

# COCO TAN

BROKER ASSOCIATE

RESUME

**YOUR NEIGHBOR  
YOUR REALTOR®**



# ABOUT ME

*Coco is exceptionally talented, professional and responsive. Coco and team were very helpful at every step and provided references to work with -all of which were very solid as well. Coco followed up on every small detail and helped us to close the house much before the projected date. She was honest and comforting.*

——— **Renuka Nadkarni, Saratoga** ★★★★★

## DESIGNATION, AFFILIATIONS & EDUCATION

- Top 50 Realtor® Nationwide As Rated by the Wall Street Journal
- President, Chinese American Real Estate Association (CAREA), 2014-2016
- BOD, Northern CA Chinese American Building Association (NCCABA), 2016
- BOD, Asian Real Estate Association of America (AREAA), 2015-2016
- RDCPro™ (REO Default Certified Professional)
- REOMac Certified Short Sale and Foreclosure Alternatives Specialist
- Certified Titanium Solutions Home Retention Consultant (HRC)
- Award Winning Luxury Home Specialist
- Member of Silicon Valley Association of Realtors®
- MBA, George Mason University, 1995

## LUXURY REAL ESTATE AND BRAND NAME

I have listed and sold many luxury listings in the San Francisco Bay Area, in cities of Cupertino, West San Jose, Saratoga, Mountain View, Los Altos, Palo Alto, Woodside, and San Francisco, etc. My business and my name are very well-known in Silicon Valley. Many homeowners call me for a listing appointment before they put their homes on the market.

First, I am a very experienced Realtor who has sold many luxury homes. **I SOLD THE MOST EXPENSIVE HOME IN CUPERTINO FOR \$12,450,000.** I have a network of buyers ranging from local high tech professionals to overseas families looking to relocate to California. My personal background is what sets me apart from other Realtors and has allowed me to network with a wider range of successful individuals. I come from the technology field and have a business background (I have earned an MBA and have experience running my own businesses) which has allowed me to network across more fields and earn the trust of many individuals when handling financial matters.

Second, I have a team of professionals I have built to help me prepare and market your listings. I also have a marketing team that I am proud to say outworks any of my competitors. We will advertise your listings the traditional ways through print advertising, posting on the MLS, Open Houses, professional and proper signage, etc. We will also build a dedicated web page and advertise through social media. The amount of professionally designed and printed postcards we send out is unrivaled by any other agent.



6671 Dartmoor Way, San Jose 95129, Sold for \$3,500,000

Finally, I must reiterate the network I have to bring qualified and ready buyers to your home. I work with agencies overseas who present me as an exclusive area Realtor to buyers who are eager to buy homes in your area. I also own a satellite office in China with 10 full-time employees and I market very heavily in China and have hosted groups of buyers who have come to preview homes. I am the immediate past President of Chinese American Real Estate Association (CAREA), which allows me to connect to buyers in China. My tech background and that of many of my team members have allowed me to develop a network at companies such as Apple, Google, Facebook, eBay, Uber, Intel, and other high tech companies. My postcards are sent out to these individuals and their friends on a regular basis.



11801 Dorothy Anne Way, Cupertino 95014, Sold for \$12,450,000

You will be very impressed by Coco's LUXURIOUS Connections and RESULTS!



**COCO TAN, MBA**  
BROKER ASSOCIATE  
**(480) 829-6053**

## CONTACT

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- WEBSITE:** www.RealtorCocoTan.com
- WECHAT ID:** CocoTanRealEstate
- ADDRESS:** Keller Williams Realty,  
2110 S. Bascom Ave. Suite  
101, Campbell, CA 95008

## SUMMARY

Keller Williams Realty is one of the biggest real estate brokerage in the US. Our team are with a broker who has had abundance of experience in selling custom built luxury homes built to owner specifications. And I have been a TOP 1% PRODUCER EVERY YEAR for 17 Consecutive Years in real estate. I have orchestrated the successful closings of nearly \$1 Billion worth of real estate and mortgages. I am the immediately past President for the Chinese American Real Estate Association, and on the board of directors for the Silicon Valley Chapter of the Asian Real Estate Association of America, a high-profile national organization. My business has only continued to grow due to my global network, extensive knowledge and expertise in the real estate industry. My past clients help to keep my business successful and strong through their many referrals.

