



seller's **RESOURCE GUIDE**

CHARACTER | CULTURE | COMMITMENT





Character | Culture | Commitment
THESE ARE THE 3 PILLARS OF C3 REAL ESTATE SOLUTIONS.

C3 REAL ESTATE SOLUTIONS was co-founded by John Simmons and Jesse Laner in December, 2012. They shared a vision for creating a Real Estate firm that delivers the highest level of customer service through innovative ideas, cutting edge technology and an unyielding commitment to developing leaders in real estate.

Their passion, creativity and work ethic have earned local, state and national recognition. C3 focuses on hiring quality agents who are involved in the community and dedicated to their clients.



THE 3C'S OF REAL ESTATE

THE FOUNDERS AND OWNERS OF C3, JOHN SIMMONS AND JESSE LANER, OFTEN GET ASKED: "WHY C3? WHAT ARE THOSE THREE 'C'S'?" THESE 'C'S REPRESENT WHO WE ARE AND WHAT WE OFFER:

CHARACTER | CULTURE | COMMITMENT

CHARACTER

The Pillars That Built a Company: Character, Culture, Commitment.

On December 12, 2012 the company was officially launched with these three pillars as their foundation, and every day since they have worked by those pillars.

When John and Jesse set out to create their new venture, they wanted to stand out from the crowd. "C3 Real Estate is the solution to all your real estate needs: from first time home buyers to luxury listings; investment properties to new construction; we can take care of it all." They also have REALTORS® specializing in commercial properties and property management.

In 2021 C3 teamed up with NuWay Lending and in 2022 NuWay Title & Escrow, an inhouse team comprised of highly knowledgeable and caring professionals who match the same Character, Culture, and Commitment found in C3's REALTORS® and staff.

"C3 is your complete Real Estate Solution, combining highly knowledgeable and dedicated professionals who create an unforgettable experience."

CULTURE

"The staff and REALTORS® at C3 makes the company what it is today."

Administrative Assistants are available seven days a week and each office has its own Broker Operations Specialists and mobile stations so REALTORS® are able to work from any office and receive the same support no matter where they are. They have their own in-house accountant, compliance officer, and transaction coordinators who are dedicated to serving the REALTORS® and their customers.

The company donates and volunteers for multiple organizations and encourages REALTORS® to improve the lives of those around them. "We are focused on our communities and help numerous nonprofits. We are a family and these events strengthen the bond between our staff members, our REALTORS®, and our customers."

COMMITMENT

A lot has changed since C3 started in 2012.

"We began with 4 REALTORS® and 2 staff members. Once construction of the first office was completed in July of 2013, we grew to 20 REALTORS® and 5 staff members. From there, the word quickly got out that we had something special going on. As we attracted additional quality REALTORS®, we needed more offices and continued growing into the company that C3 is today."

While a lot has changed, one thing certainly hasn't: their dedication and commitment to every person they meet. "We know the success of our company is tied to how well we can serve our community and the experience we can provide to our customers. That continues to be our focus."

"We created a culture of cooperation, collaboration, synergy, abundance, and positivity. We want REALTORS® who have high Character, who will add value to our Culture and who are Committed to mastering their profession."

CHARACTER | CULTURE | COMMITMENT





ABOUT *Deanna*

DEANNA WHITE
REALTOR®

970.388.4348

dwhite@c3-re.com

c3realestatesolutions.com



Deanna was born in North Carolina, spent her childhood in Southern California and has lived in Northern Colorado for the last 23 years. Deanna has an extensive background in the restaurant/hospitality industry. She went to California State University San Bernardino to pursue a marketing degree, then graduated as an Emergency Medical Technician at the top of her class from Crafton Hills College with the intent of becoming a flight medic.

God changed her path again when her older brother died months after serving in the U. S. Navy, leaving behind two sons, ages 4 and 2 at the time. Deanna became a full time mom and gave birth to her first two children. While raising her first four children, she volunteered in local schools, ran fundraisers and was a Girl Scout Leader.

She met her husband, Tyson, who is a local P. E. teacher, coach, and pastor in 2010 along with his first two children. They blended their large family into one union in 2012. Deanna and Tyson had a son of their own, rounding out their 7 children together and they are also proud grandparents to 5!

Deanna grew up dancing, swimming, and playing volleyball. She has always lived at the foot of a mountain range and therefore Colorado is home and speaks to her heart! Deanna is currently the Secretary for Truth & Grace Ministries, a board member for the Metro District at The Ridge at Harmony Road, and a member of the Windsor Area Chamber of Commerce. It is important to Deanna to give back and leave a legacy of her heart to those around her.

Being detail oriented, proactive, and a strong advocate for all of her clients, are some of her strongest qualities. She has always had a passion for Real Estate and big events! Weddings, babies, and new homes! She absolutely loves the planning process and being there for every step leading up to handing you the keys to your new home! Deanna would be honored to be your real estate agent, and together, **build YOUR legacy!**

“Deanna White is an absolute pleasure to work with. Always kind, efficient, knowledgeable and personable. You can't go wrong choosing her!”

– K. Trujillo

“Deanna is amazing!!! She truly cares for her clients and for people in general! She is great at what she does and you won't go wrong using her to help with your home needs!”

– M. Thompson

“Deanna is amazing! We were moving from PA to CO and she was our advocate through the entire process. She was there for our final walk through of our brand new home and our closing. She still keeps in contact with us to see if our transition has been smooth, offering her assistance. We would highly recommend Deanna for a personalized home purchase!”

