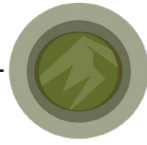


MARKETING PLAN/SERVICES



CORNERSTONE'S PHILOSOPHY

Cornerstone Real Estate Company, LLC was founded on the principles of customer service and integrity. Drawing upon our extensive market knowledge of the Summit County real estate market combined with years of experience helping our clients buy and sell resort real estate, we hope to give you the foundation of information and expertise you need in order to make the best real estate decisions. Our goal as a company and as individual agents is to be your real estate consultant and provide such a high level of service that you are excited to recommend us to anyone. A referral is sending someone you care about to someone you trust, and we intend to earn it.

DO OUR STRATEGIES WORK? THE SHORT ANSWER—YES

Cornerstone is comprised of experienced and knowledgeable brokers who work here because they want to use the most effective brokering strategies possible. It is working. We are continually growing and gaining market share by actually selling our listings, and helping buyers purchase.

We are now consistently among the top real estate companies in Summit County, and are outperforming some of the most well-known names in real estate.

This is a benefit not only to us as a company but also to our clients, who receive the highest level of service AND get their listings sold.

Cornerstone Real Estate Company has been among the top 5 real estate companies in all of Summit County since 2010! Consistently over time we have the best results. We save our sellers more costs by selling their home faster.

We use multiple platforms and strategies to advertise your property and optimize exposure. We market specifically to local brokers, along with local Summit County and the Front Range. By using social media, print and multiple online sites, we are able to reach buyers throughout the country who are looking for that special place in the mountains.

LOCATION

We have two offices in Summit County, strategically located in Breckenridge and Keystone--two of the busiest ski resorts in the country. Both of our offices have very high visibility and easy access for the convenience of our clients and potential buyers. From these two locations we also support our clients in the surrounding communities of Copper, Dillon, Frisco and Silverthorne.

MARKETING PLAN AND SERVICES

PHASE 1: GETTING ON THE MARKET

- Take high quality photos and virtual tour
- Enter listing into Summit and Denver MLS
- Install lockbox and set up auto showing feedback to be sent to seller
- Create multiple flyers for advertising in and outside the property
- Send a detailed email about property to Summit County brokers
- Collect rental numbers or projections for the property to supplement listing
- Create a custom website for the property
- Place property across multiple online and print platforms (links provided to client)

PHASE 2: OBTAINING AND REVIEWING MARKET FEEDBACK

- Review any potential changes for property
- Listing based on number of showings scheduled
- Hold a local broker open house with incentive provided
- Review price based on agent input and market conditions

ON-GOING

- Handle all showing appointments
- Update seller on showing feedback and any neighboring transactions
- Follow-up with brokers on any positive feedback
- Present any offers and recommend counter offer strategies

UNDER CONTRACT

- Facilitate all transaction details such as manage appraisal and inspection appointments, monitor contract deadlines, and assist in negotiating any inspection items.
- Create a detailed inventory for your property
- Provide and organize recommended service companies to take care of any contract items



As part of our services, we hire a professional photographer to take photos of your property. Above are a few examples of the quality of work.

WHY LIST WITH ME?

My ultimate goals are for you to be happy with the results of this transaction, and to earn your trust, business and referrals. If you have any questions about my services and how I can get your property sold, please let me know!



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