



Exclusive Marketing Strategies for
12208 E LaSalle Place
Aurora, Colorado

Introduction.

“The enemy of conventional wisdom is not ideas but the march of events.”

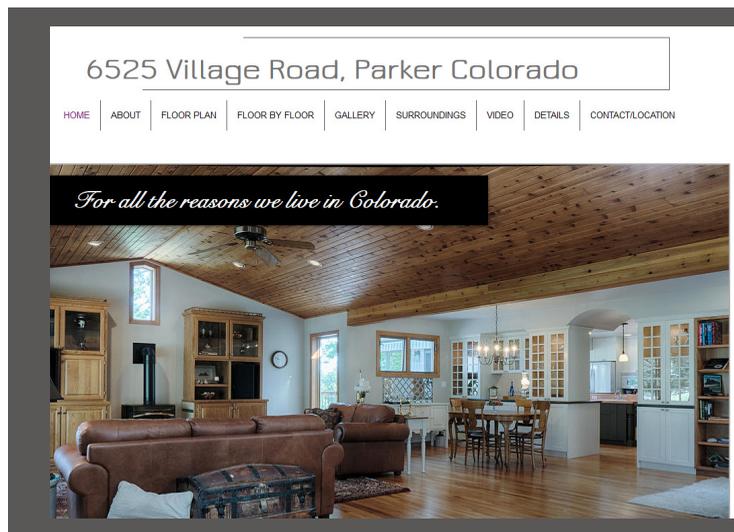
- John Kenneth Galbraith

Change.

For the past six years, real estate has been redefined by significant market changes - shifting to a virtual stage with global implications and reaching beyond traditional boundaries and demographics. It has evolved to the point where selling your home often begins with the first showing taking place online with only a few seconds in front of a potential buyer. To compromise matters further, your home is often presented on a screen no larger than a business card. Smartphones connect us instantly to buyers though the ability for them to appreciate the special nuances that define your residence are often lost in the process.

Today's buyers must navigate through a myriad of options and filters, shuffling hundreds of images delivered over dozens of web portals in mere minutes at best. It is a virtual space that has evolved into a world that looks virtually the same. These challenges are bringing forward a new way of looking at real estate and we are pleased to have the opportunity to share these highlights with you.

As a team, we have developed working relationships that allow us to bring our individual strengths forward as we focus on technologies and trends that are reshaping the buying process. The result is a strategic process that is grounded in our commitment to excellence and service. The elements that define conventional wisdom diminish as a more creative and diverse approach moves forward, integrating new concepts in presentation, marketing, service and negotiations.



Our exclusive marketing strategies reach out to our local market while gaining even a greater reach globally. We create a dual presence online - one for potential buyers with an additional “channel” for preferred agents. We tailor each message - both print and online - to the specific stage in the buying process, increasing awareness and impact for buyers.

R/E HomeWorks

Introduction.

Beyond.

“Beyond” reflects more than an objective or a mission statement. It is our focus and our promise to you. As a select group of agents, we embrace a concierge’s approach to real estate, offering services ranging from referrals of proven craftsmen for repairing specific items in your home to preparing and staging your residence.

From beginning to end, we protect your privacy and we protect your investment.

At the center of the sales process is our exclusive marketing strategy that creates compelling lifestyle presentations online and in print, each step delivered to achieve the most effective impact on potential buyers. We reach out at key moments in the buying cycle, reinforcing the exceptional qualities of your home and surroundings.

The final stage is serving you as your confidant, negotiating the outcome to insure your needs and expectations are represented and met.

We are pleased to be able to share a sample of these ideas with you as you consider your options.

In the following days and weeks, we will be creating a customized plan to bring your home forward, positioning it accurately to gain the greatest visibility while protecting your home’s value.



“The one who follows the crowd will usually get no further than the crowd.”

- Albert Einstein

A concierge approach.

Beginnings.

The psychology of the sale starts at the earliest moments of your decision. Those first few weeks that follow are often the most stressful time of moving forward, realizing the improvements that need to be completed and reflecting on staging the home for potential buyers. It is why we adopt our concierge approach, retaining a referral base of proven individuals who are experienced in their trades. From plumbing to painters, landscapers and professional stagers, we draw from the years of experience in our own real estate business and contracting to bring forward the right resources to assist in your move.