– R. Carter

“Deanna White was invaluable when we built our home! From digging the hole of our foundation to walking into it with the keys, she was right by our side making sure the process was perfect the entire way through. She is so detail oriented and very knowledgeable. She was very thorough with our builder and we were so thankful to have her. Deanna is the best!”

– T. Howell



CODE OF ETHICS

PROVIDED BY THE NATIONAL ASSOCIATION OF REALTORS®

ARTICLE 1

Protect and promote the best interest of the client, but be honest with all parties.

ARTICLE 2

Avoid exaggeration, misrepresentation, and concealment of pertinent facts and do not reveal facts that are confidential under the scope of your agency relationship.

ARTICLE 3

Cooperate with other real estate professionals to advance the clients best interests.

ARTICLE 4

Disclose to all when buying or selling a property for yourself or your family.

ARTICLE 5

Disclose present or contemplated interests in any property to all parties.

ARTICLE 6

Avoid side deals without the clients informed consent.

ARTICLE 7

Accept compensation for only one party, except with full disclosure and informed consent.

ARTICLE 8

Keep the funds of clients and customers in escrow accounts.

ARTICLE 9

Assure, whenever possible that all details of the transaction are in writing.

ARTICLE 10

Provide equal services to all clients and customers.

ARTICLE 11

Be knowledgeable and competent.

ARTICLE 12

Present a true picture in advertising and other public presentations.

ARTICLE 13

Do not engage in the unauthorized practice of law.

ARTICLE 14

Be a willing participant in Code enforcement.

ARTICLE 15

Ensure that your comments about other real estate professionals are truthful, and not misleading.

ARTICLE 16

Respect the agency relationships and other exclusive relationships between other Realtors and their clients or customers.

ARTICLE 17

Arbitrate contractual disputes.



THE C3 WAY

DIFFERENTIATED SELLER SERVICES UNMATCHED BY OUR COMPETITION.

STAGING CONSULTATION.

We can hire, at our expense, a professional stager and interior designer to help you in the de-cluttering and brightening of your home. They will explain "What is Hot and What is Not." They can also help direct you on any remodel/improvement projects for your home.

COMPARATIVE MARKET ANALYSIS (CMA).

We will prepare a CMA including information on recently sold, active, and market rejected listings.

STATISTICS.

We will provide you with a statistical overview of the history of the market to help give you confidence in your pricing decisions.

PRICING.

We will assist you with pricing your home based on the CMA and statistical information. We will provide you with a value range and let you select the price that best fits your situation and time frame. Ultimately, the pricing decision is yours.

CO-OP.

We offer 50 percent of the commission to the real estate professional who is working with the buyer(s), writes a contract and closes on your home.

INCREASED AVAILABILITY/OPEN SEVEN DAYS A WEEK.

We are committed to making it easy for agents to set-up showings on your home. We are only closed for specific holidays.

PRE-TITLE COMMITMENT.

We will order (at our cost) a pre-title commitment to reduce your risk of any title problems at closing.

LOCKBOX.

We provide a high quality, padded and customized C3 combination lockbox.

COUNTER DISPLAY.

We will prepare an informational notebook containing most information a buyer will want to know: survey, school information, utilities, homeowners association, pre-inspection information, contract, etc. This information will give buyers the confidence to write a contract.

BUYER/REALTOR SURVEY.

We will survey the Realtors® and their buyers who have seen your home and document their feedback on price, condition, and level of interest.

WEEKLY CONTACT.

We will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.



HOW TO SELL A HOUSE, WHEN YOU HAVE TO SELL IT NOW

"Hire A Top Real Estate Agent. Get the best, most aggressive listing agent you can find. Don't rely on your cousin with the real estate license or your best friend's wife. Find the best agents who greatly outperform their colleagues. That's who you want. And this is no time to quibble over a few percentage points of the commission. Instead, offer your agent a big bonus if they sell the house in 30 days."

- Wall Street Journal July 14, 2013



PROVEN SYSTEMS.

We will implement tried and true marketing systems to get your property sold. All cost and time associated with the marketing of your home are covered by your real estate professional. Remember, we don't get paid until your home sells!

VISUAL PRICING SOFTWARE.

We utilize a unique technology that allows us to accurately show you the value of your property. Although your market value does fluctuate, this software will easily show us where you need to be priced to have the best odds of selling.

SHOWING TIME.

We utilize cutting edge technology to book all showings, available 24/7. It is a quick, secure, easy to use platform to schedule and confirm showings.

SKYSLOPE TRANSACTION MANAGEMENT.

This cloud based technology allows our team to make sure nothing is missed during your transaction. In addition, all documentation will be safely and securely stored should you ever need to reference them in the future.

TRANSACTION MANAGEMENT TEAM.

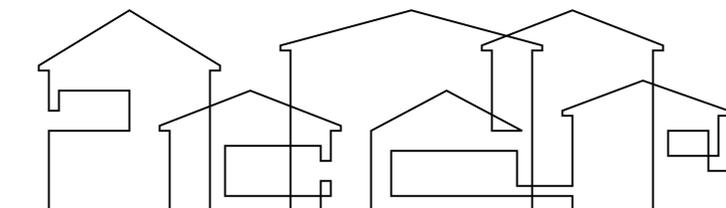
When you hire us, you hire a team of professionals committed to selling your home. Our dedicated staff make sure every aspect of your transaction is handled promptly and professionally.

