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Buying Before Selling

Working With The Harrison Team Homeowner Feels Confident Taking Risk

San Francisco, CA – July 16, 2007 – What happens when you find the upgrade home of your dreams in the ideal San Francisco neighborhood and still have a condo to sell? For many homeowners, this is a scary proposition. To take on two mortgages, however temporary, is enough to stop some investors in their tracks. For Juliette Noh, a 32-year-old, single professional, this situation is a calculated risk that will bring her financial rewards. Noh currently owns two homes in San Francisco.

“For any inherently desirable property, demand will always outstrip supply in San Francisco, so I have no real concerns about buying before selling my current property,” said Noh, who commutes to the South Bay and really wanted to find a home in Bernal Heights for the nice weather, panoramic views, freeway accessibility and proximity to a great dog park.

With the expert strategic planning and negotiating skills of her long-time REALTORS® Linda Harrison and Ellen Anderson, Noh is confident her dual property ownership days will be short lived. These two Pacific Union GMAC Real Estate top producers are The Harrison Team, and they helped Noh buy her first home three years ago – a condominium in the Duboce Triangle part of the City.

Noh loved the one bedroom, one bathroom condo The Harrison Team found for her and her two dogs and cat. There are no shared walls, homeowner’s fees, or restrictions on pets. The pluses are a sizeable yard with a deck and hot tub, and two parking spaces. It was just recently that she began to entertain the idea of having more space.

Noh wanted to up-size to a single-family home near Bernal Heights Park. So she returned to The Harrison Team for assistance. Thanks to swift action and personalized attention provided by the Team and constant monitoring of the Multiple Listing Service for Bay Area properties, Noh found the house she was looking for and bought it.

“We know just what type of property Juliette was looking for and got busy making it happen,” said Anderson. “Our main objective is to help her make wise and

informed real estate investment decisions. We offer strategy and solutions that ultimately help her build wealth over the long term.”

Specialists in luxury homes and investment properties throughout the world, The Harrison Team believes staying relevant as REALTORS® is all about integrating people and technology to deliver quality results. Using the Internet is a great option for investors like Noh to do their homework. Harrison said this helps buyers and sellers feel confident and knowledgeable throughout the process of the real estate transaction. “They have a greater sense of what they want, what they can afford and where, and realistic expectations of what is happening in the marketplace,” she explained.

“There is officially a happy ending to my story,” said Noh. Her condo was just sold thanks to The Harrison Team on the job. Noh received over asking price and “sailed through the close of escrow.”

The Harrison Team, based in Pacific Union’s Presidio office, offers a full array of real estate services and investment strategies designed to endure and compliment client portfolios for life. Both Harrison and Anderson are skilled negotiators and talented deal closers, representing buyers and sellers throughout the Bay Area and throughout the world. For information, call 415.345.3023 or visit online www.TheHarrisonTeam.com.



The Harrison Team

Buy with knowledge. Sell with confidence. The Harrison Team specializes in San Francisco luxury homes and investment properties throughout the world. As leader of The Harrison Team, Linda Harrison is a managing broker with Pacific Union/GMAC Real Estate who serves on the boards of the San Francisco and California Associations of REALTORS®, and the Chinese Real Estate Association of America. Working with business partner Ellen Anderson, an active and top producing REALTOR® at Pacific Union and past president of the San Francisco Women's Council of Realtors, The Harrison Team offers a full array of real estate services and investment strategies designed to compliment client portfolios for the long term. For more information, call 415.345.3023 or visit www.TheHarrisonTeam.com.

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