

# NO B.S. REAL ESTATE

## ALL CALIFORNIA BROKERAGE, INC.

### MANUFACTURED HOUSING WESTERN DIVISION

**JOE SULLIVAN, GENERAL MANAGER**



### I'M BACK!

I am the Joe Sullivan that held the Open House for 14 years outside of Del Amo Estates. I sold homes as a manufactured housing dealer under the name "Mobile-Home Living" and published a newsletter by the same name.

June 22, 2007 I sold the dealership to Cheri Lilly of Pacific Coast Homes with the intention of retiring. She chose not to use our company name or continue the newsletter. She also did not pay me as agreed.

I came out of retirement and was appointed General Manager of the Manufactured Housing Western Division of ACB Realty where I have my real estate license. I will not be selling or listing homes but I will be supervising and training agents who will.

You can expect the same great service and integrity that you have come to expect from me. There are several important reasons to do business with us.

HCD has a dismal record of enforcement. The Department of Real Estate does a better job of protecting our clients and moves on complaints in a fair and timely manner. ACB Realty has over 400 selling agents, their own escrow and financing companies under the same roof. In any transaction your agent can find out within seconds any information needed.

I have appointed Rod Johnston of Century 21 Action to be my sales manager. Rod lives in Belmont Shore Estates and has sold manufactured homes. All our listings will be placed on the real estate multiple listing service and Craig's List.

Please give us the chance to earn your business. You can always reach me by E-mail, [Joe@joesullivanrealestate.com](mailto:Joe@joesullivanrealestate.com). Or [rodjohnston@yahoo.com](mailto:rodjohnston@yahoo.com)



### WE WERE NOT ALWAYS PERFECT (WE WILL NOT SWEAR TO THIS)

"The Buck Stops Here," is the truth in business ownership. Not only is one responsible for what they do or not do, one is liable for those who work for them. We were willing to hire anyone who wanted to work for us. If their skin was warm to the touch, their looks did not send small children screaming, and they could spell their name, we would hire almost anyone as long as they were honest.

I was willing to give anyone a job as I believed that everyone deserved a chance. I could teach anyone to help clients buy a home. Basically, the homes sell themselves. All they had to do was show them.

I treated everyone with patience, dignity, and respect. I wanted our agents to be the best in the industry. Our clients deserved the best.

Mostly, all they had to do was show up on time two days a week for four hours a day, wear clean clothes, and be nice to our dog. Several of our agents were paid commissions in excess of \$10,000 in one month.

While we were proud of most of our agents, we had our quota of the most lazy, stupid, mean spirited, selfish, liars in the world. One would think that we were hiring relatives.

The best part was that I rarely had to fire anyone. Those who couldn't cut it just dropped out or didn't show up. We changed our interview system. Now all they had to do was to pass the sniff test administered by Cindy Sue, Mobile-Home Dog. My wife Renee had veto power until I found out that she was eliminating all the real pretty female applicants.

We had our share of both winners and losers. It is hard to get good help. All in all, we are proud that no clients were hurt in our start up period. And when we sold our business, they hired all our current agents. *(This is an unpublished article written when we sold our business.)*



### Your Newsletter

I want your business. By definition, this newsletter is self-serving. Whether we work together or not, it is always your choice.

I will always give you the plain unvarnished truth. No B. S. on real estate and the selling of your home. I will inform you about the company A.C.B. Realty that I am associated with and information about myself.

I enjoy humor and will share with you. I will educate from my experience and learning. Informed clients make good clients.

If you have questions, call me. What I don't know, I will find out or refer you to someone that does.

People tend to do business with people they like, know, and respect. If you don't know me or know how to contact me, we can never do business. Almost all of my friends are in real estate and in their opinion do not need my services. If you are thinking about selling your home, you will need help. I want to earn your business.

Enough already about me! How can I help you?

In truth, if you want to sell your home, you can do it yourself. There is no law against it. And homes actually sell themselves. You can represent yourself without a lawyer in lawsuits also. Good Luck!