The object of every sales effort is to present a potential buyer their next home, not yours.

Psychologically, most buyers need to “move in” before they will make an offer. While our marketing and video presentations enhance that initial impression, nothing impacts a home sale greater than the first few minutes of being in the home itself.



A concierge approach.

Impressions.

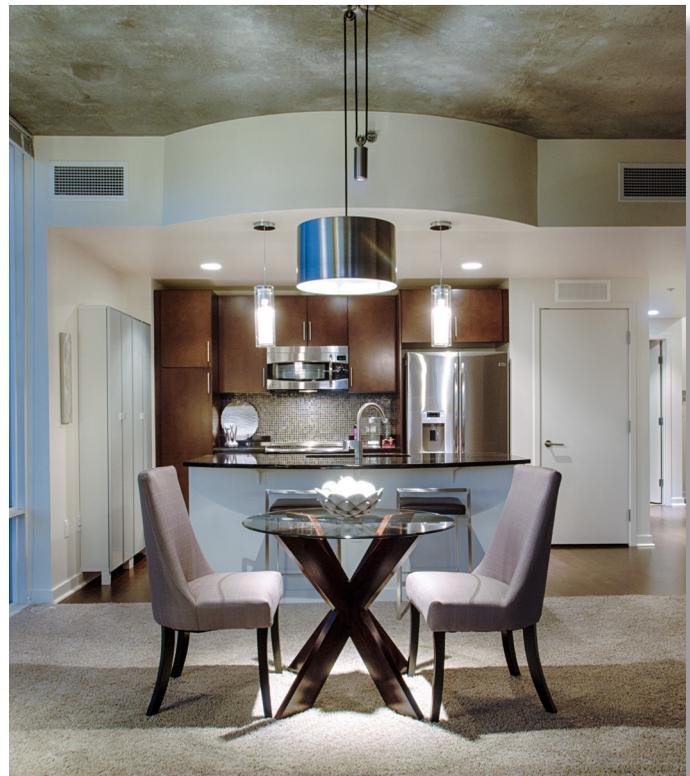
Statistically, properties sell for more money and less time when professionally staged. It is essential to remember that every buyer has formed a positive opinion prior to entering your home and every showing and buyer is important. The first few minutes of their visit are crucial. Opinions are formed regarding the space, floor plan, ambiance and decor as they imagine their own furnishings within the residence.

Let the ambiance of your home shine through!

Lighting, unobstructed views and gleaming surfaces all create a welcoming ambiance. In comparison, an empty home offers little imagination and often stays on the market far longer and incurring costs far more than the expenses of staging. Few buyers have time to decide how to redefine a home but will gladly pay a premium for work already completed. The best results occur when your home reflects a more “neutral” decor with the need for updating or repairs already completed before the showing.

When preparing your home, remember a few simple rules: _____

- Less IS More.
- Homes with less furniture, no evidence of animals, clutter-free and in great condition, simply appeal to buyers and sell for more money, almost without exception.
- Open rooms, smaller scale furniture, organized closets and personal items, including photos tucked away will offer a more appealing ambiance for buyers.
- Light fixtures always stand out and need to be illuminated.
- Sparkling windows and gleaming floors always enhance the home.



Marketing strategies.

Vision.

“When I am asked what I believe in, I say that I believe in architecture. Architecture is the mother of the arts. I like to believe that architecture connects the present with the past and the tangible with the intangible.”

– Richard Meier



Photography is the unspoken language in real estate, connecting buyers to your home. Architectural photography is an art to itself, capturing the subtle character that resonates in your property. Extensively used online and in print, it is essential that the images convey more than the floor plan or the furnishings. Important elements regarding time of day, timelines, and your own personal schedules are taken into consideration. We add in a video component to our strategies, a vital resource ignored in most real estate marketing presentations.

We have become a highly visual society. The blend of photography and video delivers the most powerful message to buyers.

We portray the subtle features of your home - the way light travels across the kitchen to the feel and grace of a lit fireplace. High Dynamic Range (HDR) photography enhances architectural appeal by balancing light sources effectively. Avoiding the more common trend to create a surreal feeling of the home, we carefully tailor each image, correcting light, perspective and appearance to draw a buyer inward. Buyers will seek out the spaces and rooms they value and special emphasis is placed on kitchens, master bedrooms and more intimate settings that resonate a sense of home. It is the greatest tool available in engaging the buyer on a deeper, emotional level.



