and sellers in age-restricted communities is a particularly apt fit for him. His practice is by no means limited to these niches as he shows property throughout Carlsbad, Oceanside and Vista. He's also amenable to showing FSBOs, providing that there is a one-party agreement in place. The bulk of Don's sales are in the range of \$300,000 to three-quarters of a million. To help move the merchandise, Don uses Open Houses, the MLS, print advertising and the internet.



Don is detail oriented making sure that Seller and Buyer agency duties are thoroughly understood and carried out promptly and confidentially. He is particularly adept at navigating clients through difficult counter offers and selling their homes in a timely manner regardless of the real estate climate. I have personally seen glowing letters of recommendation from former clients attesting to his experience, knowledge, courtesy and prompt response time.

Don and I have similar backgrounds in that prior to moving to Oceanside, we both worked primarily in Los Angeles and Orange counties. Furthermore, of all the agents at Ocean Hills Realty, it may be said that I see "eye to eye with" with him about most things—it may also have something to do with the fact that we're both about 6'4".

Personal quote: His pledge to "excellent service".

His office phone is **(760) 631-0996**

His cell phone is **(760) 505-0643**

His email address is: happyhomes4u2@cox.net





Last, but by no means least, is **Barbara Whisenant** and she has the awards and certifications to prove it: She is a 6 year winner as a 5 Star Real Estate Agent (in the March issues of San Diego Magazine. Among her certifications are SRES (Senior Real Estate Specialist) GRI (Graduate Realtor Institute), CHS (Certified HAFA Specialist, SFR (Short Sale & Foreclosure Resource). Barbara's also a graduate of the Lions Gate Certified Short Sale & Foreclosure Financial Network. As impressive as her accomplishments and accreditations are, she has managed to do all of this in just the past 11 years. She's also a realtor after my own heart in that she also publishes a monthly newsletter and has her own website www.Homes4SaleSanDiego.com



Ms. Whisenant specializes in serving the needs of buyers and sellers in Carlsbad, Oceanside, Vista, San Marcos and other North County San Diego communities via the RealtyOneGroup. Being the consummate professional, she's a member of the National Association of Realtors; the California Association of Realtors; and North San Diego County Association of Realtors. Though she works both as a listing agent and a buyer's agent she freely acknowledges that she prefers being a seller's agent.

In her career, Barbara has dealt with a variety of purchase and listing transactions involving FHAs, VAs, short sales, HomePath, My Community and CalHFAs. Her sales niche is most anything under three-quarters of a million. When it comes to marketing, Barbara uses the MLS, print advertising, the internet, networking and mailings to get her inventory "in front of eyeballs". She is a truly prodigious networker with literally hundreds of connections on facebook and LinkedIn. Barbara is not only willing to show FSBOs, but she states that she will also advertise them. As for references, she says, "Sure, many can be found on LinkedIn or her website.

She prides herself on her ethicality. In response to my question: How are you different from the competition? Her answer: "I won't do "anything" to make a sale. I always work in my client's best interest." Barbara was the only agent that listed the following metric 1: 1.05 meaning that she is able to "upsell" a property for about 5% more than the listing price.

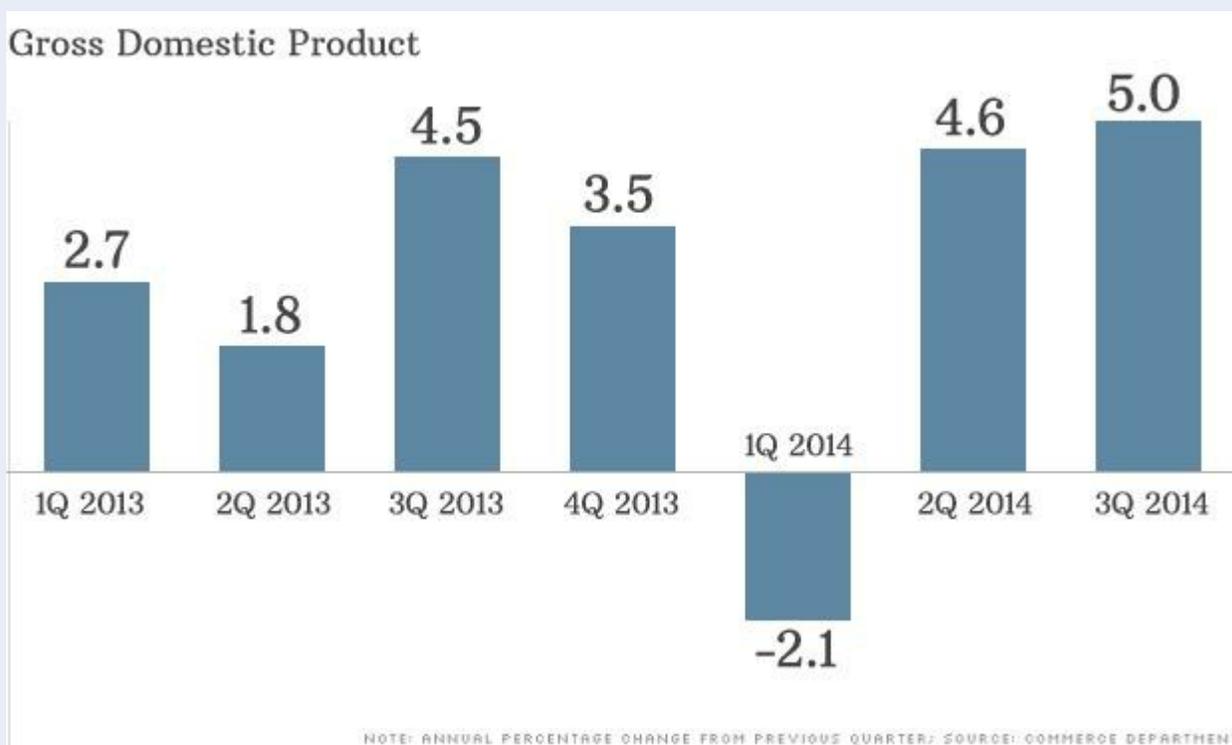
Personal quote: "I am calming in a stressful situation, honest, friendly, helpful, and knowledgeable. Most all of my clients have become my friends."

