



SELLER'S RESOURCE GUIDE



MEET THE NOCO HOME TEAM

The NoCo Home Team brings the very best local market knowledge and cutting edge marketing technology to the table when it comes time to help you reach your home sale and buying goals.

The NoCo Home Team operates on a few key promises:

EDUCATION. We promise to educate you each step of the way and for years to come. You have the right to be empowered to make informed decisions and it is our number one goal to give you that power.

INTEGRITY. We promise to be forthright, honest, and sincere in everything that we do. Reaching your real estate and life goals is our main goal (even when the best thing for you is not the best thing for us.)

DEDICATION. We promise to 'do the work', to push past barriers, and to show up far beyond the closing table. We are building a business for life and consider you as a partner in that dream.

COMMUNICATION. We promise to pay attention, find the answers and get back to you right away. With one email and phone number to reach all of us, you are sure to get answers fast. Call, tweet, skype, text, google chat or flash the bat signal - we are available to you when you need us, guaranteed.

HOW WE WORK

Our team works as one unit to bring you the strength and availability of four Realtors for the 'price' of one! Our customized technology platform keeps everyone on the same page and moving forward with nothing falling through the cracks. Our job is to be your best advocate and we take that very seriously.

AFFILIATIONS

Member of Fort Collins Board of Realtors 2005-present
Member of Colorado Association of Realtors 2005 - present
Member of National Association of Realtors 2005 - present
Member of FCBR Communications Council 2011
Designated as a Short Sale and Foreclosure Resource (SFR)
Designated Accredited Buyer Representative (ABR)
Institute for Luxury Home Marketing member 2018-present
Realtor Land Institute Member 2017-2018

RECENT AWARDS

5280 Magazine's FIVE STAR PROFESSIONAL AWARD
for Real Estate Excellence - 2015
ERA Top Producer for Volume 2010-2015
ERA NATIONAL FRANCHISE Leaders Circle - 2013, 2014
ERA NATIONAL FRANCHISE Beyond Excellence Designation - 2011
ERA NATIONAL FRANCHISE Circle of Success/Circle of Achievement
- 2012, 2013, 2014
FCBR Young Professional of the Year - 2010
Women's Council of Realtors Realtor of the Year - 2007
Certified Luxury Home Marketing Specialist (CHLMS) Million Dollar Guild

A WORD FROM OUR PAST CLIENTS



"FABULOUS! Leslie had our rental home sold the first day it was on the market! She uses extraordinary pre-marketing and internet presence on the homes she is selling. She was very responsive when I needed to get hold of her, either by phone or text! (as in minutes when I reached out to her!). She knew the exact buyer we were looking for and knew our neighborhood really well. One actually had lived nearby when attending school! They invest in their customers take the time and energy to do things RIGHT! Thanks Leslie!"

Paul & Kathy, Investment Seller, Resident Seller (2x) and Buyer

"Leslie and her team were fantastic to work with. My house was on and off the market in less than 3 days... If you are out of the area and are looking for a professional team to represent your real estate transaction, look no further. Highly recommended!." **Derek, Investor**



"Leslie is far and away the absolute best at what she does. From getting us the best possible price when we sold our town-home to getting us into our new house she made a difficult process easy and dare I say fun. She was patient and helpful as we searched for the perfect house. We knew we could trust her and that made every decision easy. She never treated us as just clients and we knew she always had our best interest at heart. It was such a benefit to have a smart woman who loves what she does working on our behalf, not to forget Ian who was always on top of everything. There is a reason they are The NoCo Home Team, and if you want the best of the best working

for you they are the team you want to be on. Thank you guys, we couldn't be in our dream home without you."

