

JEFF STERLEY NAMED MANAGER OF FRANK HOWARD ALLEN, NOVATO
*Former Frank Howard Allen General Sales Manager Comes Full Circle,
Returns to Office Where He Started His Career*

Novato, CA, November 5, 2009 — Frank Howard Allen is thrilled to announce that Jeff Sterley, a top-producing sales agent with over 30 years of experience in Marin County real estate management and sales, has been named Manager of the Novato Office.

“We are so pleased to have Jeff return. He has been very successful in prior real estate management positions here in Marin,” says Ronna Somers, General Sales Manager of Frank Howard Allen. “He has continually created extremely innovative marketing systems as an agent and manager and we’re proud to have him on our management team.”

Sterley plans to incorporate his *No Stone Unturned* sales philosophy in managing the Novato office. “‘No stone unturned’ is a mission I have adopted in representing my clients,” explains Sterley. “It is about employing every smart, traditional method as well as implementing new and creative techniques to achieve our goals.”

No stranger to successful business tactics, Sterley increased the market share during each of his prior management positions – two of which were with Frank Howard Allen as manager of the Ross Valley office and also the company General Sales Manager.

In addition, Sterley adds marketing experience to his manager’s toolkit. Sterley’s self-taught, grass roots skills were enhanced in the early ‘90s when he took a brief hiatus with a successful marketing business in San Francisco. High profile companies in real estate, lending, wine and high-tech industries provided a sophisticated education in everything from graphic design, print production, photography, distribution, internet/email, copywriting and overall strategic marketing.

Sterley’s real estate career began at Frank Howard Allen in Novato as a sales agent in 1974. He went on to hold three management positions, two of which were with Frank Howard Allen. He then returned to sales and was a top producer at Pacific Union, consistently ranking in the top 1% of Marin County Realtors, before carrying his success over to Alain Pinel in 2009.

Sterley brings substantial experience and inspiration to the Novato management position. “I did my homework and the current office is a very dynamic group of active agents,” says Sterley. “And I predict that the Novato market will be the most active part of Marin over the next few years.”

For more information about Frank Howard Allen, please visit: fhallen.com or follow us on [Facebook](#) and [Twitter](#).



About Frank Howard Allen

Since 1910, Frank Howard Allen has been a part of North Bay community life, providing the highest level of professional service while staying committed to giving back to local non-profits. Today, with more than 20 offices and over 600 agents, Frank Howard Allen is the largest independent real estate company focused exclusively on serving the North Bay. Voted “Best Real Estate Company” for six years in a row by the readers of *NorthBay biz* magazine, Frank Howard Allen is large enough to offer comprehensive services and resources, yet small enough to provide extraordinary personalized care. For more information, visit: fhallen.com.

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