EXPERT NEGOTIATIONS.

We are trained and certified in the art of negotiations. From creative thinking to contract language to crafting the perfect response, this is NOT something a seller should overlook. We believe in win-win negotiations with your interest our #1 priority.

BROKER HOME TOUR.

A broker home tour can be arranged through your broker to have our company tour your listings. We collect the feedback and provide it to you. Getting multiple real estate professional's advice is extremely helpful.



CUSTOMER SATISFACTION GUARANTEE

After you list your home with us: If you are not satisfied with the service, if you think that we have not represented your best interests, or if you simply decide not to sell your home, give us a twenty-four hour written notice to terminate the listing. Your listing will be returned, NO questions asked.

Our greatest concern is your satisfaction!



INTERNET Marketing



1

We hire professional Real Estate photographers to take pictures of the interior and exterior of your home.



These pictures are used to create a Presentation Tour, Listing Video, and Mobile Tour.

2

The **Presentation Tour will bring your property to life!** It contains large images that are featured with background music.

The tour includes a Property Guide that opens over the images which gives prospective buyers all the information they need to know.

3

Once the tour is complete, we publish the Professional Tour to all the leading Real Estate websites to get your property **MAXIMUM EXPOSURE**.

These websites include Yahoo.com, Homes.com, Zillow.com, Trulia.com, and Realtor.com just to name a few.



4

The pictures are put together and turned into a Listing Video. Homes get much better search engine traffic by uploading this video file to the internet.



The Listing Video is uploaded to YouTube.com, Craigslist.com, and Realtor.com as an Enhanced Listing.

5

We use **QR Codes** on our brochures which link to the mobile version of the Presentation Tour. Buyers can scan it with their smart phone and immediately view the tour and property details.



6

Now our system generates leads from the maximum exposure your home is getting. The Presentation and Mobile Tours allow prospective buyers to submit their information to us.

This way we are ready and available any time a potential buyer wants to learn more about your property and/or schedule a showing.

7

All leads we collect are organized in our database system so we can easily answer questions, communicate property information, notify them of any updates to your property and upcoming open houses.

Our database of leads is constantly growing because we use the same system on each listing.

8

Each week we receive a statistics report about our online marketing. It shows us how many hits the Presentation Tour, Listing Video and Mobile Tour receive each week and month. It also tells us where the traffic is coming from so we are able to determine which avenue is most effective.



INTERNATIONAL EXPOSURE

YOU MAY NOT BE MULTILINGUAL,
BUT YOUR LISTING IS!



EXPOSURE NATIONAL ASSOCIATION OF REALTORS® MEMBERS CAN'T DO WITHOUT:

Realtor.com®, the most engaging real estate site in the U.S.¹, is global and now multilingual as well. When the international site was launched, members had more opportunities for global business than ever before. The enhanced site features listings from numerous countries, and offers extensive translation and currency conversion features.

If your MLS is currently on realtor.com®, members' listings will automatically populate on realtor.com® International.

REALTOR.COM INTERNATIONAL HIGHLIGHTS:

- All for-sale and rental U.S. listings on realtor.com are displayed on the international site in 11 languages to 45 countries on 5 continents.
- Consumers are able to search listings in the following languages: English, Chinese, Dutch, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish.
- Visitors' language, measurements, and currency preferences can be saved as a default to facilitate future visits.
- Visitors will have a choice to search by city name or map search, using a drill down feature to select geographical region no longer will a visitor need to know the distinctions between Brooklyn and New York City to get the results he/she seeks.

REALTOR.COM® FAST FACTS:

- An average of 3 million homes for sale or rent on realtor.com®²
- Almost 90% of realtor.com® listings are updated every 15 minutes, with the rest updated no less than once per day
- Over 850 MLS content providers nationwide send the most accurate and up-to-date listing data available
- Over 1 million international consumers search realtor.com® each month³

¹ ComScore Media Metrix Key Measures Report January thru December, 2012

² Internal reporting realtor.com®, 2013

³ Omniture Discover 2012

Source: Realtor.com/international





LUXURY ONLINE SYNDICATION

The MLS can only do so much. Reach the most qualified, affluent audiences for your luxury listings with the **Homes & Land** syndication partners.

LISTINGS \$450,000+ QUALIFY

RETAIL VALUE PER LISTING

THE WALL STREET JOURNAL

\$198

- 32.2 Million international monthly unique visitors
- 272 Million monthly page views
- 1.1 Million own 2+ residences

Find your listings by searching WSJ.com/news/realestate

MarketWatch

\$198

- 40 Million international monthly unique visitors
- 93 Million monthly page views
- 78% used MarketWatch to make a personal investment

Find your listings by searching WSJ.com/news/realestate

LISTINGS \$500,000+ QUALIFY

duPont REGISTRY

\$495

- 1 Million+ monthly property searches
- 102,000 unique monthly visitors
- 240,000+ pages views per month

Find your listings by searching Homes.DupontRegistry.com

UNIQUE HOMES

\$495

- 350,000 unique monthly visitors
- \$4.5 Million average net worth

Find your listings by searching UniqueHomes.com

The Washington Post

\$225

- 110 Million unique visitors per month nationwide
- 630+ Million monthly page views

Find your listings by searching WashingtonPost.com/realestate

LISTINGS \$750,000+ QUALIFY

Robb Report

\$500

- 295,000 unique monthly visitors
- Definitive authority for ultra-affluent consumers

Find your listings by searching RealEstate.RobbReport.com

LISTINGS \$1,000,000+ QUALIFY

MANSION GLOBAL

\$198

- 2.3 Million unique monthly visitors
- \$418,000 average household income
- 50% of visitors plan to buy home in next year

Find your listings by searching MansionGlobal.com

PENTA \$198

- 6 Million unique monthly visitors
- 44% of visitors have household net worth exceeding \$2 Million+

Find your listings by searching MansionGlobal.com

BARRON'S \$198

- 6 Million unique monthly visitors
- 67% of visitors have a net worth exceeding \$1 Million+

Find your listings by searching MansionGlobal.com



MORE EXPOSURE.

