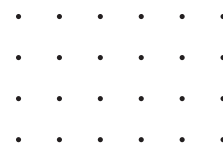


# Eileen Townsend



Eileen Townsend is the advocate, strategist, and leader you've hoped for in our fast-paced real estate market. Armed with perspective from a dozen of her own moves, and hundreds of home sales and purchases for clients, Eileen takes the mystery out of buying, the uncertainty out of selling, and much of the stress out of moving. Starting with your goals, Eileen delivers the information you need and the guidance you want. You will feel empowered to make wise decisions that maximize your return, knowing your interests are protected. In this high stakes Bay Area market, you should demand nothing less.

Having worked since 2003 under the Sotheby's and Coldwell Banker brands before embarking into the future of real estate with Compass, Eileen has been recognized among the top Realtors worldwide. Whether markets are rising, with scarce inventory and multiple offers, or shifting, with softening prices and unpredictable outcomes, she guides clients to successful closings – on time, on goal, and with as little stress as possible.

Now backed by the innovation, data and resources of Compass, fast becoming the Bay Area's leading real estate brand, Eileen steers your course with a unique combination of strengths:

- **A Homeowner and Investor:** Before making real estate her career, Eileen lived through two decades of executive relocation with her family, buying and selling a dozen of her own homes and investment properties in six states, coast to coast (three so far in the Bay Area). She sees what you see, feels what you feel, from a first-hand perspective.
- **A Career Communicator:** A former journalist and executive in agency and corporate marketing and PR, Eileen makes clear what may be new, complicated or confusing, whether it is about the property or the process. She knows where to uncover information you need, an effort sometimes overlooked or abandoned by others.
- **As a Listing Agent,** Eileen's marketing finesse identifies the most compelling attributes of your property and portrays strengths attractively and convincingly to the broadest possible audience. On price and timing, her strategy is data-driven to target desired results.
- **A Skilled Negotiator,** Eileen brings parties together, solves problems, and keeps your interests at the fore, whether you are her seller, or her buyer.
- **Experience:** Hundreds of closings with seller, buyer and investor clients, through stable, peaking and troughing markets, enable Eileen to anticipate the challenges and strategize solutions in nearly any nature of real estate transaction.
- **Demeanor:** Clients and colleagues call Eileen "the calm in the eye of the storm" of real estate.

For the strategy, perspective and the compassion of having walked in your shoes, personally, in nearly any real estate endeavor you face, call Eileen Townsend for your next real estate need. You will discover the difference you've been seeking.

**Top Performance** - Accepted into the Bay Area's Top Agent Network for performing among the Top 10% of Realtors in this market, Eileen has been a top producer throughout her career. While at Coldwell Banker, she consistently ranked as International President's Elite, the top 2 percent among more than 95,000 CB agents worldwide. She was named Rising Star her first year in the business, then with a Sotheby's franchise.



**Luxury Certified** - Groomed in Real Estate beginning in 2003 as a member of a boutique luxury firm, Eileen later earned Coldwell Banker's Global Luxury certification for masterful management of high-end purchases and sales. Now with Compass's in-house marketing and design talent, Eileen continues the privilege of offering luxury clients and properties the benefits of premier property preparation and sophisticated marketing.



**Certified Residential Specialist** - For more than a decade, Eileen has maintained this credential held by just 5 percent of Realtors. Required is extensive continuing in-depth education in important real estate issues after completing a requisite volume of property sales. The CRS organization is dedicated to best practices and cutting-edge knowledge and execution in real estate issues, ethics and procedures.



**Accredited Buyer Representative** - In a consumer environment sometimes characterized by nuances of "let the buyer beware," an ABR has undergone practical training to ensure the ability to see issues and a transaction through the buyer's eyes and to advocate for the buyer's position. Holding this designation since the early 2000s, Eileen has found this benefit selling clients and buyers, enabling her to strategize and negotiate with a deeper understanding of both parties' perspectives.



