

Dear Joann,

We were never going to need a realtor! We were planning on living in our home of 46 years FOREVER! It was a great thought and we loved every day we had the pleasure of living there. That house nurtured and protected our beautiful children, and then grandchildren as well. All of our lifelong memories were in that glorious space that we helped create and build. But alas, stuff happens and one day, not so long ago, we knew it was time to make a painful change.

We were filled with many questions and few answers. Where would we begin? How would we find the right realtor for us, one who wouldn't pressure us but would give us good advice? What if we got started and changed our minds? Were we really ready to do this?

We found our answer to the "who" right there in our mailbox! There was this intriguing card from someone named Joann Roberts! The name was familiar as I'd seen it on FOR SALE signs in our neighborhood. Most importantly, Joann stated what we needed to hear as though she had been a "fly on our wall" listening to our concerns! She KNEW how we felt about our house and how hard it would be to leave. She KNEW we would need help, not only getting started, but along the way as well. She promised to be with us right up to the very end!!!!!! ...And she was!!!!

We are grateful to you, Joann, and your amazing team, for getting us through this most difficult period. Your constant encouragement, positive attitude, and outstanding professionalism were ongoing. You demonstrated over and over the knowledge and expertise you have gained through your many years of experience as a realtor. You and your team will always be at the top of our "who to recommend" list!

Warmly,

Dr. Marvin and Sheila Silverberg

P.S. We didn't leave a single memory behind. They all came with us!

P.S.S. Thanks for the greatly appreciated treats along the way!

Dear JoAnn,

I've written and rewritten this letter so many times. I write it, read it, and realize it does not express my appreciation the way I want it to. How can I ever thank you enough for taking on what seemed to me an "undoable" task. You took a sow's ear and turned it into a silk purse! You truly are magical! You picked the right colors, added the right touch, staged the house to look better than I ever could have imagined and you got way more money for us than the appraisal. I've never heard of a real estate agent going to the extremes the way that you did for us. I tell people, friends of ours who work in real estate, and they are shocked that you did that for us. You truly are a huge asset to Coldwell Banker, and I hope they know that! Our friends also can't believe you sold a house in this market so quickly. When they ask how long it was on the market, and I tell them, their mouths drop! You little miracle worker!! Thank you, thank you, thank you - there, I said it. My carpal tunnel won't let me write much more, so I just want to say, thanks for the outstanding service!

Much appreciation,

Jeannette & Mike Holy

P.S. Hope you'll come visit us in the keys - and if we ever need a real estate person again - we will choose you!!!



TO WHOM IT MAY CONCERN

Re: JoAnn Roberts, Coldwell Banker Agent

We found it difficult to find a buyer for our luxury home in Pinecrest as buyers were having difficulty securing financing from banks. We tried to sell "By Owner," which proved to be unsuccessful since our limited advertisement was not able to reach potential high-end buyers. We also contracted the services of a large national real estate franchise and offered "seller financing" and that also failed.

We interviewed JoAnn Roberts, who came highly recommended as an agent that dealt primarily with cash buyer and who was able to reach a larger audience through her advertising. We were impressed with JoAnn's experience in the Pinecrest market and her work ethic. JoAnn made a plan to sell our home that included a lot of hard work by she and her team and several weekend open houses. We were also impressed to know that all of her last 11 transactions had been 'Cash Buyers'.

JoAnn invested time upfront to tour and make suggestions for improving our home's appeal. The weekend open houses were well orchestrated and brought buyers into the house. The advertising was also targeted to potential buyers of this price home, including magazines such as the Dupont Registry and others. JoAnn is also well known by the community of agents around the area to whom she also reached out. JoAnn kept us posted on visits and progress and stopped by the house often to share her optimism. In short, SHE NEVER STOPPED WORKING FOR US!! We are happy to say JoAnn had garnered us several competing offers and allowed us to sell our home to a quality buyer at our asking price and we were able to close.

Once the business was over, JoAnn stayed in touch with us and we are happy to call her a friend. We would highly recommend JoAnn to anyone who is considering selling their home and wants a personable, caring and hard-working Realtor to get the job done.