Chris and Nicole, Seller and Buyer

"Leslie handled a business property sale for me and I can't say enough how nice of an experience it was! She was able to accurately determine the market value for the property and work with me in another state and didn't miss a beat. She was mindful of the needs of my renter, while at the same time was able to generate buyers to the property. She was aware of the particular issues that come with the sale of a business property and I felt that her recommendations to me were not only spot on, but took into account some of my individual needs. In what became a bidding war, she was able to aptly discuss with me the pros and cons of each offer, and in the end, I felt that I made an excellent decision and I knew I didn't leave any money on the table. I highly recommend them for the sale of any business property in the Fort Collins area." **Jose, Out-of-State Estate Seller**



ABOUT LESLIE LEIS

Leslie was raised on a horse ranch in Phoenix before moving to Colorado to attend CSU (go Rams!) and make Fort Collins her home. Real Estate investing is a family tradition and she grew up learning from the best. After school, she was naturally drawn to the opportunity to work for a local home builder before pursuing her own business in Northern Colorado Real Estate. For over ten years, Leslie has been building a strong reputation for superior market knowledge and razor sharp negotiating skills. This experience and expertise has earned her numerous awards and accolades from her peers in the industry. Leslie has worked with people to buy and sell all types of property from raw pasture land and condos, to large horse properties and apartment buildings. She has created a curriculum to educate first time homebuyers on the process of buying their first home, and she has hosted educational events to teach seasoned investors how to buy properties with money from their self-directed IRA. Her business has always been about helping her clients meet their goals rather than simply processing a transaction. Leslie and her husband Jacob live in Fort Collins on a small horse property with their daughter Lillian and sons George and Henry. Leslie looks forward to continually growing a business based on client education, integrity, and bulldog negotiations.





ABOUT PETER CLAY

We didn't have to look far when completing this fabulous foursome as Peter is actually Leslie's brother. He and his beautiful family – wife Kara, their three wild boys and a sweet baby girl – join the Team straight from Phoenix, Arizona. After many years of recruitment by the NoCo Home Team and despite his questionable family ties, they were finally able to pry him from his Arizona roots and move the whole crew here to Fort Collins.

In addition to growing up in the family business (both horse and real estate), Peter also brings a wealth of business-to-business sales experience from his ten years in the corporate arena and an unparalleled excitement about everything Northern Colorado has to offer.



ABOUT IAN JOHNSTON

Ian is the rockstar behind the team's transaction processing machine and the one who keeps the wheels on the bus when this business gets crazy. His hyper-organized manner and attention to detail ensure all the logistical hurdles that arise during a transaction are handled with ease and efficiency. He was exposed to housing at an early age, as his father worked for 40 years for a national housing non-profit. Ian hails from Kansas City and moved to the Fort in 2012, lured by stories of these mythical tall hills called 'mountains'. Since then, he has

fallen in love with the town and become a local expert, even giving tours of Fort Collins to visiting CSU faculty and others.

In the summer he enjoys playing tennis and volleyball or hiking and backpacking. In the wintertime he's more likely to be found curled up inside watching Netflix or playing games. He barely knows what a horse is, but he hopes to ride one someday (a wild horse that is)



SELLING PROCESS



MARKETING PLAN

This Marketing Plan is what sets us apart from our competitors.



C3 Marketing System. We will enter your home into C3's marketing/information system.

Multiple Listing Service (MLS). We will enter your home's information into the MLS, giving you exposure to thousands of Realtors®.

Open House. We will hold open houses at your property to gain more exposure for your home. Open houses will be advertised online and in the local newspapers.

Professional Measurements. We will hire a licensed appraiser to professionally measure your home. The floor plan will be used for marketing and will be available to potential buyers and Realtors®.

Professional Photographer. We will hire a professional photographer who specializes in real estate photography to illustrate your home's features.

Professional Aerial or Night Photographer (when applicable). We will have professional aerials and/or night photography taken to showcase your home's exterior landscaping, lot, and views.

Virtual Tour. We will supply a virtual tour of your home that will be available on our MLS system, Realtor.com, ColoProperty.com, Zillow.com, and Trulia.com.

YouTube. We will create a 2-3 minute video showcasing your home with captions.