**Realtor-Broker** - Not every real estate agent is also a Realtor, committed to a Code of Ethics set forth by the National Association of Realtors and supported by our state and local boards. Eileen is a member of the NAR, California Association of Realtors, the Oakland Berkeley Association of Realtors, and Bridge MLS. Eileen also held a Broker's license in the State of Vermont for 15 years, requiring continuing education surrounding the business management and ethics of practice.



**Coaching and Community** - Eileen maintains leadership perspective in this ever-changing profession by committing to on-going private business coaching with the Mike Ferry Organization, and has undergone prior best practices coaching with Larry Kendall, founder of Ninja Selling. Equally committed to immersion in her local community, she is a graduate of several Leadership Institutes, most recently the Berkeley Chamber of Commerce's Leadership East Bay. She regularly serves in board capacity for causes she holds dear, currently as a board member for the University of Delaware Bay Area Alumni Association, and in the past on boards of civic, arts, business and education organizations.



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**Eileen Townsend & Team**  
The difference you've been seeking



# Client Testimonials

"We knew our home needed some updates to prepare for sale but wanted to keep our costs down to a manageable level. Eileen recommended a company to review the home and make recommendations. They were an excellent company and provided quite a few options and costs to consider. Although, honestly, some of the recommendations didn't make sense to us. Would that update really be beneficial? Would this update really be worth the expense? With Eileen's experience and expertise, we were able to work out the best combination of improvements that would both fit within our budget as well as appeal to prospective buyers. The home looked wonderful when all the work was done, and we received top dollar! That's a testament to Eileen's knowledge of the market and her ability to balance all of our needs in this process. We appreciate Eileen's attention to detail, willingness to answer all of our questions and ability to make us feel like we were always her top priority. She's got a great personality and excellent communication skills. You can't go wrong having Eileen as your representative."

- Pilly sold a home in Berkeley, June 2019
- LP: \$998,000, SP: \$1,350,000, 5 Offers

"Eileen is great to work with; she is incredibly knowledgeable about the market in the Bay Area. She led us through the process, provided with great insights, contacts for staging, and other incidentals. She gave great advice and helped us make the most out of the sale of our property. We would not hesitate to recommend Eileen or use her services again!"

- Missy sold a condo in Berkeley, August 2018
- LP: \$525,000 SP: \$675,000, 4 Offers

"Eileen was a joy to work with. She assessed our home and determined that a design transformation was the best option for us and connected us with an excellent firm that did a masterful job. She also helped us with the process of deciding which improvements were worth spending money on. The coordination between Eileen and the remodeling team was very smooth, and they were always on the same page. The transition to taking photos, putting the house on the market, and holding open houses and offering tours was entirely orchestrated by Eileen and went like clockwork from our perspective. After just a few weeks we had many offers, and Eileen took care of negotiating some of them up on the same day. We were thrilled with the outcome which exceeded our expectations by a long way. Eileen was always very professional and positive through the whole process, and I was impressed with her skill and insight at every."

- Geoff & Edith sold a home in El Cerrito, March 2018
- LP: \$895,000, SP: \$1,225,000, 9 offers

"Eileen helped me sell my home in El Cerrito, CA. She is great to work with...professional, friendly, hardworking, great communication - very effective. Has a great understanding on what I needed to do to prepare for the sale, worked within my budget, and house sold with a tight timeline. I highly recommend Eileen if you want a great agent!"

- Candy sold a home in El Cerrito, April 2018
- LP: \$799,000, SP: \$965,000, 6 offers

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"Eileen Townsend has been a pleasure to work deal with from beginning to end in the process: efficient, smart, on the ball, professional, and moreover a delight to talk to."

- Deniz sold a home in Alameda, October 2018
- LP: \$1,095,000, SP: \$1,450,000, 11 offers

"We were very pleased with Eileen's help in finding our new home in Berkeley. She was a pleasure to work with – very organized and responsive. She really knows the market and how to get an offer accepted (so important in Berkeley where there are multiple offers on every property right now). Highly recommended!"