Sincerely,

A.J. Rincon

Dear JoAnn,

Thank you for a magnificent job in selling our home. When we interviewed you we saw the glowing letters of recommendation that others had written about you, but none could capture the wonderful experience we've had with you.

After helping us carefully price our home, you came in and worked with us to meticulously stage our house. In your staging your good taste enabled us to highlight features, which were not only attractive, but the most desirable for prospective buyers.

You attended to the inside and outside of our home. You enhanced its "curb appeal" with additional flowers that were planted, but also your signature "bench" which made our place that much more inviting.

Then you spent an entire day with a really good photographer. The resulting images were professional, attractive, and exhibited the best features of our home. You had the photographer stay to take advantage of the way the twilight would reveal a unique, attractive, look to our house.

When you wrote the copy for our brochure you crafted several versions appealing to a broad range of buyers, which you had planned to rotate so that, together with rotating images, whomever might go back to view our home on various websites would probably see our home with a fresh perspective.

All your work paid off. You sold our home in record time, sooner than we ever expected! Numerous offers were received and we were very satisfied how all the many details, from contract negotiations, to inspections, to the closing, were handled. Communication was flawless and handled with admirable professionalism.

Not only were we surprised and impressed with the entire process, but somehow, the lovely pictures and description of our home caught the eye of Barbara Corcoran, the well-known NYC realtor. As a result, our home was one of five featured on the Today show. What an added plus and tribute to your sense of style, marketing efforts, and reputation.

Thanks for a job well done, Jo Ann. Our experience with you in selling our home of 20 years was superb. You and your team are knowledgeable, competent, reliable and fun to work with. We have already recommended you to others!

George & Janie Emerson

JoAnn Roberts, Realtor
Coldwell Banker Real Estate
12155 South Dixie Highway
Miami, Florida 33156

Dear JoAnn:

Jo and I wish to thank you for the great job you did in selling our Pinecrest home. With your strong marketing skills and large network of Realtors, you sold our home in just six days at 99.7% of asking price! Wow! We can never thank you enough.

You did everything you said you would plus much more. We listed with you on March 9 with the contingency we had to have a June 27 closing date, when our kids were to be out of school. You explained your marketing plan, we signed and six days later you had secured a fully qualified buyer who agreed to our terms.

Thanks to you, we went on with our life while you took care of the details right up to closing. You made our sale a very smooth transition! What a job you did!

We are recommending you to all our Pine Shore and Falls friends and neighbors. We know you will give them the same great service and attention you gave us.

We are so glad we listed with you. Thanks again from the whole family.

Sincerely,



Raymond Atteridge

Dr. Robert L. Bedell, M.D.

Ms. Joann R
Coldwell Ba
12155 South
Miami, FL 33156

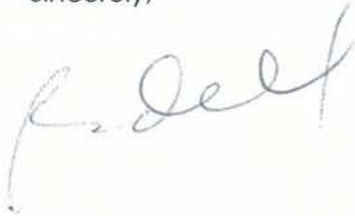
Dear Joann,

This is a long overdue letter to thank you for your help in selling our house at 9851 SW 72nd Court in Pinecrest. Your professionalism and marketing skills were above and beyond what one would expect.

Thanks to your extensive networking and marketing we were able to achieve the highest dollar per square foot sale in our neighborhood to date.

You have our sincerest appreciation and assurance that we will be your staunchest supporters in the future.

Sincerely,

A handwritten signature in blue ink, appearing to read "R. Bedell". The signature is fluid and cursive, with a long horizontal stroke extending to the left.

Sharon Howell
Pinecrest, FL

Coldwell Banker
Residential Real Estate
12155 South Dixie Highway
Miami FL 33156

To Whom It May Concern:

I feel compelled to write this letter because of the absolute positive experience I've had with Coldwell Banker Realtors and Joanne Roberts. And to let you know that I am a confirmed "House For Sale, By Owner" convert!!

