

## **Keith C. Berry Awarded REALTOR® Emeritus Status**

**July 10, 2014:** The Santa Barbara Association of REALTORS honored members with 25 or more years of service at the MLS networking meeting. A total of 15 REALTORS were recognized for 25 years of membership at this event which took place at the Cabrillo Arts Pavilion. This was Keith Berry's 44<sup>th</sup> year of membership; the Association of REALTORS also honored him with the REALTOR® Emeritus status.

REALTOR® Emeritus is awarded in recognition of forty cumulative years of membership in the National Association of REALTORS and in recognition of valuable and lasting contribution to the real estate profession in the community.

## **Keith C. Berry of Coldwell Banker, Santa Barbara Attends Previews International Retreat**

**October 2011**- Recently, Keith C. Berry attended the 2011 Coldwell Banker California Previews International Retreat held at the Bacara Resort and Spa in Santa Barbara, CA.

Set against the beautiful backdrop of the Pacific Ocean, this retreat provided the opportunity for Previews agents such as Keith (those representing luxury properties and affluent clients) to learn about available resources, network with peers, and celebrate the global strength of Coldwell Banker. Top producing agents from all over the world were in attendance to discuss the state of the industry, review the effect of the digital landscape, and tour local Previews Properties. Because of his extensive experience and history in the Santa Barbara area, Keith was asked to serve as a tour facilitator for the attendees to visit four local Previews Property listings in Hope Ranch and Montecito.

Keith C. Berry continues to have a strong presence in the real estate industry and strives to be the most professional real estate agent in the South Coast. Keith has served in the real estate industry in Santa Barbara for over 40 years and holds four professional designations: (GRI) Graduate Realtors Institute, (CRS) Certified Residential Specialist, (CRB) Certified Real Estate Broker Manager and (ABR) Accredited Buyers Representative. He is also a Previews Estates Director and Architectural Properties Division Specialist. Keith can be reached at (Office) 805-563-7254, (Cell) 805-689-4240 or by email: [Keith@KeithBerryRealEstate.com](mailto:Keith@KeithBerryRealEstate.com). For further information about Keith C. Berry and his listings visit [www.KeithBerryrRealEstate.com](http://www.KeithBerryrRealEstate.com).

## **Keith C. Berry of Coldwell Banker Nominated to the 2005 President's Award of Excellence**

The spirit of Coldwell Banker is one of entire generosity; in 2005 the company presented the President's Award of Excellence to a select few as a tribute to truly remarkable service. This award was given to those who exemplify leadership through works of goodwill within the company as well as community. Keith was nominated by his manager, Bob Ruccione of Coldwell Banker Santa Barbara. Keith C. Berry is extremely honored to have been selected as a runner-up for the 2005 President's Award of Excellence. The award is given to only three members of the greater Los Angeles company, with members totaling approximately 3,600.

Over the past 40 years Keith has appeared as a guest speaker and has written several articles on many areas of Real Estate throughout the state of California. Keith has served on the faculty of the Graduate Realtors Institute, as a member of the California Association of Real Estate Teachers and was listed in the register of outstanding young men in America.

Dedicated to serving his community, Keith is presently serving on the board of the Hope Ranch Riding and Trails Association, Channel City Club, Board of Trustees Bishop Diego High School, Santa Barbara Region Chamber of Commerce Business Leaders Council, and has served as a board member on the Hope Ranch Park Homes Association, PARC Foundation, South Coast Youth Sports Coalition, and the Youth Sports Association. Keith retired from the High Five Committee after serving from its inception. The High Five Raises \$30,000 each year for the five local high schools' athletic programs. Keith is a member of the Santa Barbara Athletic Roundtable and was honored as a Hall of Fame recipient in 1996. Keith has served in various capacities as a volunteer for the Goleta Valley South Little League, Santa Barbara Youth Football League, America Youth Soccer Organization, Goleta Valley Girls Softball Association, to name a few. Keith and his family are also supporters of the Santa Barbara Zoo including being the foster feeders of the otters at the zoo.