## CHARACTERISTICS

Tenacious and Entrepreneurial, Energetic, Dedicated, Persuasive, Creative, Multi-tasking, Self-motivated, Attention to detail, People Oriented, a Leader, a Team Player, a Closer, a Problem-Solver, Strong Analytical & Cross-Functional Communications Skills.

## REO BANK OWNED PROPERTIES, LISTING, SELLING AND VALUATION

I am an REO Default Certified Professional (TM). I have listed and sold many REO listings all over the San Francisco Bay Area for top dollar. I am an approved REO vendor with Star One Credit Union, US Bank, Wells Fargo, Wachovia, and Kondaur Capital Corporation. Banks have entrusted me to be their listing agent because I have also proven myself to be an expert on basic property valuation by performing thousands of BPOs for a dozen lenders. I started working on BPOs and REOs in 2007. I am familiar with common procedures of REOs and fluent with the REOtrans/Equator and RES.net platforms. I am also experienced, certified Home Retention Consultant (HRC) with Titanium Solutions, Inc.

My team of contractors and Realtors assist with property preservation, occupant relations, rekeying and securing the property, trash removal, properly storing and notifying previous occupant's leftover personal property. We have a policy of checking our REO assets once a week to check on the homes' conditions and to ensure they are all secure. I oversee the handling of all eviction notices and have a 100% success rate for negotiating cash for keys. I have worked hard to build my real estate and REO business, and I have gained much success.

## SHORT SALE SPECIALIST

I am a Certified Short Sale and Foreclosure Alternatives Specialist. I started working with short sales in 2006 and quickly become a top short sale negotiator with a closing speed of one short sale per month and have closed with over 20 different lenders, in addition to my other normal transactions. I am a preferred Short Sale Listing Agent with Wells Fargo Bank, Wachovia, and Star One Credit Union. I am an expert negotiator and know how to best present offers and settlements to lenders with maximum success rates.

## PROPERTY MANAGEMENT & INVESTOR SERVICES

Property management is an added service for my existing clients. I have helped over 60 very happy investor clients with all of their property management needs. Even after an investment home is sold to one of my investor clients, I work with them to make sure the home brings in positive cash flow through good rents, and make sure to screen for good tenants that treat the home with respect and utmost care. I like to treat all tenants as business partners and respected stewards of the home, and by doing so my investor services and property management services have flourished. I have experience in renting out residential properties, income properties, mixed-used properties, and commercial properties.

## COMMERCIAL REAL ESTATE SALES

I have participated in over \$40 Million of Commercial Real Estate in the last 2 years.

### A short list of examples:

- Florio Development - 1+ acre land with development of 22 Luxury Townhomes in Fremont, CA
- Solaia Development - 4+ acres land with development of 20+ Townhomes/Single Family Homes in San Jose, CA
- 40-acre Land development opportunity in Cupertino, CA
- Retail and Mixed Use Office Space on Stevens Creek Blvd, Santa Clara, CA
- Light Industrial Re-Zoning to Mixed Used, Imperial Avenue, Cupertino, CA Wine and Liquor Business Opportunity, Lease Negotiation



Florio Project of 41482 Fremont Blvd, Fremont, CA 94538

- 17-Unit Student Housing on E San Fernando Street, San Jose, CA
- Subdivision and Entitlement of Scenic Blvd, Cupertino, CA
- Subdivision, Hillview Road, Los Altos Hills, CA
- Land Development: 18 acres on Kebet Ridge, Woodside, CA
- Land Development: 1+ acres on Lindy Lane, Cupertino, CA
- 10+ Brand New Constructions in Cupertino, CA
- Convalescent care facilities in North San Jose, CA and Sunnyvale, CA
- Portfolio of office buildings, apartments, and hotels out of State of California

Residential Multi-family sales

\* Rich Avenue, Mountain View, CA (4-unit)

\* Elena Drive, Santa Clara, CA (4-unit)

\* S Park Victoria, Milpitas, CA (2-unit)

- Commercial Leasing

\* Lease negotiations with commercial tenants

- Advertising on LoopNet, BizBen, CoStar, Craigslist, Local MLS.