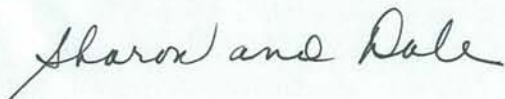
I decided to sell my house without using a realtor thinking I could handle the details and would realize a bigger profit margin on the sale. When I received what I thought was a legitimate contract on my house, I contacted Joanne Roberts requesting her services to find me a home to purchase. Joanne came to my house with a very professional presentation book with all of the listings in the price ranges I had requested. I told her about my contract and she offered to look at it and give me her opinion. After ten minutes of her reviewing the contract and informing me of the legal issues involved in selling a home, I realized how vulnerable I was as the seller. And I realized that the contract I had was in no way a legal binding contract and did not protect me as a seller.

I had many questions and Joanne was more than willing to answer them. I found her ethics of the highest standards. At no time during our conversation did she offer to list the home for me. She knew this was a decision I had to make. It was not until we discussed my purchasing a home, and the issues involved in that transaction, that I decided to request her assistance in selling my home. This is a decision that I will never regret.

I had been trying to sell my house for three months, once Joanne starting working on it, the property was sold in less that a week. She made sure I received what I had initially wanted from the sale. She handled all of the details, making sure my interests were protected. She was helpful and more importantly, very professional. When I found the home I wanted to purchase, she was right there making the offer.

For all of the reasons above, I would never encourage anyone to attempt to sell property without the expertise and resources of a realtor. I feel very fortunate to have had the services of Joanne Roberts. I would recommend her to anyone I know wanting to sell or purchase a home. She is an asset to Coldwell Banker.

Sincerely,

A handwritten signature in cursive script that reads "Sharon and Dale".

Sharon and Dale Howell

To Whom It May Concern,

We write this letter of recommendation and gratitude to JoAnn Roberts after the successful sale of our home in Pinecrest, Florida. Throughout the selling process, JoAnn provided excellent professional services that we would highly recommend to any of our friends or colleagues.

The work that was done to enhance our property and its appeal, in addition to the invaluable guidance you shared, made us feel reassured, confident, and ultimately successful in the final sale of our home.

JoAnn and her team go "above and beyond" to ensure that we were pleased and taken care of throughout the process. The staging, incredible photography, and world-wide marketing produced serious interest from buyers locally and throughout the world. JoAnn knows how to reach the appropriate people for the sale of homes in an area like Pinecrest, Florida.

We highly recommend JoAnn and her team to anyone that needs professional and experienced realtors and brokers.

Sincerely,

Guangshun and Ningli Song
6455 SW 122 ST, PINECREST

Ms. JoAnn Roberts
Coldwell Banker Real Estate
12155 S. Dixie Highway
Pinecrest, Florida

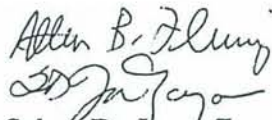
Dear JoAnn,

Allen and I would like to extend our gratitude for your assistance in selling our home. Not only were you able to sell it within five days of listing it, you were able to sell it near our agreed upon asking price.

To anyone considering selling their home I strongly recommend Ms. Roberts and her team of professional assistants. These ladies will turn what could be a very cumbersome experience into a pleasant one. They accomplish this by informing you ahead of time what strategy they intend to implement for selling your home, by generating ideas as to how to enhance your property to make it more appealing, and by providing you with the "little extras" that can mean so much, such as providing packing materials and a moving truck. Most important, they are reassuring, professional, and knowledgeable. I could not imagine a better team to work with.

Thank you so much for such a great job.

Sincerely,

Handwritten signatures of Allen B. Fleming and Selma De Jesus-Zayas. The signature of Allen B. Fleming is on top, and the signature of Selma De Jesus-Zayas is below it.

Selma De Jesus-Zayas &
Allen Fleming

BROKERS

INTERNATIONAL GROUP

JoAnn Roberts

When we decided to sell our home, we realized we had a very hard decision to make: choose which real estate agent we would hire to sell our home. Since we've worked in the real estate industry for over 12 years, we knew how important it is to have an experienced professional to market, negotiate, and see through the sale of a property. We chose JoAnn Roberts because of her experience and professionalism.

