



**From Custom
Marketing To Sold!**

Home Marketing System

THE DENVER 100

QUALITY IN REAL ESTATE

Tim Hoyman
The Mozart of Real Estate
The Denver 100, LLC
303-669-2676
thoyman@den100.com
www.MozartofRE.com

The Denver 100 Home Marketing System!

1. Who is the Listing Broker?

- A. Why Me?
- B. Why Our Brokerage?

2. Selling Pathway

- A. The Process
- B. The Denver 100, 10 Day Listing Launch
- C. The Standard Services
- D. The Enhanced Services

3. The Pricing Model

- A. Comparative Market Analysis

4. The Forms Required

- A. Sample Listing Forms

5. The Experience

- A. Why choose us?

Who is The Denver 100?

- Locally owned and operated independent real estate company.
- Awarded and recognized as one of the top producing real estate offices in Denver.
- Quality and expertise of our brokers are guaranteed to fulfill your real estate needs
- Average broker sales experience in has 14 years of sales expertise.
- Our brokers complete double the number of transactions per year than an Denver metropolitan real estate agent.
- Sets the standard in market knowledge for consumer use and for broker associate efficiencies.
- Provides real time market data of inventory trends and pricing strategies.

THE DENVER 100 CORE VALUES



MISSION STATEMENT FOR THE DENVER 100

“The Denver 100 is a residential real estate firm excelling in providing the highest quality of service and expertise to our clients in pursuit of buying and selling real estate in the Denver Metro Area.”



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- Over 500 homes sold and over 24 years of Real Estate Experience
- Experienced Rental Property Listing & Buying Agent
- Experienced, Trained Negotiator
- Your Trusted Advisor in selling your home
- I guarantee my service to you



- Proud Father
- Passionate Bassoonist
- Enjoys family time
- Proud Member of the Colorado National Guard for 20 years
- Puts others first



EXPERIENCE IS NOT EXPENSIVE, ITS PRICELESS.

The Denver 100 Home Marketing System

- Step 1. *Establish your goals in selling your home.*
- Step 2. *Develop the confidence in your marketing team and brokerage.*
- Step 3. *Create an aggressive customized marketing strategy for you.*
- Step 4. *The Denver 100 home marketing guarantee.*
- Step 5. *Provide you a complete marketing researched review to attain the highest realistic price.*
- Step 6. *Colorado State Real Estate commission forms protect you.*
- Step 7. *Communication leads to a successful transaction on your home.*



Experience Makes the Difference

In Achieving Your Goals in Selling your home!

Step 1. *How we Help Your Achieve Your Selling Goals*

TIM HOYMAN'S

Team to Success!



Expertise in marketing

And Market Knowledge

Step 2.

Your Broker Leads to Success



Tim



The Denver 100 Sells Homes



The Denver 100 will

Aggressively Market Your Home

To Capture Buyers!

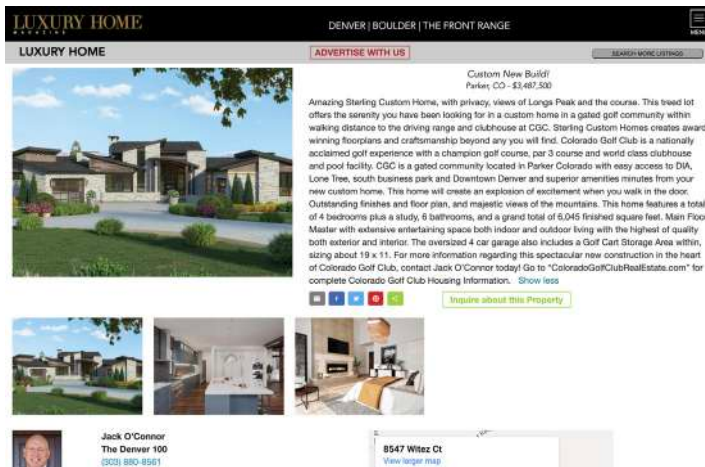
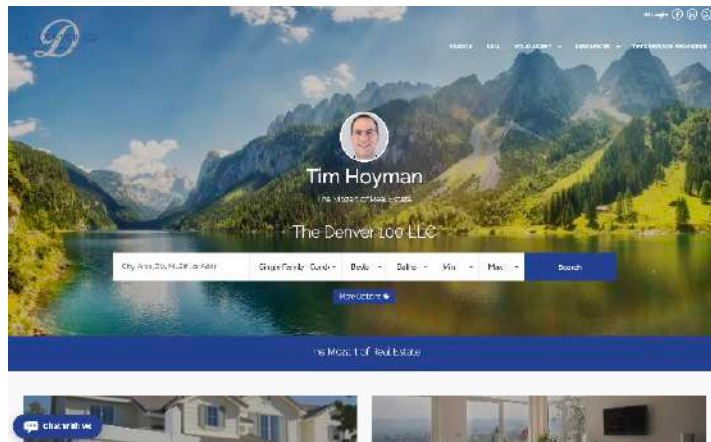
Step 3. *Preparation to entering the market*

