

Joe Burrough is the quintessential professional of commercial brokers. I have known Joe for over six years. He helped me with the purchase of a life changing property that took five years to consummate and has presented many other compelling properties along the way. There are several qualities that distinguish Joe from other brokers. First, he is not only acutely aware of both buyer and seller needs, but acts on that knowledge with tireless effort and goodwill to bring both parties together and promote a true win-win situation. In my case, Joe identified a property that was ideal for me over five years ago by persistent and diplomatic farming efforts. While we tried to put a deal together then, the seller was not ready since she had never sold any of her multitude of trophy properties before and had not found a suitable 1031 up-leg. Joe then remarkably courted this owner (and myself) for the next five years, and along the way actively sought and presented up-leg candidates to the seller. Most of them were rejected, though mainly because the market didn't have what this discerning investor wanted. However, Joe knew exactly what the seller would need and eventually found a few ideal properties for her to trade into – one of which they bought. This enabled me to buy their property, and because I waited patiently and earnestly with Joe at the helm, the deal came my way. While most brokers look to consummate the deal at hand and move on to the next, Joe gets to know his customers on both sides of a current or future transaction and invests time to not only understand them, but keep them earnestly in mind as he patiently and persistently seeks what they want, and turns over rocks to find it for them – no matter how long it takes, and without throwing off-target properties their way. Not to mention, he has extensive knowledge of many San Diego coastal markets – especially premium ones, is able to find off-market deals as a mainstay of his business that most others are too lazy to pursue, and he understands the economics of what make properties and deals work in the long term as well as the short. He also remains well connected with his communities so he can understand and provide guidance on the effects of prospective legislation and developmental activities. Needless to say, I give Joe my highest commendations for being a highly effective and ethical real estate broker who truly acts with his clients' best interests in mind, even if that means no deal is done, or it takes a long time to make it work. However, he is also well capable of moving with Godspeed.

Sincerely,

Eric Scharff

A handwritten signature in cursive script that reads "Eric Scharff". The signature is written in dark ink and is positioned below the typed name.

(Multiple beach property owner)