



Home Seller's Guide



“Our plan for selling your home ensures success.”



Our Marketing Program

You will be represented throughout the listing and selling process with your objectives in mind:

- Obtain the highest value possible for your home
- Complete the process in a reasonable period of time
- Achieve your goals with the least inconvenience to you
- Consistent communication throughout the process

Our plan for selling your home ensures success.

Marketing

An individual marketing strategy that includes:

- Prepare and present a full Comparative Market Analysis (CMA)
- Establish fair market value
- Prepare and sign listing contract
- Measure as necessary, take digital pictures, enter property in MLS
- Create printed property flyer for in-house displays/brochure box and showing materials
- Create email quality flyer to advertise to Durango area agents and their clients
- Send flyer and email content to all previous prospects in our database that might be interested in your property type
- Display flyers in the Real Estate Showcase in binders where applicable, window displays, and TV slideshow presentation
- Upload to website with engaging content and strong visual photography
- Utilize DMR managed properties to promote your property with Durango Mountain Realty listing fliers.

Internet Marketing

- Featured listing on Durango Mountain Realty website
- Durango Mountain Realty's website can be accessed through Purgatory Resort as well as on its own. All listings available on the local MLS site and Realtor bio websites. We are also syndicated so all our listings appear on over 50 websites. We've got the web covered. (90% of buyers will find their home on the web first)
- In addition, Durango Mountain Realty has continued to invest significant dollars in increased Internet marketing. This not only increases our national presence, but puts our listings in front of more potential buyers in your price range and primary property interest. This takes the form of web optimization and direct target mailings to qualified Buyers.
- Durango Mountain Realty is proud to work with Chimera Communications to help establish our own personal brand which in turn helps bring in prospective buyers.

Is that enough?

No, though we do an exceptional and highly professional job of all of the items listed above, but so do some of our competitors. So, why choose Durango Mountain Realty to manage one of the most important financial transactions in your life? Turn the page to find out....



*"Our office is right on the slopes.
Location, location, location."*



Why Choose Durango Mountain Realty?

We provide services and features that no other company can match:

- **Access to resort lodging guests and resort visitors:** For more than a decade we've been creating a database of people who are interested in the resort, our products and services, and area real estate. This database now totals over 40,000 leads that are related to real estate interest.
- **We have two marketing teams:** Our competitors try to wear every hat. Most individual real estate professionals market their listing all by themselves. We take a different approach. We have a designated marketing team who create all of our media material including: print, video, advertisements, website and search engine optimization. Our real estate marketing team works in concert with the resort marketing team to share resources, production tools and technology, and target market data.
- **Technology - Amplified:** Our research shows that 90% of buyers will first find your home through the Internet. Internet presence is critical, and most firms realize this. But as you know, not all websites are created equal. We've invested heavily in our web presence at our primary site: www.DurangoMountainRealty.com. Not only does this pay off by capturing the attention of those seeking second homes in our market with this site's aesthetics, design and functionality, but it's ranked in the top of all of the primary search strings for those seeking property in the area where your home is located. We also receive extensive lead generation from www.PurgatoryResort.com. We've found that most of our buyers were first visitors to the mountain for other reasons, whether for our summer adventures or for our winter ski resort offerings. Naturally most of those coming to visit the resort make the resort's website a favorite link, and real estate is featured on this site.

Websites are great, but if the content isn't compelling, your customer doesn't stay long. We have professional writers, marketers and photographers providing content to our site. We have produced real estate specific videos like these:

[Real Estate Investment Video](#)

[A Day in the Life of Purgatory Lodge](#)

[Million Dollar Highway](#)

Currently we have exciting work on optimizing the leads we gather. Our optimization includes three focuses. First, we use Paid Search and Search Optimization, using key phrases commonly used to drive more Buyers to our site. Secondly is Site Retargeting which re-messages people who've visited our site or show a propensity to purchase resort real estate. Third, we use Targeted Digital Direct Mail to send periodic emails to demographically and geographically chosen potential Buyers (50,000 at a time). Recently our focus is Austin, TX where many of our Buyers are coming from. This forward-looking focus is keeping the Purgatory buzz at the top of mind, sells our lifestyle, and drives more Buyers to us than any other office can boast.

"We have a real estate marketing team of professional marketers."