The Denver 100, 10 Day Listing Launch

Maximizes Exposure For You!

- Day 1. Interior designer will help position your home to capture buyers.
- Day 2. Professional Photography makes your home stand out from the other homes.
- Day 3. Creative print marketing, positions your home aggressively.
- Day 4. Multiple listing service with a creative copy and differentiation of photography.
- Day 5. Listing syndication gets buyers to look at your home.
- Day 6. Distribution announcement to your neighborhood.
- Day 7. Six thousand Realtors receive electronic listing announcement.
- Day 8. Social media posting on all platforms of Grand Opening.
- Day 9. Sneak Peek opportunity.
- Day 10. We are now open for business.

MARKETING CREATES EXPOSURE



Tim Hoyman's Enhanced Service Package

Step 4. *Customized to your selling needs*

TIM'S FREE ENHANCED SERVICES CUSTOMIZED TO YOUR NEEDS



The Mozart of Real Estate

PRE-MARKETING SERVICES

- Pre-home inspection
- Professional staging services
- professional photography
- Digital floor plan made
- Net proceeds calculated

MARKETING SERVICES

- Online presence in MLS, Zillow, Etc.
- Electronic email to over 6,000 agents in the Denver area
- Home warranty coverage
- Net proceeds calculated
- Weekly updates
- Closely follow the market

CLOSING AND BEYOND

- Professional housecleaning services
- Follow-up needs
- Screened vendor list

The Denver 100 Home Marketing System Guarantee

Our exclusive marketing system guarantees and promises to bring you the best support systems in the Denver real estate industry to provide maximum exposure for your home. The Denver 100 Home Marketing System is geared toward maximizing your property with an “Online Exposure” for both computers and mobile devices that is unmatched.

We Guarantee Your Home Will Be:

- Syndicated universally on real estate websites.
- Professionally photographed to highlight your home.
- Creative and interesting, accurate property description.
- Maximum Social Media Platform exposure.
- High quality marketing materials for distribution.
- Our communication leads to success.



You Are in Control!

