

August 15, 2011

Joan Raley, Realtor
2425 Bass Bay Drive
Tallahassee, FL 32312

Dear Joan:

Thank you for the vast array of techniques you employed that resulted in the sale of our Tallahassee home! From the original listing; the signage; the MLS listing; your website; our own personalized mini-website and the ad in the Tallahassee Democrat, to getting our home on to the national scene via online real estate listing services. Each element played an integral role in the successful marketing plan you laid out and employed.

Your advice to us began with the issues of properly staging the house, a market analysis and price setting. Your insight was completely on the mark and you showed us how to present the home in a manner that was both visually pleasing and full of ambience. In a word, you made our house a "home" for prospective buyers to consider for themselves.

The proof is in the pudding. At a time in history when there were 240 properties for sale in our single Tallahassee zip code alone, your professional advice and efforts resulted in a sale in only 19 days! Then, after we moved away, you oversaw management of the property with meticulous care until our closing several weeks later.

We invite anyone that is considering the sale of a home in the Tallahassee area to call us personally at [REDACTED] We'll be glad to tell you the reasons why we believe that you'll want to choose Joan Raley as your realtor!

Sincerely,



November 20, 2010

To Whom It May Concern,

We first met Joan Raley about 4 years ago when we were visiting our son in Tallahassee. I was surprised that a business woman would give such personal attention to a previous client when they invited her to their home for a meal.

When we decided to move to Tallahassee recently the first person we contacted was Joan Raley. She was more than happy to help us find just the right house for our needs.

She advised us that it would be best if she chose the company in Iowa to sell our home and choose the realtor as well.

As it turned out, we had the best realtor and company available to help sell our home. Joan made many phone calls to both us and the realtor of how we may help speed the selling process along.

Joan had several homes picked out for us when we made a special trip to Florida as soon as we had a buy for our home in Iowa. Joan's wisdom and tack (as well as our son's house hunting ventures) were tremendously helpful for us to quickly purchase a home.

Joan has been a good friend as well as a competent realtor. She was so helpful in our offering an acceptable price to the owner and contacting all the movers, insurance agent, banker, and how to remove the diseased tree in the back yard as well as various smaller things.

Sincerely,

Pat + Co

I first contacted Joan while I was at the end of a deployment in Iraq. I was relocating to Tallahassee soon and wanted to begin a dialogue with a Realtor local to the area so I searched Realtor.com for agents and Joan's credentials appealed to me. I emailed her and we spoke on the phone soon after that. We got acquainted, discussed what I was looking for, and set up an appointment for when I returned state side. I previously lived in Tallahassee so I knew the area and I was doing a lot of my own research prior to contacting Joan since I knew where I wanted to live and what I was looking for.

Joan and I had been emailing back and forth with the property research I had done so she could schedule showings. Day one consisted of properties I had selected as my most interesting candidates. I clearly had a favorite and was pretty sure that I would be making an offer on that property. After a few showings, we got to what I thought was my favorite property and it just did not meet my expectations and my hopes were crushed. I was so disappointed and discouraged the rest of the day and I was out of options based on the initial research I had conducted. Joan told me to relax and get some rest and she would make a line up for the following day. The next day I was pleased to find myself considering making offers on 3-4 properties that Joan had picked out. I really felt like she saved the day. I ended the second day extremely optimistic.

I met up with Joan the next day to revisit my final candidates to help me decide which property to make an offer on. At the end of the day I made an offer on my current home. I looked at this house on line but did not select it as a serious candidate because the asking price was a little out of the range I wanted to spend. We negotiated and I purchased it for what I wanted to spend! It is absolutely the perfect house for me and exactly what I was looking for. Joan was really trying to help me find what I was looking for and not just make a sale.