HOMES & LAND PARTNER SITES



International New York Times

The New York Times

THE WALL STREET JOURNAL.

The Washington Post



GlobalListings.com™
One World, One Marketplace

Robb Report
MAGAZINE FOR THE LUXURY LIFESTYLE

HOME LISTINGS FINDER



MANSION GLOBAL

Mitula

World Property Journal

Locanto

UNIQUE
HOMES

Qoodle



boston.com

Combined traffic exceeds 200 million monthly unique visitors*

HOMES & LAND PUTS YOUR HOME EVERYWHERE BUYERS LOOK.



CHARACTER | CULTURE | COMMITMENT



*Please note: Syndication partners change as Home & Land updates and refines its list. Syndication for listings are subject to qualifications laid out by individual partners.



HOME SELLING – PITFALLS TO AVOID

DIFFERENTIATED SELLER SERVICES UNMATCHED BY OUR COMPETITION.

REASONS HOMES ARE OVERPRICED.

- Over-improvement
- Lack of need to sell
- Lack of factual and accurate data
- Original purchase price too high
- Minimal bargaining room
- Corporate buyout
- Low desire to move
- Foreclosure
- Purchasing in a higher priced area

FOR-SALE-BY-OWNER HEADACHES.

- Window-shoppers
- Lookers stopping at all hours of day and night
- Mispricing home
- Inability to qualify buyers
- Letting strangers into the home
- Negotiating with buyers
- Missed opportunities when away from home
- Buyers want the commission savings
- Buyers don't like to deal directly with owners
- Knowing everything that needs to be done

IMPORTANCE OF PROPER PRICING.

- Faster sale
- More convenient exposure to more prospective buyers
- Increased sales person response
- Better response from advertising and sign calls
- Attracts 'cleaner' financing and higher offers
- Avoiding being 'shopworn' means more money to sellers

THE COMMON PRICING OBJECTIONS FREQUENTLY HEARD FROM SELLER:

"Another agent said it was worth more."

"Our home is nicer than those houses."

"People always offer less than asking price."

"We can always come down on our price."

"We have to get that much out of our home."

"My neighbor was able to get their price."

"Let's try it at our price for a month or so."

"The buyers can always make an offer."

"We paid more than that for our home."

DANGERS OF OVERPRICING YOUR HOME.

- You will lose the excitement that a new listing generates.
- Most activity on a listing comes within the first 30 days.
- An initial high price will discourage buyers.
- You will lose the most qualified prospective buyers! Buyers will not “just make an offer” because they probably will never see your property.
- Overpricing helps sell other, more competitively priced homes first. Your home may be used to demonstrate the good value of other properties. Your objective should be to enter the market in a position that will attract prospective buyers, not drive them away.
- Your home may become stale on the market. Prospective buyers may wonder why it has been on the market too long or if something is wrong with the property, even after you lower your price. You may even have to settle for less than market value. A house takes on a reputation surprisingly fast, so don't wear out your welcome on the market.
- If you do get an offer, the contract may fall through because of appraisal problems. The lender may not be able to justify the price as it relates to loan value, considering it a high risk and refusing to lend the buyer mortgage funds.
- You lose a strong negotiating position when your home is on the market a long time, both financially and mentally! **Prospective buyers will not rush to make an offer on overpriced properties and you may feel compelled to accept less when they finally do.**
- The agent you list your home with cannot set the sales price of your home any more than your stock broker dictates the price of a stock sale. The selling price is simply a function of supply and demand. Never let an agent bid for your listing. Most unsold listings that expire on the market are due to poor pricing and poor market, subjecting the owners to the risks discussed above. **Select your agent on their ability to negotiate, competency, and ability to supply comprehensive state of the art marketing. Above all, select someone you trust!**

80 PERCENT OF BUYERS USE REALTORS® TO HELP THEM FIND A HOME.

Realtors® have buyers waiting. That's right, we are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. They want to buy now.

Most activity will take place in the first 3-4 weeks for a listing.

The excitement of a new property on the market will create urgency for both buyers and agents to see it as quickly as possible. For that reason, in many instances, the home will receive its highest and best offers during this time.

After that initial period, the only people to look at it will be new buyers that enter the marketplace. This could take weeks or even months.

THE ROLE OF A C3 REALTOR® IN PRICING YOUR HOME.

There is no “exact price” for real estate

We don't tell you what your home is “worth”

The market determines value...we, together, determine the price

We bring the market...the market brings the price

We will show you a range of prices for homes in this area



YOU DETERMINE THE PRICE BASED ON FACTORS YOU CONTROL:

MARKETING TIME | EXPOSURE METHODS CONDITION | FINANCING ALTERNATIVES PROVIDED

THINGS THAT DON'T AFFECT VALUE.