JoAnn invested significant time and money into presenting our home in the best way possible so we could get the highest possible price for it. Among other things, she hired a professional photographer who took amazing pictures of our home and featured them in over 500 websites worldwide. She also included these amazing pictures in flyers that were sent all around town. In addition, since she is part of the Coldwell Banker team, our property was advertised worldwide through all of their franchises.

JoAnn took the time to come up with a great property description that attracted a great number of potential buyers; one of which fell in love with our house and ended up paying over appraised value. In fact, JoAnn's sale of our home marked a record sale per square foot in our area in Pinecrest, Florida.

I recommend JoAnn Roberts to anyone looking for a real estate professional in Pinecrest, Florida. We will be forever grateful for her great work.

A handwritten signature in black ink, appearing to read 'David Hasbun', with a long, sweeping horizontal line extending to the right.

David Hasbun

It happens to all of us
As the days quickly pass,
The years in our home
Can't possibly last.

To a life on their own,
The kids now away,
The house, once just right
Grows bigger each day.

And one day a sale
is the choice that we make;
Plan a new life ahead
A new venture to take.

We look for the broker
With research at hand,
Encounter the best one
In all of the land.

JoAnn, with her talent
And energy galore
Develops the plan,
Does marketing and more.

The photos are stellar,
Our house is on line;
Potential buyers are coming
All's going just fine

And one day it happens
Some visitors come twice,
A sure sign there's interest;
Now isn't that nice!

JoAnn and her team,
Each one very skilled
Review offers and forms;
Many papers are filled.

Every dot has been dotted,
Every 'T' has been crossed;
The deal's now solid
Timely done and not lost.

JoAnn has credentials
Is prepared, always ready;
So easy to reach
With temperament steady.

Her guidance is certain,
She knows what comes next;
Questions answered so
promptly
Email, phone, fax or text.

JoAnn's happy clients
Too numerous to mention,
Have known her devotion,
Generosity and attention.

In conclusion, when seeking
The broker for you,
One pleasant and friendly,
One ethical and true.

Don't delay your decision,
For help's on the way.
Be part of the fan club;
Call JoAnn Roberts today!

Thank you JoAnn, for all you did
and all you do.
With great appreciation and
affection,

Stan and Sandy Levin

Dear JoAnn and Angelica;

You are a dynamic wonderful team and I cannot thank you enough for the professional way you handled the sale of my home.

Being a widow for 7 years one day I suddenly realized that my house needed to be sold. It was just getting too cumbersome for me. It was very hard to give up our family home where we lived in the same great neighborhood for 40 years. There were longtime friendships to consider, memories of boating to the Bahamas with neighbors. I would lose a lot moving away.

Having made the decision to sell my house I contacted three brokers. Their names were prominent in many publications. I interviewed them each and knew right off the bat that JoAnn Roberts and her assistant Angelica would be perfect for my needs. They offered services that no other broker offered.

Foremost there was the immediate friendship I felt towards them. They are true professional Real Estate Agents. They dispelled all my worries and assured me that they would guarantee a smooth sale, a smooth move and their personal hand-on help with packing and moving.

A most professional mover recommended by JoAnn Roberts moved me. Angelica helped with the packing and JoAnn would come and bring us lunch. **YOU WOULD NEVER EXPECT THIS!!!**

To top it all, my house was staged professionally by JoAnn, photographed to best advantage inside and from the air. JoAnn spared no resource. My house was shown successfully to many interested clients. This resulted in a record breaking sale within 5 months with a record breaking price for the area.

I need to mention that JoAnn and Angelica helped to find me a new home in a condo in Coral Gables and were valuable help in my resettling successfully.

With appreciation,
Elizabeth G. Frank

Una Corley Groves
15 La Costa Drive
Dellwood, MN 55110

Mrs. Jo Anne Roberts
Coldwell Banker
2155 S. Dixie Hwy.
Pinecrest, Fla. 33156

Dear Jo Anne -

Asa and I just have to write - albeit a bit late - to tell you how superb you and your Real Estate Team are! In the 52 years we had lived in Miami where we bought and sold 9 times we never had such super service as you all gave us. From our first, initial meeting to the final closing your attention to us and to the detail on the sale of our 9th home was truly special. Everyone should have the privilege we had with you, Nancy et al.