Aggressive PreMarketing. Our team aggressively markets each home before it ever hits the market to build awareness and ensure maximum reach from day 1 on the market. Between Zillow 'Coming Soon' campaigns, notification to the entire Realtor community and neighborhood letters or postcards, your home will be everywhere it can be when it hits the market.

Individual Property Website. We will create a website dedicated specifically to your property, which will give all web users pertinent information about your home as well as our contact information for all potential buyers.

"Just Listed" Postcards. We will mail at least 200 Just Listed postcards targeting our buyers and your neighbors.

Coming Soon Letter Campaign. We will create and send a custom 'Coming Soon' letter to your neighborhood and/or surrounding area, depending on what target audience is the best fit for your goals.

Window Display. We feature your home in our store front window where thousands of people stop to see details, photos and property websites.

Homes & Land Magazine. We will place a full-color ad in the award-winning Homes & Land Magazine of Northern Colorado every month. Your home will also be seen on www.homesandlands.com.

Staging. We will do a staging walkthru to suggest what changes we recommend to help you best present your home for both professional photos and for showings.

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. Our main office is open seven days a week. Showings are sometimes lost on weekends if Realtors® are unable to contact an office for showing instructions.

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 will provide a high-quality metal lockbox with a code unique to your property for security and peace of mind.

C3 Yard Sign. We will place one of our professional, custom yard signs on your property.

Color Brochure. Our professional graphic designer will create a customized color brochure containing important information about your property. We will place a brochure box on the yard sign and ensure it is filled at all times.



E-Postcard & Mobile Tour for Online Presence. Our focus is to market and expose your home to as many potential buyers as possible.

Internet Advertising. Your home will be actively marketed on several nationally recognized web portals, including: Craigslist.com, Zillow.com, Trulia.com, ColoProperties.com and many more. We are experts in maximizing your internet exposure. This truly is one of the MOST important aspects of getting your home sold quickly for top dollar.

Feature Cards. Our team will place cards near noteworthy features within your home to ensure the Buyers take note of all that your home has to offer.

Realtor.com. Enhanced advertising with up to 25 photos and a customized page.

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.

Safe Showing. Our showing system requires each agent to provide a secure password to set up showings so there are no 'lookyloos' or fake agents in your home or property.

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.

High Tech Transaction Management.

Our customized software maintains action plans and checklists for every step and every situation so you never have to worry that something will be missed.

Email to Top Realtors®. We will email your home's brochure to over 2500 Realtors® in our market.

Bull Dog Negotiations. We won't rest until we get you the very best Buyer for your home. Our expert negotiations yield the best proceeds with the least headache.

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!

Customer Satisfaction Guarantee

After you list your home with us:

- If you are not satisfied with our 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!

"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





COMMON SELLER COSTS

ITEM	ESTIMATED COST	NOTES
Mortgage Payoff	Varies	Title will ask for a payoff that will detail to the penny the amount owed at closing
Release of Loan	\$25	Mortgage company charge for processing the loan release
Title Insurance (basic)	\$1,225 (\$300k) \$1,775 (\$600k) \$2,500 (\$1m)	Varies by sale price, but roughly 0.2% to 0.4%. Reissue rate 40-50% less
OEC Title Coverage	\$65-\$75	Deletes the Standard Exceptions to title coverage. Recommended.
Inspection Items	\$1k-\$10k	Will be Assessed & Estimated at time of Listing Walkthru. Expect any health and safety or significant deferred maintenance issues to be concerns at Inspection.
Commissions	6%	3% to Listing Agent Company and 3% to Buyers Agent Company. Companies pay the Realtors after fees are removed.
Closing Fee (Doc Prep)	\$200	Title Company charge for preparing paperwork, escrowing funds and handling the Closing.
Annual Taxes	Varies	Seller pays the portion of taxes accrued during their ownership. EX: Closing on May 1st would pay taxes from Jan 1st - April 30th. (*Taxes that have been escrowed with a mortgage will be refunded after Closing by your Mortgage company)
HOA Fees	Varies	Transfer Fees, Record Change Fees and any Special Assessments.
Home Warranty	\$450-\$650	If applicable, but always recommended. Great for 'aged' systems - furnace, water heater, etc.
Personal Tax Liability	-	Ask a trusted tax advisor, especially if you've owned and/or lived in the property for less than 2 of the past 5 years.
Final Water Bill	\$300	Title escrows 3x your average water bill and refunds any remainder after Closing.