- Your original cost
- The cost to rebuild it today
- Your investment in improvements
- Personal attachment
- Certain types of improvements

IMPROVEMENTS.

Improvements to your property rarely bring a return on a dollar for dollar basis. You wouldn't pay \$10,000 for an automobile that someone bought for \$10,000 a year ago. Enjoyment of the improvements is what you need to get. Some improvements add value to your home, but most don't add value at all. For example, if you put a shade of carpet in, such as lime green, most buyers would not find this appealing, so therefore it does not add any value to your home. Enhancements to your home make your home more desirable and can generate a quicker offer, but they will not necessarily bring you more money.

- If you had known at the time you were going to move, would you still have made the improvements?
- If the buyers had a choice, would they would remove the improvements and take the cash or leave the improvements and pay full price?

CRITERIA THAT DETERMINES THE VALUE OF YOUR HOME.

Location | Size | Supply / Demand | Style
Age / Condition | Amenities | Quality | Financing

HOW BUYERS DETERMINE VALUE.

Buyers determine value by looking at similar properties: comparison shopping.

HOW SOON WILL YOUR HOME SELL?

There are five things that determine how soon your home sells:

1. Seller Motivation
2. Price
3. Product Condition
4. Timing
5. Promotion

The first three, Seller Motivation, Price, and Product, are under your control. Timing is outside anyone's control. Promotion is the responsibility of C3 Real Estate Solutions.

HOW CAN HOME INSPECTIONS BENEFIT YOU.

- By having your home inspected before you sell it, you can save a lot of time in negotiation. The longer a house is on the market, the more likely prospective buyers are to suspect that something is wrong with the house.
- Remember back to all the times you have looked at properties during a home search. Chances are that whenever you came across a property that had been on the market for a while, the first thought that went through your mind was, "I wonder what is wrong? Why isn't this property sold?" Don't let that happen to you!

Simply have the inspection done now, then make any necessary repairs to items found in the report before you go under contract. This allows the buyer to see the repairs have already been made. Ask me for a listing of home inspection companies.

HOME PROTECTION PLAN.

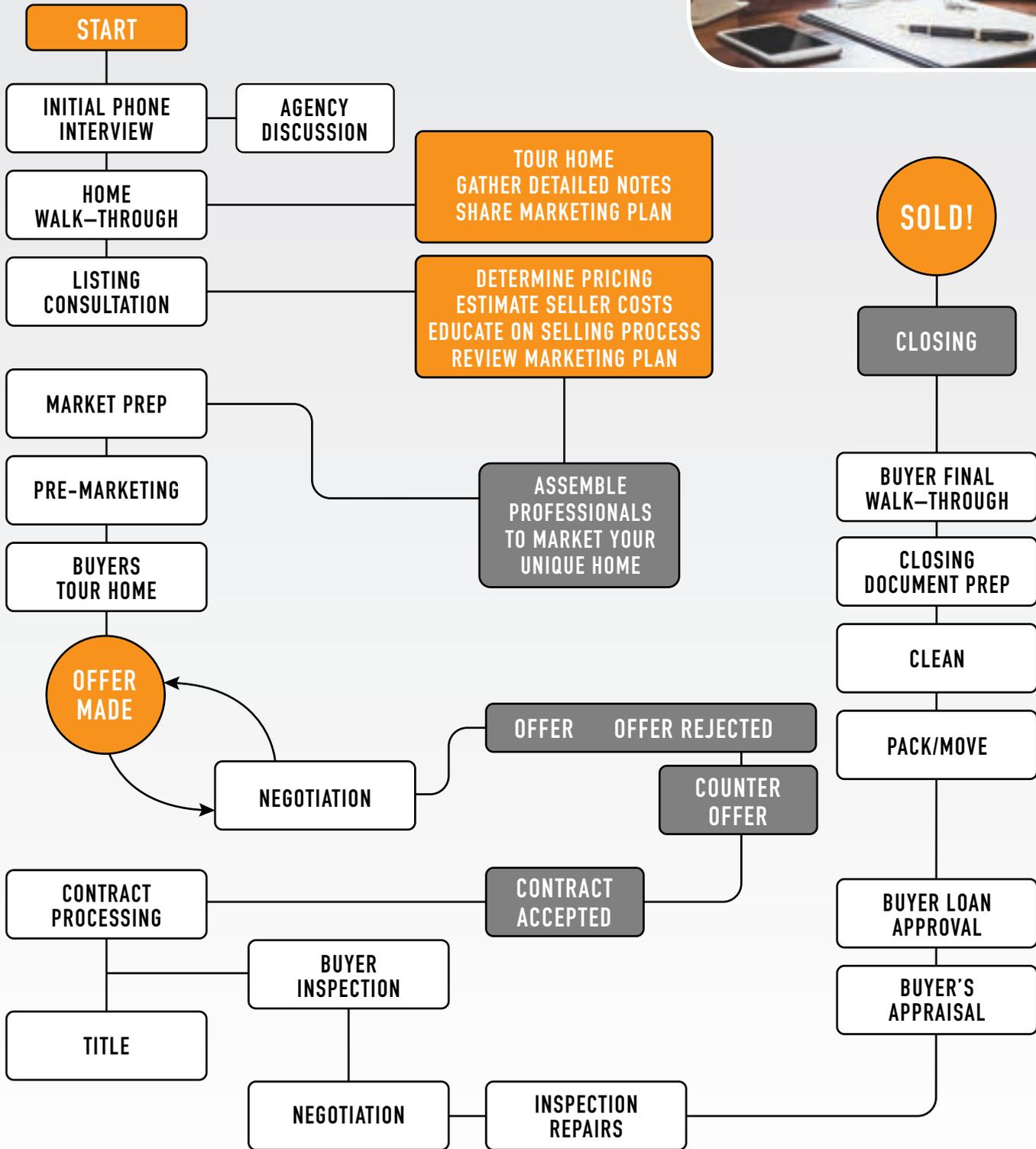
- You can provide the buyer up to one year's coverage on selected items including, but not limited to:

Central Heating System | Central Air Conditioning System | Interior Plumbing | Electrical System | Major Appliances
- You may also have coverage on certain items while your property is listed for sale, even before you pay for the coverage.
- Homes with home warranty sell 60% faster and for a higher price than homes without a home warranty, according to a study by the National Home Warranty Association.

OUR STRATEGY IS

- "Personal Service On An Individual Basis"
- To handle the detail work such as inspections, title work, earnest money, and appraisal.
 - To stay in touch with you so that you will know what is going on and where we are in the marketing process.
 - To help maintain the property with the names of competent contractors, especially if your property is vacant and you are out of town.
 - To show you consideration because we know you are living in your home and it's difficult to have it ready to show all the time.

THE SELLING *Process*



A CLEAN HOME IS A *Best Seller*

WHETHER IT'S A NEW COAT
OF PAINT IN YOUR KITCHEN OR
SPRUCING UP YOUR FRONT YARD,
HERE IS A GUIDE TO GET
YOUR HOME
PICTURE PERFECT

ALL AREAS.

- Clean all rooms
- Interior lights on and bulbs working
- Ceiling fans on
- Blinds and curtains open
- Shelves de-cluttered
- Electrical cords minimized from view
- Mail and papers organized or removed from view



LIVING AREA.

- Pillows orderly on chairs and sofas
- Television off
- Pet related items removed
- Magazines and books arranged neatly



KITCHEN.

- Hard surfaces cleaned
- Remove towels, unless decorative
- Sink cleaned out
- Kitchen islands cleared off
- Refrigerator cleared of all magnets and papers
- Sponges and trash cans removed from view



A PROFESSIONAL PHOTOGRAPHER, CONTRACTED BY C3 REAL ESTATE SOLUTIONS, WILL MAKE ARRANGEMENTS TO TAKE PICTURES OF YOUR HOME.

It's a photographer's job to make sure your home looks its very best. To assure the best photos are taken, we need your help. Use these lists to help get your home photo-ready. Once the photos are taken, the photographers go back to the office and process the best photos of your home. These will be stored and placed on an online viewing gallery which can be accessible to you, if desired.

Helping us get your home photo-ready will greatly assist with the successful marketing of your home.

BEDROOMS.

- Beds made and pillows arranged neatly
- Clothes put away
- Closet doors closed
- Dresser and night stand clutter minimized
- Items under the bed not showing



BATHROOMS.

- Towels hung up
- Mirrors cleaned
- Toilet seats down
- Shower items removed (shampoos, soap)
- Counter tops cleaned off (toiletries)



OUTSIDE.

- Cars, boats, bikes and other vehicles removed from driveway
- Garage door closed
- Patio furniture set up with cushions arranged neatly
- Empty planters, shovels and hoses moved from sight
- Lawn picked up
- All interior/exterior lights on (night shots only)



PROFESSIONAL IN-HOUSE MORTGAGE LENDERS AND TITLE & ESCROW OFFICERS



MOLLY KINCAID
Mortgage Loan Specialist
NMLS 1414626
Molly@nuwaylending.com
970-999-2717



DUSTIN CAMPING
Production Manager
NMLS# 240468
dustincamping.com
970-227-2992 (c)
970-206-4663 (o)



ROBIN NASH
Senior Vice President of
Escrow & Sales
Robin@nuwaytitle.com
970-689-6188



KATE THOMPSON
Vice President of Escrow
Kate@nuwaytitle.com
970-690-5222



MAGGIE MEDRANO
Senior Escrow Officer
Maggie@nuwaytitle.com
970-689-8559

PROFESSIONAL HOME WARRANTY

FOR SELLERS:

- Home warranty coverage during the listing period.
- Provides a competitive edge over other homes on the market without a home warranty.
- Continuous coverage from seller to buyer.
- Reduces post-sale liability because if a covered item breaks down, the new homeowners can contact First American for assistance.

FOR BUYERS:

- Increases confidence in submitting best possible offer when purchasing a home.
- Budget protection from costly repairs on covered home systems and appliances.
- Easy solution when covered items break down.
- Coverage that starts the day of closing (no waiting period).



