



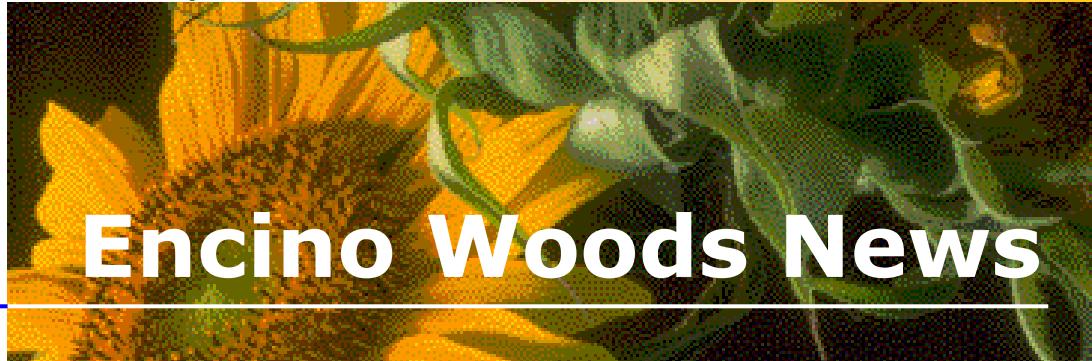
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Your Encino Woods Specialist

Tip of the Month:

Wishing you a wonderful Valentines day and also President's day weekend!

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The High Cost of "Exclusive" Secrets

Lately, it seems every agent is rebranding themselves as an "off-market expert" or the king of "pocket listings." It sounds elite, right? Like you're getting a VIP pass to a secret club. But in reality, those secrets usually come with a massive price tag—and you're the one paying it.

The pitch is seductive: *"I have a buyer ready to go. No repairs, no open houses, no hassle—maybe even no commission."* It sounds like a win until you realize that **convenience is the enemy of competition**. When you don't expose your home to the full marketplace, you aren't finding the *best* price; you're just finding the *first* price.

I saw this play out with a friend recently. They took the "easy" off-market route and left approximately **\$300,000** on the table. The only person who truly won was the agent, who turned around, resold the property for that extra \$300k, and pocketed another commission.

In a world that demands transparency, ask yourself: Who does a "secret" deal actually serve? Don't trade your hard-earned equity for a little less paperwork. **The Bottom Line:** If you've been approached with an "off-market" offer, don't sign anything until you get a second opinion from a qualified Real Estate professional.

Hot Properties

Just Sold/Pending

5231 Whitaker 3+2 (1866 sq ft)	\$1,250,000 sold
15577 Otsego 4+3.5 (2500 sq ft)	\$1,525,000 sold
5196 Brian Lane 4+4 (2677 sq ft)	\$1,599,000 pending
16655 La Maida 4+3 (3200 sq ft)	\$2,360,000 sold
4830 Valjean 5+5.5 (5278sq ft)	\$4,230,000 sold



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If your home is currently listed this is not intended as a solicitation. Information from public records or CRMLS as of 02/13/2026 and does not necessarily represent sales of Berkshire Hathaway or Jodie Francisco. Properties listed/sold by Jodie Francisco in **Bold**.