



**Craig Hummel  
& Associates**

**COMMERCIAL  
REO SERVICES**



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[www.HummelAndAssociates.com](http://www.HummelAndAssociates.com)

- Our mission is to provide the commercial, industrial, multi-family and agricultural community with high quality, professional real estate services delivered with care, concern, and experience. Integrity will never be compromised in relationships with our customers and clients. Trust, confidence, and truth are essential to building a mutually successful client relationship.
- You can count on the professionals at Craig Hummel & Associates to handle each file with the utmost professionalism, keeping open communication at all times. With our Century 21 corporate backing & large network of Agents, along with our Personal Client Care Program, Craig Hummel & Associates gives you the unique agency advantages of being both a “David” and a “Goliath”.

# Mission Statement

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We would like to take this opportunity to introduce ourselves, Craig Hummel & Associates, at Century 21 Commercial, Jordan-Link & Company. We have over 60 years of combined Real Estate experience in commercial, industrial, multi-family and agriculture, vacant land sales and property management in the Kern County and Tulare County Area. Our Team takes pride in our experience, professionalism, ethics & great customer service. We are ready to help with an aggressive marketing strategy by our knowledgeable staff.

Thank you for your consideration,

Craig Hummel & Associates

661.444.1602 Direct

661.449.3322 Fax

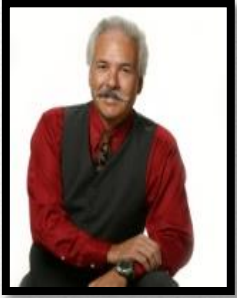
[ks@hummelandassociates.com](mailto:ks@hummelandassociates.com)

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**CENTURY 21<sup>®</sup>**  
Jordan-Link & Company

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- **Craig A. Hummel** - Operating Partner  
Broker/Appraiser



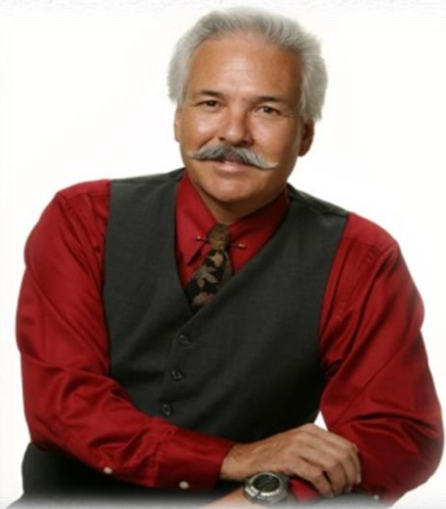
- **Craig J. Hummel**- Sales Associate, Research,  
Marketing, Leases, Reports, APODS



- **Lisa Anderson**- Sales Associate, Marketing, Property  
Management, Reports

# Team Players





**Craig A. Hummel** has over 35 years of experience in commercial, industrial, and agriculture real estate in Kern County. Being a Certified Real Estate Appraiser has contributed to Craig's education for determining correct purchase prices and leasing rates. Craig has owned and operated his own mortgage and real estate company with 25 agents. His background and experience give him the well-rounded attributes to handle any of your commercial real estate needs.

Email: [ca@hummelandassociates.com](mailto:ca@hummelandassociates.com)



**Craig J Hummel** is a Commercial Real Estate Agent with 10 years experience. Craig is working towards obtaining his broker's license and his CCIM designation. Craig is ready to serve you with integrity, honesty, and experience

Email: [cj@hummelandassociates.com](mailto:cj@hummelandassociates.com)

## Team Bio





**Lisa Anderson** has over 18 years of experience and exposure to many elements of the Real Estate field, including Sales, Listings, REO's and Short Sales, Investments and Project Management, Private Money Lending, Business Management, and Marketing! Kellie has won numerous awards for real estate sales over the years and has been involved in several charities. She is detail oriented and extremely excited to be balancing her experience & passion for the Real Estate business, with working in the Commercial, Industrial, Multi-Family & Agricultural side with a very strong & highly experienced team!      Email: [la@hummelandassociates.com](mailto:la@hummelandassociates.com)

