

CRAFT & BAUER

real

SELLER

2025 | VOL 1.1

Meet Shana Gates

Your Guide Through All The Moving Parts
PAGE 8

Our
Approach
PAGE 4

Our Custom
Marketing
Plan
PAGE 24

7 Step Home
Selling Process
PAGE 30



CRAFT & BAUER

real

CRAFTBAUER.COM

TABLE of CONTENTS

2025 | VOL 1.1



4

4

Our Approach

6

Core Values

8

Meet Shana Gates

10

Meet REAL



8



12

12

The Leverage X Craft & Bauer Advantage

18

Digital Exposure

24

A Custom Marketing Plan, Designed By Us



24

28

Cinematic Exposure

30

7-Step Home Selling Process

32

Property Enhancement

34

Reviews & Testimonials



32

© 2025 CRAFT & BAUER



CRAFT & BAUER | REAL BROKER
SELLER
MAGAZINE

Published by Craft & Bauer | Real Broker
39899 Balentine Drive #200
Newark, CA 94560

CONTACT INFORMATION
424.200.6282
info@craftbauer.com

EXECUTIVE OFFICERS

Dominic Labriola - *Founding Partner, CEO, Broker Associate*
Max Fitzgerald - *Founding Partner, Broker Associate*
Shana Gates - *Principal Partner & CSO*

EDITOR

Dominic Labriola

DESIGN

Denise Wantz - *Creative Director*

PRINTING

Xpress Graphics
Ditto's
Wantz Design

ADVERTISING / SUBMISSIONS

advertising@craftbauer.com
424.200.6282

LICENSES

CA DRE# 02022092
AZ DRE# LC696641000
NV DRE# EC100056421
NY DRE# 10991222348



Craft & Bauer was founded in Los Angeles in 2019 by Dominic Labriola and Max Fitzgerald with a simple goal: to create the kind of real estate company we always wanted to belong to. A place where agents, employees, and clients all feel supported, valued, and taken care of. Today, we're proud to serve communities across Southern California, Northern California, Arizona, Nevada, and New York—with an in-house Creative Department, intuitive tools, and a deeply collaborative team by your side.

In 2025, we joined **Real**—a national platform that shares our values and expands what we can offer. With **Real**'s powerful technology, streamlined systems, and vast referral network, we combine the personalized service of a boutique company with the reach and resources of a modern brokerage.



OUR APPROACH

STRATEGIST.
AMBASSADOR.
NEGOTIATOR.
COMMUNICATOR.

The Craft & Bauer APPROACH

Selling your home is a very big deal - for many people it is one of the largest sales they'll make in their lifetime. We take this very seriously at *Craft & Bauer | Real Broker* and that's why we invite you for a no-obligation Seller Counseling Session before we get moving on your listing.

Our goal at *Craft & Bauer | Real Broker* is to provide you with a summary of the home selling process from start to finish. Throughout the course of our working relationship, we'll take on a number of roles to fit situations that arise: We'll be your **STRATEGIST**, helping you to identify the options you have in any given situation.

We'll be your **AMBASSADOR**, interacting with other people involved in every step of the process and serving as an extension of you.

We'll be your **NEGOTIATOR**, helping you to get the terms that are important to you, but also keeping in mind a sense of balance so that the other side also feels satisfied with those terms too.

Perhaps above all, the most important role we'll fulfill for you is as a **COMMUNICATOR**. We have to be able to write contracts which achieve your objectives. Even after that contract is accepted, there is still much communication ahead that has to be executed well in order to keep everyone in the transaction satisfied.

OUR CORE VALUES
A Winning Combination

Craft & Bauer

S.T.R.I.V.E.

SKILLED

We believe that selling real estate well is a true craft.
We are proficient and studied.
We are experienced and precision-calibrated.

TRUSTWORTHY

We are highly competent, organized, and efficient.
We operate with the spirit of an independent brokerage,
backed by the strength of a national platform.
We are engaged, responsive, and dependable.

RELATABLE

We are approachable and engaging.
We are ambitious, curious, and empathetic.
Our style is chic, sophisticated, and uncluttered.

INNOVATIVE

We embrace changes in tools and technology that
improve the experience for our clients and teammates.
We never rest on our laurels.
We are nimble and open to change.

VISIONARY

We are constantly seeking ways to improve.
We encourage collaboration and the sharing of ideas
over competition.
We are respected as thought leaders in our industry.

ETHICAL

We are true fiduciaries who put the needs of our clients
above our own interests.
We are transparent and consistent.
We are humble and filled with gratitude.

+ Real Broker

WORK
HARD.
BE KIND.

Kindness is a superpower and the fuel that keeps us growing. We stand together in service of our vision and each other.

'WE' ARE BIGGER THAN 'ME'

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

TECH x HUMANITY

Tech for a better experience—our technology empowers agents & simplifies the process for everyone.