While we have tried to provide accurate estimates, each transaction will incur specific costs associated with both the sale and the loan process and we make no warranty as to the accuracy of these costs as they relate to your specific situation.

For an example of our listing contract and Colorado required disclosures please visit:
<http://nocohometeam.com/colorado-listing-contracts/>

PREFERRED HOME PHOTOGRAPHERS

Our unique high-quality professional photographers will entice potential buyers with one-of-a-kind photography to sell your home quicker with proven results.



Grafic Studios
www.GraficStudios.com
robyn@graficstudios.com
970-667-7685 phone

Amanda Brooke Portillo
www.ABPhotography.com
ABPhotoAndDesign@gmail.com
970-227-6729 phone



INTERNATIONAL EXPOSURE

You may not be multilingual, but your listing is!

Exposure NAR 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



GETTING YOUR HOME NOTICED

C3 Real Estate Solutions is a committed customer to the publication
Homes and Land of Northern Colorado.

Not only will your home appear in the publication placed at some of the most prominent locations around Northern Colorado, it will also be featured on www.HomesAndLand.com.

HomesAndLand.com puts over a million unique visitors in orbit around your online listings each month. We also link your listings to over **20** Internet partners whose combined traffic exceeds one hundred million visitors.

More than **80** percent of buyers use the Internet to search for a home*, and with HomesAndLand.com, your success is sure to be out of this world.



* NAR 2006 Profile of Home Buyers and Sellers. Websites subject to change. Posting criteria and frequency of updates may vary by website. These websites are owned and operated by third party companies and both C3 Real Estate and Homes & Land cannot guarantee that your listings will be displayed.

1



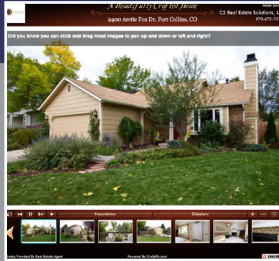
We hire professional Real Estate photographers to take pictures of the interior and exterior of your home.

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

INTERNET MARKETING

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



YAHOO!
trulia®



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.



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.

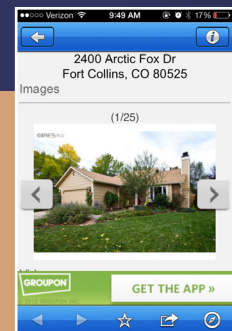


The Listing Video is uploaded to YouTube.com, Craigslist.com, and Realtor.com as an Enhanced Listing.

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.

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.



HOME SELLING - PITFALLS TO AVOID

REASONS HOMES ARE OVERPRICED

- Over-improvement
- Lack of need to sell or low desire to move
- Lack of factual and accurate data
- Original purchase price too high
- Minimal bargaining room
- Corporate buyout
- Lack of market understanding
- 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, subjecting the owners to the risks discussed above. Select your agent on their ability to negotiate, competency, and ability to reach the market. 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 1-2 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.

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:

Seller Motivation □ Price □ Product

Condition □ Timing □ 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.



YOUR PICTURE PERFECT HOME GUIDE

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!



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.

LIVING AREA

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



BATHROOM

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



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



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



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



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)

PREFERRED HOME WARRANTY

For Sellers:

1. Complimentary inspection.
2. Up to 9 months of coverage during listing period.
3. 8 out of 10 buyers would prefer to buy a home with a warranty than one without.
4. Better negotiating position during inspection/objection period.