## **Associate Broker Earns Professional Certificate**

Santa Barbara, CA -- July 7, 2006 – Becky Baker, an associate broker Keith C. Berry of Coldwell Banker has recently earned the Real Estate Professional Assistant Certificate, awarded by the National Association of Realtors® .

All successful real estate brokers and agents know how important a good sales assistant is to their success. “The best investment of time and money,” says Tom Stevens, President of the National Association of Realtors®, “just might be in a well-trained professional sales assistant. The REPA course can turn the right candidate for assistant – or any support position into an agent’s ‘right hand.’ “

Becky Baker took the two-day REPA certificate course to become even more familiar with the inner workings of the real estate industry, studying such topics as professional and ethical standards, local listing and sales procedures, and recent legal updates that affect real estate transactions.

Baker, who works with local broker Keith C. Berry, originally received her real estate license in 1986, and obtained her broker’s license in 2004. Ms. Baker works as Keith’s escrow manager, sales assistant and client coordinator. Keith feels that attending this course was beneficial to his business, “Becky came to work with me over a year ago and is a core part of my business. Having earned this certificate makes her even more valuable to me.”

To learn more about the Real Estate Professional Assistant course, call 800.648.6224, email [repa@realtors.org](mailto:repa@realtors.org) or visit the website at [www.Professional-Assistant.com](http://www.Professional-Assistant.com).



## **Local Realtor® Awarded for his Support**

**February 18, 2008:** Coldwell Banker Santa Barbara Realtor® Keith C. Berry was recently recognized for his Title Sponsorship of the 1<sup>st</sup> Annual Endowment for Youth Committee Black History month celebration (Unity Santa Barbara). The Endowment Organization and members of the partnership expressed their deepest appreciation and gratitude for Mr. Berry's support. In addition, The Beacon of Light Foundation expressed its appreciation for Mr. Berry's generous support of The Inner Light Community Gospel Choir's Celebration of Black History Month.

Black history month is a time to reflect and recognize the contributions and great achievements of individuals who are of Black or African descent. These contributions continue to add to the quality of life for everyone – of any descent. The Endowment for Youth is hosting a series of events throughout the month of February. These activities and events are done with the expectation and desire that they will be embraced by all sectors of the community. For more information about the Endowment for Youth, visit [www.eyc4kids.org](http://www.eyc4kids.org).

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## **Keith C. Berry of Coldwell Banker Awarded Business Star Award**

Keith C. Berry has been awarded a Business Star Award by the Santa Barbara Region Chamber of Commerce Board of Directors. Through these awards, businesses and individuals are recognized for their outstanding contributions to the quality of life for Santa Barbara. This award is made to a chamber businessman, who through his actions is a role model for the local community.

Berry is a life long member of the Association of REALTORS and ranks in the top 1% of Coldwell Banker Realtors nationwide. A native Santa Barbaran, Berry graduated from Santa Barbara High School and later served in the Navy. He has served on the boards of many local non-profit organizations and annually makes contributions to more than 50 local non-profit organizations. He and his wife have adopted and raised many children. His greatest reward is to see their success.

**BISHOP GARCA DIEGO  
HIGH SCHOOL  
HONORS KEITH & TINA BERRY**

**SANTA BARBARA, CALIFORNIA (March 1, 2008)** - Keith and Tina Berry continue to demonstrate their exceptional commitment to Bishop Garcia Diego High School. Tina is a graduate of Bishop and six of their children attended Bishop. They are ongoing financial supporters of many of the school's programs and activities that benefit all the students and help them achieve their "...God-given potential academically, athletically, spiritually, and socially."

