

ROSENTHAL CASE STUDY

20308 ESTUARY LN
NEWPORT BEACH, CA 92660



THE SITUATION

A bank we do business recently foreclosed on a home in a gated community in Newport Beach, CA. The former owner still resided in the house and had no plan of leaving anytime soon.



THE ASSIGNMENT

Protect the asset's value, mitigate risk to the bank, sell the asset for the highest price possible, and last but not least, prove it.



THE CHALLENGE

We needed the prior owners out of the house ASAP and for them to leave the house in good condition. If we don't treat the former owners with respect, the likelihood of the house being left in good condition diminishes. Disgruntled former owners have been known to cause tens in thousands of dollars in damage

THE ROSENTHAL REAL ESTATE ADVOCATES WAY

Taking the lead role, we worked with the bank and its attorneys and then approached the former owners at the property to discuss a resolution. Our respectful approach and legal proceedings led to the property being vacated and left in excellent condition. Preserving and protecting asset value is huge and one that often gets overlooked. Egos get involved and often lead to disastrous results. Traditional brokers do not have this skill set.

PREPARING THE PROPERTY FOR SALE

We create value. Unlike traditional brokers, we hire and manage contractors to make necessary repairs so that we can maximize its sales price and reduce time on market. Because this house was left in such good condition, we only needed to have some debris removed and the house and carpets cleaned.



STORYTIME

The Rosenthal Real Estate approach to Marketing and Selling. How did we quickly sell the house for full price? The house had numerous challenges that many thought were impossible to overcome. So how'd we do it? We told a short story highlighting proving our property represented excellent value. The story: "Where else can you buy a newer home located in a beautiful gated community with a Newport Beach address for less than a million dollars?" The house went into escrow a few weeks after it went on the market and closed escrow about 24 days later.



THE MORAL OF THE STORY

Mitigate risk, preserve asset value, tell a damn good story and watch the magic happen



RESULTS

Everyone was crazy happy and we even have a letter from the Buyer's broker to prove it. Love it! So says the agent representing the Buyers "David's enthusiasm, transparency, patience, and professionalism were so great that we were quickly able to overcome challenges and close early to the complete satisfaction of my clients."