## NEW HOME SALES BACKGROUND

Keller Williams Realty nationwide has an abundance of experience in new home sales. Coco's Broker Robert Mel Stelzer (CalBRE#00878616) has had an extensive career spanning 3 decades in overseeing new home build projects as well as selling new home projects of 30 units or more. Below are a short list of samples of the new home project listing experience by Keller Williams:

- 30 plus unit project on Loma Verde in Palo Alto.
  - 25 unit project on Hamilton Avenue (365 Hamilton) in Downtown Palo Alto
  - Close out of about 8 remaining units in an East Palo Alto project
  - "The Estates at Cedarday" (21 luxury estates in Bel Air, MD)
  - \$700k and up "Hampden Row" (55 units in Bethesda, MD) 2015-2016 of Urban
- ### Luxury Condominiums
- \$420k to \$4 million
  - "The Estates at Cedarday" in Bel Air, MD, 2016; under construction of 21 luxury estates
  - Toll Brothers Luxury Home Builders
  - \$700k and up
  - "Saguaro Canyon" & "Saguaro Springs" 2015
  - 43 units in Meridian, Idaho
  - Farwest LLC (developer/ builder)
  - \$275k to \$400k average sales price (median price in that area is \$220k)
  - Fully sold out in 1.5 yrs using Keller Williams models & systems
  - DR Horton, Oklahoma City Metro
  - Multiple locations within Oklahoma City Metro 300-1.2k lot takedowns, development and land
  - Anywhere from 10- 100 plus lots
  - Homes By Taber Oklahoma City Metro
  - 2008-2016 Multiple locations in and around Oklahoma City Metro
  - ERC development Oklahoma City Metro
  - 2004 2 million; 40 lots

We have worked with Coco multiple times, both purchasing and selling. She is experienced, passionate, efficient, and easy to work with. I already recommended her to my friends and would definitely recommend her to anybody who is going to buy or sell a house.

— Lei Chai, Saratoga



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## BACKGROUND

With 10 years of corporate experience in Business Development, Program Management, and Financial Consulting/Planning, I have gained strong analytical, management, and cross functional communication skills, which I implement in my real estate business on a daily basis.

In March 2003, I obtained my real estate license, where in the same year when I was named as a "Rising Star" after reaching the Top Producer status within only a few months in the business. I have been a Top 1% Producer since for the past 16 years. I was named a Top 200 Realtor® nationwide as rated by Wall Street Journal. By now I'm in the top 50. I attribute my success and consistency in delivering successful closings to my expert knowledge of market conditions coupled with my extensive network.

My thorough understanding of mortgage financing has also helped me in selecting the right buyers for my sellers. My previous experience in Corporate America and my keen bilingual skills have helped me in gaining access to a unique group of investors, which has offered my sellers with added exposure for their listings. My success in commercial real estate is a result of my expansive network of high net worth clients such as politicians, executives, developers, builders, fund and REIT managers. They all have an insatiable appetite for expanding their commercial portfolios of NNN properties and mixed-use housing projects.

## AWARDS AND ACCOLADES

Each year REAL Trends, Inc. analyzes the top-selling agents and teams across the United States according to team sides and volume. As a leading source of the real estate industry, The Thousand list represents the top one half of one percent of more than 1,100,000 licensed REALTORS® nationwide. The Thousand is divided into four categories, each listing the top 250 designees: Individual Agent: Sales Volume, Individual Agent: Transaction Sides; Agent Team: Sales Volume, Agent Team: Transaction Sides.



She is a great seller agent. We experienced some unexpected chaos but she perfectly solved it.

— Xide Lin, Sunnyvale ★★★★★

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# COCO TAN IN THE MEDIA

Coco helped me bought a house in the best silicon valley school district this week and saved me for \$100k. Coco's professional team made the whole house hunting experience simple, enjoyable, exciting. Coco's team are the top agents who never be double agents so can take customer's need truly as top priority and can keep the whole negotiation straightforward. We're impressed by Coco team's sensitive house market analysis, expert house inspection experience, creative offer strategy, clear negotiation skills, and quick clean transaction process. No matter what time, what media, I can always find great help or response from Coco's team right away. The amazing thing is, after all,



both sellers and buyers appreciate her dignity & diligent efforts to make the final deal. Not just one side! Because Coco's team always respect opposite agents and their customers. We are helping both sides to achieve their dreams of home, she said. I really hope every real estate professional can leave their customer a peaceful mind with trust, enjoy experience like Coco's team do. My family appreciate Coco and her team's professional help! With such a pleasant experience, my family plan to move every 5-10 years so can save on driving and tax benefits. Thank Coco and your wonderful team!