One of the most effective methods of our digital photography is capturing your home as twilight sets in. In those few minutes, a house offers a more inviting sense of home than at any other time of the day. Collectively, your residence is portrayed with the pride of ownership and distinctive elements you enjoy.

Marketing strategies.

Perspective.



Beyond the home, we capture the landmarks, historic elements, neighborhood venues and surrounding areas that bring a buyer even closer to appreciate the value of your property and neighborhood. Blending the elements together online and in print leaves a lasting impression that defines both the home and the lifestyle your buyers seek.

The use of aerial images is an intriguing addition for presenting your home to the marketplace. From luxury homes to open land, aerial images add a compelling resource. Recent regulations allow for low altitude drone flights that send images to the operator in real time. We insure safety and privacy are protected.

Not every property is suitable for aerial images and some urban locations compromise the GPS settings that ultimately control the positioning of the drone. We are pleased to offer these services to further enhance the presentation of our client's homes.



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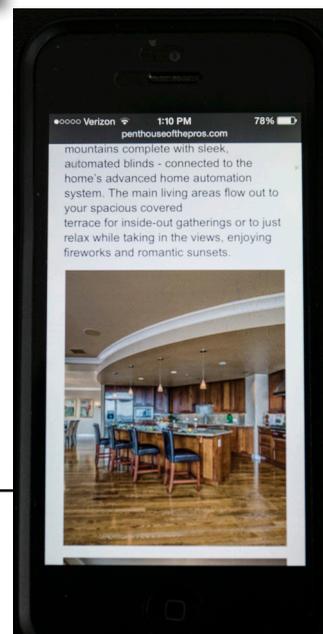
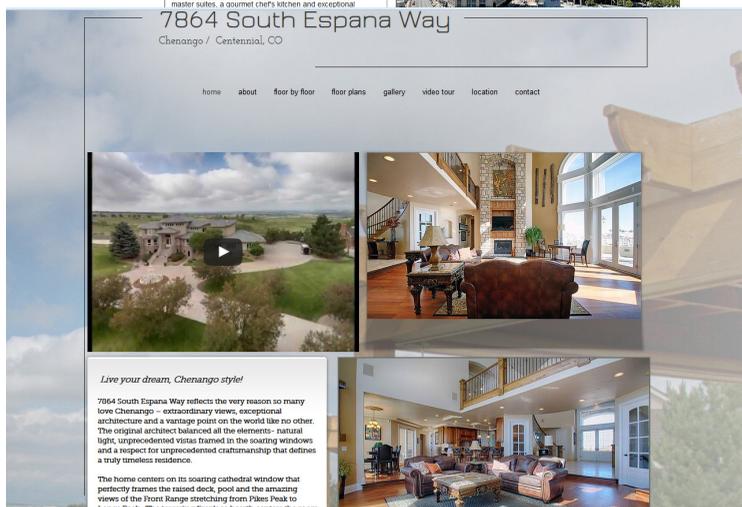
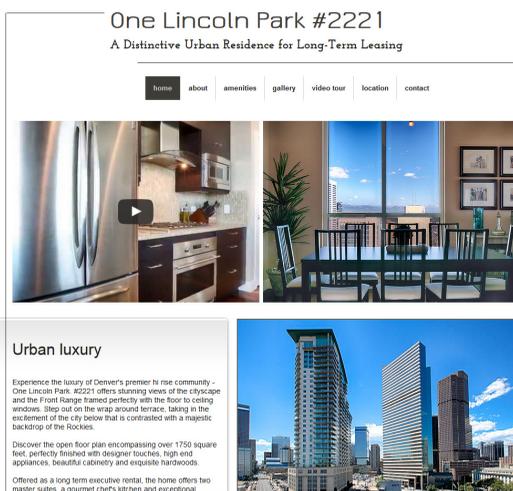
Marketing strategies.

Channels.

"The medium is the message." - Marshall McLuhan (1964)

Long before the internet emerged or real estate evolved into the online presence it now dominates, the writings of Marshall McLuhan defined the impact of presentation and delivery on the content of every statement. It was the first lesson we learned in Communications 101 and it still holds true in how we shape our own work every day.

