



## **Denver is experiencing a “HOT” Seller’s market... for now!**

*My strategy is to market your home at a fair market price initially to attract multiple offers in a short time. Using this technique will attract several offers quickly and allow me to negotiate, not only the best price, but the **BEST** buyer. **Overpricing your home can cost you time and money.***

*Today’s Buyer is more technologically advanced. There are countless places where they can do their own home searches before contacting a Realtor. Your home needs to stand out. High end, quality marketing, is crucial to put your home on top of the Buyer’s showing list.*

*In today’s Seller’s market, simply placing a sign on the property and listing in **MATRIX** may get you a fast buyer. But, will the Buyer be the **BEST** Buyer for your home? Using modern and high quality marketing methods with the newest technology will help to get the **BEST** Buyer that is willing to pay the highest price for your home. **Any Realtor can “List” a property; a good listing Broker actually “Sells” the property to a quality Buyer at Top Dollar!***

*Getting an offer is only the beginning of my job as your agent. I use my many years of experience to negotiate the best price and terms, confirm the buyer’s credit worthiness and follow up with the lender throughout the transaction, making sure all deadlines are met to get you to a successful closing. One of the most important aspects of the transaction is the home inspection and appraisal. The Buyer has the right to have your property inspected. This opens up another round of negotiation which requires extensive experience. I have an extensive list of reputable contractors to minimize your costs for any needed home repairs. I also assist the appraiser with the information needed to demonstrate the true value of your home.*

*As the owner of my company, I don’t have to pay marketing fees, office fees, transaction fees and commission splits. I pass these savings on to you, making your home sale affordable.*

**You need an experienced agent to get the job done with maximum results.**

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# Marketing Your Home

**To assure that your property is marketed at its fullest potential, I propose following marketing plan.**

## [Free Comparative Market Analysis \(CMA\)](#)

**Determining your maximum value and an appropriate sales price is the most important step in properly marketing your home.** The biggest mistake a Seller can make is to overprice their home. Using the sophisticated **MATRIX** program, your home's value will be determined by exact comparison with other sold homes within the **last three to six months**. Location, Age, Square Footage, Lot size, Updating, Property Taxes, HOA Costs and Inclusions are just a few comparisons that are used. The report will also determine the **Average Seller Concessions**, **Average Net Sales Price** and the **Average Days on Market**. With this information, your home price can be set based on the **reality of the market** and ensure that you will get the highest possible price for your home in a reasonable amount of time. **It is easy to inspire a "Bidding War" between Buyers, but it does no good if your property does not appraise for the sales price.** There are methods I use to make sure you get a **strong buyer that will pay the absolute most possible for your home.**

## [Listed In Denver Metro Area Multiple Listing Service \(MATRIX\)](#)

I take pride in accurately entering **all listing information** into the MLS system. When a property is incorrectly entered into **Matrix**, the home may not show up in the buyer's search. Improper or inadequate listing information will **drastically** reduce search results and showings of your home. Accurate and intriguing property descriptions and quality photography will attract more buyers to your home.



## [Listed In Boulder/Longmont Multiple Listing Service \(IRES\)](#)

For those properties in the Northwest Denver Metro area (north of I-70 and west of Federal Blvd.), your listing will also be placed in the Boulder/Longmont listing service (**IRES**). This will allow additional exposure for your home to Boulder/Longmont Realtors. Not all Brokers in the Denver area have this ability.





# Marketing Your Home

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## **“Eye Catching” For Sale Sign with Direct Number to Listing Broker**

All agent “For Sale” signs are required to post the office phone number on their sign. When a potential Buyer calls the number to the office, the Buyer normally speaks with a receptionist or a “floor agent” who most likely is unfamiliar with your property. They must rely on the information published in the MLS, which as discussed above, may be wrong or incomplete. As the Owner of the company, the office number on the sign is **My Direct Number**. This ensures that all potential buyers **Speak Directly With Me**, not an agent that has never seen your property. In addition, the type of sign is important as well. Many agents use a “push-in” style sign, which is approximately 3 feet high. **I provide a rigid 6-foot high wood “yard arm” style sign that can be easily seen above parked cars and landscaping.** The sign is professionally installed and is difficult to be removed or vandalized.

## **Professional Photography**

Your home should look its best when shown to the public. My **professional photographer** will visit your home, by appointment, to take **Twenty Five High Definition Photos** for the marketing of your home. The photographer will take **full-color, wide-angle digital photos of your home with professional lighting**. Specialized equipment is used to enhance all photos which will give them a much better look.

