



GREG NOVAK

Not Your Parents' Realtor

**RED
OAK**
REALTY



Greg Novak

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Realtor® · #1721382

WHAT HIS CLIENTS HAVE TO SAY...

“Greg is the best! **We are so happy we worked with him.** His attention to detail, professionalism and knowledge was very helpful in selling our first home. He made the process easy, low stress and he is fun to work with. We highly recommend his services. He is awesome and would give him 10 stars if we could!” – Jeff & Melissa Wilson

“His knowledge of the neighborhood, ranging from pricing to market timing, current color trends for paint and attention to detail were spot on. Greg came up with a plan for us without hesitation. And it was a success, **the house sold for cash in 10 days!** I highly recommend Greg. He is easy to work with, punctual, reliable judgment, and has a great network of contractors. You won’t regret it.” – Charles & Lenora Currat

“Working with Greg Novak, my sister and I found him to be extremely professional and honest in how he helped us approach the preparation and sale of the home our family has owned since 1965. His recommendations helped guide improvements to spruce up the house to make it presentable for sale without over-extending our budget. Greg made the process fun. **Our experience with Greg was so enjoyable, I certainly consider him a friend.** We highly recommend Greg Novak for anyone considering selling a home.” – Rick & Judy Haier

“Greg is an amazing Realtor and I’d recommend him to anyone. He helped us to sell my mother’s house and was so thorough about all the details and making sure we knew what to expect. The marketing plan for the house really set it apart on the market and we received several offers over the asking price. During the contract and escrow period he was detail oriented and made sure that everything was done properly, and was very communicative. **We really had a great experience working with Greg** and we look forward to working with him again next time we need a Realtor.” – Elizabeth Frye-Jeffress



NOT YOUR PARENTS' REALTOR

Greg will do all the things you would expect from the best Realtor: He will be with you every step of the way, from your initial meeting to familiarize himself with your home sale needs until he accompanies you to the escrow office for the signing of closing documentation. And Greg will remain your real estate resource long after the close of escrow. Where he really sets himself apart is in his dedication, experience and creativity.

Greg is Dedicated. Greg treats every client as if he has no other. It is his personal mission that his clients feel fully supported and that the transaction concludes smoothly to their full satisfaction.

Greg is Experienced. Greg grew up in, lives and invests right here in the East Bay. He managed condominium communities for more than a decade, so he knows how to navigate these complex sales. He has restored homes, so he has a great eye for spotting potential and avoiding headaches. Being a real estate owner and investor himself, Greg is acutely aware of our local market and how to keep an eye on the big picture while smoothly managing all of the details.

Greg is Creative. Greg is always looking for better technology and techniques for selling homes. This includes having a dedicated and strong online presence whether through social media or multiple real estate portals. He also embraces new technology to market homes including the latest in photography technologies like the use of video, drones and virtual reality to really set your home apart from the competition.

Greg is not your parents' Realtor.



Greg's Personal Mission Statement for Home Sellers:

“My goal is to expose your property to the highest number of qualified buyers in order to obtain a ratified contract with the best price and terms for you, in the shortest possible time.”

HERE'S HOW GREG WILL HELP YOU...

- Meet with you at your home to familiarize himself with your property and your needs so as to best prepare a professional market analysis
- Study comparable sales to develop the best price range of your home
- Discuss improvements that have the potential to best maximize your sales price in the most cost effective manner
- Help prepare disclosure documents...your best risk management tool
- Develop a custom, comprehensive marketing plan specific to your home and selling needs
- Arrange and facilitate multiple tours of your home such as a Red Oak agent tour, a Realtor broker tour(s), a neighbor open house, and multi-weekend public open houses
- Promptly follow up with agents showing your property and set the offer date
- Bring you all offers, prioritizing them with his opinion by the strongest so you can make the best and most informed decision on which offer to accept.
- Negotiate a contract with your best interests in mind
- Manage the escrow process, seeing that timelines are kept and promptly addressing any obstacles that may arise
- Coordinate and accompany you to the escrow/title office for the signing of closing documentation
- Remain your real estate resource long after the close of escrow

MORE ABOUT GREG

Greg believes very strongly in investing in the future and does so in a variety of ways. He volunteers as a counselor at Camp del Corazon: The Camp with a Heart. This nonprofit organization provides year-round experiential opportunities for children and families faced with the challenges of growing up and living with heart disease. This is highlighted by a week-long camp for children on Santa Catalina Island every summer.

Greg and his wife are also Bay Area real estate investors. They love investing in older homes and view each one as an art project, returning them to their former glory. As one tenant said upon seeing a renovated kitchen for the first time: “Oh my gosh! This looks just like my grandmother’s house!” He feels very strongly that neighborhoods move best into the future when older houses are revitalized and not simply replaced.

Greg loves spending time with his numerous nieces, nephews and godchildren. These experiences have inspired him to volunteer and donate to Children’s Fairyland in Oakland and YES: Nature for Neighborhoods which provides youth and families living in West Contra Costa County access to experiences in the natural environment. He also donates time and money to Roosevelt and Assumption elementary schools in San Leandro. He is also a member of The Lake Merritt Breakfast Club, which created Children’s Fairyland in 1950 and continues to raise money for the park.



ABOUT RED OAK

THE LARGEST INDEPENDENT BROKERAGE IN THE EAST BAY

We are an East Bay real estate company that understands how to navigate a home purchase or sale – challenges included. We support every client with a team of experts, prepared to do what it takes to make your real estate journey successful.

- Red Oak has been singularly focused on servicing our East Bay communities since 1976
- We live in your neighborhoods, we shop at local businesses, we send our children to the local schools
- Buyers move an average distance of just 15 miles from their current residence. We know where the buyers are coming from and how to reach them.
- Our agents and our offices are based right here in the East Bay, providing deeper insights and an intimate familiarity which result in a more personalized approach when selling your home
- Red Oak is a certified green business, as verified by the Bay Area Green Business Program



LITTLE KNOWN FACTS ABOUT GREG

- Two-time Board President: Sheffield Village Homeowners Association
- Board Member: Community Policing Advisory Board, City of Oakland
- Volunteer: Friends of the Oakland Fox Theater
- Volunteer: Habitat for Humanity
- Volunteer: Camp del Corazon, Children's Fairyland, The MacArthur Metro newspaper, The Art Deco Society of California, The Lake Merritt Breakfast Club and the Oakland Heritage Alliance
- Investor: Owns and self-manages numerous East Bay investment properties
- Trail Runner: Completed first marathon in 2015
- Creative Arts Degree: San Francisco State University
- Musician: Played with numerous Bay Area musicians and groups since the 1980's







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