MEET SHANA



Shana Gates
Principal Partner | CSO

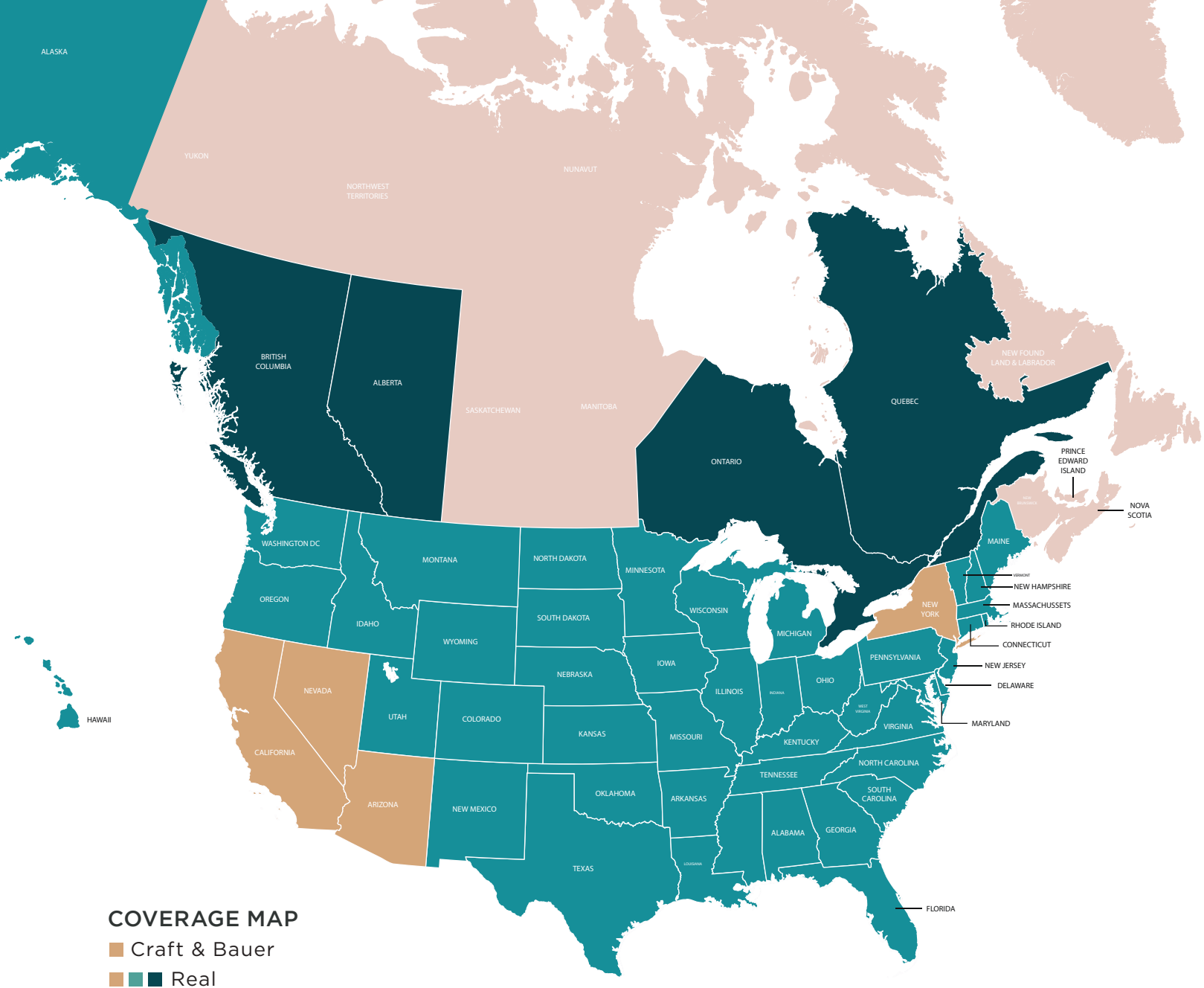
Shana Gates is Principal Partner and Chief Strategy Officer of **Craft & Bauer | Real Broker**. A licensed Realtor since 2006, Shana has been dedicated to helping clients achieve their real estate goals with exceptional professionalism and expertise.

Since 2012, she has focused on the luxury real estate market, gaining invaluable experience at Partners Trust in Beverly Hills. This exposure to high-end properties and discerning clientele has shaped her ability to deliver world-class service and results.

Shana leads an award-winning team of specialists renowned for providing concierge-level service and innovative marketing tailored to buyers and sellers. Her dedication to exceeding client expectations and delivering personalized solutions has solidified her reputation as a trusted advisor in the market. Shana prides herself on innovative technology, marketing strategies and concierge approach to both buyers and sellers.

In Shana's free time, she enjoys being with her Husband, family, and caring for her beloved Golden Retriever, Koda.

MOBILE: 310.746.6232
OFFICE: 209.934.5185
DRE# 01729222
EMAIL: shana@craftbauer.com



1. REAL'S NATIONAL + INTERNATIONAL PRESENCE

- Coverage in all 50 of the United States and 4 Canadian Provinces (*British Columbia, Alberta, Ontario, and Quebec.*)

Why It Matters To Sellers:

"Your listing gains exposure beyond our local market, with access to a national and international network of agents and buyers."

2. MASSIVE REFERRAL REACH

- Over 27,000+ agents and growing
- Built-in national referral network means agents are actively connecting buyers to listings across markets

Why It Matters To Sellers:

"With REAL's expansive agent network, we can tap into a larger pool of qualified buyers—many of whom are relocating or investing."

3. TECHNOLOGY THAT DRIVES RESULTS

- REAL is our brokerage with advanced digital tools that streamline listing management, marketing, and communication
- Features like instant updates, digital document signing, and real-time analytics

Why It Matters To Sellers:

"You'll benefit from fast, secure, and seamless communication, helping us move your transaction forward efficiently and professionally."

Craft & Bauer: *Independently Spirited, Backed by a National Network,* POWERED by REAL.

REAL is *the* fastest growing brokerage in North America today. Offering maximum exposure with advanced digital marketing, award-winning technology used to accelerate your home sale, expert guidance throughout your real estate journey, a collaborative community that drives results, and a client-centered service with proven success, partnering with REAL has enabled us at CRAFT & BAUER to tap into all of REAL's tech and national reach without losing that personal touch. When you think of CRAFT & BAUER think, *"Boutique With A Side Of Rocket Fuel!"*

MAXIMUM EXPOSURE WITH ADVANCED DIGITAL MARKETING

With almost everyone starting their search online nowadays, CRAFT & BAUER is equipped with cutting-edge digital marketing, using targeted online strategies to reach and engage buyers in your local market, ensuring maximum exposure for your property and increasing the chances of a faster sale.

AWARD-WINNING TECHNOLOGY TO ACCELERATE YOUR HOME SALE

REAL's AI-powered technology streamlines the entire selling process. From generating automated reports on comparable listings to tracking prospective buyers, our advanced tools ensure that we can sell your home faster and more efficiently. With CRAFT & BAUER | REAL BROKER, you can enjoy a seamless, stress-free experience from start to finish.

EXPERT GUIDANCE THROUGHOUT YOUR REAL ESTATE JOURNEY

We offer expert guidance at every step of your home-buying or selling process. Whether through email, text, or phone, you can count on responsive support and seamless communication tailored to your preferences, ensuring you're always informed and in control.

REAL Quick Stats

4. BOUTIQUE SERVICE MEETS BIG BROKERAGE POWER

- CRAFT & BAUER'S high-touch, personalized boutique approach is powered by REAL's cutting-edge technology, national reach and back-office support to streamline transactions and elevate results.

Why It Matters To Sellers:

"You get the service and attention of a boutique real estate company, with the resources of a national brokerage."

5. CLOUD-BASED = COST-EFFECTIVE, AGILE, & FUTURE-FORWARD

- No brick-and-mortar overhead = leaner, more flexible service model
- REAL is publicly traded (NASDAQ: REAX), transparent, and built for modern real estate

Why It Matters To Sellers:

"We stay agile and ahead of the curve, investing in what truly matters—your results."

Founded
in 2014

27,000+ agents
(and growing!)

Publicly Traded
(NASDAQ: REAX)

THE fastest-growing
Publicly Traded
Brokerage in
North America

OUR NETWORK

33,000+

AGENTS

Operating in
23
COUNTRIES

With
216
OFFICES

Service
135
MARKETS

**Internal data as January 2025*

With the help of *Leverage*, *Craft & Bauer* has the global reach to find buyers for your home wherever they are in the world.

ELEVATED PROMOTION

We may feature properties on *LeverageRE.com*, a curated channel of real estate and lifestyle content, and promote them to a social media audience of 60,000 + followers. In addition, *Leverage's* dedicated Public Relations team seeks editorial placement in international media outlets for newsworthy properties represented by agents of *Leverage*.