Throughout the process, the service I received from Joan was above and beyond what I expected from a Realtor. This is the third property I have owned and have used Realtors in the past. She was very proactive in scheduling services and inspections. Joan made a really nice sketch of the home/floor plan down to square footage and room dimensions. The closing was smooth and fast and there were no surprises. Joan has many years of experience and has developed a very professional and reliable team. And on top of that, Joan has developed an excellent home helpers list for future needs of businesses and services she has used over the years of whom she trusts.

If you think Joan stopped helping me after closing...think again. I had gotten a home warranty from the seller. My air conditioner stopped over the summer and I placed a service call with the warranty company. The initial diagnosis was that the problem was not covered and they denied my claim. I informed Joan of this and she got involved since she has contacts with the company and has several policies herself. To make a long story short, my denied claim was changed to a complete system replacement! Because of Joan!! That's several thousand dollars she saved me!!! Recently, I deployed to Afghanistan and shortly after I was gone my refrigerator had problems. Joan handled this with the warranty company also and I was granted a replacement refrigerator.

Not only did I get an experienced and professional Realtor in Joan Raley, but I got a friend. I will definitely use Joan for selling and buying property in the future. Thank you Joan Raley!

Your friend,

Eric

May 2012

October 10, 2008

Dear Home Buyer:

I know that this time in your life is full of excitement and a few uncertainties. You probably have a lot on your mind about the journey that is ahead of you. I know that as I was going through the process most of those anxieties that you are probably feeling definitely were some of mine as well. As a first time home buyer I felt like I was walking into the process not knowing a thing. But, I was blessed along the way to have Joan Raley as my realtor.

As a young professional, it would be very easy to not give me as much attention as others because I was looking for a small home. With Joan however, that did not matter. She worked with me and made me feel that I was her only client. She helped me find the perfect home that was just right for my budget. Along the way, she went above and beyond to teach me about real estate. I feel like these past few months have literally opened my eyes to a lot of information.

I lived 3 hours from Tallahassee as I started this process. Joan took the time to schedule phone conferences and was there all the time to keep me up to date on everything that was going on with the house. I felt at ease even knowing the distance.

Joan goes above and beyond all of her required duties. Even after the sale she has been available to give me advice on fixing the house up and helping me set up repairs. She has been a huge lifesaver. I know no other realtor that I would recommend as quickly and without any hesitation. I know that for as long as I am in Tallahassee, I know who I will be going to for some day reselling my home and continuing searching for my next.

Joan is the kind of realtor that cares about you and your family and will be there no matter when it is. I feel honored to have met and worked with her and I highly recommend going with Joan – You will not regret it!

Sincerely,

Jonathan



June 28, 2008



Ms. Joan Raley
2425 Bass Bay Drive
Tallahassee, FL 32312



Dear Joan,



I just wanted to thank you for all the help you gave us in buying our home and getting moved and settled in Tallahassee. From the initial tour of the city you gave me when I first interviewed for a job at FSU all the way through to our move, you have provided us excellent service with attention to all the details. You provided us with updated listings before we came and made all the arrangements so that our house-hunting trip went as smoothly as possible (even providing a sitter when house-hunting with our children got to be too nerve-wracking). You held our hands through the buying process, making this the smoothest closing I have experienced to date. Even after the sale, you checked our house and mail regularly (and even put water in the pool when necessary) until we moved in. I just cannot express how much you have eased the difficulty of this move for us. The "Home Helpers List" you provided is also an excellent source of information. Thank you so much!



Sincerely,

A.J.



May 7, 2008

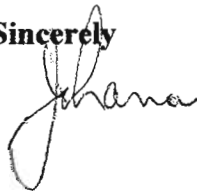
**Joan H. Raley
2425 Bass Bay Drive
Tallahassee, FL 32312**

Joan Raley is an outstanding professional real estate agent; her attributes are many: dependability, attention to detail, superb communication skills, honesty, integrity, and efficiency are commendable in of themselves. However, what I was most impressed by was her optimism, her infectious smile, and just what a caring person she is; and that is priceless.

