

A Marketing Proposal for You.

Breckenridge Associates Real Estate Advertising = New Buyer Prospects

- **Internet Advertising:** The National Association of Realtors states that over 75% of buyers are searching online before making a real estate purchase. This is especially true in resort areas. Your property will be exposed to the world on at least 5 sites: my personal website www.breckenridge realestateonline.com, our company page www.breckenridgeassociates.com, www.realtor.com, www.homesandland.com, www.realestatebook.com, and our newest referral network which includes several large independent real estate companies in Colorado www.prestigerealty.com.
- **Color Brochures** of your property will highlight special features and be displayed in our Main Street Office, distributed to other brokers and mailed to our client databases and put in both the property and sign brochure boxes (weather permitting).
- **Post card mailers** to all your neighbors, move up buyers in town and other targeted areas.
- **Homes and Land magazine:** Summit and Eagle County (Vail) distribution 8 times per year.
- **The Real Estate Book:** Summit Counties #1 real estate publication.
- **The Multiple Listing Service (mls)** 485 Realtors in Summit County exposed to your listing twenty-four hours per day, 7 days a week. On-line continuous use with up to 16-color photo's, e-mail capabilities, flyer capabilities and a map right to your door. I am very proud to say we have one of the most sophisticated MLS systems in the nation.
- **Breckenridge Associates Catalog of Properties** printed 2 times per year. Mailed to over 7,000 *property owners* in the Breckenridge area. Sent to all of our agent databases. Distributed at City Market, Main Street Mall and our Main Street Office, all Breckenridge Resort Chamber information centers and both Summit County Information Centers, in Frisco and Silverthorne. This is one of our most proven marketing tools.
- **Realtor Open House Luncheon.**

***Who's #1 in Breckenridge Real Estate?
With Breckenridge Associates
"YOU ARE!"***

Breckenridge Associates Client Relations = Results and Buyer Referrals. 70% of our sales are from previous client's referrals.

- 1030 Exchange Seminars for clients and new prospect
- Estate planning seminars
- July 4 Customer Appreciation Party. Tons of networking and fun, last year we served over 400 friends and clients. YOU ARE INVITED!
- Prospect and Client sales program: Free ski passes, free parking at the ski area, free alpine slide passes, Backstage Theater passes.
- After the sale service, all record keeping, follow-up at no charge, fax services, notary, UPS pick up and drop off, FedEx services, service and vendor recommendation and refinance and/or purchase advice.

Breckenridge Associates Marketing = "Positioning in the Marketplace is Everything"
This results in sales for you.

- Team Work: Breckenridge Associates team is #1 in sales per associate within the entire county.
- Location, Location, Location, Breckenridge Associates, Breckenridge's prime Main Street location is tops for walk-in buyers. We are also the only Main Street office to offer parking to clients and customers. We have found this a huge resource, as parking in town and Main Street has gotten scarce.
- Our office is open from 8am to 5.30pm *seven* days a week to set showings and handle inquiries about your property. Compare to other offices.
- Office tours of your property.
- 800 number – our buyer hot line – 800-774-7970 – gets results
- e-mail communications at richardwallace@realtor.com and mail@breckenridgeassociates.com.

Breckenridge Associates Sponsored Civic Events = our good and trusted name is respected and a household known word in Summit County, this equals sales for you.

We Support:

- The Breckenridge Outdoor Education Center (BOEC). 14 year supporter
- Colorado Mountain College scholarship fund. 18 year supporter
- Breckenridge Festival of Film opening night sponsor. 17 year supporter
- Breckenridge Music Festival Sunday Concert Sponsor. 17 year supporter
- Breckenridge Resort Chamber members 20 years
- Summit County Chamber members 4 years

- International Snow Sculpting Competition. We are the founders 20 years
- Summit Foundation. 17 year patrons
- Backstage Theater 6 year patrons

Ongoing Reporting to Seller = Knowledge to make good decisions.

- Regular showing reports
- Ad copy mailing as needed
- Phone updating on a regular basis
- E-mail updates with local news, real estate information, interest rates and much more.

**“WHAT WE DO = SALES FOR YOU”
BRECKENRIDGE ASSOCIATES
WORLD CLASS SERVICE
HOME TOWN TEAM**