

## What People Are Saying...

Dear Paul,

July 2010

This long overdue, sincere note comes to you from a heart that is full of happiness and peace. I have been trying to figure out how to thank you for over a month now. I finally decided to simply write it, with the same compassion you've shown me since January, 2010, when we began this adventure. You not only took on this life-changing event in my life, but you managed to stick with me despite all of my strange and ugly circumstances. Your perseverance with me and the sale of my home was remarkable. You went above and beyond your duties and responsibilities, and you did so with great respect. To thank you for all that seems so insignificant! My appreciation and gratefulness <sup>are</sup> ~~is~~ beyond measure. Please accept this heartfelt thanks for your endless giving, caring, support, and talent. Moving on to a new chapter in my life would have

never happened if it weren't for you. So,  
thank you, thank you, thank you for every-  
thing you did to make this possible for me.  
You are a rare and special human being.  
It was a privilege to work with you,  
and I am proud to call you my friend!

Sincerely,  
*Zona*

“Paul,

Thanks again, you made a seemingly stressful situation pleasurable! (Our sale wasn't stressful!) After our experience with the big box agency, where we listed out home and never heard back from the agent except to lower our price.

Again and again, it was refreshing to be in constant contact with Paul. We never felt forgotten, or ignored, or that any of our questions were bothersome to Paul.

If anyone is on the fence—not sure if they should list with Paul—please have them call us!

Thanks again!”

Joe and Andrea Nagel  
Chaska, MN

---

“I was very satisfied with my overall experience with Paul. He went out of his way to make the sale final. I would absolutely refer him to others. Paul is a great real estate agent and a great person. Thanks Paul!”

**Christine Sieben**  
*Brooklyn Center*

---

My overall experience working with Paul was very pleasant and easy going. He seemed to know what I wanted and did all the work that needed to be done in order to achieve my goals.

I had a great time with Paul as my REALTOR and I would definitely recommend Paul to anyone who needs a REALTOR. Thanx!!

**Rob Robinson**  
*Dundas, MN*

# What People Are Saying...

---

"I would highly recommend Beyond Homes Realty to anyone wanting to buy or sell a home in the Minneapolis/St. Paul area. My wife, Mary, and I recently (11/09) purchased a townhome in Plymouth, MN. The whole process went very smoothly, and we are excited about our new home.

Our daughter suggested we contact Paul Aspelin when we told her we were considering moving to the Minneapolis area from North Dakota. He had handled the sale of their home in Victoria and the purchase of a new one. They thought he did a great job and that we would be pleased by his performance. We were.

After a brief conversation with Paul, he seemed to know just what we were looking for. He narrowed the search to about 10 good prospects, and then guided us through each. He pointed out the good points, of course, but also made us aware of any negatives. The result was that we narrowed our search, and finally made an offer on the home we are living in today.

Paul didn't just look at the cosmetics of the home we decided to buy. He spent time explaining the mechanical parts of the house as well - the furnace, air exchanger, etc. By the time we moved in, we felt we knew the house quite well.

The closing went very smoothly. Paul had been in constant contact with us via email during the process. All arrangements with our banker, insurance company, utilities, etc. has been completed. There wasn't a single glitch.

Mary and I are happy we took our daughter's advice."

***Jerry and Mary Flam, Plymouth MN***

---

"Michelle Aspelin is a woman who gets the job done. Whether she is working with customers in her real estate business, advising community members about comprehensive planning or serving as a leader for the Chamber of Commerce, Michelle is about achieving the best results for each endeavor she commits to. She is warm, friendly, easy to work with and always does her homework. She knows that successful business is about successful relationships so she tends to these carefully. She understands that high-quality communities need to tap all of their resources to be truly special. Michelle is willing -- even as a business owner, wife, and mother -- to also be a leader and visionary for Victoria. She served for 18 months on the City's comprehensive planning committee, served on the Business Development Committee and even authors a special community-based newsletter to share vital information about what is happening in our town. She links businesses to each other, leaders to one another and becomes a friend at each juncture. I look forward to continuing to work with Michelle in my capacity as an elected official and know she can be counted on to get the job done!"

[Kimberly Roden](#) , *City Council member, City of Victoria*

---

"Adam and I had our house on the market for 10 months with another agent before we found Paul and signed with him. He had a different approach and was very aggressive from the beginning, starting with the lighted sign for evening drive-bys and connecting us with a stager. He listened to our concerns and

responded in a timely fashion and he was proactive in adjusting our marketing strategy to fit the demands of today's buyer. ***We sold our house in 10 weeks with Paul*** and it relieved a huge stress in our lives. The stager and painting went above and beyond our expectations and really made the difference. Thank you Paul & Michelle! We have already referred you several times."

**Rachel and Adam Wright**, Minneapolis

---

"I reside outside of Minnesota and needed to sell an estate property. I highly recommend Paul for his high-level of ethics, professionalism and customer service. Paul was extremely knowledgeable about the real estate market and processes. I always felt that Paul was looking out for my best interests. He did an excellent job preparing the home for sale and sold the home in seven days, at a fair price, in a very tough market!