- Kyle and Liana purchased a home in the Berkeley Hills, February 2019
- SP: \$1,025,000

"I am a loan agent, and this is my first time writing a review on Yelp. I recently worked with Eileen on a condo purchase. Eileen was the buyer's agent. From my view, Eileen got a good deal for the client. It was appraised at \$750K and Eileen got it at \$720K. During the transaction we had some bumps, but Eileen was so positive and followed up closely with all parties to make the transaction go through. I'd say she is the top 5 among all realtors I have worked with."

- Flora represented a buyer in Berkeley, July 2017

"I went through an executive relocation and she helped on all details of the transaction. She is highly motivated, and I always felt she worked for my interests. I recommend her without reservation."

- Christian completed a relocation to Marin County, 2014

"I was impressed with Eileen's marketing strategy, professionalism, and her eagerness to show the house. In the end, it paid off as the house sold quickly. I am very happy with the representation and marking, as well as the aggressiveness that was paid to my house to sell it."

- Eric relocated to San Francisco, 2018

"Eileen Townsend is a highly experienced professional with a deep knowledge about the market. When we first connected with her, she asked great questions about our family's needs and preferences. She can 'talk' everything from heating, plumbing, and roofing, to painting, pricing, and pools. Her connections to a wide array of housing fixers and financial experts is impressive. If you want someone you can count on to respond promptly with warmth and smile, call Eileen."

- Jane combined households with her daughter, 2015

## Recent Listings & Sales

Address	City	Listing Price	Sales Price	Offers	Represented
2024 Prince Street	Berkeley	\$1,098,000	\$1,200,000	4	Buyer
1518 Carleton Street	Berkeley	\$998,000	\$1,350,000	5	Seller
770 Cragmont Avenue	Berkeley	\$1,350,000	\$1,775,000	5	Buyer
1 Avenida Drive	Berkeley	\$969,000	\$1,025,000		Buyer
7 Virginia Gardens	Berkeley	\$895,000	\$1,250,000	9	Seller
550 Gravatt Drive (land)	Berkeley	\$450,000	\$450,000	2	Seller
550 Gravatt Drive (land)	Berkeley	\$295,000	\$265,000	1	Buyer
8 Chancellor Place	Berkeley	\$2,799,000	\$2,269,000	2	Seller
1741-43-47 Russel Street (comm)	Berkeley	\$1,495,000	\$1,660,000		Buyer
2840 Grant Street	Berkeley	\$1,100,000	\$1,000,000	1	Buyer
1504 Carleton Street, Unit A (condo)	Berkeley	\$525,000	\$675,000	4	Seller
1530 Martin Luther King Jr. Way	Berkeley	\$1,295,000	\$1,295,000	1	Seller
2814 Hillegass Avenue (condo)	Berkeley	\$649,000	\$720,000	2	Buyer
3117 College Avenue (condo)	Berkeley	\$649,000	\$650,000		Buyer
2233 McGee Avenue (condo)	Berkeley	\$545,000	\$707,500	7	Seller
37 Kerr Avenue (new construction)	Kensington	\$1,795,000	\$1,795,000	1	Seller
16 Kerr Avenue (fixer)	Kensington	\$795,000	\$915,000	7	Seller
3 Highgate Court	Kensington	\$1,495,000	\$1,510,000		Seller
1624 Oak View Avenue	Kensington	\$799,000	\$930,000	4	Buyer
11732 Cranford Way	Oakland	\$910,000	\$1,070,000	3	Buyer
3428 Adeline Street	Oakland	\$525,000	\$720,000	13	Buyer
613 18 <sup>th</sup> Street (condo)	Oakland	\$550,000	\$627,000		Seller
3116 Adeline Street, Unit 103 (condo)	Oakland	\$525,000	\$576,000		Seller
265 Adams Street	Oakland	\$999,995	\$1,192,500		Buyer
619-621 Oak Street (duplex)	Oakland	\$739,000	\$785,000		Seller

