



White Glove Listing Service

Make your next listing experience easier and less stressful.



Today selling a home can seem like an unnatural act to most of us. Most Buyers after watching the home shows on television, expect the homes that they are going to see to be in near show room condition - even though they don't keep their own homes in this kind of condition. In fact, preparing a home for sale can be a daunting task while trying to keep your normal day-to-day routines going with the kids, pets and other family members.

*Proven results through accurate pricing,
good staging, aggressive marketing,
and expert contract negotiation.*

Our White Glove Listing Service was designed to help eliminate some of these frustrating tasks by providing a layer of service partners that are specialized in helping you prepare your home for sale and even repair items that need attention prior to listing. We offer a comprehensive list of the area's best contractors and often these contractors will work at a discount for us in the hopes that they will get future business from you and The Colley Team. The best part is that some of these services are included at no charge to you.

Below is a summary of the services we provide at no cost to your family:

- Free Staging and Arrangement Consulting
- Free Professional Cleaning Service
- Free Professional Window Cleaning
- Professional Photography and Videos
- Super High Quality Brochures and Flyers
- YouTube Video Channel
- Social Media Exposure
- Use of Advanced Pricing Analytics to price your home correctly



Greg Colley
970.492.5480
Greg@TheColleyTeam.com
www.TheColleyTeam.com



The Colley Team
Remax Alliance
750 W. Eisenhower
Loveland, CO 80537
(970) 669-1234





Additional Features of the White Glove Listing Service

Sophisticated and Advanced Internet Advertising

The Colley Team pushes this information out to the Top 100 Consumer Real Estate Websites and pays an enhanced "featured" listing fee so that your property is always on top of their search results. In fact, we average almost 60,000 Buyer impressions per month on each listing on the Internet compared to an industry average of 10,000-20,000 impressions for most other listing services. This is very important because this is what drives Buyers to request to see your property with their Broker.



Listings Featured in major local Real Estate Magazines

In addition we are major advertisers in the highly regarded Homes & Land local Real Estate publication and the Front Range Homes Illustrated where over 500,000 readers pull these publications to look for homes. We rotate each listing as a featured listing in our ads using the same high quality layout and artwork and the same professional pictures that are in our brochures and flyers.

We offer our Buyers one of the largest Buyer's Search sites for the area

Our Buyers Search site has always ranked in the top 5 google searches. These Buyers are allowed to use our web services at not cost. On average, there are over 300 Buyers using our site at any point in time. These Buyers are constantly exposed to our listed properties as they profile their needs to us and the system will actually match our listings to each of the Buyer's needs automatically.



Industry leading photography and brochure team

Today's listings with great Internet exposure demand the best photos and videos of your property. We are proud to be partnered with GraFic Studios, Inc., simply the best Real Estate Photography and Real Estate brochures. Simply put, pictures make a huge difference in presenting a home for sale and good brochures drive the Buyer's to your property to see for themselves.

Use of Advanced Pricing Analytics to get the most for your home

Pricing your home correctly is probably the single most important aspect of the listing process. The Colley Team utilizes some of the most advanced pricing tools available in the industry today. The accuracy of our pricing has been supported over time by the fact that almost 98% of our contracts have appraised to our pricing. Additionally, we use our pricing analytics to defend our pricing during the negotiation of an offer.



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



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