



City of Del Mar



December 6, 2010

Steve Uhlir
SURE Real Estate
3525 Del Mar Heights Road, #370
San Diego, CA 92130

Dear Steve:

On behalf of the City of Del Mar, I would like to personally thank you for your efforts and professionalism on the public auction of the City-owned prime residential property, known as the "Balboa Lot." Due to the extensive marketing, creative outreach, and tireless publicizing of this unique parcel, you were able to successfully auction the property at an amount that exceeded the minimum price established by the City Council.

As a public agency, we believe that an auction represented the fastest and most transparent method of obtaining a buyer for one of the premier developable coastal residential parcels in San Diego County. We believe that you very effectively capitalized on the unique assets of this parcel in your marketing campaign. We especially appreciated the professional quality of the YouTube video. You far exceeded our expectations by not only obtaining the most effective bidders, but doing so in a limited time. In addition to quickly mobilizing multimedia advertising and press coverage, the auction was seamlessly organized and well controlled.

The entire process was so quick and easy through the auction format. You handled the escrow arrangements very efficiently, closing in less than the forty-five day requirement, and the City was not subject to any closing or seller's agent fees.

You and your staff were a pleasure to work with and again, we thank you for your efforts and hard work. We would certainly use your services again, and would not hesitate to recommend your firm to others.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Earnest", with a long horizontal line extending to the right.

Richard Earnest
Mayor