The Annual Gala Dinner and Auction held on Saturday, March 1, 2008 was an opportunity to dedicate the evening to the Berrys and honor their longstanding efforts and financial gifts. Service on the Parent Advisory Board, Bishop Advisory Board, Cardinal Club and funding for all school advertising since 2004 are only a portion of what Keith and Tina's contributions have been. Keith currently serves on the Governance Committee, offering the same leadership consultation he provided in 2005 when Bishop established itself as an independent school. Bishop Garcia Diego High School is recognized as a school of choice; the Berry's dedication to the school's advancement provides an example for all.

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## Keith C. Berry Reports on the South Coast Real Estate Market at Carpinteria Rotary Club Meeting

**August, 2007** -Recently Keith C. Berry of Coldwell Banker spoke on the real estate market to the Carpinteria Rotary Club at the Lions Park in Carpinteria, California. Keith reported that the market is relatively strong, despite what the media has been portraying. It is true that total number of sales are down, however the median sales price for the first six months of this year is actually higher than last year ('07 \$1,094,750 vs. '06 \$1,062,500)\* and the total number of sales for the first six months of this year is also higher than last year ('07 498 vs. '06 471)\*.

Specific to Carpinteria we are seeing more sales this year than last ('07 65 vs. '06 50)\*, but a lower median sales price ('07 \$880,000 vs. '06 \$965,000)\*. Total number of new listings in Carpinteria are down by 3%, ('07 86 vs. '06 89)\*, however the number of listings under contract are higher for the first six months ('07 39 vs. '06 36).

It is interesting to note that the median sales price is greatly affected by adding Hope Ranch and Montecito into the numbers. According the Santa Barbara MLS, the median sales price for the first six months this year compared to last is up 4.3% ('07 \$1,262,000 vs. '06 \$1,210,000)Δ, but when these two areas are removed from the totals you get median sales prices of ('07 \$1,050,000 vs. '06 \$1,090,000) down 3.8%Δ.

In closing Keith gave his market outlook, "The median prices will remain relatively flat until 2009 and sales units will be down 8% between 2005 and 2008. There will be no recession, no crashing prices. The rebound in number of sales transactions will remain slow. Interest rates will remain relatively low. All real estate is local!

\* Data according to CORT.

Δ Data according to the Santa Barbara MLS.

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**Local Realtor® Awarded  
GOOD NEIGHBOR  
AWARD**

**December 10, 2010:** Coldwell Banker Santa Barbara Realtor® Keith C. Berry was recently awarded with the Good Neighbor Award from the Santa Barbara Association of REALTORS® at the 103<sup>rd</sup> Installation, Awards & Reception, held at the Four Seasons Biltmore, Coral Casino. He was acknowledged for his generosity, skill, compassion and dedication that know no bounds. Keith's continual service is far reaching and always of great benefit to those who are blessed to experience his charitable spirit and nature.

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**Keith C. Berry of Coldwell Banker  
Santa Barbara, Honored with  
Lifetime Membership by  
The Global Directory of Who's Who**

**August, 2006** - Keith C. Berry of Coldwell Banker Santa Barbara was recently honored by *The Global Directory* by being selected as a biographical candidate to represent Santa Barbara in the forthcoming edition of *The Global Directory of Who's Who*. This distinguished edition of the registry is a leading source for recognizing the accomplishments of outstanding professional men and women in their respective fields. The selection director chooses candidates based on their current position with information obtained from executive research and professional listings.

Keith C. Berry has been honored as a lifetime member and has been included in the 2006 edition of *The Global Directory of Who's Who* in recognition of hard work, dedication, perseverance and for demonstrating leadership and achievement in his occupation, industry or profession.

In addition to his achievement in *The Global Directory of Who's Who*, Berry has been awarded by the *California Association of Realtors®* the designation of Master Instructor Emeritus for academic excellence for his many years of contributions to the educational cadre and for service to the California Association of Realtors.