For Buyers:

1. Peace of mind.
2. 14 months of coverage.
3. Cash-shyness is not as bothersome after closing.
4. Newly relocated homeowners don't have to worry about finding the best contractors.

Advantages of using Blue Ribbon Home Warranty:

1. Locally owned and operated, only in the state of Colorado
2. Lower price with more coverage
3. Member of all BBBs in Colorado, with an A+ rating
4. Been in business since 1985
5. Local representation
6. Customer Service, Customer Service, Customer Service!



Alison Harper
Account Executive
Blue Ribbon Home Warranty
Colorado's #1 Home Warranty
Company Since 1985!
970-556-8015 phone
blueribbonhomewarranty.com
alison@blueribbonhomewarranty.com



Estimated Pricing 14 Month Plan

Silver - \$345

Gold - \$445

Platinum - \$775

PREFERRED HOME APPRAISERS

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

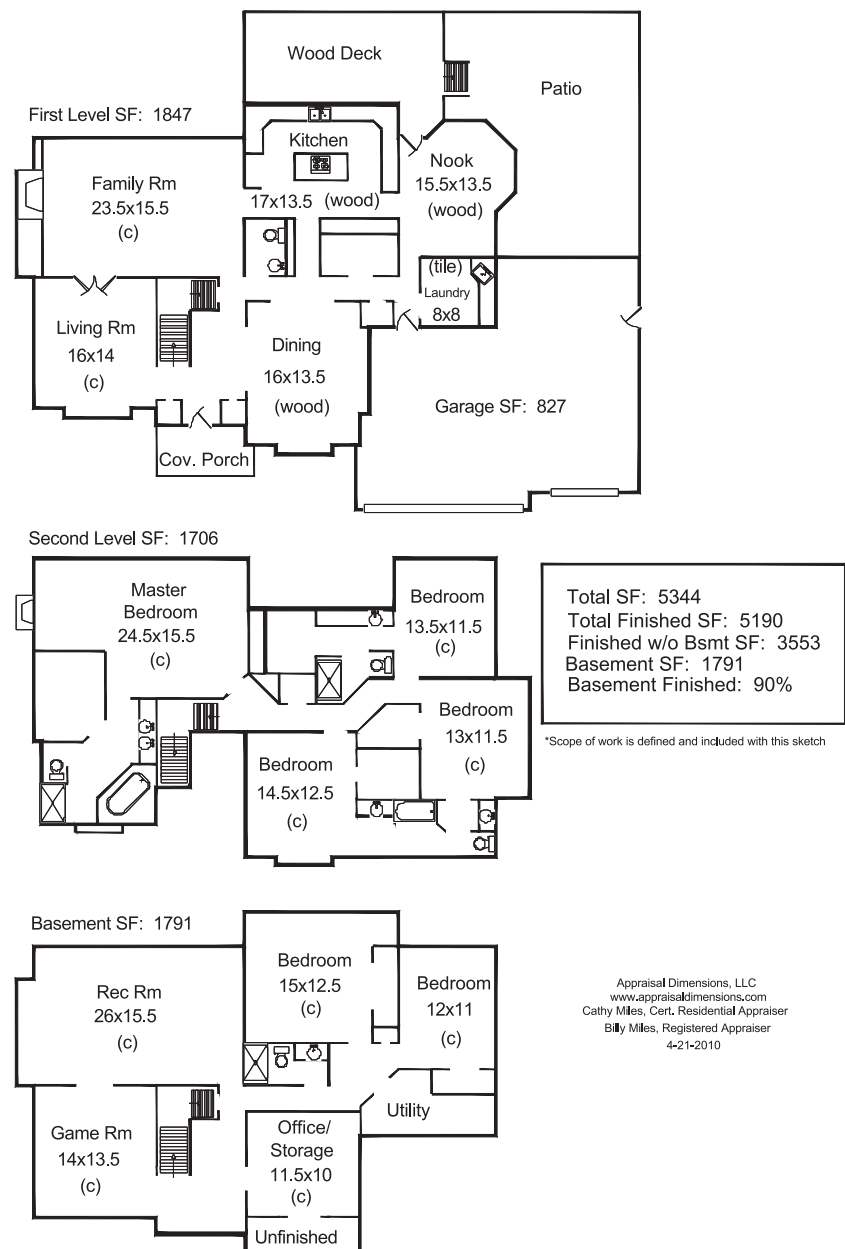
- It is best to know exactly how much or how little square footage you have to sell.
- Better to find out now than after it is under contract.
- Builder plans may not be accurate if it wasn't built to spec.
- Builder plans may not be accurate if changes were made.
- County records are inaccurate many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