## **360 Degree HDREAL Panoramas**

360 Degree High Definition Panoramic images add a fully immersive user experience. Panoramas are used in conjunction with a gyroscopic tablet, panning for an even more powerful impact that is sure to **“WOW” potential Buyers**.

## **Custom Individual Property URL**

Your home’s potential Buyers are most likely internet-savvy. You will get a unique domain name and website (**URL**) for your home directing potential buyers to the URL which links to the Virtual Tour discussed below.

**(Example: [www.1234WAbcSt.info](http://www.1234WAbcSt.info))**

At any time, a potential buyer can search your address and immediately find your property on the internet.





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## Virtual Tour

Using the enhanced finished photos and 360 degree panoramas, we will create a professional virtual tour of your home. The virtual tour is available on my business website at **www.HomeSourceGroup.com**, on the Denver MLS and through the Custom Individual Property URL link. This virtual tour site includes links to map the property, area and school information and a mortgage calculator. Your tour is internet-based so all potential Buyers can look and listen to the virtual tour without having to download any plug-ins.

## Full Color Brochures

Using the enhanced finished photos, my professional staff will create an attractive, comprehensive, full color, double-sided high-gloss brochure to be placed in your home. These brochures will be available for potential buyers viewing your home. The brochures will be modified and replaced in your home whenever a price change occurs. Extra brochures will be mailed to you as needed. *(Brochures take approximately 3-5 business days from the time professional pictures are taken.)*

## High Traffic Website

***Unlike Many Realtors,  
I Have My Own Personal Website;***



**[www.Cindy.Realtor](http://www.Cindy.Realtor)**

**This is not a company-wide website where your listing will get lost in the hundreds of other listings.** Your property is placed as a “**Featured Property**” with full color photographs, an expanded description, and a link to your individual property website and virtual tour.



# Marketing Your Home

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In order to get more traffic to my personal website, I have several domain names (listed below) that are pointed to my website. As potential buyers search the internet for homes in the Denver area they are more likely to end up on my website, thereby seeing your home.

[CindyBelhumeur.Realtor](#)

[CindyBelhumeur.com](#)

[HomeSourceColorado.com](#)

[HomeSourceInfo.com](#)

[DenversFavoriteAgent.com](#)

[BuyAHomeInDenverCO.com](#)

[ShortSaleDenver.com](#)

[HomeSourceArvada.com](#)

[HomesInArvada.com](#)

[ArvadaHomeSource.com](#)

[ArvadaHomeForSale.com](#)

[BuyAHomeInArvada.com](#)

## [High-Tech Home Search Tool to Attract Buyers](#)

I have the newest home search technology on my website. **The system is called “My Buying Buddy”**. It can be found at my website home page by pressing the **“Search All Local Listings”** button. This allows the potential buyer to do interactive searches, save their searches, access Google street view, satellite views and maps. It has a “Walk Score” feature, and locates schools, shopping and recreation possibilities. This system has the ability for the user to search just like a pro, **using all the MLS criteria**. This system is **“up-to-date”**, allowing users to search all available properties as they are entered in the system. Other search tools are not always accurate and may be behind a few hours to several days. Buyers can search for homes from anywhere there is an internet connection, WIFI or a Smartphone at any time of the day. The unique attributes of the system attracts buyers to do repeat searches, which enhances my ability to sell your home.



# Marketing Your Home

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## [Advertised on Social Media](#)

With social media on the rise, I am active on **Facebook, Twitter and LinkedIn**. Your home's listing will be posted on Facebook and "twitters" about your property will happen at all price changes. The "twitters" will have links to your property URL. My "friend" network is comprised of past clients as well as prospective buyers and other local realtors. By pointing attention to your property through these social mediums, I can get broader and more passive exposure to your home.

## [YouTube Video](#)

Videos of your property are a great way to reach your target audience. We create a modern, exciting video of all the images from your property, add music and upload the video tour to my **YouTube** account. **All videos are High-Definition.**

## [Advertised in CraigsList](#)

**CraigsList** is a must for today's home seller. The problem with CraigsList is the timeliness of the advertisement and the ability to make your listing look good. After the ad appears for a few days, it becomes "stale" and moves to the bottom of the ads. **Your home is relisted in CraigsList twice per week to maintain maximum exposure.** Also, the ads I put on CraigsList look like a property brochure with full-color pictures, not just a list of features with a price. Listings on CraigsList with pictures get more views than those without. **Your personal contact information is excluded. If you are ever contacted by a Buyer directly, it is important to direct them to me and not to engage in conversation.**

## [Realtor.com Link](#)



Your virtual tour will be fed directly into **Realtor.com** which will allow a seamless link with **Realtor.com**.