CREATIVE EXPERTISE

A creative team of designers, writers, social media experts, developers and printers are at our disposal to develop a personalized marketing strategy and materials that engage today's most discerning buyers.

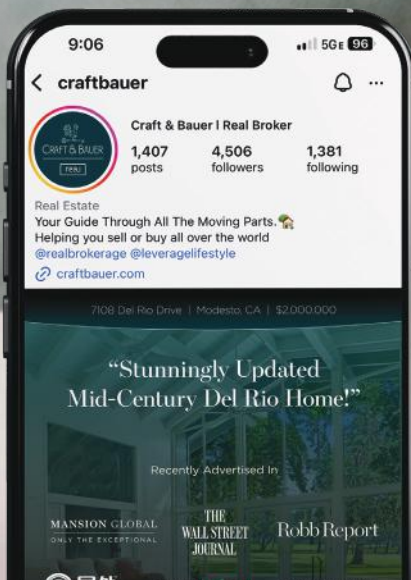
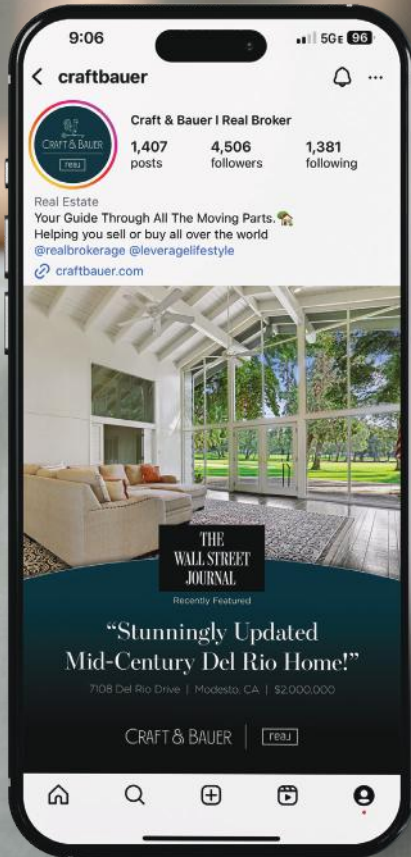
EXCLUSIVE COMMUNITY

Leverage aligns brokerages across 130+ major markets worldwide and unites a community of 5,700+ top producing real estate professionals who share innovative strategies and tactics market-to-market.

RELOCATION CONNECTIONS

Beyond the market coverage that *Leverage* has within its membership, *Leverage's* relocation experts will match your agent with a *Leverage*-quality firm in any location where you have a real estate need.





How a partnership with Leverage[®] can ELEVATE A LISTING

A GLOBAL MARKETING PARTNER & NETWORK

While *Craft & Bauer* is now part of the national brokerage platform at *Real*, we continue to operate with the spirit and service of a boutique firm rooted in our local communities. Through our partnership with *Leverage Global Partners* - a premier global marketing firm and network of top-producing brokerages and teams in 23 countries and 135 markets - we extend our reach to a global scale. This allows us to connect your property with exceptionally well qualified buyers and agents in key feeder markets around the world.

GLOBAL ADVERTISING POWER & REACH

Leverage promotes a curated selection of listings via their social and digital channels. *Craft & Bauer* can place your home among this selection of beautiful properties and get in front of the right buyers. Through this network we have unique marketing opportunities for the highest level of market exposure for our featured properties. With a combined 41M+ monthly page views, *Craft & Bauer* can advertise your home on powerful international media outlets including *WSJ.com*, *MansionGlobal.com*, *NYTimes.com*, *FinancialTimes.com*, *Juwai.com*, and *PropGoLuxury.com*. Your home will also be searchable on *Barrons.com* and *PENTA*.

GLOBAL REACH

We are allied with the most respected media outlets worldwide, so your property can be viewed and experienced by an international audience with buying power.

629.4M

Combined Monthly

PAGE VIEWS

149.6M

Combined Monthly

SITE VISITS

COMPLETE MEDIA EXPOSURE FOR PROPERTIES INCLUDES:



Barrons.com

Barrons.com/Penta

FinancialTimes.com

Juwai.com

LeverageRE.com

MarketWatch.com

PropGoLuxury.com

RobbReport.com

WashingtonPost.com

WSJ.com

WSJ's: MansionGlobal.com

MansionGlobal.com/cn (*Chinese*)

MansionGlobal.com/es (*Spanish*)