Selling a home can be a very anxious time, but Joan's calming and reassuring voice that all would be okay, and reassurance that she will be there every step of the way made the whole process go as smooth as possible. Not only did I feel like I had a dynamic real estate agent, but I also felt like had a friend.

I would recommend Joan for any real estate transaction, her expertise knowledge of all aspects of real estate are outstanding. She is simply the best. You will not be disappointed.

Sincerely

A handwritten signature in cursive script, appearing to read "Johana". The signature is written in black ink and is positioned below the word "Sincerely".

Reference/Recommendation Letter Regarding

**Joan H. Raley, REALTOR®
CRS, GRI, ABR, Home Economist
2425 Bass Bay Drive
Tallahassee, FL 32312**

February 15, 2008

To Whom It May Concern:

With this letter, we are strongly recommending that you consider Joan Raley for your real estate needs in Tallahassee and the surrounding areas.

We started working with Joan as a result of a recommendation from a mutual friend in November of 2007 and we have been ecstatic with the results. We have worked with many realtors over our lifetimes and have many friends who are involved in the real estate industry, but we can both say, without qualification, that our time with Joan was the best we have ever experienced. She was, from the beginning, the consummate professional...listening to our needs, responding to our desires, respecting our time, working out any problems and issues encountered and providing invaluable assistance both before and especially after our purchase.

As a result of the excellent quality of our experience, we expect to do continued business with her in the future because life is too short to deal with anything less than the best...and Joan is definitely one of the best and most dedicated real estate professionals we have dealt with and very worthy of your consideration in this highly competitive field!

We have already recommended her to some of our closest friends and hope you will take this letter as an endorsement for you to work with her as well. You will love the results!

Sincerely,



Craig & Suzanne

January 28, 2008

Joan H. Raley, Realtor
2425 Bass Drive
Tallahassee, FL 32312

Dear Joan,

I wanted to write and express my sincere appreciation to you for all the time, effort and expertise you provided me in the purchase of my home. As a first-time homebuyer, I needed a realtor that had the ability and patience to teach me the process. More importantly to me, however, I needed someone with integrity—whom I could trust to look out for my best interests—and who would provide honest answers to complicated and important financial questions. You not only provided me this guidance, but you did so in a professional and pleasant manner.

It has been over seven months now since moving into my first home and I am still enjoying the ambiance of being a homeowner. You found me an excellent starter home in a location and for a price that fits my lifestyle. I never would have imagined being able to affordably own a home at my age—but I know that it would not have happened without your help. Thank you so much for all your work and your willingness to go above and beyond in all that you do. I would highly recommend you to anyone needing to buy or sell a home and look forward to working with you again in the future!

Thanks Again,

A handwritten signature in cursive script that reads "Christina".

Christina

December 6, 2006

Dear Joan,

We wanted to take this opportunity to thank you for selling our home at 2016 Morning Dove Road. We didn't realize that there was such a difference among realtors. Our experience working with you has changed our view on how a property should be marketed and sold. The quality of the service that you provided was professional, realistic and ethical. It far exceeds any previous experience we have had selling our other homes.

Even though we have relocated from Tallahassee, we stay in touch with friends and co-workers at FSU. If they are ever looking for help selling or buying a home, we will be sure to sing your praises. Have a great holiday season and feel free to use us as a reference.

Sincerely,

A handwritten signature in black ink, appearing to be "Joan + [unclear]". The signature is written in a cursive style with a large initial "J" and a plus sign followed by another name that is partially obscured.

August 24, 2006

Dear Joan:

You are the epitome of professionalism and perfection in a realtor. You were literally there for me every step of the way during the entire building period, and I could always count on you to be my advocate. Nonetheless, it is what you did for me *after* closing that went way above and beyond the call of duty. Your checking on the house and coming to water the sod everyday for a month while I went back to Ohiowow.....who could ask for a better, nicer, more accommodating realtor! You are not only my "realtor for life," but I consider you a close friend and confidant.