There isn't a Thank you big enough.
For kindness - and your Thoroughness. Wow! Will never forget.

Appreciatively,
Una Groves (Mrs. Asa B. G.)

To JoAnn Roberts,

We are pleased to recommend the services of JoAnn Roberts and her team to anyone seeking to buy or sell a home. We purchased our home from JoAnn in July 2008 fell in love with the property from the moment we saw it. Despite the strong interest received from the listing, JoAnn worked with us and did everything she could to sell us the home, which we ultimately enjoyed.

As our family grew, so did our need for a larger home and we oscillated between buying a larger property or building a new home on our lot. JoAnn offered to list our home while we shopped for a new one. She quickly produced an all-cash buyer who was willing and ready to purchase our home at the time, and we were not in a position to accept the offer. Unlike most realtors who would have forced the issue, JoAnn completely understood our predicament and encouraged us to take our time in finding the right home before agreeing to sell our existing one.

The process of finding the perfect home took almost a year and JoAnn stood by patiently while we made our decision to buy or build a home. She remained extremely positive during the entire process and somehow managed to keep the buyer of our home interested in our property. When we finally found the perfect home, JoAnn's patience finally paid off and she was able to effectuate the original transaction that she had originated.

Throughout the process, JoAnn was extremely considerate of our family's objectives and always had our best interest in mind. It is truly refreshing to find these human qualities in the real estate industry. I would highly recommend JoAnn Roberts to anyone seeking to sell or purchase a home.

Arnaud Karsenti

Hi Joann,

I just wanted to let you know how much I appreciate the role you and your office played in the successful sale of my home in Pinecrest. It was very clear from the start that I was dealing with an experienced professional. You and your staff were easy to deal with and stayed on top of every issue. I am convinced your furnishings and tasteful, professional staging of my vacant Pinecrest home helped it sell quickly.

I recommend your Team and company to anyone looking for an experienced, knowledgeable Realtor.

My best,
Jessica Wolfson

To Joann Roberts

I highly recommend Joann Roberts! You know your business and you are a true partner in facilitating the sale of my house in a professional manner, you pay attention to all those details which can make selling a home a sticky operation. Your assistance in this regard was greatly appreciated. You are respectful to all parties involved. You know how to complete a sale without compromising your integrity. I want to thank you for all the effort and hard work you put into selling my house. Your professionalism in carrying out your responsibilities as my agent was beyond reproach, responding to phone calls and keeping me abreast of everything that was happening.

I would not hesitate to recommend you to anyone who might need a Realtor in the future.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Simon Karam', with a long horizontal flourish extending to the right.

Simon Karam



TURNBERRY BANK

Banking the way it should be.

Joanna Sherman
12155 S. Dixie Highway
Pinecrest, FL 33156

Dear Ms. Sherman,

Please allow me to express my appreciation for our realtor, JoAnn Roberts. We knew JoAnn was good, but not this good. She is amazing and far exceeded our expectations and we now fully understand why she has been recognized as one of the top realtors in the country.

To begin with, we were already facing a daunting task to sell this property given the current economic environment and real estate market, but that difficulty increased since we were trying to sell a rather unique property (5-acres in horse country), which only appeals to a specific buyer. Further complicating our situation, the property needed to be rehabilitated. While the rehab work was largely cosmetic in nature, it was significant and beyond our expertise.

Working with our property manager, JoAnn made a variety of suggestions and helped us keep the costs under budget. She truly knows how to stretch a dollar and get the best bang for your buck, a trait that is extremely important to any seller. She also has superb taste and has an innate ability to know exactly what the prospective buyers want. Even our property manager, an industry veteran, commented to us about how impressed he was with JoAnn when it came to preparing the property for sale.

Amazingly, she was able to sell the property within 30-days of listing and we sold it at our target price. Luck had nothing to do with that result. I attribute it all to JoAnn and her team. The attention to detail is simply remarkable, from the preparation for sale, to the photos, to staging the property for showing, to the marketing collateral, to the personal calls and emails to keep us abreast of the status. Literally, everything was perfect and we couldn't have asked for a better experience or result.