OUR ADVERTISING NETWORK

FEATURED
BEYOND
THE MLS

PropGOLuxury.com

WSJ

The Washington Post

Robb Report

FT FINANCIAL
TIMES

BARRON'S

 LEVERAGE
GLOBAL PARTNERS

MANSION GLOBAL
ONLY THE EXCEPTIONAL

MarketWatch

 PURSUITIST

 居外
Juwai.com

Los Angeles Times

THE
Hollywood
REPORTER

AD
ARCHITECTURAL DIGEST

CURBED

The Mercury News
The Newspaper of Silicon Valley

Forbes

FOX 11
LOS ANGELES

SFGATE

 HGTV
HOME & GARDEN

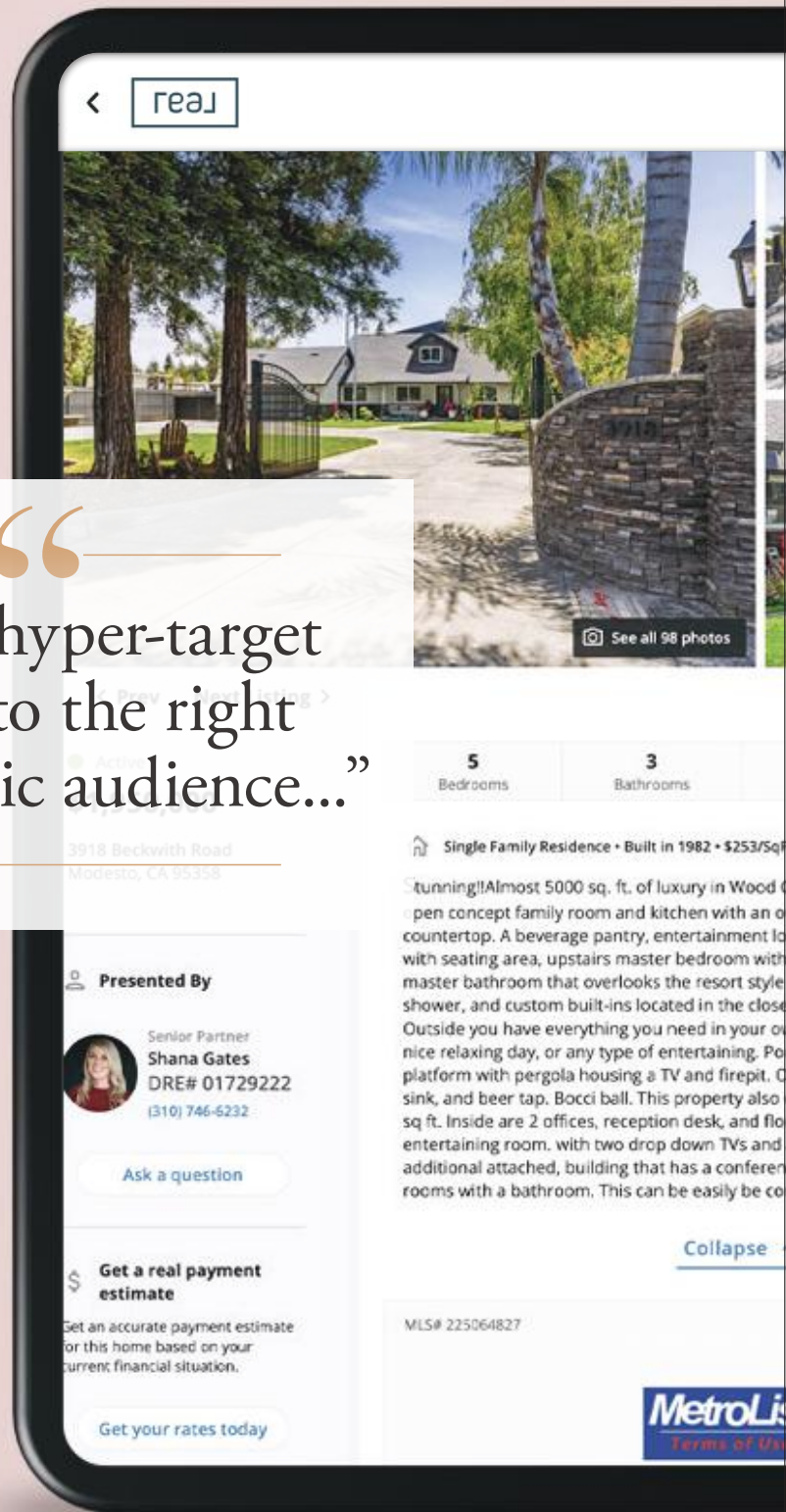
house  hunters
INTERNATIONAL

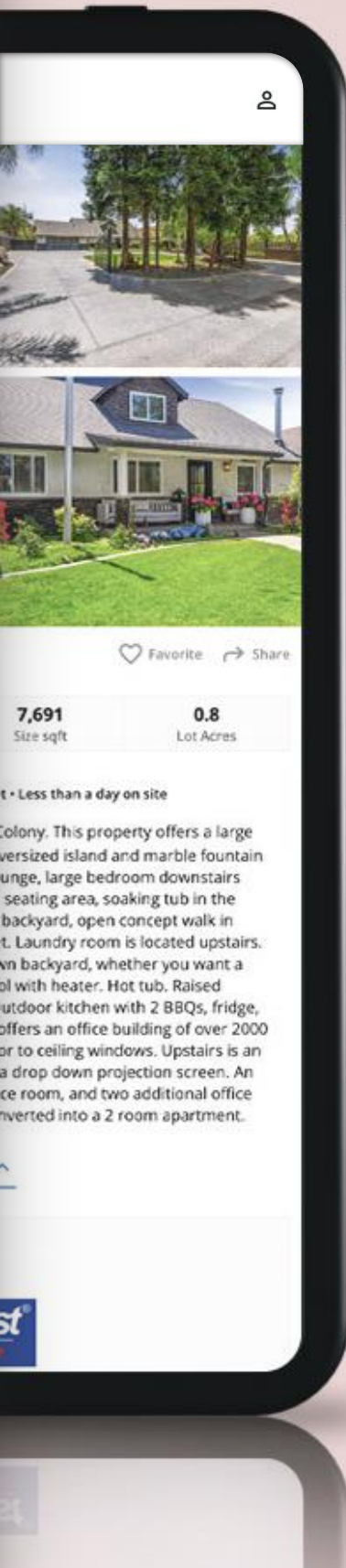
dwell

THE CLOSE

 HOME + DESIGN

“
...we can hyper-target
our ads to the right
demographic audience...”





Digital MARKETING

Craft & Bauer | Real Broker has hired the most sophisticated real estate digital marketing agency to assist in the management of our technology and digital marketing.

Through this partnership, Craft & Bauer | Real Broker is able to create highly focused social media marketing, targeted demographic and psychographic advertising, using cutting edge technologies.

DEMOGRAPHICS

Craft & Bauer | Real Broker doesn't just showcase your home to one big general audience, instead, we can hyper-target our ads to the right demographic audience who would most likely be interested in your home.

CUSTOM WEBPAGE

Craft & Bauer | Real Broker's in-house Creative & Web team will create a custom property landing page specifically for your home. This smart page will track buyer activity through intent-based behavior. Our system will automatically store and prioritize website visitors from your listing landing page, allowing us to prioritize our lead follow-up.

DIGITAL

As of April 2025, our collective social media presence across CRAFT & BAUER, REAL BROKER, and LEVERAGE GLOBAL PARTNERS is as follows:

CRAFT & BAUER:

Instagram: 4,486 followers
Facebook: 249 followers

REAL BROKER:

Instagram: 67,000 followers
Facebook: 16.1K+ followers

LEVERAGE GLOBAL PARTNERS:

Social Media Audience
totals 80,000+ followers

Combining these figures, our total social media reach is approximately 151,735 followers across various platforms, including Facebook and Instagram. This expansive network enhances the visibility of our listings and ensures they reach a diverse and extensive audience.

We are actively engaged with
167,835+ on *Craft & Bauer | Real Broker* and *Leverage* social media channels.

The average person spends
2.5+ Hrs a day on social media*

70% of U.S. adults use at least one
social media channel*

*According to global web index and business insider



EXPOSURE

Social media isn't just for scrolling anymore—it's where people discover homes, explore neighborhoods, and connect with what inspires them. That's why we've made it a key part of our strategy for showcasing listings, building excitement, and capturing the right buyer's attention.

We're actively engaged with a network of over 81,000+ followers across *Craft & Bauer*, *Leverage Global Partners*,

and *Real Broker's* social media channels—reaching audiences locally, nationally, and internationally. Your listing doesn't just get seen—it gets shared, promoted, and positioned to stand out.

Why It Matters

- The average person spends over 2.5 hours a day on social media
- More than 70% of U.S. adults use at least one social platform
- Social media is now a leading source

of discovery for real estate listings, especially among buyers aged 25–54

- Targeted advertising and content strategy help us reach the right buyers in the right markets

Whether it's stunning listing videos, engaging *Instagram Reels*, or targeted *Facebook* ad campaigns, we combine high-quality visuals with smart strategy to elevate your home and maximize visibility.

Let your home shine where people are already looking.

