

**HOME INSPECTION:** WHAT EVERY HOME SELLER NEEDS TO KNOW BEFORE LISTING THEIR HOME

# REAL ESTATE TIMES TODAY *in* SILICON VALLEY

July 2016

*Best*  
**CITIES**  
for RETIREES

**PRACTICAL**  
**LANDSCAPING**  
**ADVICE**  
THE **MOST** BANG  
FOR YOUR BUCK

**TINY**  
**HOUSES**  
CAN YOU REALLY  
**LIVE** IN ONE FOR  
THE LONG HAUL?

**BEYOND**  
**GRANITE**  
NEWEST TRENDS  
IN **KITCHEN**  
**COUNTERS**

JULY 2016

\$9.95 US



# Kapalua Real Estate Services

**Makes Real Estate Dreams a Reality**





# Kapalua Real Estate Services

## MAKES REAL ESTATE DREAMS A REALITY

**I**n the midst of a successful career in the high-tech industry, Linda Chu felt an irresistible draw to real estate. Her passion for buying and selling homes eventually won out—much to the delight of thousands of satisfied clients—and she's built one of the most effective realty agencies in the Silicon Valley/Bay Area in record time.

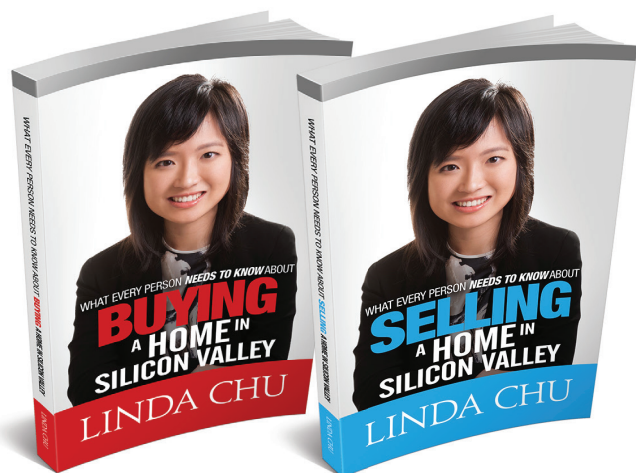
faith by launching Kapalua Real Estate Services.

The firm clicked from the start. Perhaps it's because clients get the best of both worlds: the power of an international marketing firm and the personalized service of a boutique office. Kapalua Real Estate Services works with both buyers and sellers, specializing in residential, commercial, new construction, 1031 exchanges and real estate investment. So no matter your interests, Chu and her team have the expertise to close the deal.

Many of those deals involve buying into the Silicon Valley/Bay Area market, which she characterizes as a sellers' market. Rent is high in the region, prompting many people to consider sinking their cash into a mortgage. With more demand

### Guaranteed Happiness

While happily pursuing a master's degree in electrical engineering, Chu found herself attending real estate conferences, workshops and seminars. And after moving to Sacramento for a job at Intel, she spent weekends and vacation days at real estate events all over the country. She finally gave into the inevitable. Chu earned a real estate broker and mortgage broker license, as well as a notary public license, while she was still in the high-tech world. In 2010, she made the ultimate leap of



*Linda Chu just published two new books on buying and selling real estate in Silicon Valley*



than supply, Chu says multiple-offer situations are common, even though sales prices have risen 30 to 40 percent above the pre-crash peak.

So what's a buyer to do? Rely on a seasoned pro to help navigate the turbulent waters.

"With buyers, we have one commitment, and that is to exceed your expectations while getting you the best possible price, terms and conditions when you purchase a home," Chu explains.

To do this, she's created a Buyer's Advantage Program that gets clients the most house for the least amount of money. A few of the benefits:

- **Love It or Leave It.** Buyers have up to 12 months to decide whether their new home is a keeper. If they're unhappy for any reason, Kapalua Real Estate Services will list the home for free.
- **Home Warranty.** There's nothing like a home warranty to give buyers peace of mind. That's why, if a seller won't provide one, Kapalua Real Estate Services will.
- **Full Mortgage Approval.** A full conditional mortgage approval gives you an advantage in negotiations. It positions you as a "cash buyer" in the eyes of the seller, making your offer more attractive in a market where multiple offers are common.
- **Home Finder Service.** Speed can be the difference between nabbing your dream home and missing out. Buyer's Advantage Program members get immediate property updates directly from the MLS listings (as if they were agents), as well as lists of homes that can't be found online.

Sellers aren't short-changed in the program arena. They receive VIP seller satisfaction guarantees and services like:

- **Clockwork Communication.** Get weekly updates on the progress of your sale and a return phone call within 24 hours of your call. If Kapalua Real Estate Services fails to do either of those things, they'll pay you \$100 cash.
- **Honesty.** Wild promises won't get your house sold, nor will an unrealistic price. The Kapalua Real Estate Services team will secure top dollar for you, but they won't lie about what that amount will be. In fact, they'll be upfront about everything from how they operate to what they will and won't do. That transparency includes a detailed, written Professional Service Agreement when you list your home. If they fail to honor that agreement, the firm will pay you \$500 cash.
- **Reality-Based Timetable.** Chu and her associates set a target timeframe for the sale of your home before unleashing their complete marketing program. In many cases, they'll sell it faster than the target. Either way, though, sellers know in advance what will occur during every step. And if Kapalua Real Estate Services can't sell your home, they'll buy it from you.
- **Qualified Buyers.** Thanks to systems that sift out unqualified buyers, you'll never have to leave your home for a showing unless it's for prospective buyers who are pre-qualified and genuinely interested in your home. If Kapalua Real Estate Services ever shows your home to a buyer who later says they can't afford it, they'll pay you \$500 cash.

