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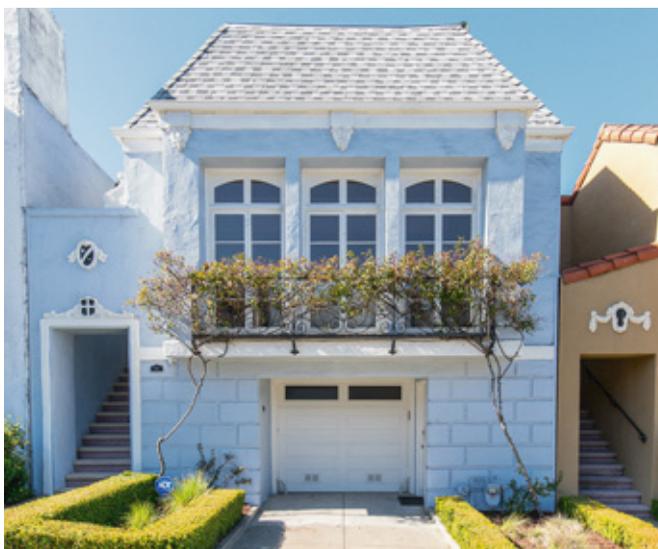
## COMPANY MISSION

- To achieve the extraordinary by passionately advocating for our clients.
- To provide a consultative approach and build relationships, not sale statistics.
- To leverage our stellar reputation garnered from over \$1 billion in sales to give our clients an edge in negotiations.
- To always do what is ethically and morally right and treat our clients' money like it's our own.

## COMPANY OVERVIEW

With 135M sold in 2019, Polaris Realty specializes in residential real estate sales in San Francisco. Our team of highly-seasoned professionals brings more than 30 collective years of customer service excellence in helping both buyers and sellers achieve their real estate dreams and goals.

We're passionate about providing our clients with timely market information, something we achieve by combining the latest real estate technology, marketing, and research. By leveraging our experience and local knowledge, we have successfully produced extraordinary results for our valued clients year after year.



# SERVICES PROVIDED

## For Buyers, we offer:

- Educating you about current market conditions and houses for sale.
- Offering continued client service beyond close of escrow.
- Scheduling immediate showings of appropriate properties.
- Providing experienced counsel when writing a competitive offer.
- Helping you to visualize completed cosmetic updating.

## For Sellers, we offer:

- Listing and exposing the property via our extensive marketing platform.
- Establishing precise pricing and time frame.
- Implementing a multi-faceted marketing strategy .
- Orchestrating a dynamic negotiation process to achieve the best price possible.
- Coordinating all logistical activities for closing.
- Reviewing and ensuring accuracy of all closing documents.





## **Ron Abta,** Founder and Manager

Ron Abta consistently ranks in the top 10 agents in all of San Francisco in terms of sales volume each and every year. He has completed in excess of \$1B in transactions, representing over 500 completed sales for both buyers and sellers. He brings exceptional sales, marketing, and negotiation skills to each transaction and always puts his clients first.

Ron comes from a real estate family, his mother working as a developer and his father working as a mortgage broker. Whether it be banging nails on construction sites during the summers in high school or helping his mother manage her investment properties, Ron has been involved in real estate almost his entire life. Ron is constantly upgrading or remodeling residences, either on behalf of clients pre- and post-sale as part of his brokerage activities or on his own behalf, forming partnerships to acquire, reposition and sell properties in San Francisco.

Ron is a true Bay Area native, born in Mountain View, CA and raised in Menlo Park, CA. He holds a Bachelor of Arts in Economics with a minor in Business Administration at University of California Berkeley in Berkeley, CA, as well as a Masters Degree in Business Administration from Stanford University Graduate School of Business, Stanford, CA. He also serves as a guest professor at Stanford in their real estate department.



## Alexander Mulder, Realtor

Alexander is a San Francisco native and knows the nuances of living in various neighborhoods throughout the city. He has a network of professional resources that share the same eye for detail and a sense of urgency. As a team \$95M sold in 2018, whether buying, selling or developing, Alexander has proven he is results-driven.

Polaris Realty consistently ranks in the top 15 for brokers in San Francisco and the top 125 nationally. Alexander was the Treasurer of the 1500 Francisco Street Home Owners Association and understands the various complexities of owning a home. While on the Board, he assisted in the coordination of a full building window replacement, building repainting, reserve study analysis, a special assessment levy, switching of management companies, a soft-story assessment and compliance, and an insurance coverage review /change.

Alexander's brokerage experience also includes a position as an Investment Advisor with The Kase Group where he focused on Net Leased Retail Assets on a national scale. The Kase Group is the #1 brokerage for Sperry Van Ness across all asset types.

## TEAM



### **Brett Jones,** Realtor

Brett is an honest and hard working real estate agent who is devoted to the specific needs of each individual client and their hopes for the future are always first and foremost in his mind. As a real estate professional, his knowledge of the current real estate market can help you whether you are considering buying or selling a home.

As a property owner, Brett understands the needs and concerns of buyers and sellers alike. He is dedicated and committed to finding the perfect fit for his clientele. Passionate to his craft, he continuously seeks to stay ahead of the game when it comes to market education and trends.

Brett is a California native and has extensive relationships within the Bay Area real estate community. As a former collegiate wrestler, he has established a strong work ethic that has transitioned into his career in real estate. Brett is a family man who loves to spend time with his beautiful wife and has a strong devotion to God. He is an avid explorer of the city, loves to try new restaurants, and meet new people.



## **Sherry Gray,** Realtor

Realtor Sherry loves all things related to real estate, which began when she purchased her first home at the age of 19. Sherry's adventurous spirit led her to become an entrepreneur; she has experience as a small business owner, operating both a retail boutique and a hair salon for over 20 years. She brings the skills honed in the business world to her real estate practice. She particularly enjoys working with first-time home buyers and assisting them through that process.

Reachability is key for Sherry, whether that means communicating with her clients via email, phone calls, text messages or social media. Sherry is also technologically savvy and holds a Paperless Pro Certification™ from the National Association of Realtors.

Originally from Colorado, Sherry and her family have lived in Northern California for the past 10 years. Her most recent move was from Sonoma to San Francisco's West Portal neighborhood. When she's not spending time with her husband and daughter, she can be found hiking, biking, shopping or enjoying some nice California wine. Sherry knows the lifestyles of both the Wine Country and The City, especially the west side of San Francisco. If you have any real estate questions, she's always ready to help you with your real estate needs.

# MULTIMEDIA **ASSETS**



# POLARIS REALTY **MEDIA MENTIONS**

## Articles and interviews:

### Leadership interviews:

Homelight interview: Available on three platforms:



<https://podcasts.apple.com/us/podcast/the-anatomy-of-a-successful-open-house/id1500673800?i=1000466801450>



<https://podcasts.apple.com/us/podcast/the-anatomy-of-a-successful-open-house/id1500673800?i=1000466801450>



<https://podcasts.apple.com/us/podcast/the-anatomy-of-a-successful-open-house/id1500673800?i=1000466801450>

### Other news:

6 Universal Home Selling Tips from a Top Agent in America

<https://www.youtube.com/watch?v=CqYAhaxLLxA>

### Videos:

<https://www.youtube.com/watch?v=esCfTY9qs8c>