- **Office Location.** Our office is located right in the heart of the skier plaza at Durango Mountain Resort. There is no better location for a real estate office that specializes in selling resort area property. Our traffic is substantially higher than any of our competitors and agents in our office fight over floor shifts because of it. Agents in other offices look at floor like it's a burden, and the most junior agents take it.
- **Innovative Marketing Initiatives.** We have access to tens of thousands of visitors a year through our affiliation with Purgatory Resort. This access allows us to creatively and successfully target far more potential buyers than any other company. For instance, when lodging guests turn on their TV, they're greeted with our in-house real estate television channel. When they open their in-room guest guides, we have features on real estate. When they head down to get their tickets for skiing or summer activities, they have to walk right by our office and all our listing flyers. During high-occupancy seasons, we'll invite these guests to special real estate events and open houses. When they log-in to the Internet in their rooms or anywhere in the resort, they're automatically directed to a landing site where we have real estate content, campaigns and video presentations on our listings. Our research and sales history tells us that buyers will come from lodging guests in large numbers, so we are constantly exploring innovative ways to engage them.
- **Marketing is about cross-pollination.** Not only do we have our own marketing team, and a hand-in-hand relationship with the resort marketing team, but we benefit from every dollar spent on marketing. When the resort advertises their products for skiing, lodging, food and beverage and other recreation, they advertise for our real estate products. The resort spends over a million dollars a year on marketing, and we're with them every step of the way.
- **Our Brokers are Resort Experts.** Together our agents have over a three decades of experience in resort area real estate. Simply put, no other company sells as much resort area real estate as we do, and no other brokers have our collective experience and expertise. Resort real estate is a niche, and it's one with its own marketing dynamics, sales strategies, sales tools and target customers. Don't work with someone who isn't a specialist in resort property when you're trying to sell your resort home.

Is that all we do to sell your home?

There's still more.....



"Our real estate marketing team works in concert with resort marketing team."

Key Market Factors

How long does it take to sell a home? There is no easy answer - some homes sell in a few days, others may take several months. Recognizing the key factors influencing marketing can give you significant control over marketing time. The proper balance of these factors will expedite your sale.

Location - Location is the single greatest factor affecting value. Neighborhood desirability is basic to property's fair market value.

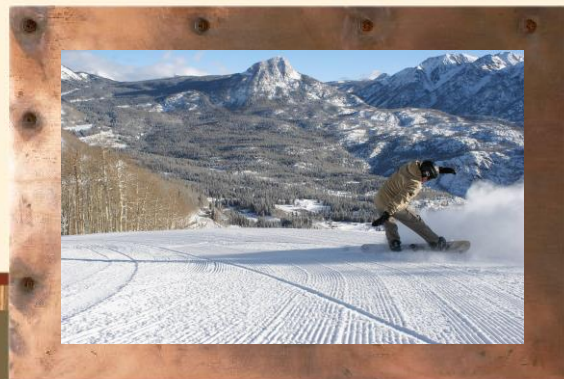
Competition - Buyers compare your property against competing properties. Buyers interpret value based on available properties.

Timing – The real estate market may reflect a seller's market or a buyer's market.

Condition – Property condition affects price and the speed of sale. Optimizing physical appearance and advance preparation for marketing maximizes value.

Terms – The more terms available, the broader the market, the quicker the sale and the higher the price.

Price – If a property is not priced properly, a sale may be delayed, or even prevented.



The Listing is Just the Beginning

Communication

- You receive regular communications and updates on the marketing progress
- Buyer and Realtor feedback
- Consistent counsel and guidance
- Market analysis update

Offer Presentation

- You, the Seller are represented in all facets of the transaction.
- Review documents
- Assist in qualifying purchasers
- Help in making the appropriate response to purchase offers
- Assist in drafting counter-offers and addendums when necessary
- Follow-through on all negotiations to a successful closing
- Follow up on purchaser's loan progress on a regular basis and report to you.
- Present closing figures and payoffs prior to closing.

Closing

- The transaction is not complete until you receive full payment of your equity, the deed is recorded, the buyer takes possession of the property, and you have received refunds of all prepaid expenses.
- Expect thorough follow-up
- Depend on continuing communications at intervals we'll discuss
- Anticipate a satisfactory conclusion for all parties.

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