

# David Jordan

## Professional Biography

Born and raised in southeast Michigan, I received a degree in Computer Science 1977 and continued my education at the University of Michigan. My interest in computers launched an exciting career that lasted 25 years.

I migrated to California in 1979 and worked with landmark high tech companies Hewlett-Packard, Network General, and International Network Services, then gravitated toward fast-paced start-ups in product marketing roles, designing systems, networking and data architectures.

In 2002 I turned a new leaf, taking a year off to prepare for a new career path. In 2003, my communications, negotiation, problem solving, and sales skills helped me to become the highest producing rookie agent at Windermere Silicon Valley Properties.

In 2004 I created a unique buyer's best fit system which provides a systematic, step by step process for identifying the best property for each client's unique set of needs and priorities. Working with sellers, I created a powerful web site template that incorporates a comprehensive array of information that any potential buyer might want to know about the property.

I joined A.C. Madison Real Estate Services in 2005. I was their highest producing agent in 2005, 2006, and 2007.

In 2006, Working with first time homebuyers, I developed a powerful tool that analysis renting versus buying, investment potential over time, utilizing various scenarios for loan rates, purchase prices. The result is a clear understanding of the pros and cons of both over time.

In 2007, finding a market need for a method and system that will accurately price real estate, I created a model that uses statistical analysis and comparative grading to provide a clear picture of how to price any property in any market. I sold all my stock and mutual funds in my IRA and personal account in anticipation of future financial market problems, and learned how to look for good real estate investments around the country. I have sold apartment complexes in California and purchased commercial residential real estate in Texas.

In 2010, I joined Realty World Northern California, utilizing their extensive internet footprint and affiliate marketing presence. I became a certified Homeowner Affordable Foreclosure Alternatives (HAFA) specialist, coupling detailed knowledge of the latest government programs with analysis tools that help homeowners choose the best option for their situation.

My enthusiasm and unique approach to real estate has been showcased in the media. I've been a featured guest on the syndicated radio show *Rock, Roll and Real Estate*. I've appeared on TV as a repeat guest on *Strategies For Real Estate* with Dan Lawson, and *Real Estate Weekly* with Noel McCord.

Taking care of clients is more important the deal. My clients value my professional, consultative, supportive approach to the real estate process. My clients feel they have a strong advocate for their interests. My business has been built by [referrals from lenders and satisfied clients](#) in Santa Clara and Santa Cruz counties.



*"Turning A New Leaf"*