SOCIAL MEDIA

151,735 + Followers in Aggregate



Instagram.com/
CraftBauer
RealBrokerage
LeverageLifestyle



Facebook.com/
CraftBauer
RealBrokerage
LeverageRE



YouTube.com/
@CraftAndBauer
RealBrokerage
LeverageRE



X.com/
CraftAndBauer
JoinReal
LeverageRE



LinkedIn.com/
company/CraftBauer
company/OneReal



Medium.com/
Craft-Bauer
Leverage Global Partners

C&B / AFFILIATE WEBSITES

CraftBauer.com
OneReal.com
LeverageRE.com

REAL ESTATE WEBSITES

Zillow.com, Trulia.com, and Realestate.com

We are premier agents, making our listings receive priority placement and more views than those of our competitors.

Realtor.com

Company showcase puts our contact info directly on our listings and gives our listings maximum exposure on their site.

Homes.com

Search, content, and advertising strategies are designed to bring millions of transaction-ready buyers and sellers to Homes.com and collaborate during the entire home buying/selling process.

CRAFT & BAUER

real

Broker's Open

THURSDAY | 3-7 PM
10AM - 12PM

Just Listed
7609 Spy Glass Drive | Modesto



3 BED • 3 BATH • 4,150 SQFT

Discover unparalleled elegance in this stunning two-story Del Rio home that artfully combines space and light. This open floor plan welcomes you in with floor to ceiling spanning river views. The meticulously manicured 9 acres of land surrounding this property, providing an enviable and unmatched opportunity with access and partial ownership. Spend your days exploring the vast and versatile estate, immersing yourself in nature. Indulge your culinary desires in the gourmet kitchen, equipped with top-of-the-line Viking appliances and granite countertops. For those who appreciate fine spirits and wines, this home offers a full custom bar and temperature controlled wine storage room. Entertain guests in style as you showcase your extensive collection of your private sanctuary. As you retreat to the living area, bask in the warmth emitted by the bold stone fireplace. Its imposing presence creates a focal point. Complete with a 3-car drive through garage for auto and golf enthusiasts. Park your RV or hobby vehicles with

[MORE INFO](#)



Offered at \$1,699,999



CRAFT & BAUER

real

JUST LISTED
26717 Mont Calabasas Dr.
CALABASAS | \$3,499,000

OPEN HOUSE
Saturday | April 3rd | 11AM - 3PM



5 BED

6 BATH

4,994 SQFT

A meandering stone path leads to this beautifully updated home featuring a large, lushly landscaped, private lot. Highlights include a remodeled chef's kitchen with leathered countertops & Viking, stainless steel appliances, opening to the spacious family room with big picture windows, extensive wood floors & cozy fireplace, plus both breakfast & formal dining rooms, a bonus room, private office, and 5 en-suite bedrooms including the master suite with a retreat, completely remodeled bathroom with a large steam shower and free standing tub. The expansive grounds include covered patios, a barbecue center, mature trees, sparkling pool & spa, and large grass lawn. Additional amenities include a two-story entry with spiral, wrought iron staircase, wine refrigerator, and multiple entertaining areas, all in a very private setting.

[MORE INFO](#)



eNews
APRIL 2025

Dear friends, Spring is in full bloom, and with it comes a sense of fresh energy and possibility. In this month's newsletter, we're looking at how the real estate market is evolving with increased inventory, rising demand, and stable mortgage rates to help you embrace the season of change. Our Spring Reset guide offers simple ways to refresh your living spaces, declutter with intention, and bring a little more calm into your everyday life. And if you're ready to enjoy the great outdoors, our Outdoor Living Inspiration post is filled with ideas to help you get your patio or backyard spring-ready—just in time for those warm evening gatherings.



Brought to you by
Dominic Latorre

PARTNERS VOICE | APRIL MARKET UPDATE

Partners Voice | April Market Update
As we move deeper into spring, the real estate market is blossoming alongside the season. February's data reflects a slight uptick in listings hitting the market and a notable increase in buyer activity. While rates remain in the mid-6% range, there's growing optimism to take a closer look at three key developments shaping the landscape.

A Surge in New Listings (In Some Markets)
After months of tight inventory, Los Angeles County saw listings compared to this time last year. Across California, active listings rose 4.4% year-over-year in February. This is a promising sign for buyers, as it indicates a broader range of options, though average and giving buyers a broader range of options. In San Diego, where inventory is up over 60%. This is a promising sign of the "lock-in effect," with homeowners staying put for longer periods. Now, many are choosing to move as life changes take place. Begin to outweigh the benefits of staying put.

Meanwhile, in Arizona, the picture is more balanced.

Read More

SPRING RESET TO REFRESH YOUR HOME

Spring Reset: This Season

Spring is the season of renewal. As the weather warms, it's the perfect time to refresh your space. A little reset can go a long way in creating a renewed sense of calm and clarity for a new project, or simply to make your home shine this spring.

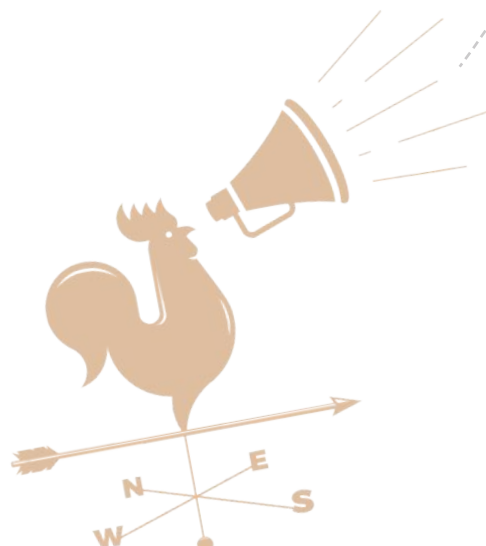
1. Open the Windows
Liberal and windows inside.