Appraisal Dimensions, LLC
www.appraisaldimensions.com



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 3C'S OF REAL ESTATE

that's what real estate agents and business partners
john simmons and jesse laner honed in on when forming
their company, C3 REAL ESTATE SOLUTIONS.

Turns out Laner already owned the company name C3. "I asked Jesse, 'What does C3 mean?'" and he said it was the first truck he owned." Simmons laughs. "We decided to go with C3 and we incorporated our top three C's into the name and the logo." And there you have it.

Both Simmons and Laner cut their teeth at The Group Inc. and were top-producing Broker/Associates. "We learned a lot from our previous company. We went through Larry Kendall's Ninja Selling training, which is about listening to the client and helping them to achieve their goals. It's less about selling and more about relationships," says Simmons. "Our previous company's Philosophy, Mastery, and Rules of the Game will be carried with us forever. We have spent the last two years traveling and interviewing top producing real estate companies across America and we have adopted first class, innovative systems."

He goes on to talk about what people are looking for in a Realtor®. "They want a Realtor® who is going to work hard for them, whether they are buying or selling a home. Buyers want somebody who is

going to help them understand and go through the entire purchase process. Buyers need brokers who understand the market, have solid negotiation skills and know the contracts from front to back... In addition, the good homes are flying off the shelf the same day they are listed so buyers need an agent who can show homes now, not later. Sellers want someone who is going to aggressively market their property. When we get a listing, we market to every buyer, agent, and real estate company, locally, nationally, and internationally."

He continues, "Sellers are hiring agents who are committed to marketing properties properly. Because of the change in the market and internet, you will see many smaller local boutique offices opening."

Of course, C3 has built their success by hiring the right people. "Our staff is truly the best. They love what they do and are the heart of our company. They treat every customer and property with the utmost respect."

The team has grown from the original two partners to a company of 70 and growing. They currently have 3 offices, one in

Loveland, one in Fort Collins, and one in Greeley. In addition, they plan on opening in Windsor and Downtown Fort Collins the first quarter of 2015. They have ten talented staff members who possess decades of experience and They will collectively close over 1,000 families in 2014.

The company is run with a focus of balancing priorities of faith, family, friends, fun (work), finances, fitness and giving back to the community. "Jesse and I sit down with each agent and talk to them about their goals and then help them to develop a strategy to reach those goals. Maybe the agent is a single parent who only wants to close 10 transactions per year; maybe they want to close 100 or more. We base our decision on the person's values, ambitions and character. Quality has a greater emphasis than quantity. If a person is committed to being the best they can be," states Simmons, "we know they will be a great reflection of C3 and the clients will benefit."

Character, Culture, and Commitment is C3 Real Estate Solutions' winning combination for everyone.