I trust you know full well how fortunate you are to have JoAnn on your team. We greatly value JoAnn and we look forward to working with her again in the future.

Sincerely yours,

Joshua E. Young
Executive Vice President & General Counsel

Dear JoAnn,

I am writing to thank you for the efficient and professional way you approached the selling process of my house. Selling my house was a challenge for me because I had moved in with my daughters and was no longer living in Miami. Your experience with seniors proved to be very valuable, especially your knowledge on how to get my house ready for the market. Your recommendation on reliable, honest workmen and suppliers was very helpful and proved to be the best route for us to take. As I mentioned, we appreciated your suggestion on getting the house ready to sell, but the fact that you sold it at a peak price in one day was much more than we ever expected. Your advice on painting and moving half of my furniture to storage showed my rooms to their best advantage. I know that's why we got a buyer so quick and sold for the highest price in my neighborhood for similar homes.

I am looking forward to spending my time relaxing and not having to worry with maintaining a house by myself any longer. I have four wonderful daughters and I will enjoy spending more time with them.

Again, thanks for your expertise in making this process such a success.

Warm regards,

Emily Chappelle
Pinecrest, Florida

509 Euclid Village Dr.
Cutler Bay, Fl. 33157

Mrs. Jo Ann Roberts
12155 South Dixie Highway
Pinecrest, Fl.

Dear Jo Ann,

Thank you, thank you, thank you! For all your efforts to sell my house I sincerely thank you. When I interviewed you last March and said ideally I would like to move before June I had no idea that I was asking for a miracle. Other realtors soon let me know I was. But you produced and were able to bring me to closing with several days to spare.

When I first met you I only knew of you through your copious ads. Everything you said about yourself and your marketing skills is true. You helped me price my property well and your two helpers, Angelica and Tonja were extremely pleasant, capable, and helpful. In a very difficult market you forged ahead bringing me lookers, offers, and then nice buyers whom I especially liked because their family echoed the one I had happily raised in my home.

Once more, thank you. I have already told several friends of your remarkable job and will not hesitate to recommend you to anyone who asks the name of my realtor.

Sincerely,
Evelyn Tennant

To Whom This May Concern:

We are writing this letter in reference to JoAnn Roberts. We had the good fortune of meeting Mrs. Roberts when we were interviewing real estate agents. When we decided it was time to sell our house in Pinecrest we called several of the top selling agents in our area. We left JoAnn for last because we knew that JoAnn had sold our neighbors house across the street and they had been very satisfied with her services. From the moment JoAnn walked in and started speaking to us we knew this was the agent we wanted to entrust with our most precious possession. She came in very well prepared and spoke in a very warm but professional manner.

JoAnn Roberts is a top selling agent in Pinecrest because she is dedicated and works extremely hard on your behalf. You need an agent that has the ability to tap into a larger market of buyers and JoAnn is able to accomplish this. She has been selling real estate for over thirty years and other agents trust and respect her. She is the first agent people contact when they have a buyer interested in Pinecrest.

JoAnn exceeded all our expectations. She moved heaven and earth to sell our home and to get us the best possible price. She set up a beautiful website of our house and it was always under featured properties on Realtor.com. Our house was advertised in The *Miami Herald*, *Coldwell Banker Premier Properties Magazine*, and JoAnn was even able to feature our house in an article for *Business Week* online. While most of the houses for sale in our area languished unsold, ours was constantly being exposed to prospective buyers. JoAnn held advertised Open Houses almost every weekend and showed the house on a constant basis. When we went under contract for sale, she held our hands through the whole process, advising us and guiding us and getting us the best possible price.

We highly recommend the services of JoAnn Roberts. She has earned her reputation and has proven to us that she is truly the best agent in Pinecrest. She always gave her all and then some for us and there is no one else we would ever want in our corner. Good luck in the sale of your home, and with JoAnn Roberts that will surely happen quickly and painlessly.

James R. and Arlene Horochek