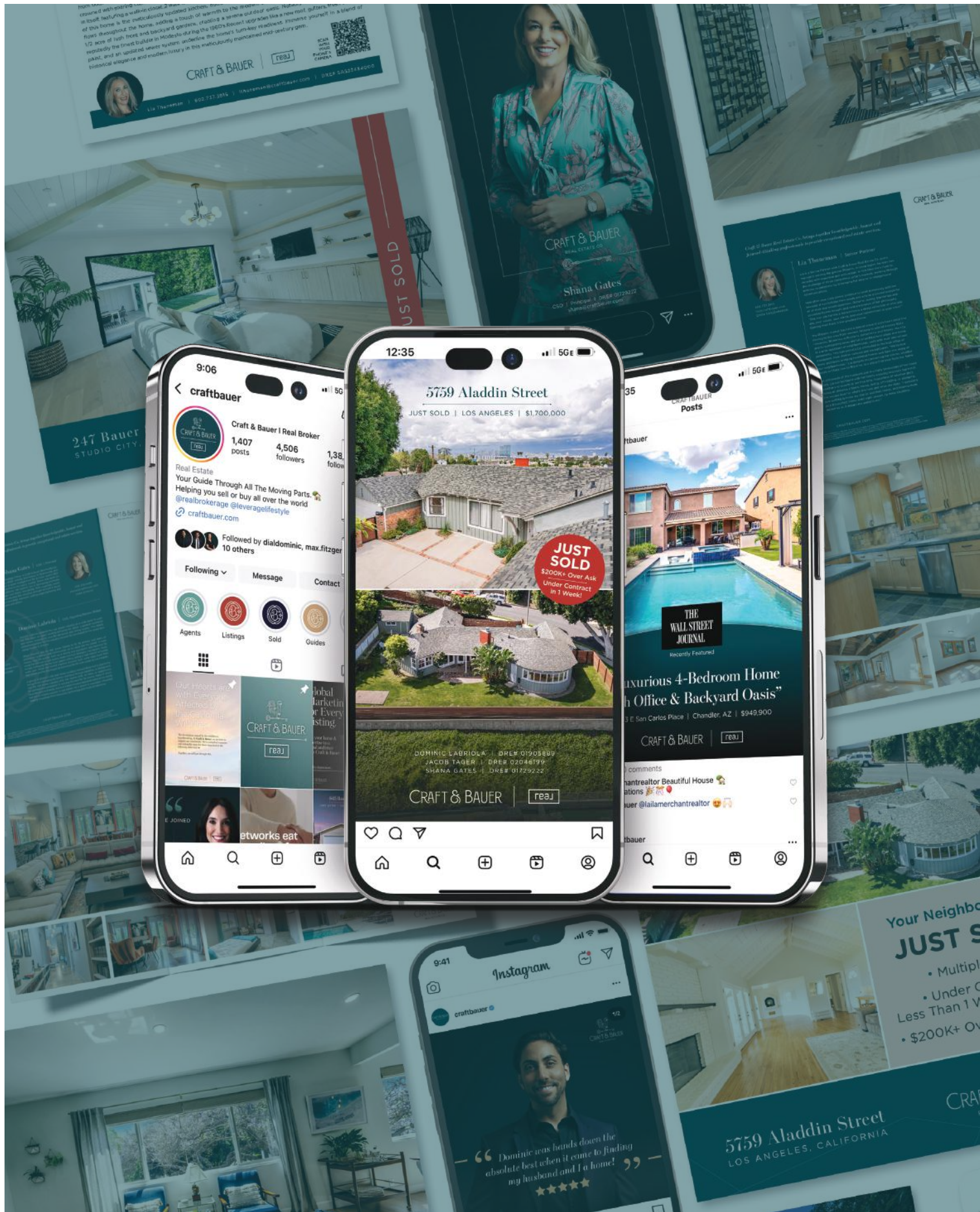
2. Light the Space
Swap out old light bulbs for new ones. Painted to match your spring theme.



Newsletters & EMAIL BLASTS

With the help of *Craft & Bauer | Real Broker's* Creative Department, we can get your home in front of the greater real estate community before your home even hits the market.





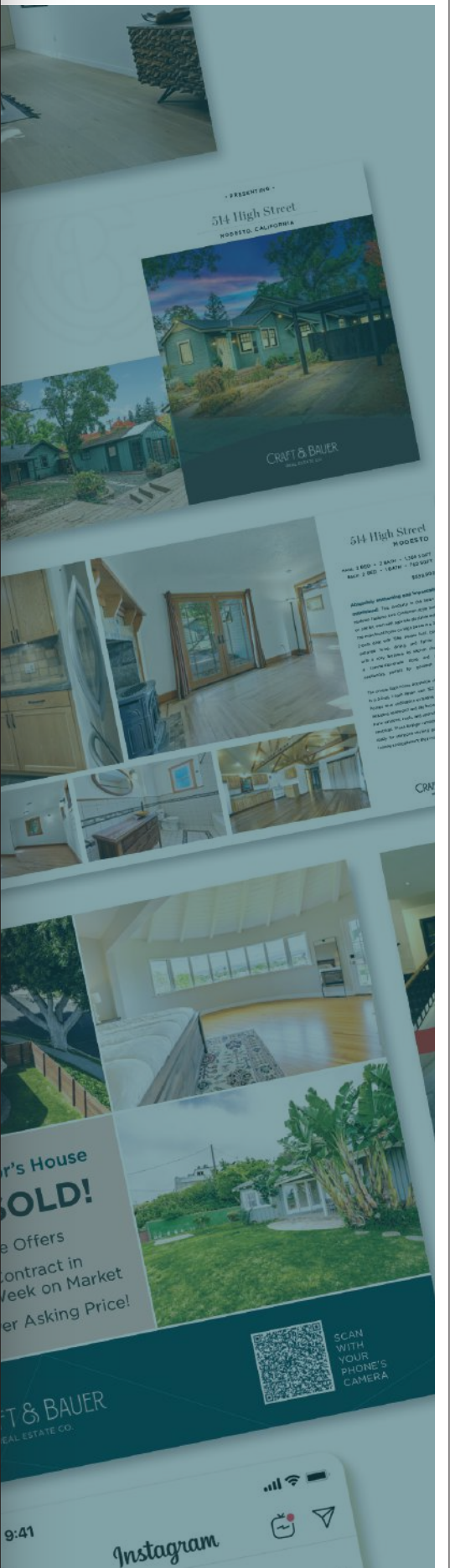
A CUSTOM MARKETING PLAN *Designed by Us*

With more than 90% of home buyers beginning their search on the Internet, and 51% of buyers finding their home online, we understand the importance of digital marketing.

Our Creative Department works directly with our agents and their sellers to create a custom marketing plan to maximize exposure for your home.

From custom newsletters, to eBlasts, to digital advertisements and everything in between, our Creative Department will help bring the maximum amount of exposure possible to your home.

Using the latest digital marketing resources and techniques, and tens of thousands of dollars dedicated to digital advertising, our Creative Department can target and re-target the right audience for your property and connect with buyers more easily.



A Full Marketing Suite *Customized for your listing!*

Craft & Bauer | Real Broker's in-house Creative Department will design custom digital, print, and email collateral specifically for your listing.