# Marketing Your Home

## Internet Cross-Marketing

Integrated with my website and domain names, I cross-market to over 85 “Alliance Sites” to maximize exposure of your property. Over 90% of home buyers start their search on the internet. **The key is to attract buyers that are out-of-state as they begin looking in the Denver area.**

### **Trulia.com**

### **Zillow.com**

AOL Real Estate  
AdvancedREBroker  
All Acres  
ApartmentList  
Apartments.com  
Close2Homes.com  
Commercial Search  
CondoCompare.com  
DODHousing  
DreamHomeList  
EasyRent  
eLookyLoo  
FindAPlace4Me  
FindTheBestHomes  
FixFlip  
Foreclosure.com  
GCHomeSearch  
FreedomSoft  
Guidance Realty  
Harmon Homes  
Home2.me  
HomeBidz  
HomeFacts  
HomeSpotter  
HomeStarSearch  
HomeFinder.com  
Homes.com

Homes&Land  
HomeStarSearch  
HomeWinks  
Househappy  
HouseHunt.com  
Houses.net  
HouseValueStore  
ImagesWork  
Investability  
JoyfulHome  
Juwai  
Kahping  
Keyboom  
LakeHomesUSA  
LandAndFarm  
Lands of America  
LandWatch  
LearnMoreNow.com  
LifestyledListings  
ListingPointRealty  
ListingVideos  
LotNetwork  
MHBay  
MyHouseKit  
MyRentToOwn.com  
NestBuilder  
Nestigator  
New Home Source  
OpenRealEstateCommunity

OpenHousesAmerica.com  
PadMapper  
PocketListings  
Point2Homes  
Property Shark  
RadPad  
RealQuest Express  
RealSavvy  
RealStir  
Realy  
Relola  
RealtyStore  
RealtyTrac  
Redify  
RentHop  
RentRange  
Revestor  
SearchAllProperties  
ShowingSuite  
The Real Estate Book  
USHUD.com  
Vast  
Veracity  
VisualShows  
WikiRealty  
Ylopo  
ZippyListings  
Zumper

## Licensed Assistant

I have a dedicated, licensed assistant, J.J., who has been working with me for over 12 years. She is committed to working behind the scenes to get your home maximum exposure. Unlike many other successful Realtors that have a licensed assistant or team, you will not be “handed off” to my assistant once you list with me. You will work with me directly through the entire process.



# Marketing Your Home

## Better Business Bureau Gold Rated

Since 2008, my business has been rated “Gold Star” with the Better Business Bureau. This rating is for companies with 3 or more A+ years. My company has never had a complaint. Buyers are attracted to companies with superior ratings. They can trust me and that creates more buyers interested in your home.



## Professional Showing Service



To maximize showings, I use Centralized Showing Service (CSS) to set showings. CSS has expanded hours and operates 7 days a week so that no showing opportunity is missed. The service also allows for feedback from buyers and their agents. You can access the showing website at any time to validate showings or view feedback. CSS also validates each Realtor that calls in to set a showing so you can rest assured knowing only a verified Realtor will receive the lockbox code to gain entry to your home.

## Weekly Progress Report

I provide weekly progress reports that detail statistics on how many people have viewed your home through all the marketing methods provided. This weekly progress report includes an analysis of your home’s activity in order to keep you informed about market conditions and trends. I also make every effort to get feedback from showing agents by calling them two times and e-mailing them up to four times.





# Marketing Your Home



*"I am Committed to the Highest Standards of Professional Service for my Clients."*

- ✓ **Managing Broker/Owner**
- ✓ **More Than 17 Years Experience**
- ✓ **Over 400 Homes Sold**
- ✓ **Accredited Buyer Representative**
- ✓ **Outstanding Internet Reviews**
- ✓ **References Available**
- ✓ **Google Me!**

***Cindy Belhumeur***  
***Managing Broker/Owner***  
***Home Source Group***  
***303.429.1887***



***GET YOUR PROPERTY SOLD FOR THE HIGHEST POSSIBLE MARKET VALUE IN THE SHORTEST AMOUNT OF TIME***

***CALL ME TODAY!***