Paul, you were always on top of everything, keeping me informed and updated. I never felt the need to call you for updates. I chose you because you seemed honest and forthright from the first meeting. The recommendation of Mike and Karen Rhodes helped too! You definitely look out for your client. Thanks!"

~**Brad Kleiner**man of Avon, CT

---

"I think his research of our area and knowledge of current trends was something that sets him apart from the others. With the market slowing down, we were really nervous about selling our home. We were anticipating a long stressful wait. I think our house sold faster than we could have imagined due to the entire Beyond Homes Realty team. - Thanks to Kristin for staging our home. Her great advice and decorative touches made us see our home as a place we'd want to buy if we were shopping for homes. - Thanks to Michelle for taking GREAT pictures of our home, putting together an awesome video tour and brochures. Truly her pictures reflected our home so a buyer could see on the internet the highlights of the house. - Thanks to Paul for all the feedback and support. He was always responsive to our calls, from pre-listing to after close, even weekends and late evenings. We never felt in the dark. I would recommend Paul and the team to anyone looking to sell. You may not always like what he has to say but his advice is in your best interest for a quick and smooth sale."

**Jarmo and Michelle Kumpula** of St. Boni

---

"Paul took the time to guide us and educate us. As first time home buyers we were very nervous and Paul helped ease our fears as well as setting our expectations. He surpassed our expectations and we would use him and refer him again and again."

**Kael Brown & Derek Rysavy** of Bloomington

---

"Michelle and Paul of Beyond Homes Realty really understood our real estate needs and went out of their way to help us close the deal on our new house."

**Karen and Mike Rhodes**, Plymouth

"I worked with Paul and Michelle of Beyond Homes Realty to buy my first house and then to ultimately sell it. I was a little hesitant as this was my first venture into home ownership, however Paul and Michelle were great. They were patient explaining the process and helpful in answering all my questions. They also know the Minneapolis area very well which helped me find just the right neighborhood. I can't offer a big enough recommendation! Thanks, Paul and Michelle!!"

**Leann Keck** of Minneapolis

---

"I've had the opportunity to work with Paul twice now, and he truly goes above and "beyond" 10 times more than any other Realtor! From our first meeting outlining the entire process and all he offers, to the lit up "For Sale Sign" in our yard, advertising on multiple web sites and a weekly report of all feedback from the week. He is a true professional and go-getter, whether you have a million dollar estate or a condo - he works hard for you and treats everyone with respect! We will definitely use him again and refer him to others."

Thank you Paul!!!

**Jeff and Cindy Soeldner**  
*Lakeville, MN*

---

After each home is purchased or sold, we ask our clients a series of questions regarding our service. Here is what Jenny White of Albertville had to say....

*How satisfied were you with your overall experience? "Very Satisfied."  
What particular attributes of Paul Aspelin influenced you most in choosing Paul? "Honest, trustworthy and knowledgeable."  
Would you refer Paul and his team to others? "Absolutely."*

**Thank you Jenny White of Albertville!**

---

"I was very impressed with Paul at our first meeting in my home because of the time he spent with me explaining his marketing strategies and his professionalism. He demonstrated the fact that he values the confidence his clients place in his ability to sell their property. He is a real estate agent of high integrity and compassion, a role model for other real estate agents. I felt completely at ease giving Paul the listing of my home. I told him he should consider instructing a class for other real estate agents."

"Hats off to Paul and Michelle. Wow!!! What a great team!"

**Gen Moore**, *Plymouth*

---

Paul was tremendous. We thought we found the house of our dreams and due to a poor inspection we did not purchase it. Paul kept his attitude and ours positive and he promised us we would fall in love with another house and we did. We found a fantastic home and we owe a huge debt of gratitude to Paul!!

In one word Paul's service was "outstanding." He was always available and there were no surprises at all, he kept us well informed.

**Don Rose, Blaine**

---

"When we decided to list our house, we contacted and interviewed 3 agents, Paul included. We chose to go with Paul because of his professional approach, his description of his marketing plan, in understandable terms, and his insistence that before we put the house in the market, he would provide direction on how to best prepare the house for viewing. All of this proved invaluable.

After we agreed to the listing, Michelle's preparation of our selling pieces, the house's photos. the follow-up on the items Paul laid out in his marketing plan, were absolutely top-notch. This followed through right to closing, no surprises, just smooth sailing. Our house sold quickly (in 42 days!) in a tough time.

Choosing Paul will be your best decision. We have already referred Paul 3 times!"

**Bob and Julie Mathias, Victoria MN**

---

We appreciated the honest feedback regarding pricing our home. Paul, we loved the little touches such as the packing boxes, First To Visit New Home Presentation, etc. We would absolutely refer you to our friends, in fact, we already are!

**Kent and Amy Jo Henrickson**  
*Minneapolis*

---

**Chad and Karie Ayers built a custom home in Chaska with Town & Country Homes. Here's what they had to say about Paul...**

Paul was meant to be a Real Estate Professional! The process of buying a home can be overwhelming but Paul makes it seem like a piece of cake. His knowledge and supreme marketing tactics are what make him superior in the field. Paul truly cares about people, makes sure they are 100% satisfied and it's obvious his number one concern is you-the seller or you the buyer.