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**Keith C. Berry of Coldwell Banker  
Santa Barbara, Honored with  
Santa Barbara Newspress 2012 Reader's Choice  
'Winner Award' for Realtor.**

**May , 2012** - Keith C. Berry of Coldwell Banker Santa Barbara was recently honored by being chosen as the Reader's Choice for Realtor winner for 2012. The Award presented is a symbol of the confidence Keith's customers have placed in him and his business. It is an expression of being voted 'the best in the business', and demonstrates the success of his commitment to his "client-centric" philosophy. Keith's objectives throughout his 40+ years in the real estate industry have always been to first, help his clients achieve their goals, and second, to prove he is the best real estate broker with whom they will ever work.

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## **The Friends of Montecito Library Continually Supported by Keith C. Berry Realtor**

**February 2006**, Keith C. Berry of Coldwell Banker Santa Barbara is continuing to support the Friends of Montecito Library children's programming for 2006. Last year The Friends of Montecito Library received a generous gift from Realtor Keith C. Berry. The gift funded the children's programming and library collections for an entire year. The children's collection is one of the most popular and well-used sections of the library.

This year Keith's donations will provide funding for the children's summer reading and special programs including musicians, performing artists and storytellers. In addition, Keith's contribution will support guest performers and craft events scheduled each month throughout the school year.

The Santa Barbara Public Library System has six Friends groups that actively support library services by raising funds for programs, equipment and materials, volunteering to assist with library activities, and acting as community advocates in support of public libraries. For more information about this program visit [www.sbplibrary.org/friends.htm](http://www.sbplibrary.org/friends.htm)



## **Local Realtor®, Keith C. Berry Speaks to SBCC Marketing Students**

September 27, 2007- Keith C. Berry of Coldwell Banker Santa Barbara was recently asked to speak before a Santa Barbara City College marketing class on the topic of relationship selling, specific to real estate. Students enrolled in this class are interested in pursuing a career in marketing/business; prior to Berry's lecture, they were given the assignment to visit a local weekend open house in order to generate questions and/or discussion. Berry spoke of differentiating oneself from the competition, along with having a clear vision and business plan. He emphasized the importance of asking the right questions and then listening carefully. Berry stressed that top producers implement systems, continue to seek educational opportunities, and are customer-service oriented.

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## **REALTOR KEITH C. BERRY PARTICIPATES ON GUEST PANEL**

Keith C. Berry of Coldwell Banker Santa Barbara recently participated on a panel of guest speakers at a workshop given at the Santa Barbara Board of Realtors. Proposed questions were given to generate discussion; audience members were also encouraged to ask spontaneous questions. Berry's contributions ranged from humble to humorous. When asked about the current economic challenges and changes, if any, that he has implemented, Keith responded "I don't participate in recessions - I just try to stay positive, be honest and keep working".

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**Bishop Diego Board of Trustee  
and Realtor® Keith C. Berry  
Gives Speech at the  
Santa Barbara Association of Realtors**

**April 11<sup>th</sup> 2006**, Thursday morning at the Santa Barbara Association of Realtors®, Board of Trustee Keith C. Berry gave an enthusiastic update about the improvements that have been taking place at Bishop Garcia Diego High School. Since 2004, Bishop has established a record of growth that will have a positive impact on the school for decades. On July 1<sup>st</sup>, 2005 the high school became an independent Catholic school governed by a local Board of Trustees. Bishop Garcia Diego High School is the only faith based high school in the area.

Keith discussed a number of school improvements that serve the needs of the students. A business plan was established with several committees including marketing, finance, alumni, development and a committee to support the building and grounds. To further enhance the students' experience, a PhD qualified Resource Specialist was hired to assist students with learning challenges. Bishop Diego High School has 80% student participation in athletics and has received \$2.6 million from an anonymous donor to fund a practice gymnasium. Enrollment is increasing and there have been 100% college/university bound graduates since 2002. An alumni scholarship endowment was established and an adopt-a-student program has been launched whereby students are awarded financial aid. Bishop Diego Garcia High School makes the commitment not to deny enrollment to any eligible student for financial reasons.

Keith C. Berry has served as a Board of Trustee for Bishop since January of 2004. Keith's wife and three of his children have graduated from Bishop and currently Keith has two of his youngest children attending the school.