@craftbauer

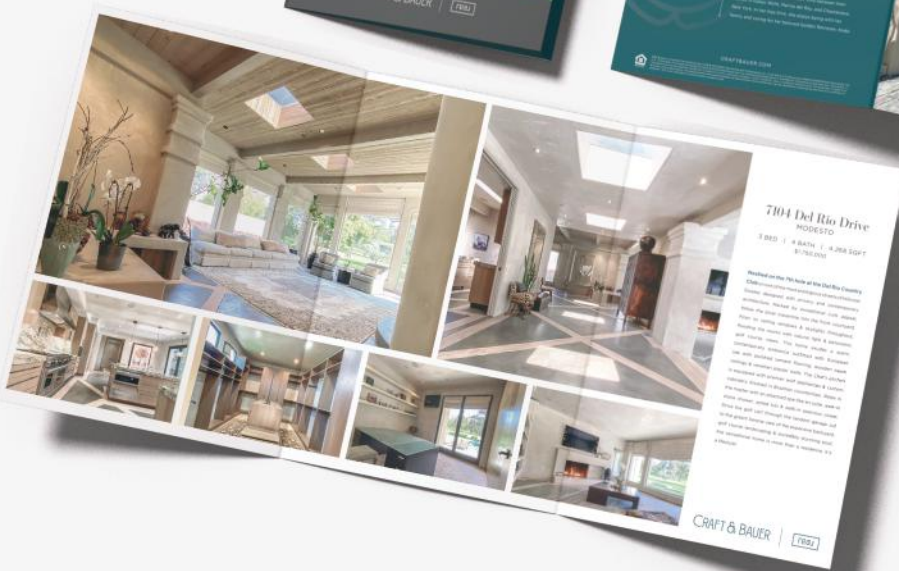
.....

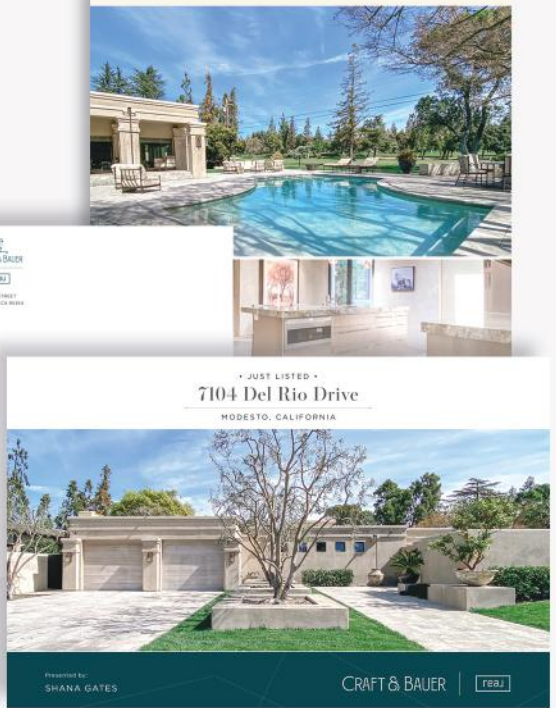
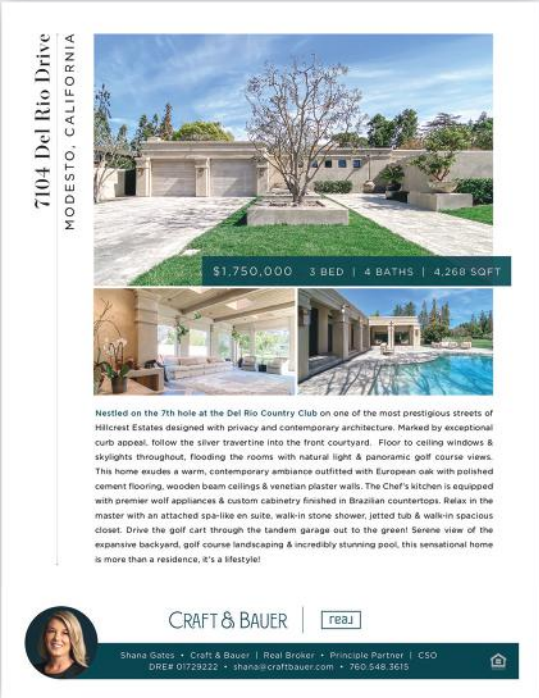
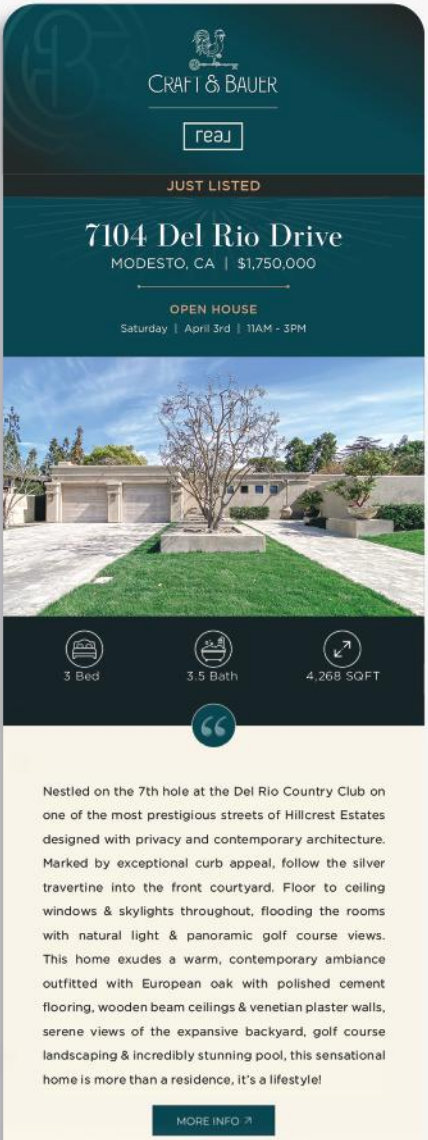


social media graphics



oversized trifold brochures





postcards

1-sheet flyers



Cinematic EXPOSURE

We hire world-renowned real estate photographers, videographers, and drone photographers to shoot impeccable imagery and cinematic explorations of your home.

3D Tours Increase Calls by 95% - Our agents can use technology like MATTERPORT® when listing your property for sale. This tech is an immersive media technology company that builds 3D media solutions that power industries from real estate to entertainment, and everywhere in between. It's the best end-to-end media platform that allows users to easily create, modify, navigate, and build on digital representations of real places.





“

Put my experience,
knowledge, service,
and professionalism
to work for you.”

7 STEP HOME SELLING PROCESS

with Shana Gates

1 STRATEGIC PLAN

- Select home selling team
- Review market conditions
- Buyer Profile analysis
- Outline Custom Marketing Plan
- Determine pricing strategy
- Set listing timeline

2 PREPARATION

- Prepare property for marketing and showings
- Pre-listing Inspections
- Photography & video
- Creation of marketing materials
- Complete Disclosure package

3 MARKETING

- Submit property to Leverage Global for International listing distribution
- Website, video, photography and all online marketing launched
- Open House schedule syndication and invitations sent
- Direct and email marketing initiated
- Signage and advertising

4 SHOWINGS

- Setup house prior to each showing
- Broker tours
- Open Houses
- Evening showings
- Showings by appointment

5 OFFERS

- Provide buyers with Disclosure Packages
- Accept offers
- Review buyer financial qualifications
- Consideration of Offer Terms
- Negotiations, counters and addendums
- Offer acceptance