## PROTECT YOURSELF (OR NOT)

All real estate agents have state issued identity cards and have to have their license number on their business cards. If you do not want after sale problems or expensive lawsuits, check that the person you are dealing with is legitimate. All real estate transactions are covered by errors and admissions insurance. Many manufactured housing dealers do not have or offer this insurance. This protection is vital.

It is true that a sale with a manufactured housing dealer the title is guaranteed by the dealer under California law. While this guarantee is not required in a real estate transaction the reason is simple. Manufactured homes on leased land are personal property. The title is proof of ownership, similar to the pink slip on your vehicle.

In a dealer transaction the dealer buys your home subject to reselling to a buyer. The buyer buys their home from the dealer. Your after sale protection is based on the dealer's ability to afford litigation. Many dealers do not have deep pockets. Many dealers fail to advertise and market your home. Some will not cooperate with other agents to get your home sold.

Have a friend call your agent as a real estate agent and ask to show your home. This will prove how well you are being represented. Ask where your home is being advertised and check it out. There is a dealer that is advertising her homes on the real estate multiple listing services when she is not licensed by the Department of Real Estate. Check the name of the company that is listing your home and if it is not the same name on your listing, it could be fraudulent.

Those of you who know me know I expose fraud and got some of the crooks to move on. I showed exactly how one homeowner lost her home to the park with the final indignity of receiving less than \$4,000 for her paid up home well worth \$70,000. When I was a dealer I cooperated with everyone and we sold a boatload of homes. We will continue business in an honest and open way. Give us your homes to sell. We won't disappoint you.



**IF YOU  
WANT TO  
KNOW...**

**ASK  
JOE**

When you were a manufactured housing dealer you said you were the best to sell our homes. What changed?

When I sold my business to retire two years ago, I let my license go. Not being paid, I was forced to come back into the business. At my age I did not have many options. I was and always will be the best person to do business with.

I hated being a dealer under HCD and trying to compete with the dishonest people in the business. I felt helpless in effecting changes for the better. I and most of my agents live in manufactured housing. We understand and appreciate home owner problems and incompetent arrogant park managers. We are members of GSMOL but they can only do so much. During my retirement I wrote a book, "Honesty, Is It worth The Hype?" about the manufactured housing industry and my life, thoughts, and dreams. You can preview and buy my book thru my web site.

[www.joesullivanmanufacturedhomeexpert.com](http://www.joesullivanmanufacturedhomeexpert.com)

### THE CANOPY WARS

On November 7, 2009 we set up a display for ACB Realty and Century 21 Action. The next day a dealer who has been setting up her display got there early and took up all the available space with two shabby displays. What is she afraid of?

### THIS NEWSLETTER

This will be our last printed newsletter. Give me your e-mail address I will send you future newsletters. [Joe@joesullivanrealestate.com](mailto:Joe@joesullivanrealestate.com). Newsletters will be posted on my website.



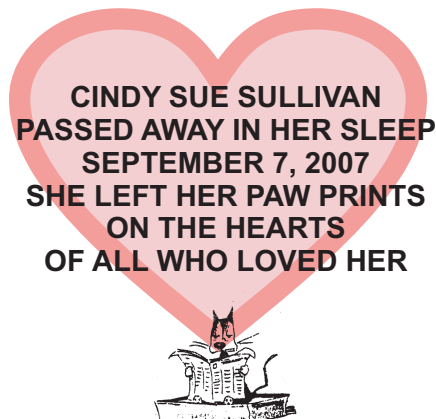
**Paws for Real Estate**  
By Cindy Sue Sullivan

There is a bridge connecting heaven and earth. It is called the Rainbow Bridge because of its many colors. Just this side of the Rainbow Bridge there is a land of meadows, hills, and valleys filled with lush green grass.

When a beloved pet dies, the pet goes to this place. There is always food and water, and warm spring weather. The old and frail animals are young again. Those who are maimed are made whole again. They play all day with each other.