STUART TOLEN

Sales Manager
Blue Ribbon Home Warranty

Stu@brhw.com

970-773-1370 phone

303-986-3900 office

www.BlueRibbonHomeWarranty.com



KYLE ARENSON

Area Manager

karenson@firstam.com

970-404-5099 phone

www.firstamrealestate.com



PROFESSIONAL MEASUREMENTS AND FLOOR PLANS

BENEFITS OF CREATING A CERTIFIED FLOOR PLAN OF YOUR HOME:

1. MARKETING

- Visual aid for buyers
- Brochures/flyers
- Picture in MLS
- Attach to the square footage disclosure and put in MLS
- Send to out of town buyers
- Helps both Buyers and Brokers remember your listing
- Furniture placement
- Buyers like to send to family and friends

2. ALLOWS FOR BETTER PRICING

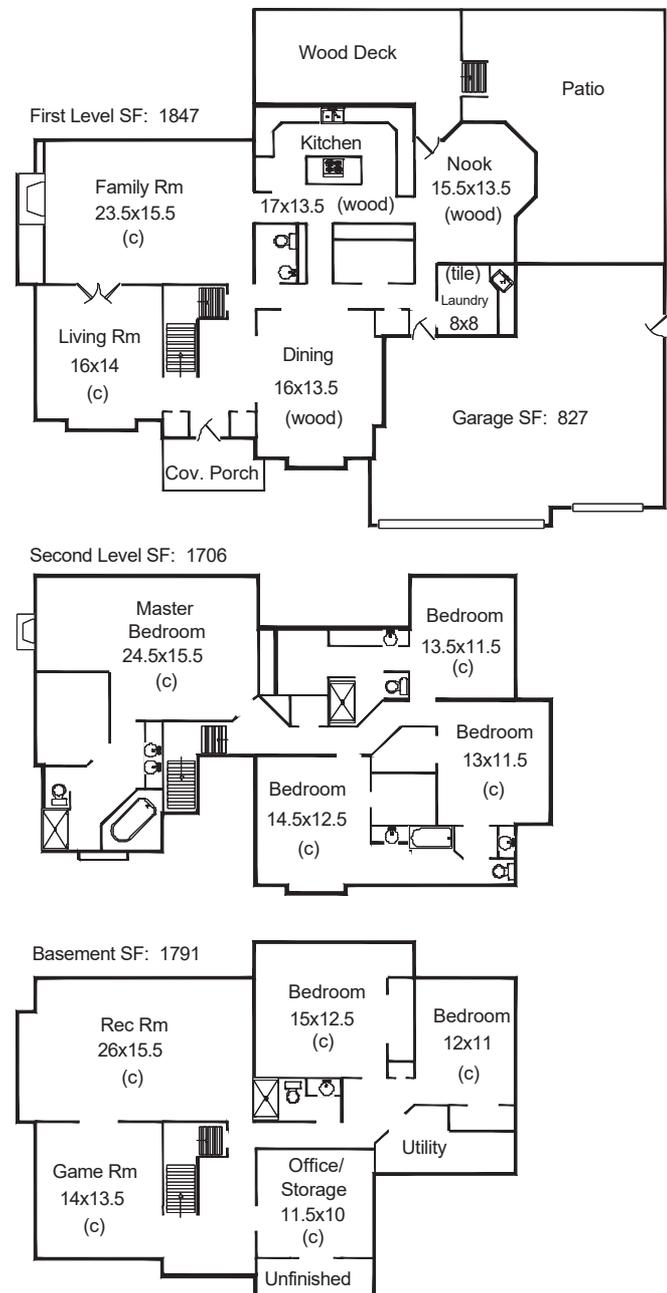
- It is best to know exactly how much or how little square footage you have to sell.
- Better to find out now than after it is under contract.
- Builder plans may not be accurate if it wasn't built to spec.
- Builder plans may not be accurate if changes were made.
- County records are inaccurate many times.

3. REDUCE BUYER/SELLER DISCREPANCY

- If an appraisal is done after it goes under contract the square footage will be calculated. If you find out at this point in time that you have advertised too much or too little square footage someone is going to be unhappy and may try to cancel the contract

4. REDUCE YOUR LIABILITY

- Attach to your square footage disclosure and put with the documents in MLS



PROFESSIONAL PHOTOGRAPHERS

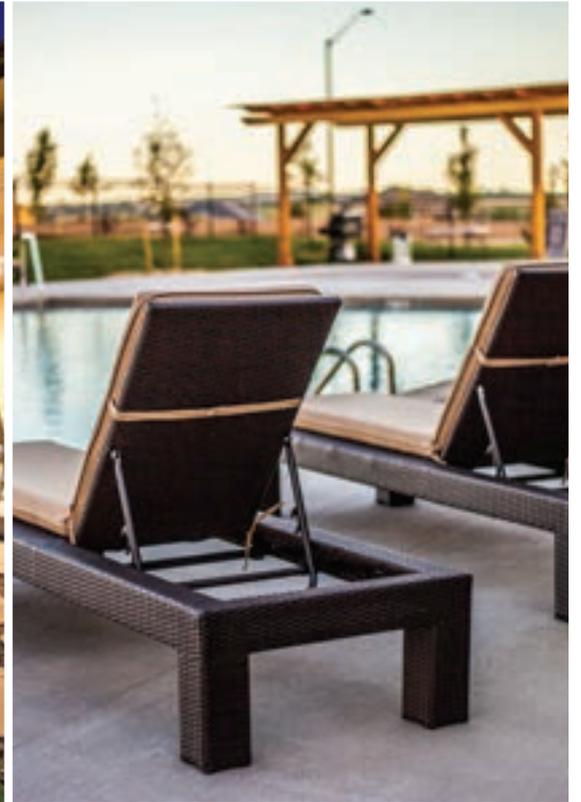
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Preferred Professionals Disclaimer: The decision of the specific professionals you use is yours to make, you are not limited to these names, you may hire any professional of your choice. We cannot guarantee the outcome or level of service provided. We have not performed any investigation or confirmation of the competency or expertise of these providers. You need to be comfortable with the service provider you select.