## Team Bio

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- BOV / BPO / APPRAISAL
- PROPERTY / OCCUPANCY / TENNANCY VERIFICATION
- REO SERVICES
- LICENSED, INSURED & BONDED GENERAL CONTRACTORS
- LEGAL SUPPORT SERVICES
- RECEIVERSHIP SERVICES
- PROPERTY MANAGEMENT SERVICES
- ASSET SEIZURE / VALUATION / LIQUIDATION

**...HUMMEL AND ASSOCIATES ARE COMMITTED TO THE EFFICIENT CONTROL AND ADMINISTRATION OF EACH ASSET. WHETHER THE CASE IS SMALL OR LARGE, STRAIGHT FORWARD OR COMPLEX, WE WILL HELP STREAMLINE THE PROCESS TO ENSURE COST EFFECTIVENESS AND A POSITIVE OUTCOME.**

# Services





**Trulia** – Real Estate Search Engine  
**LIVE!**



**GoogleBase** – World's largest search engine  
**LIVE!**



**Yahoo Real Estate** – use Yahoo! Real Estate to find real estate  
**LIVE!**



**Homescape** – Provides local, comprehensive property listings and rich content to home buyers and sellers nationwide through affiliation with 125 online newspaper partners and 23,000 advertisers.  
**LIVE!**



**Cyberhomes** – Website powered by Fidelity National Financial, Inc that provides home valuation and neighborhood information.  
**LIVE!**



**AOL Real Estate** - Homepage of AOL.com which is Web services company that runs one of the country's largest Internet access businesses.  
**LIVE!**



**Yuvie.com** – Helps home buyers find open houses nationwide, schedule visits and find homes for sale.  
**LIVE!**



**Zillow** - Zillow.com is an online real estate service dedicated to helping you get an edge in real estate by providing you with a Zestimate® home valuation as a starting point for anyone to see — for free — for most homes in the U.S.  
**LIVE!**



**LoopNet**



**Point2Homes.com** – Provided by Point2NLS as national marketing and advertising platform exclusively for real estate professionals.  
**Under Construction**



**Unique Global Estates** - largest aggregator of international property listings in excess of US \$1 Million.  
**Under Construction**



**ALSO...**

# Marketing

- **BROCHURE PACKAGES**
- **DIRECT MAILINGS**
- **WEBSITES**
- **MLS**
- **SIGNAGE**
- **INVESTOR LIST**

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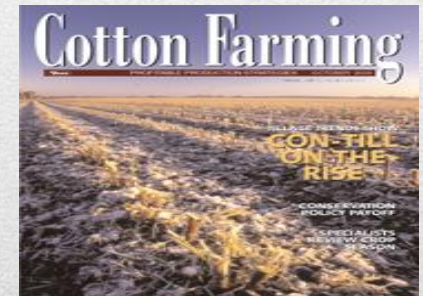


## COTTON INDUSTRY MAGAZINES

There are several publications specifically catered to the Cotton Industry and many that are general Ag. The following are just a few that we can utilize to market your property in the classifieds section. The world wide web also has many websites that can be used to serve the needs of both buyers and sellers. The following are just a few samples of these publications:

\*California Farmer \*Western Fruit Grower \*Country California \*Grower Shipper  
\*Ag Alert \*Ag Source Equipment \*Agribusiness Dairyman \*Almond Facts  
\*American Vineyard \*California Grower \*Capital Press \*Grape Grower \*Packer  
\*Nut Grower \*Tree Fruit \*Western Farm Press \*Western Grower & Shipper

# Land of Cotton



### Customized Target Marketing :

\*Commercial Source \*Cityfeet.com  
\*International Business Times  
\*The Wall Street Journal Online  
\*New York Times \*International Herald Tribune  
\*Biz Journals \*LA Times  
\*Washington Post \*Chicago Tribune  
....\* Upon request!

# Marketing

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## A TEAM DEDICATED TO YOUR PROPERTY!

Craig Hummel & Associates is fully committed to our relationship with you. We ensure complete follow through on your commercial transaction and are always available to you at all stages of the sale or leasing process.

### The Bottom Line:

We have the **resources**, the **capabilities**, and the **follow through** to ensure your commercial real estate success... from start to finish!

# The Bottom Line