There is only one thing missing. They are not with the special person who loved them on earth. So each day they run and play until the day comes when one suddenly stops playing and looks up. The eyes are staring. And this one suddenly runs from the group.

You have been seen, and when you and your special friend meet, you take him or her in your arms and embrace. Your face is kissed again and again, and you look once more into the eyes of your trusting pet. Then you cross the Rainbow Bridge together never to be separated again.



**CINDY SUE SULLIVAN  
PASSED AWAY IN HER SLEEP  
SEPTEMBER 7, 2007  
SHE LEFT HER PAW PRINTS  
ON THE HEARTS  
OF ALL WHO LOVED HER**





## SETTING THE STAGE TO SELL

YOU HAVE ABOUT 10 SECONDS TO MAKE A FIRST IMPRESSION. And when you stage your home for resale, you are preparing it to make the best “first” impression. It is vital to show your property in it’s best light, because second to price, decisions to purchase a home are based on emotional appeal.

You don’t have to sell the farm to get your home ready to sell. Some outlay is necessary for cleaning, painting, replacing worn woodwork, carpeting, cabinet doors, or replacing broken fixtures or appliances. There are many fix-ups that cost nothing except a little elbow grease and time. Whatever you can do to present your home at its best will help it sell faster and stand out from the competition.

The those of you that have the money but not the time, there are several professional staging services available. Here are a few tips for getting your home ready to debut on the marketing stage and becoming the star that buyers want to see and own.

1. Spruce up all around the home. Keep the lawn and shrubbery trimmed and free of clutter.
2. Fill in potholes and cracks in your driveway and tidy up walkways. Empty your garage of everything but cars.
3. Clean off or paint outdoor furniture, remove any rust, get rid of unsightly pieces.
4. Straighten rain gutters, fences, awning supports, anything that sags.
5. Fix doorbells, tighten loose doorknobs, and oil hinges.
6. Repair broken windows and screens.
7. Clean everything in and out of sight. Shampoo rugs and wax floors. Wash or brush walls. Wash windows and clean blinds and drapes.
8. Weed clutter out of closets and cupboards.
9. Create more space by storing extra furniture. Traffic must flow easily from room to room.
10. Scale down personal artwork and family photos. Create a feeling of spaciousness.
11. Open shades and drapes to admit as much light as possible, but screen out bad view.
12. Kitchen clean and shiny, walls and ceilings freshly painted or cleaned. Sink shiny and free of dishes. Cupboards neat and uncluttered, counter tops clear but not empty (as if unused).
13. Remove debris from and clean all light fixtures.
14. Keep bathroom scrubbed, tidy, and equipped with fresh soap, and neatly hung clean matching towels.
15. Repair all leaking faucets and clean all light fixtures.
16. Light up the whole house, especially dark corners. Have your home smell nice and fresh.
17. Hang mirrors where they will reflect outdoor light - as well as make a room look larger.

If you can afford it have your home tented. It will get rid of all embarrassing critters and you will probably have to get it done anyway when your home is sold. Don’t volunteer information. Answer questions only when asked. Let the sales agent present your home. Remain in the background. Do all of these things and you will probably fall in love with your house all over again and decide to keep it. Offer your listing agent a little something for his time.

# **BUY AT**

## **DYZZY ON VINYL**

### **3007 E. 7<sup>TH</sup> ST, LONG BEACH**

**HONESTY, IS IT  
WORTH THE HYPE?**

**"WE DON'T CALL THEM TRAILERS ANYMORE!"**



by  
**Joe Sullivan**

### **LONG BEACH AUTHOR – FIRST BOOK**

The book is a business/semi-autobiographical work of fiction, a compelling narrative of a man despite a drinking problem and bad attitude becomes a success as a manufactured housing dealer. Written with a sense of humor, this book is a fun read, enjoyable, and informative about manufactured housing.

**[www.joesullivanmanufacturedhousingexpert.com](http://www.joesullivanmanufacturedhousingexpert.com)**