

To Whom It May Concern:

Since 1997, I have twice had the occasion to enlist the skills of Juliana Lee on real estate transactions.

In 1997, in targeting Palo Alto as the location of my next home, I learned the hard way that to be successful in a tough market, it takes a real estate professional of great skill, having significant experience in the targeted market area. In switching to Juliana, I found in her the professional qualities and experience that distinguish her as highly successful. Juliana is organized, responsive, efficient, and effective in assisting a client in finding and buying a home. She possesses great diplomacy in dealing with people, and listens carefully to her client's needs and concerns during a process that is generally a fairly stressful situation for most people. Her overall talent and experience as a real estate broker helps reduce that stress considerably.

In the Spring of 2004, though my concerns as a seller were completely different, there was no doubt that Juliana's capabilities were matched to the task. Juliana has numerous resources to help a seller with various aspects of a sale, such as repair or staging. Additionally, though the sale had a series of challenges to keep it on track, Juliana was on top of the issues regularly, and I credit her entirely with making the sale a success. .

Over the years, I have noted how Juliana continues to evolve new tools and approaches in order to best serve her clients in a competitive market. As an example, her use of the Internet to provide timely information and updates on web sites is very progressive. This tool enables her clients to learn quickly, conveniently, and stay current with the real estate market, which can move quickly.

In closing, I believe that if your need is either buying or selling real estate, you will be very pleased to work with Juliana Lee.

Sincerely,

Sally Swedberg, Ph.D.