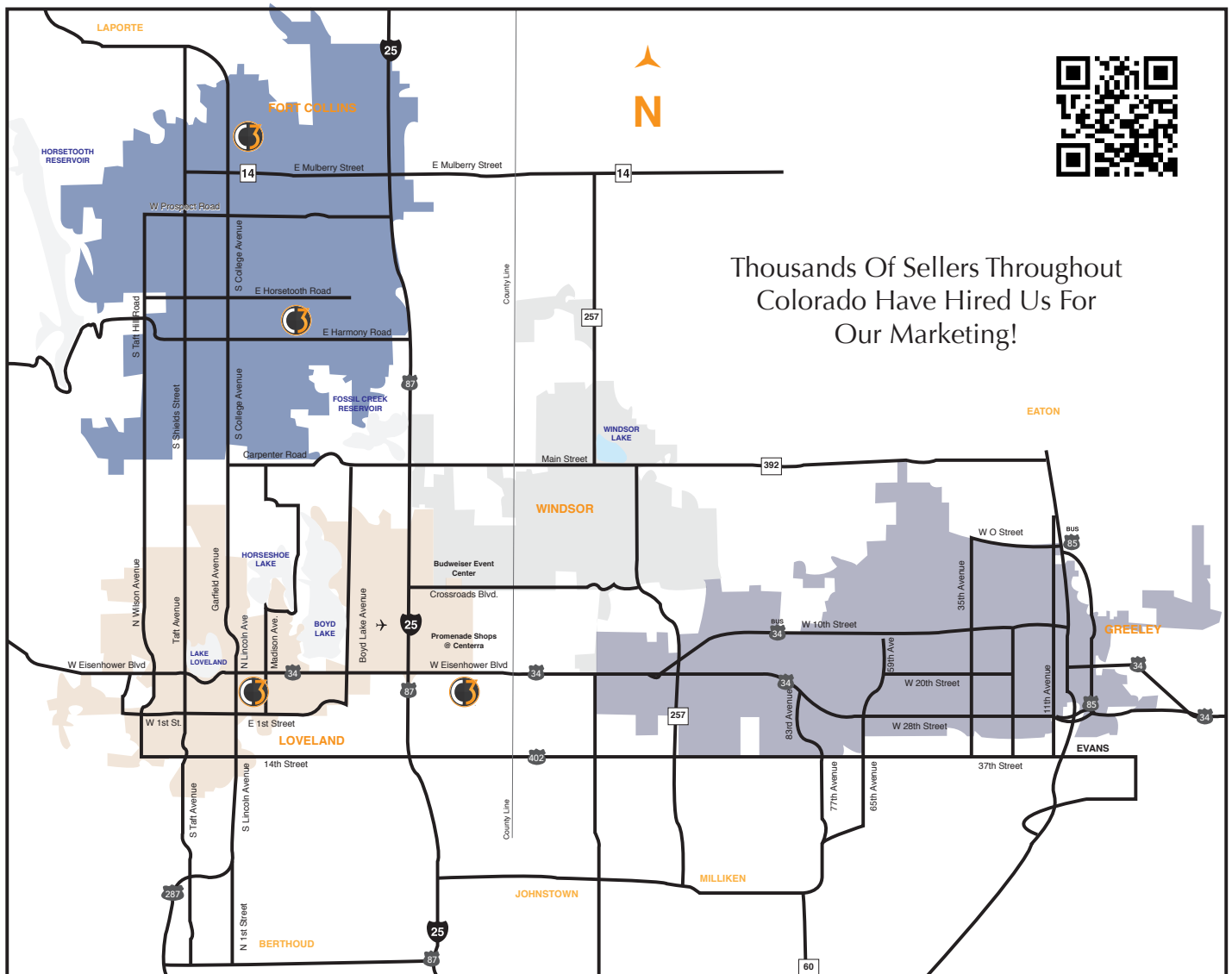
Character|Culture|Commitment™

Because of our work ethic, past clients, friends, and family, we have earned numerous individual recognitions such as Rookie of the Year, Best in the Business, Best in the Nation, Top Producer, Platinum Service, and many more.

Together, we offer world-class service with unparalleled results!

Thank you for allowing us the opportunity to serve you.
970-460-4006

Real Estate
SOLUTIONS™



Thousands Of Sellers Throughout
Colorado Have Hired Us For
Our Marketing!



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