Our presentations go to a deeper level with buyers and your sellers, creating a distinctive and lasting impression that reflects the ambiance, the community and the lifestyle of a home. Key to this concept is developing a unique website, customized for your property. We measure the dynamics and analytics of the site, watching the behavior of viewer and determining which areas offer the greatest appeal and interest.



Each of our websites are created for mobile formats including IOS and Android platforms without requiring downloading applications, scrolling or resizing the page.

Marketing strategies.

Distribution.

MLS presence

Your home will be listed in the massive Denver Metropolitan multiple listing service (MLS) The MLS is accessible to all licensed brokers in the Front Range area. Brokers will access the legal description of the home, all images created for the property, specific data regarding showing instructions and current status of your home's availability. In addition, MLS distributes the data to key website and populates search engines built into the IDX distribution network.

You Tube

Every home is presented in a video format and uploaded to the REStudioWorks channel on You Tube, the second most active search engine in the world. This platform is easily access on all mobile devices and integrated into every website to insure greater Search engine Optimization. Every site and video is carefully attached to key word searches, creating greater visibility of your home.

Social Media

The home will receive listings and notifications on Moving to Denver/boulder on Facebook with a network of over 650 agents and buyers along with thousands of agents connected via LinkedIn's premier real estate groups, discussion centers and social media.

Zillow, Trulia and Realtor.com

The three sites represent the core of real estate search engines, reaching every market and virtually every buyer. In addition, your residence will be syndicated to dozens of secondary sites. Our work has been featured as one of the top 10 homes in 2014 by msnbc. com

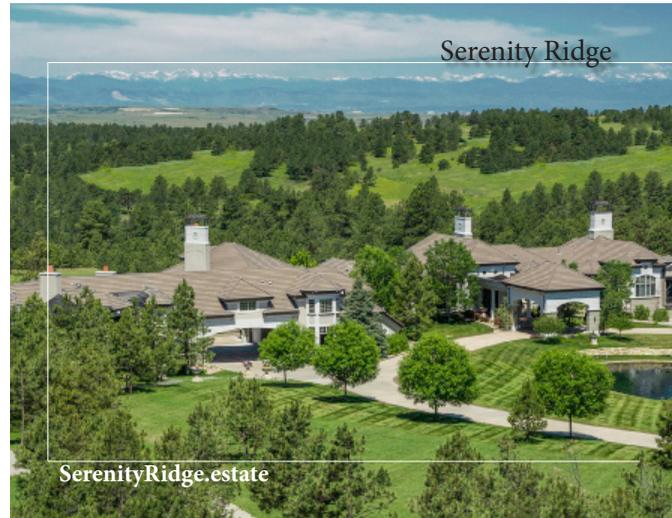
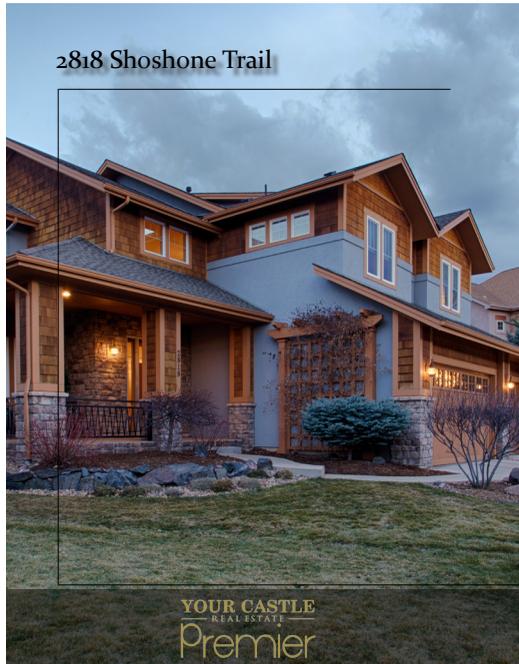
Prospect match program

Your residence will be placed in the Prospect Match program for both MLS systems, distributing data to hundreds of potential buyers and agents. This will immediately give us a list of all the real estate professionals that have entered parameters for their buyers similar to your property, and we personally reach out to those agents. We will invite them for a private tour with their buyer and present them with a personalized portfolio about your elite home.



Marketing strategies.

Print.