Her cell phone number is **(760) 583-2107**
Her email address is barbarawhis@gmail.com

Her business address is: **Realty One Group**
2701 Loker Ave West #150,
Carlsbad, CA 92010



U.S. ECONOMY GROWS AN INCREDIBLE 5% IN THIRD QUARTER



The American economy had a smooth summer. Gross domestic product increased 5% between July and September, according to the U.S. Commerce Department. It exceeded analysts' expectations and offered more proof of an economy gaining momentum. Analysts had only projected GDP growth to hit 3% this quarter, according to data from FactSet. The GDP report reflects a widely held view that employment is picking up. More jobs mean higher incomes and spending, economists say.

Economic growth dropped 2.1% the first quarter because the extremely cold winter (remember the Polar Vortex) kept many businesses and schools closed for days and people inside their homes. The weather also lowered exports to other countries.

Second quarter GDP rebounded well, posting 4.6% growth from the same time a year ago. The GDP news came on the heels of the Federal Reserve's announcement to end its bond-buying stimulus program now that the economy is improving. Economists viewed the Fed's decision as a mostly positive

The GDP report shows some bright spots. Government spending, often lagging behind in the recovery, hit its highest quarterly mark since 2009. Exports also showed a healthy gain in the third quarter compared to the same time a year ago.

The IMF forecasts that the U.S. will have 2.3% GDP growth for the year. So far, the nation appears to be on track for that. It's a lot higher than Europe and other parts of the world that have been hit by geopolitics and slowing growth such as Russia. Europe's slowdown could also be a drag for the U.S., although so far the impact has been modest.

The big concern for next quarter is holiday spending. Americans are clearly buying more, but it's still not a level investors and economists want to see to feel confident that the worst is behind. Falling oil prices could help shoppers and savers. The majority of Americans now have under \$3 a gallon gas.



RATE SUMMARY

In the past 30 days, Rates fell by an eighth across the board.

*Conforming programs - an 1/8th better ↓

*Jumbos - an 1/8th ↓

*Governments - no change =



FOR CURRENT INTEREST RATES FOR THE 16 MOST POPULAR PROGRAMS GO TO:

www.mortgagestraighttalk.com The rate sheets are updated every Friday.

MORTY'S MAILBAG

There were no letters in the mailbag, this month.

Recipients of the newsletter are invited to Ask Morty any real estate or financing questions. The answer to the question will be answered either by phone or email and posted in the next issue for the benefit of all. Questions may be forwarded via mail phone or fax. Due to the high incidence of **spam**, if you email me a question it needs to be identified as a "real estate question" on the subject line of the email. (See front of issue for phone and fax numbers). Morty's email address is morty@mortgagestraightTalk.com

BEST BUYS THIS MONTH

- Conforming 15-yr. fixed @ 2.750%
- Conforming 5/1 ARM @ 2.500%
- High Balance Conforming 15Yr. fixed @ 2.875%
- Jumbo 5/1 ARM @ 2.750%
- FHA Conforming 15 Yr. fixed @ 2.750%
- VA Conforming 15 Yr. fixed @ 2.750%
- DU Refi Plus 30 yr. fixed @ 3.625%



I ALSO DO:

- **COMMERCIAL LOANS** (more than 4 units)
- **"HARD MONEY" LOANS**
- **REVERSE MORTGAGES**
- **FOREIGN NATIONALS**
- **DELAYED FINANCING**
- **STATED INCOME LOANS**
- **MANUFACTURED HOMES**
- **ASSET DEPLETION LOANS**



MORTGAGE MIRTH

You do not need a parachute to skydive.

You only need a parachute to skydive twice.

