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To anyone who is thinking about either buying or selling a property,

My name is Lisa Dayan-Keylon, and if you would like to contact me in regards to Martie Etheridge and the Etheridge Real Estate team, after reading this Testimonial letter, I would be happy to talk to you and answer any questions that you might have.

No one asked me to write this letter, I just felt that I needed to express myself to Martie and her team and let them know how much I truly appreciate them; especially Martie Etheridge, because recently she helped me through another difficult sale.

I first met Martie back in 1997, when she was referred to us by another realtor in Redondo Beach, CA. At that time my sister sold a condo, and she needed to find something here in Orange County to do a 1031 Exchange. That was the first time we saw Martie in action. We found a condo in Fountain Valley, in the Green Valley area, where the schools are great so the area is in demand. There were several people who put in their offers for this condo, but we got it mostly because of Martie's determination, people skills, being familiar with the area and being a tough negotiator. My sister still has that condo as a rental.

Our little business is a family thing, made up of myself and my husband and my sister and brother's family. We are not a big business; however, we have bought six properties; 4 Apartment Buildings, and 2 Condo's. We have sold one condo and now two Apartment buildings, all with Martie's help.

There has been several times when Martie had to work harder than normal and be a tough negotiator in our behalf while still being able to stay as nice and friendly as ever. Martie is extremely knowledgeable and knows how to handle people. If there is ever something that she does not know, she does not hesitate to ask people who can give her the correct answers.

The other thing about Martie is that she is not a typical realtor who wants to sell you a property and then they are done with you until next time you want to buy or sell something.

At the beginning when we bought our first Apartment Building, I had no idea how to Rent and manage the apartments, and I constantly needed good people like a maintenance man, or a roofer, or to know which Insurance Companies to look into for an Apartment, etc... Martie has shared all of her contacts and knowledge with me throughout the years, and I still go to her for advise, which she gives freely.

Martie is a very friendly and compassionate person and her work ethics are beyond compare as she fights tough for her clients.


Lisa Dayan-Keylon