— Cissy Yuan, San Jose ★★★★★

## Coco Tan will lead Chinese American real estate group

Local association names new board

By Rose Meily

The 2014-2015 president, board of directors and officers of the Chinese American Real Estate Association were formally installed at a banquet dinner on Nov. 14 at the Dynasty Restaurant in Cupertino. Coco Tan, a Realtor with Coldwell Banker Residential Brokerage in Cupertino

Christopher Isaacson, a Realtor with Coldwell Banker Residential Brokerage in Woodside and president-elect of the Silicon Valley Association of Realtors, administered the oath of office to Tan and the following 2014-2015 board directors and officers: Dexter Lai (Realty World One Alliance), immediate past president; Wilson Chai (Bank of America), vice president; Yuan Chang (Intero Real Estate), vice president; Barbara Kuang (Allstate-BnW Associates, LLC),

public affairs director; Fay Yang (GD Commercial Real Estate, Inc.), secretary; and Keng Yang (East West Bank) marketing director. The Chinese American Real Estate Association was formed in 1988 in the San Francisco Bay Area to promote the social and economic well-being and enhance the professional image of Chinese Americans actively engaged in the field of real estate. Chinese Americans constitute the largest group among California's Asian



PHOTOGRAPH BY ROSE MEILY

Silicon Valley Association of Realtors President-elect Chris Isaacson, center, administers the oath



# MARKETING POSTCARDS

*I could never say enough about Coco Tan and her whole carefully assembled team (Joyce, Jack, and John). Coco is very smart, warm, and professional, and is very knowledgeable about the real estate market. I looked for Coco's advice on everything from listing the house at the right price to attract buyers to staging the house. I had multiple offers after the first open house weekend for well over the asking price. I believe this would not have happened if I had chosen a different realtor. I am so thankful for Coco holding my hand through what could have been a very stressful process. After working with Coco, I see why she is a top producer year after year.*

——— **Mary Miller, San Jose** ★★★★★





The Rendering of Postcard 'From Stale To Sale'



Front Side



Back Side

Coco and her team did a fantastic job helping us trading up. It has been the greatest experience we had with real estate agents. Coco made it happen very smoothly in a very tight timeframe. The complete span of the two transactions (list/sell our previous home and buy the new one) all fall within one month from start to close. There are several highlights of working with Coco and her team:

- (1) Coco and her team are extremely responsive. Whenever I have any question for them, they reply in very timely manner.
- (2) Coco did a really good job marketing my previous home. The staging, photography and flyer design are top notch. This resulted in very good traffic during open house and thus good sales price.
- (3) Coco is really experienced and professional. She did a great job negotiating offers for us. I will highly recommend Coco and I myself would definitely work with her again if opportunity arises.

—— Tianyu Fu, San Jose ★★★★★

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YOUR REALTOR®





The Rendering of Postcard 'Great time to sell!'



Front Side



Back Side

I worked with Coco to purchase a property in bay area. Coco is extremely resourceful and knowledgeable as she has been in this business for so long time. Especially in my case the situation is a bit complex and Coco is able to handle it properly and drive to a satisfied result. I'd like to highly recommend Coco to any potential buyer if you want to win a bid war for your future home.

— Cong Feng, San Jose ★★★★★

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The Rendering of Postcard 'We have buyer!'



Front Side



Back Side

I worked with Coco to purchase a property in bay area. Coco is extremely resourceful and knowledgeable as she has been in this business for so long time. Especially in my case the situation is a bit complex and Coco is able to handle it properly and drive to a satisfied result. I'd like to highly recommend Coco to any potential buyer if you want to win a bid war for your future home.

— Cong Feng, San Jose ★★★★★

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The Rendering of Postcard 'Sold for Over Asking price!'