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1-888-286-6700
www.atmosenergy.com

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970-330-7089
4524 Centerplate Dr
Greeley, CO 80634
www.att.com

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970-498-0604
P.O. Box 1518
3201 E. Mulberry, Unit Q
Fort Collins, CO 80524
www.boxeldersanitation.org

**CENTRAL WELD COUNTY
WATER DISTRICT**
970-352-1284
2235 2nd Avenue
Greeley, CO 80631
www.cwcwd.com

**CENTURY LINK
(TELEPHONE)**
866-963-6665
www.centurylink.com

**CHAMBER OF COMMERCE-
FORT COLLINS**
970-482-3746
225 S Meldrum St
Fort Collins, CO 80521
www.fortcollinschamber.com

**CHAMBER OF
COMMERCE-LOVELAND**
970-667-6311
5400 Stone Creek Circle
Loveland, CO 80538
www.loveland.org

CITY OF EVANS (WATER)
970-475-1170
1100 37th Street
Evans, CO 80620
www.evanscolorado.gov

**CITY OF FORT COLLINS
(WATER, SEWER, ELECTRIC)**
970-212-2900
300 Laporte Avenue
Fort Collins, CO 80521
www.fcgov.com

**CITY OF GREELEY (WATER,
SEWER, STORM)**
970-350-9777
1000 10th Street
Greeley, CO 80631
www.greeleygov.com

**CITY OF LOVELAND
(WATER, SEWER, ELECTRIC, TRASH)**
970-962-2111; 970-962-2000
500 E. 3rd St
Loveland, CO 80537
www.lovgov.org

**CITY OF MILLIKEN
(WATER, SEWER, TRASH)**
970-587-4331
[www.millikenco.gov/residents/
utilities.php](http://www.millikenco.gov/residents/utilities.php)

CITY OF PLATTEVILLE
970-785-2245
400 Grand Ave
Platteville, CO 80651
www.plattevillegov.org

COLORADO STATE PATROL
303-239-4500
www.csp.colorado.gov

**COLT (CITY OF LOVELAND
TRANSIT)**
970-962-2700
www.lovgov.org

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www.xfinity.com

DENVER POST
303-832-3232
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www.larimerhumane.org

**HUMANE SOCIETY-WELD
(ANIMAL CONTROL)**
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1620 42nd Street
Evans, CO 80620
www.weldcountyhumane.org

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www.larimer.org/sheriff

**LITTLE THOMPSON WATER
DISTRICT (WATER)**
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Berthoud, CO 80513
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NORTH WELD COUNTY WATER DISTRICT (WATER)

970-356-3020
www.nwcwd.org

NORTHERN WATER CONSERVANCY DISTRICT (WATER)

800-369-7246
220 Water Avenue
Berthoud, CO 80513
www.northernwater.org

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Fort Collins, CO 80521
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POUDRE VALLEY RURAL ELECTRIC (REA) (ELECTRIC)

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7649 Rea Pkwy
Fort Collins, CO 80528
www.pvrea.coop

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888-890-5554
www.blackhillscorp.com

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970-226-2484
2560 E. County Road 32
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www.fclwd.com

SUPER SHUTTLE

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970-613-5000
www.thompsonschoools.org

TOWN OF BERTHOUD (WATER)

970-532-2643
www.berthoud.org

TOWN OF EATON (WATER, SEWER)

970-454-3338
223 1st Street
Eaton, CO 80615
www.townofeaton.colorado.gov

TOWN OF ESTES PARK (WATER, ELECTRIC)

970-577-4800
170 McGregor Ave
Estes Park, CO 80517
[www.estespark.colorado.gov/
utilities](http://www.estespark.colorado.gov/utilities)

TOWN OF JOHNSTOWN (WATER, SEWER, TRASH)

970-587-4664
450 S. Parish Ave
Johnstown, CO 80534
www.johnstown.colorado.gov

TOWN OF PIERCE (WATER, SEWER, DRAINAGE, TRASH)

970-834-2851
144 Main Ave
Pierce, CO 80650

TOWN OF SEVERANCE (WATER)

970-686-1218
www.townofseverance.org

TOWN OF WELLINGTON (WATER)

970-568-3381
www.wellingtoncolorado.gov

TOWN OF WINDSOR (SEWER, WATER)

970-674-2400
301 Walnut Street
Windsor, CO 80550
www.windsorgov.com

TRANSFORT (BUS SYSTEM)

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Fort Collins, CO, 80524
www.ridetransfort.com

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970-472-4022 - 301 S. Howes Street
970-282-8003 - 2601 S. Lemay Ave
800-275-8777 - 1119 W. Drake Road
www.usps.com

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970-663-3010
446 E. 29th Street
Loveland, CO 80538
www.usps.com

WELD RE-4 SCHOOL DISTRICT (WINDSOR)

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1020 Main Street
Windsor, CO 80550
www.weldre4.org

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 Loveland, CO 80537
 Phone: (970) 800-3181
 Fax: (970) 667-2802



JOHNSTOWN
 4864 Thompson Pkwy,
 Johnstown, CO 80534
 Phone: (970) 667-2509
 Fax: (970) 667-2802



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 Suite 103
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 Phone: (970) 225-5153
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