We honestly did not feel like Paul was just a Realtor looking to make a close. Rather, Paul is a genuine, great guy that will not stop searching until he is able to find the home that you, the customer, desires. We cannot say enough good things about Paul!

With Paul, you will always feel like you are his most important customer. He goes above and beyond! Our advice...choose Paul to be your Real Estate Professional, he is the key "ingredient" in finding the home of your dreams! Thanks for all your hard work!

**Karie and Chad Ayers**  
*Chaska*

**The Larson's built a new home with Lundgren Builders. Here is what they said about Paul:**

Paul was extremely professional from the start! He was able to handle any problem along the way with ease. His marketing plan was innovative and he used his networking skills well - he sold our house in 4 days! We plan to stay in our new house a while, but we are proudly recommending our friend and Realtor, Paul Aspelin, to anyone we can. Thanks, Paul! You ROCK!

**Laurie and Mark Larson**

*Chanhassen*

---

We appreciated the honest feedback regarding pricing our home. Paul, we loved the little touches such as the packing boxes, First To Visit New Home Presentation, etc. We would absolutely refer you to our friends, in fact, we already are!

**Kent and Amy Jo Henrickson**

*Minneapolis*

---

**Pat and Ann Jirele built a new home with Town and Country in Chaska and sold their home in Victoria. Here's what they had to say:**

Paul has to be the most experienced Realtors there is in the industry. He has a wealth of knowledge of how the industry works, how to "stage" a home properly and overall understanding on how to "properly" sell a home. Paul gave us almost daily updates on the progress of our home.

Paul was always thinking of new ways to market our house. He used stellar marketing techniques to differentiate our house from others on the market. Our house always seemed to stand out. Like we were his only clients. He always thought outside the box and wasn't afraid to take chances. He uses a professional "stager". The little changes he recommended made a huge difference.

Paul knows how to price a house right. He's realistic and doesn't want you to think the house is worth more than it is. He is honest and will give you an honest opinion on what to expect for your home. You will walk out of your experience knowing that Paul worked hard for you, was honest, and did everything he could to get the most money for your house.

Thank you Paul!

**Pat and Ann Jirele**

*Chaska, MN*

---

We really enjoyed working with Paul to sell our home. His marketing strategy enabled us to reach more Realtors and interested buyers in the area than the typical open-house and newspaper ad strategy that is used by other agents. His idea to follow-up with interested parties when changes occurred in the price and availability of our home was a wise use of time and resources and resulted in an offer and ultimate purchase of our home. Paul has great follow-up skills, responded to our inquiries immediately and had great creativity and attention to detail. Thank you, Paul! We will be referring you to our friends when they need your services.

**Richard and Amber Jackson**

*Victoria MN*

Dear Friends,

I am writing with regards to Paul Aspelin and his excellent service as our real estate agent. We had been referred to Paul by our friends and we had some high expectations for our future real estate agent. We could not have been more pleased with Paul and the job he did for us. Paul has a demeanor about him that is very genuine, a rare quality to find in a person.

Upon our first meeting, he listened to our requirements for our future home, he explained how he did his job, and what he could bring to us as our real estate agent. He was very knowledgeable, had an incredibly creative marketing plan, and most important to us, honest. He was very clear about his role and what we could expect from him. As we started the search process for our home, Paul was very clear that we needed to communicate with him what we liked, didn't like, or if the house we were viewing was way off base. He was great at getting to know what we liked in a home and then started narrowing the search so he did not waste his time or our time looking at houses that did not fit. In the end, Paul did find our future home and I will never forget it. Paul stood out on a barren piece of land and spoke out loud the list of things that we had wanted in our "perfect" home. He nailed it and we were speechless.

We are happily living in our new home and have become a new neighbor to Paul and his family. They came to visit us in our new home and we couldn't have been more excited to see a friendly face. Paul has taken us in as part of his family and we feel very blessed to be a part of his family. Paul has many other qualities that I have not been able to mention in this letter, but I feel that whoever works with Paul will have a wonderful experience in discovering who Paul is as a person, a father, a community member, a friend and a real estate agent.

**Susan Stone and Mo Zanjani**

*Victoria MN*

---

Paul,

I've been wanting to send you a thank-you for going "above and beyond". It has been such a relief to have that chapter of my life over as it was just another stressor I didn't need.

**Mavis Prange**

*Hopkins*

---

We were extremely pleased with our real estate agent, Paul Aspelin, and his help in finding us our new home. Paul knew exactly what we were looking for in a new home and was not persuasive or trying to "sell" us on homes he showed to us.

Also, I feel that I didn't miss out on any house. Each morning when I arrived at work, I had an e-mail from Paul in my inbox with a new group of houses to consider.

I would recommend Paul to anyone!!!!

Thank you so much!

**Rodi and Matt Guse**

*Chanhassen, MN*

---

Paul was great! We had fun Looking at houses, and everything went so smoothly. I couldn't have asked for a better Realtor!

**Dana English**

*Mound*