## Putting in the Work

The purpose of all these programs is to provide the ultimate real estate experience. "Our guarantees demonstrate our commitment to clients," Chu says. "We work diligently to ensure that you're treated



*Sold in 9 days \$250,000 over listing*



*75 people at open house and had multiple offers*



*Over 1000 buyers in waiting in our database. Your home may already be SOLD!*



*There is NO risk and we offer performance guarantees to our clients (Conditions apply. Please call for details.)*



the way you want to be treated. We want you to be so glad that you listed or bought a home with us that you'll gladly refer us to your friends."

That's pretty much a guarantee. Kapalua Real Estate Services has a unique team system to ensure nothing is forgotten and nothing is left undone. From sales, administration, marketing, service repair, telemarketing and technology, their attention to detail creates outcomes that are unmatched by any other area Realtors.

In addition to foolproof systems, Chu believes part of the company's success is due to the flexibility of being an independent firm. "We own the company," she says simply. "We're in control and have the leeway to assist clients in ways that address their specific needs. As opposed to other agents, who may not have the final say, we can completely customize a package for each client."

Of course, after learning about their impressive statistics, you may not want to deviate from their usual plan of action. Kapalua Real Estate Service sells homes for an average of 9 percent over asking price. In the Silicon Valley/Bay Area, that comes out to about \$90,000 more. Speed is also important to most sellers, and Chu confirms her listings average only 10 days on the market.

She makes it look easy, but Chu says relentless, behind-the-scenes action is responsible for those kinds of numbers. "There's so much more to buying and selling a home than just putting a sign in the yard and writing contracts," she says. "That's why consumers need a real estate professional who goes above and beyond the usual systems, processes and services."

Chu believes a never-say-die (or never-say-former-client) mindset has been crucial. While many agents are focused on chasing transactions, she's a true "career agent" whose goal is to provide service and value to clients for a lifetime. And the specialized knowledge she continually cultivates helps her do just that. She and her team study market trends daily, attend training and seminars and travel the country learning new techniques.

But perhaps the most important tool in her arsenal is a genuine desire to make her clients' home buying and selling dreams come true. "Real estate is everyone's biggest investment, and I'm dedicated to making my clients successful," Chu insists. "It's especially rewarding for me when I help my clients find their dream home, when I get them the best deal and when I sell a client's home for top dollar."

Not surprisingly, she doesn't intend to stop anytime soon. In fact, her goal for the firm is to sell more than one house per day. But she also wants to give back a portion of what she's received throughout her career. From her occupation in the high-tech industry (which still interests her) to her marketing mentors at Intel and Fairchild Semiconductor, she's grateful for the people who've made her a better professional. In appreciation, she wants to become a life coach and real estate coach to inspire others and create opportunities for them to succeed.

In the meantime, she'll do what she does best: thrill clients. "Many agents think their most important job is satisfying the customers," Chu says. "I believe that satisfying the customer is just the minimum requirement."



## Getting the Job Done—FAST!

When you're ready to buy or sell, chances are you want it to happen quickly. Chu and her team at Kapalua Real Estate Services understand. And while their top priority is always helping clients find the right route for their unique needs, they go full-throttle to get a transaction done fast.

Sellers can breathe easy knowing that the firm doesn't stop at traditional marketing; they take it to a whole new level. "Our listings are on over 2,000 different websites, 24-hour hotline riders and video email blasts sent to our pool of buyers and other agents in the area," Chu explains. "There are also professional photos and a voice blast to qualified buyers."

Kapalua Real Estate Services has an exclusive—and staggering—155-step marketing program that's guaranteed to sell houses for the highest possible price, in the quickest amount of time, with the least amount of hassle.

Other companies may claim these results, but Kapalua Real Estate Services actually achieves them. And they have the satisfied clients and statistics to prove it. The company sells its clients' homes for an average of 9 percent over asking price. And because the median Bay Area home price is \$1 million, that translates to \$90,000 more in sellers' pockets.

If speed is important, it's tough to beat Kapalua's average of just 10 days on the market. But no matter how quickly a house sells, the point is that it will sell. They guarantee it. "We sell 100 percent of our listings," Chu says.

How does a boutique firm do that? It starts with Chu, who is a highly motivated, results-oriented Realtor. Then she adds in a team of premier real estate professionals who work together for the good of their clients. Plus, they never stop learning. "We're engaged 24 hours a day, seven days a week, and we know the market," she says. "Our firm has the tools, the flexibility and the passion to make every transaction the absolute best for our clients."



**Your Home SOLD GUARANTEED, or we will BUY IT!**

**Linda Chu**  
Real Estate Broker  
(408) 621-3296  
Linda@LindaChuHomes.com

Linda Chu Home Selling Team  
HOME OF THE 1 DAY LISTING AGREEMENT  
[www.LindaChuHomes.com](http://www.LindaChuHomes.com)



KAPALUA  
Real Estate Services, Inc.