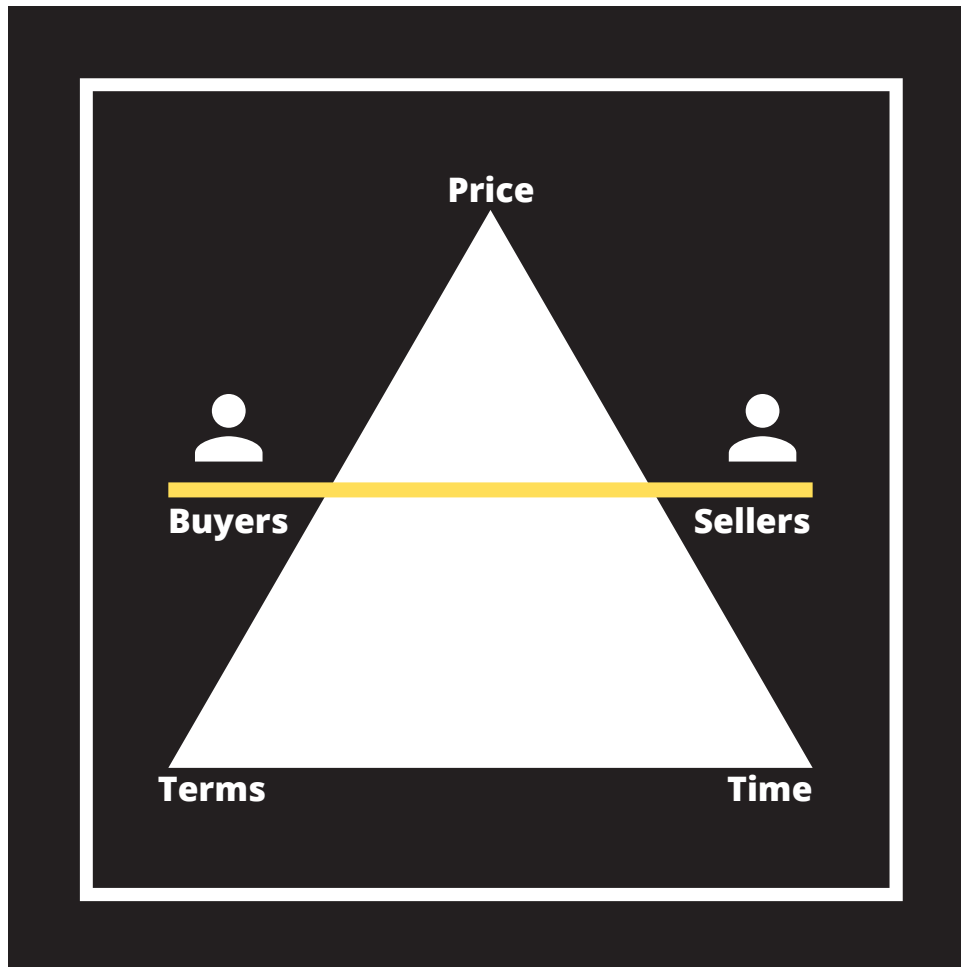
The Denver 100 Service Guarantee



- Highlighted on the most popular and easily accessed websites real estate offers today.
- Professionally photographed pictures of your home and area to maximize viewership.
- Validated property information to protect you against misrepresentation of public records.
- Expanded social media marketing on The Denver 100 social media platform.
- Our award winning Denver 100 print package will introduce your home to thousands.
- My communication will keep you informed of all events, negotiations, leading to a successful closing.

The Denver 100 Pricing Model

Step 5. *Customized to your selling needs*



Sellers have Three Options in choosing their Price Position

Options 1:

Create a price position above the market to find that special buyer. However, this may take more time to find the right buyer.

Option 2:

Position the home at market value and pick the computer guarantee number, 0, 25, 50, 75 or 100.

Option 3:

Aggressively price the home 1-2% below market to create an auction mentality which drives the price up.

Which one is best for you?

Colorado State Real Estate

Commission Forms Protect You!

Step 6.



1. **Exclusive Right To Sell Listing Contract** - Authorizes The Denver 100 to represent you!
2. **Seller Property Disclosure (Residential)** - Identifies any and all defects known by seller and is given to buyer.
3. **Square Footage Disclosure** - Provides the buyer the square footage of the home.
4. **Source of Water Addendum** - Identifies the source of water and discloses to the buyer.
5. **Lead Based Paint** - Provides disclosure of the existence of lead within the home.
6. **Contract to Buy and Sell Real Estate** - Agreement between buyers and sellers to consummate the sale and transfer of the home.
7. **Counter Proposal and Amendments** - Changes the terms of the offer and Amends the Contract to Buy and Sell Real Estate.
8. **Inspection Objection and Inspection Resolution Forms** - Creates an agreement between the buyer and seller to correct inspection items.
9. **Title Related Objection Notice** - Used for Buyers title objections.
10. **Appraisal Value Objection** - Used for Buyers appraisal objection.
11. **Notice to Terminate** - Provides notice to the party and is used to terminate the contract.
12. **Earnest Money Release** - Agreement by both parties to return earnest money.
13. **Closing Documents** - To be signed at closing.
14. **Specific Forms** - Used in Foreclosure situations, short sales, disclosures for buyers and sellers representations.

Lets Get Started!

Step 7.

1. Establish Communication Dates & Times and provide Seller Questionnaire.
2. Seller to provide a key to front door.
3. Broker to Provide proof of Marketing Material.
4. Head to Successful Transaction!
5. Move Through To A Smooth Closing.





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