1726 19 <sup>th</sup> Avenue	Oakland	\$499,000	\$717,000	6	Buyer
3036 California Street	Oakland	\$769,000	\$1,175,000		Buyer
5808 Fleming Avenue	Oakland	\$699,946	\$750,000		Buyer
6835 Thornhill Drive	Oakland	\$875,000	\$1,020,000	4	Seller
5700 Chelton Drive	Oakland	\$1,199,999	\$1,600,000		Buyer
4417 Shepherd Street	Oakland	\$850,000	\$925,000	4	Seller
4370 Norton Avenue	Oakland	\$850,000	\$1,000,000		Seller
1536 Prescott Street (new construction)	Oakland	\$799,990	\$869,556		Buyer
1430 1 <sup>st</sup> Avenue Place (duplex)	Oakland	\$799,000	\$955,000		Buyer
1354 Contra Costa Avenue	El Cerrito	\$998,000	\$1,560,000	15	Seller
7505 Terrace Drive	El Cerrito	\$975,000	\$950,000	2	Buyer
7641 Terrace Drive	El Cerrito	\$895,000	\$1,310,000		Buyer
8666 Terrace Drive	El Cerrito	\$699,000	\$825,000	2	Seller
1531 Regency Court	El Cerrito	\$1,475,000	\$1,515,000	2	Seller
1235 Navellier Street	El Cerrito	\$875,000	\$1,225,000	11	Seller
8504 Roberta Drive	El Cerrito	\$799,000	\$965,000	6	Seller
6859 Snowdon Avenue	El Cerrito	\$895,000	\$1,150,000	4	Seller
339 Broadway, #305 (condo)	Alameda	\$579,000	\$589,000	2	Buyer
1316 Saint Charles Street	Alameda	\$1,095,000	\$1,450,000	11	Seller
5920 Bernhard Avenue	Richmond	\$695,000	\$855,000	5	Seller
6005 Bayview Avenue	Richmond	\$549,000	\$675,000	12	Seller
2639 Beach Head Way (condo)	Richmond	\$479,000	\$489,000		Seller
805 McLaughlin Avenue	San Jose	\$699,900	\$705,000		Buyer



# Client References

Goal: To represent clients according to their goals, financial wherewithal and desired timing... advocating for clients' best interests whatever market conditions or challenges present in the course of completing a transaction.

## Recent Sellers

Pilly O'Donnell, 1518 Carleton Street, Berkeley	510.917.3226
Gary Faber, 7 Virginia Gardens, Berkeley	510.504.6502
Geoffrey & Edith Gowan, 1235 Navellier Street, El Cerrito	510.230.7650
Kyle & Liana Vitale, 1 Avenida Drive, Berkeley	646.943.0498
Deniz Daldal, 1316 St. Charles Street, Gold Coast, Alameda	415.902.7660
Isabelle Gerard, 4370 Norton Avenue, Oakland	510.339.6615
Candy Smith, 8504 Roberta Drive, El Cerrito	510.705.1003

## Recent Buyers

Yayan Liu, 2814 Hillegas Avenue, C1, Berkeley	443.934.2272
Kathy Tsang, 3058 Fleming Avenue, Oakland	949.212.3297
Tracy & Andrew Ickes, 1624 Oak View Drive, Kensington	404.271.9126
Nick Mordwinkin & Desiree Wei, 7641 Terrace Drive, El Cerrito	650.798.4135
Mark and Leeanne Salavitch, 1 <sup>st</sup> Avenue Place, Oakland	925.337.5000
Deniz Daldal & Isabelle Gerard, 5700 Chelton Drive, Oakland	415.902.7650
Joseph Blythe, 3117 College Avenue, Unit 3, Berkeley	925.325.5699