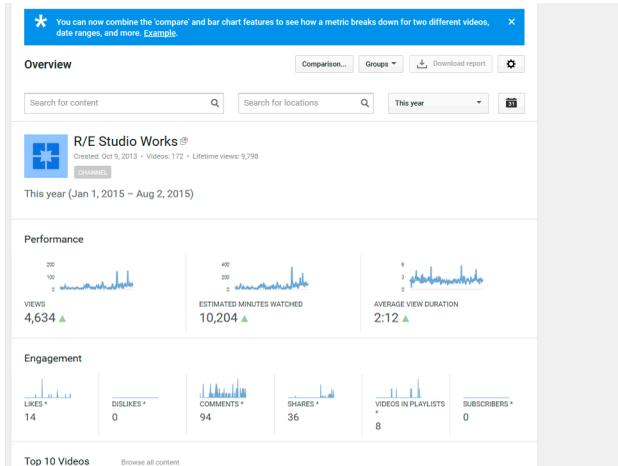


Realizing most buyers have completed a review of your home online prior to their visit, our print media is designed to enhance their perceptions with specific lists of special features, designer finishes, and possible unseen improvements that you have completed. The print media is always presented with full glossy, professionally printed layouts, mirroring the style and design used online for greater continuity.

For every second showing of your home, we present the buyers with a hardbound print addition, customized with their name to add a more personal touch. Similar to this presentation, we bring in quotations and design features to enhance the intriguing sense of your home.

Marketing strategies.

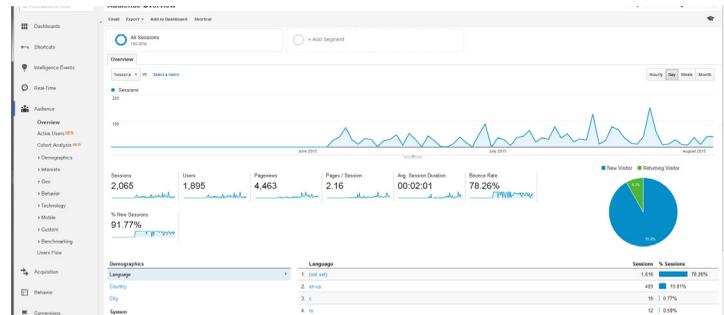
Feedback.



Feedback is one of the greatest tools to gauge the reach, effectiveness and acceptance of a market strategy.

Reviewing specifics in regards to website use - activity, duration, page views, video and demographics - are all considered. We fine tune each property's marketing strategies carefully, insuring the strongest impact and for potential buyers.

Using Google analytics, YouTube analysis and feedback solicited from every showing agent, we are able to provide a complete report regarding the number of individual viewers, interets and effectiveness.



Marketing strategies.

Networking.

With almost all executive and luxury home buyers being represented by an agent, it is crucial to identify key brokers in the area, develop customized presentations designed to be shared with preferred buyers.

Utilizing data bases from both IRES and MetroList, we target market 45-80 real estate professionals with a specific "landing page" and website presence. In addition, we have developed relationships with managing brokers and agents in historic Denver locations. We integrate our existing channels and network via LinkedIn, historical home groups, local businesses, relocation specialists, HR departments, title companies and preferred lenders.



Your home will be presented to approximately 900 professionals at the monthly sales meetings held with our affiliate broker offices. In addition, your residence will be personally presented at the large Realtor board marketing sessions to hundreds of agents.

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Moving to close.

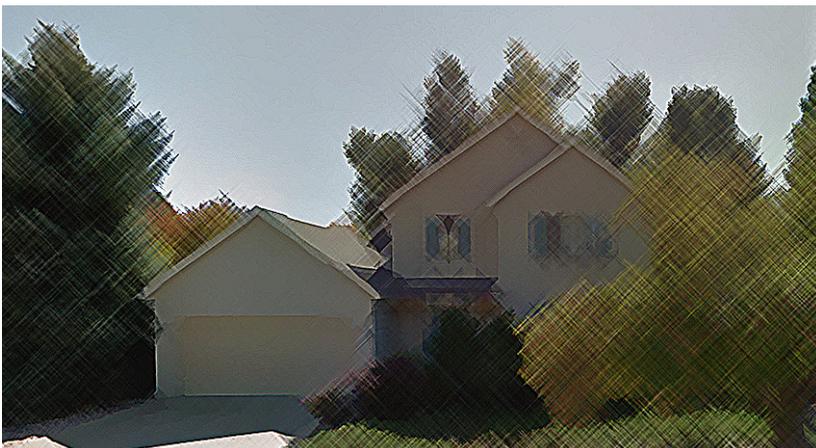
Negotiations.