Front Side



Back Side

Coco and her team were so amazing when we bought our first home that we decided to enlist her help when it was time to move. She guided us through the sale process for the first time, answering all of our questions, and giving us the confidence to step out into the competitive Bay Area market. The experience of selling of our home went beyond our expectations.

As we were selling our home Coco's team also helped us look for our new home, providing insight into the market as buyers again. With her and her team's help we were able to find a house that fit all of our needs. My family and I highly recommend Coco and her team whether you are buying or selling

— Brian Ahr, San Jose ★★★★★

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The Rendering of Postcard 'Just sold!'



Front Side



Back Side

Coco and her team helped us sold our house and bought a new one closer to kids' school. Coco is a very experienced realtor and her way to deal with people is very calm, positive and professional. She built a very strong team, guided us on every detail, responded to our questions very quickly, and made the whole process very smoothly. We really appreciated Coco and her team's help. We felt very lucky that we find her as our agent. We highly recommend Coco and her team!

— Ella Sun, Cupertino ★★★★★

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YOUR REALTOR®





The Rendering of Postcard 'stunning sold'



Front Side



Back Side

We sold our house with Coco and this is the first time we sell a house. Coco represented us really well and helped negotiate a great price in a flat market. She has deep understanding of market and buyer/seller mind set and set up strategy accordingly. Most of all, she is truly professional and acts out of clients' interest.

—— Houfei Chen, Campbell ★★★★★

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**These Homes were SOLD BY COCO TAN DURING LOCKDOWN!**

**911 Dennis Dr. Palo Alto, CA 94303**

**SOLD!**  
Asking Price: \$1,899,000  
Sold Price: \$2,350,000  
**\$350K+ OVER ASKING!**

**COCO TAN**  
REALTOR, BROKER, ASSOCIATE  
TOP 50

**1050 Wilcox Ave. San Jose, CA 95128**  
**SOLD!**  
Asking Price: \$1,299,000  
Sold Price: \$1,500,000  
**\$200K+ OVER ASKING!**

**1381 Wilcox Ave. San Jose, CA 95128**  
**SOLD!**  
Asking Price: \$1,199,000  
Sold Price: \$1,500,000  
**\$300K+ OVER ASKING!**

**961 Emory Ave. Campbell, CA 95008**

**SOLD!**  
Asking Price: \$1,499,000  
Sold Price: \$1,600,000  
**\$100K+ OVER ASKING!**

**3042 Dennis Ct. Fremont, CA 94538**  
**SOLD!**  
Asking Price: \$1,299,000  
Sold Price: \$1,500,000  
**\$200K+ OVER ASKING!**

**24000 Wilcox Ave. Fremont, CA 94538**  
**SOLD!**  
Asking Price: \$1,299,000  
Sold Price: \$1,500,000  
**\$200K+ OVER ASKING!**

**22028 Panama Ct. Dublin, CA 94568**  
**SOLD!**  
Asking Price: \$1,299,000  
Sold Price: \$1,500,000  
**\$200K+ OVER ASKING!**

**Call Coco Tan**  
**To Sell Your Home Today!**  
By 3D Homes, Virtual Tours, Virtual Staging, Virtual Open Houses, Elegant Websites And More!  
**(408) 829-6053**

**THE REAL ESTATE MARKET IS STILL HOT! INVENTORY IS LOW!**

Front Side

**MARKET IS STILL HOT!**  
**PLEASE CALL COCO TAN (408) 829-6053**  
**FOR A FREE CONSULTATION!**

**251 MIDDLEFIELD RD. PALO ALTO, CA 94301**  
**Asking Price: \$11,111,111**

**COCO TAN**  
REALTOR, BROKER, ASSOCIATE  
TOP 50

**1050 Wilcox Ave. San Jose, CA 95128**  
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**THE REAL ESTATE MARKET IS STILL HOT! INVENTORY IS LOW!**

Back Side

The Rendering of Postcard 'listing and sold during lockdown'

Coco is a very tech savvy Real Estate professional. She takes full advantage of the technologies ranging from social platformss which facilitate real-time communications-discussions to drone flying through the property to produce 3D footage for the virtual tour. It really showcases the property at it's best.

— Kenneth Chan, West San Jose ★★★★★

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