

# SHORELINE

PROPERTIES

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Hello and thanks for reviewing my profile and intro [video](#).

As a seasoned broker and longtime resident, I enjoy helping folks buy, sell, and finance real estate in coastal North County. As a top [producer](#) transacting \$350+ million in volume throughout coastal California, I understand the importance of building long-term relationships.

#### For Sellers

Of all Cardiff top producers since 2011, I have the highest average pull-through ratio (100%) (i.e. listings that sell... and not cancel, expire, or withdraw); the highest sales-to-list-price ratio (>99%); and the fastest average market time. I am the top ranked Cardiff Agent on [Yelp](#), and have smashed over a dozen high-price records. I offer a relentless [track record](#) of service and execution, and a unique way of branding the North County lifestyle. [Sample [marketing deliverables](#)].

#### For Buyers

I separate commission from advice, and highly credit my success to this key value. I have an extremely high "offer acceptance" success rate, without price being the only consideration. I help you win negotiations while creating solutions that work for all parties involved. And I am uniquely positioned to help integrate your home search and mortgage plan together, saving you time and money, and providing unparalleled service and execution.

#### Company

I co-founded Shoreline Properties in 2014, after working for 10 years in the same physical location under another Broker, who has served North County San Diego buyers and sellers since 1989. Our [retail space](#) is located in the heart of Cardiff-by-the-Sea, in the "Town Centre," right next to Seaside Market, and our courtyard averages weekly foot-traffic of [35,000 people](#)! Many locals and visitors alike look to our windows as a gauge of local real estate trends and valuations.

It never gets old buying and selling coastal property for savvy clientele... who wear flip-flops. Aside from the views, the location is also perfect, because we are able to jet all over San Diego at a moment's notice. The [space](#) itself is great, and my associates are awesome. And did I mention we are across the street from the... [ahem](#)... ocean.

#### Personal

My wife [Jessica](#) (an [acupuncturist](#)), kids [Jaiden](#) and [Jack](#), and I live on the border of Cardiff and Encinitas with a crazy but lovable dog, named [Smith](#). If you happen to frequent North County San Diego, odds are good you've glimpsed a cute, blond ponytail flashing through your periphery, after the grey streak that is Smith. I love my wife, and am pretty sure I got better end of the deal when she said, "I do" in 2005.

Thank you for the opportunity to earn your business.

A handwritten signature in black ink, appearing to read 'Seth Chalnack', written in a cursive style.

Seth Chalnack, Broker  
Shoreline Properties  
CA BRE No. 01343733