The buyers interest begins with the second showing. In preparation, we create a special web page customized to their own interests and lifestyle and integrate a separate video drawing on the more intangible and emotional elements that sell a home. In addition, we schedule second showings in the early evening, bringing together a collection of small plate items from local restaurants and shops, highlighting the lifestyle and sustaining qualities of the surrounding neighborhood.

With the presentation of an offer, we will insure it meets all necessary State and Federal regulations regarding Lead Based Paint disclosures and accompanied with the buyer's qualifications and/or approval by an acceptable lender. Additionally, we verify earnest money funds and other pertinent matters that may impact the value of the offer. Each and every offer is forwarded to you electronically and discussed with you personally. Earnest money is held by a title company of your choice, decided in advance. We have preferred arrangements with Fidelity National Title and Land Title.

In addition to the price of the home, we review and protect your position regarding:

- The terms of the contract.
- Inclusions.
- Exclusions.
- Performance and objections deadlines.
- Securing a reputable title company to hold your earnest money and perform your closing.
- The contingencies.
- Inspections and resolution.
- The walk-through.
- Closing date and time.
- Closing costs.
- Possession, moving date, time and much more.



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Moving forward.

Compare.

Review of past sales

There have been few recent sales in your immediate neighborhood. Currently, there are two homes for sale- one at \$349,000 and the other at \$458,000. Since they are significantly different in terms of size, most appraisals will look at the size of the home above ground and determine a cost per square foot.(psf) The two listing average at \$149.00psf. In comparison, there is one property sold and one under contract ranging from \$320,000 to \$389,000 for an average psf of \$151.00.

Recommendation

Using your home size of 2147 square feet, that would price it at \$324,000. My recommendation is to price it at \$329,000 to \$335,900 due to the premium lot placement and the extensive work you have completed. It is very possible that the \$329,900 will escalate. My concern is more with time of year- knowing it will be mid to the end of next month before you are able to move forward. fortunately that corresponds with the purchase of the home on Louisiana Avenue.



Details	Adjust	Details	Adjust
12394 E Villanova Dr		12381 E Vassar Dr	
6172875		6276414	
Sold		Under Contract	
\$323,000		\$389,000	
\$320,000			
03/10/2015			
PTARMIGAN PARK		East Iliff Meadows-0751	
2 Story		2 Story	
2,643		2,147	
\$121.07		\$181.18	
3,834		3,275	
3,714		3,175	
1,191		1,007	
95%		95%	
5		4	
4		3	
2		2	
Gas		Gas	
Forced Air		Forced Air	
Air Conditioning-Central,Ce		Air Conditioning-Central	
Public			
Public		Public	
Brick,Frame		Frame	
Brick,Wood Siding		Wood Siding	
1979		1980	
7,535		7,579	

Sold

Under Contract



Details	Adjust	Details	Adjust
12384 E VILLANOVA Dr		12378 E Harvard Dr	
2592973		8518948	
Active		Active	
\$349,900		\$458,900	
PTARMIGAN PARK		Ptarmigan Park	
2 Story		Tri-Level	
2,355		2,976	
\$148.58		\$154.20	
3,840		3,836	
3,144		3,836	
1,485		860	
70%		97%	
4		4	
3		3	
2		2	
Gas		Gas	
Forced Air		Forced Air	
Air Conditioning-Central,Ce		Air Conditioning-Central	
Brick,Frame		Frame	
Wood Siding		Brick	
1979		1983	
6,970		10,062	

Currently on the Market For Sale

Moving forward.

In closing.

Jim,

I appreciate the opportunity of introducing the concepts and services available for listing your home. In the coming weeks, I'll be happy to share more on the changes in the market, especially regarding the areas surrounding your home.

Please know my commitment is going beyond the tried and true methods of real estate, creating compelling strategies to position your home with exceptional detail and care. It is all about you and protecting your investment. I will deliver the strongest strategy to acquire a qualified buyer who will soon begin to write the next chapter to the residence you have worked so hard to improve and prepare this past year.

Sincerely,

Martin Yeager
R/E HomeWorks, LLC
Brokers Guild Classic Real Estate

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reStudioWorks.com

R/E HomeWorks