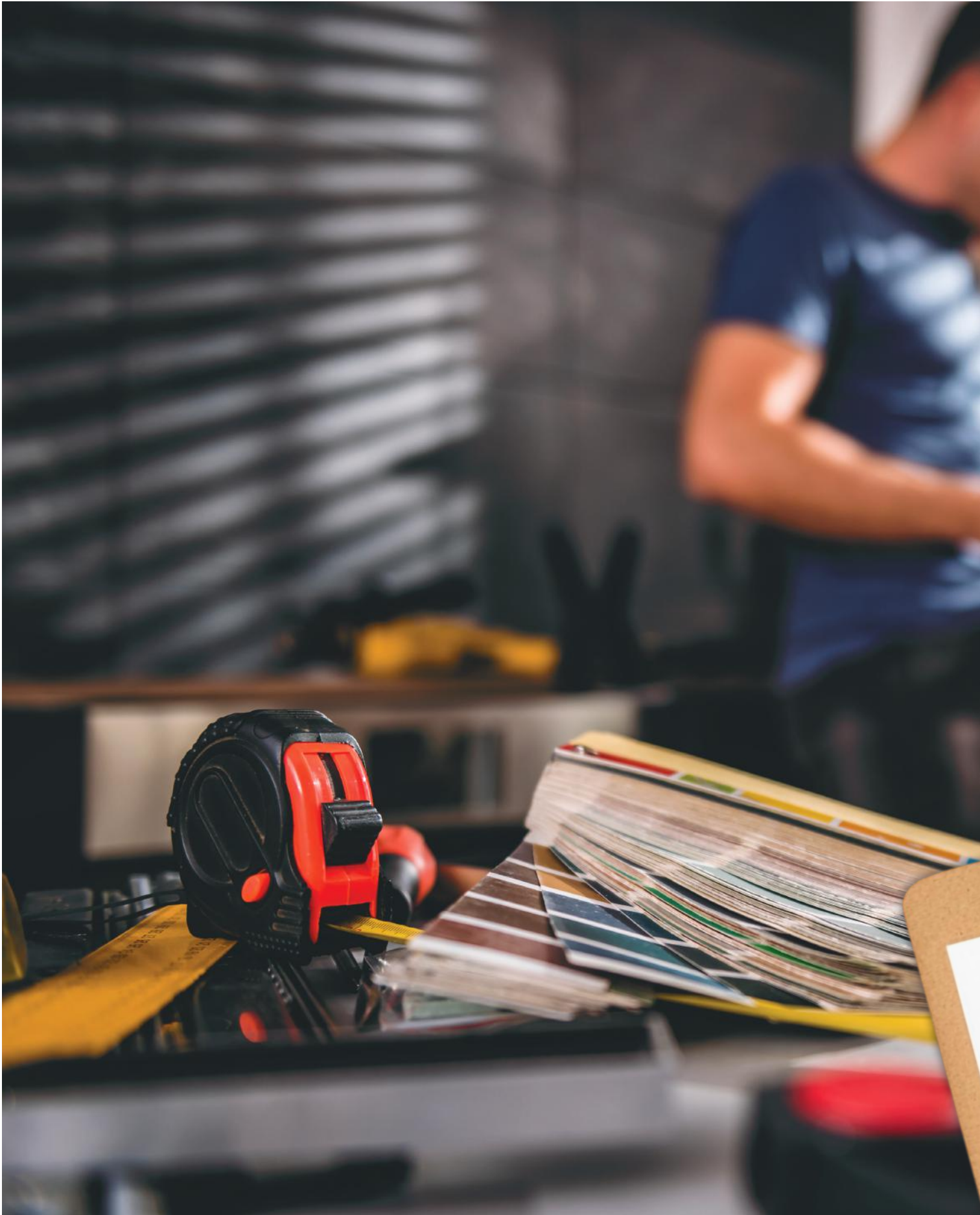
6 PENDING STATUS

- Select Title Company for closing process
- Buyer's good-faith deposit
- Preliminary Title Report and documentation review
- Contract and closing timeline
- Home Buyer's inspections
- Appraisal and lender review
- Complete signed Disclosures
- Additional negotiations and terms

7 CLOSING

- Review file and confirm all paperwork
- Review & sign closing documents with Title Company
- Moving & clean property for transfer
- Loan funding & final cash deposits
- Closing confirmation
- Proceeds to Seller





Maximize the Value of Your Home **BEFORE IT'S LISTED.**

Work hand-in-hand with us to create a Home Enhancement Checklist.

Along with the help of our servicing team, we will make recommendations for repairs and improvements to help sell your property for the highest possible price.

Our business directory provides access to a list of some of the most reliable and dependable home improvement contractors in the marketplace.

- 
- ☐ Patch Drywall Holes
 - ☐ Repaint Living Room
 - ☐ In Neutral Colors
 - ☐ Repaint Baseboards
 - ☐ Replace Lightbulbs
 - ☐ Replace Outdated Hardware
 - ☐ Remove Outdated Wallpaper
 - ☐ Repaint Your Front Door
 - ☐ Gate

Buyer and Seller Testimonials ★★★★★

REVIEWS

“Shana is very professional and always has someone available to answer questions throughout the home buying process, which for them does not end after the sale is completed. It was a pleasure working with every one of her realtors.”

FELICIA CARDENAS

“We retained Shana for three real estate transactions. She was absolutely wonderful to work with. She was incredibly responsive, professional, and hard working. For one of our properties that we were trying to sell, the potential buyer dropped out, but Shana immediately had another buyer lined up with another terrific offer. Working with her made each transaction smooth and efficient. I highly recommend using Shana Gates for your future real estate needs!”

NINA DINDRAL-PAMIDI

“Shana did an awesome job keeping us informed and educated through the whole process! She is very organized and on top of everything! We couldn’t have found a better person to help us through the home buying process...We can’t thank you enough! We will recommend you to anybody we cross in the home buying or selling process!”

PAT & KATIE



“Working with Shana Gates was an absolute pleasure! Her extensive knowledge of the local market, coupled with her unwavering commitment to finding the perfect home for us, made the entire process seamless and stress-free. Shana was always available to answer questions, provide insightful advice, and tirelessly negotiate on our behalf. We highly recommend her to anyone looking for a dedicated and professional real estate agent. Shana is the only agent I would recommend to my family and friends!”

TIM KELLY

“I have known Shana for a long time, she helped me find my first house and made it an easy smooth purchase. Then when I got married she helped sell my wife’s house and again made that smooth and easy. We recently bought another house and she helped find the perfect house for the family and handled everything from start to finish. Now we are selling my first house and her marketing skills are making it easy for us also. Shana is a great person and after working with her I am happy to call her my realtor and friend...”

RYAN VARNI

“Truly exceptional service and knowledgeable, I highly recommend Shana’s services to anyone selling or buying a home....”





CRAFT & BAUER

real

Connect with Shana:

MOBILE: 310.746.6232

OFFICE: 209.934.5185

DRE# 01729222

EMAIL: shana@craftbauer.com

CRAFTBAUER.COM