



Homebuyer's Gold Tour

Make your next homebuying experience the best it can be.

Most Buyers that have used our **Gold Tour** have said that this was by far the most comprehensive buying process that they have ever experienced in a real estate transaction. Using a unique combination of Internet technology and Industry best practices, we have successfully integrated the Internet home search process with the actual property showing process.



Let us help you find your dream home using our advanced tools and best practice methodology.

Today many of the major consumer Real Estate websites that Buyers use are fraught with inaccurate and outdated information about the properties in our area. This can become very frustrating for the Buyer as many of the properties that they want to see already have contracts on them or were sold 3 months before. Worse, many have a 5-7 day delay to their new listing postings. So as a Buyer by the time you see a good property on your consumer site, it already has an Offer Contract on it from another Buyer who was there 3 days earlier and beat you to the property.

Summary of the Gold Tour Benefits:

- Buyer's website search Tools give you a competitive advantage
- Buyer's tour notebook provide all the information on each property
- Free use of Colley Team iPads that are 4G enabled
- YouTube video preview of homes you can't go see
- Use of advanced pricing analytics to make sure we buy at the right price for any home you may want to write an offer on
- Use of the instant offer program to react quickly
- Expert contract negotiation and contract knowledge to protect your interests



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Additional Features of the Homebuyer's Gold Tour Service



The Colley Team Buyer's Website tool was designed to sit on top of the MLS to provide you with very accurate and timely information about any property for sale. Using this tool, you will be the first to see new listings as they come on the market, and the first to write a contract on the property that is right for your family. More importantly, this tool allows you to organize and research the properties that are your "Favorites" and "Maybes" and easily communicate this information back to **The Colley Team** so we can prepare for your next Buyer's Tour. This organization alone can also become an important part of the education process as you try to narrow down the features you must have versus the features you could give up in your property selection. And because we are able to also monitor your Buyer's activity on the site, it helps us better understand what is most important to you as we continue to help you find that perfect home.

Many Buyers tell us that when they went on a property showing with another Broker, all they received was a single page print-out of the MLS sheet. As a Buyer with **The Colley Team**, you are provided with bound Gold Tour notebooks each time you go out with us. These tour notebooks are indexed in the order of our property tours and have all of the research materials needed about each property to help you make an informed decision about that particular property. We also try to tie back to your Buyer's Website by inserting all of your notes from the Buyer's Website which allows you to refresh your thoughts and ideas prior to seeing the property and update them after seeing the property.



Using a combination of both of these systems provides you a more complete picture on each property so that you can refine your search process and ultimately end up with a more informed Home selection. Additionally, the integration of these systems allows Buyers a much quicker reaction time and even allows you to make an offer while still in the middle of a Home Tour - a much needed capability in today's market.

Call us today at 970-492-5480 to see how we can maximize the equity return on your home.



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