Although "thank you" is not nearly enough to express my gratitude, I thank you from the bottom of my heart.

Fondly,

A handwritten signature in cursive script that reads "Shelley".

Shelley

March 1, 2006

TO: Joan H. Raley, REALTOR
CRS, GRI, ABR

FROM: Donald
Fredric

SUBJECT: RELOCATION FROM MIAMI TO TALLAHASSEE

It was our good fortune to be put in your “**hands**” thru a mutual client. This tremendous burden of moving from Miami to Tallahassee was done with perfection because of you.

I have kept a log of events that occurred from our first meeting to this point of “Closing”!

1. Sending email listings to review the areas and cost that we were interested in.
2. Meeting us and showing property for two consecutive days. Driving, eating and laughing both days.
3. We found our dream townhome in Killlearn Lakes due to you know the area and MSL listings.
4. After selecting our new home, you sat for hours in your office going over the contract, Good Faith Estimate and most of your dedication and sincerity for your clients to remain cool, calm and collected.
5. Leaving our new home, “Tallahassee” was hard due to your welcome when we arrived to your city. When we arrived back to Miami, you gave a “To Do List” to follow.
6. Following the “To Do List” turned out to be very valuable and priority phone calls, faxes galore!
7. A welcome package for people who relocate helped in our process. The “Who’s Who” list to call is an ideal list for people who don’t know the area. This list will certainly be used the weeks and months ahead.

8. You took the “bull by the horns” with the Title Company, bank and lawyer in Miami. It was you who made sure all parties were on the same page.
9. Knowing we needed a fence around our property, you Joan took the time for an estimate and met with the fence company and got an approval from the association. This was a high priority since we have two dogs.
10. What other Realtor also meets with an appliance company to assist the buyer in purchases for up to date appliances? You!
11. Most important, all items on the inspection report was taken care by the seller because of your persistence.
12. You introduced us to a Vet for our baby girls. This type of assistance is going the “extra mile”!
13. Ms. Susan Deets, our attorney is delighted working with you due to your organization, and dedication for your client who is about to relocate She was most impressed with your professionalism.

Both Donald and I have never been to Tallahassee, now we can say we've gone, bought a house and know we will enjoy "our" new City, because of you, **Joan Raley!**

Our home will always have “**YOU**” in our hearts! Yes, indeed, you have brought much happiness and joy into our lives.

Cc: Killearn Lakes Association



FLORIDA STATE UNIVERSITY

January 10, 2006

Joan H. Raley
2425 Bass Bay Drive
Tallahassee, FL 32312

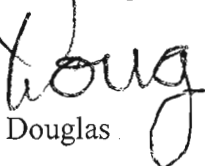
Dear Joan,

This is my second thank-you letter. As you may recall, I mailed you a thank-you letter in 1999 from the University of Arizona. After interviewing at FSU, I had decided to accept a faculty position at Syracuse University, and I was writing to thank you for the real estate tour and follow-up services you had provided. Little did we know that I would be interviewing again at FSU just six years later, and that this time I would be accepting a position here.

This time around, however, I have much more to thank you for. After initially moving into an apartment, we followed your advice and started looking for a piece of property to buy. We will never forget those Sunday afternoon drives, the property lists, and the nice maps you provided. In a strong sellers market, you gave us great advice and helped us look for true value at a fair price. After our first two offers were not accepted, we found a motivated seller in one of the top neighborhoods in Northeast Tallahassee, and bought our dream house at a real bargain.

Thanks, Joan, for your helpful advice and professionalism. We have been amazed at your outstanding service and attention to detail, from the legal points of the offer to the many financing options. Thanks also for helping us adjust to our new surroundings and for all of the referrals and suggestions, from restaurants to social events. In you we have found not only found a great realtor, but a true friend.

Thanks again,


Douglas