



seller's **RESOURCE GUIDE**

CHARACTER | CULTURE | COMMITMENT



C3 REAL ESTATE SOLUTIONS

C3 Real Estate Solutions stands firmly on the pillars of Character, Culture, and Commitment, and by extension, dedication to exceptional service. With offices strategically located in Fort Collins, Johnstown, Greeley, and Estes Park, we are a far-reaching real estate brokerage with agents across the state committed to excellence. Co-owners John Simmons and Jesse Laner created C3 by blending personalized attention and expertise with cutting-edge technology and community engagement.

Our ability to offer solutions tailored to all of your real estate needs is just part of what distinguishes C3 Real Estate Solutions from other real estate brokerages. C3 can do it all; Residential, Commercial, Farm and Ranch, and Luxury real estate. It doesn't stop there, exceptional Property Management, Relocation services, Title and Escrow, and Lending make C3 your one-stop shop for all things real estate.

Our skilled agents and associates deliver seamless transactions supported by innovative technology and strategic marketing. From our humble beginnings with two partners, we've grown to a team of over 150. Our agents, managers, and staff are the heart of the company. Their passion, ability, and talent help to keep C3 on the cutting edge in the real estate industry.

Widely regarded as the premier real estate company in Northern Colorado, we've helped countless families along their personal real estate journeys. C3 has been recognized nationally and internationally as top producers, recently achieving the Billionaires Club Award in March of 2022. However, our impact extends beyond awards. John and Jesse lead by example, balancing business and community involvement. Under their leadership, C3 has supported countless local nonprofits and community organizations with time and monetary donations throughout Northern Colorado.

We invite you to discover the C3 difference and experience Real Estate REdefined!

THE 3C'S OF REAL ESTATE

character

We believe that character is best showcased through integrity, kindness, compassion, and candor. Our agents and staff take pride in these attributes. Our level of service, community engagement, and experience are unmatched.

culture

We strive for a culture of transparency, innovation, and generosity. We believe clarity builds trust and creates teamwork. By embracing these values, C3 has created a positive and inclusive environment for staff, agents, and clients alike.

commitment

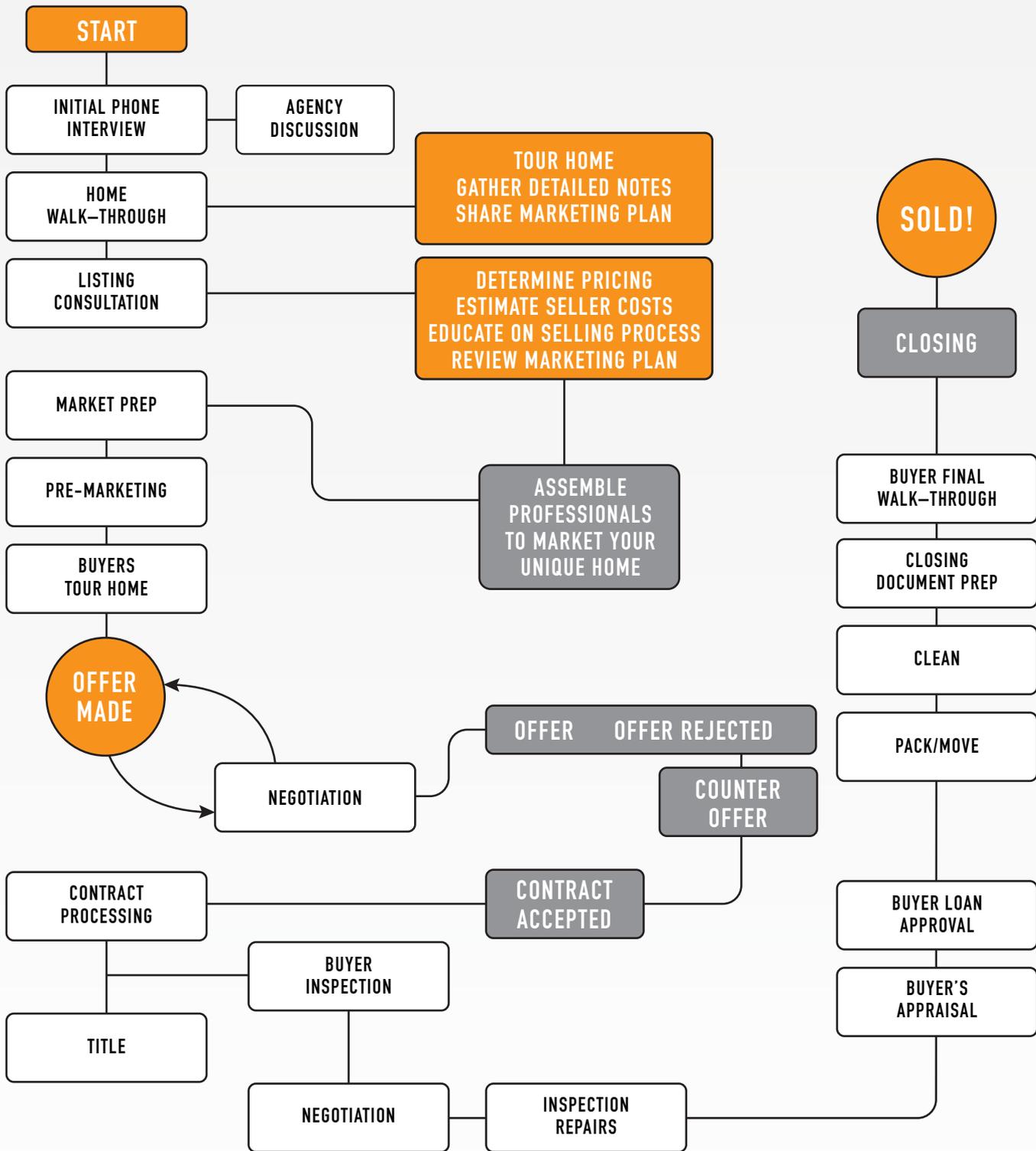
We consider commitment to be of utmost importance. We are devoted, skilled, and proactive in tackling challenges. We anticipate needs and tailor our services to exceed your expectations. Our never-ending focus on learning and improvement helps us stay on the leading edge of real estate. Commitment isn't merely a pledge - it's a wholehearted dedication.

our why?

To live a generous life helping others build wealth through real estate.



THE SELLING PROCESS





MARSHALL MASSARO

REALTOR® | Professional Geologist | Firefighter

MEMBER

National Association of REALTORS®
Colorado Association of REALTORS®
BOLO (Boulder-Longmont) REALTORS®
Wyoming Board of Professional Geologists

I am a Berthoud, Colorado resident and have lived in the Front Range for over 45 years. I was born and raised in Manitou Springs, attended college at Colorado State University in Fort Collins, then worked as an environmental consultant and professional geologist while living in the Longmont, Firestone, and Berthoud areas for over 25 years. I am a family man and I enjoy spending time with my wife, two sons, and other family members (dogs, cats, and chickens).

I lead an active lifestyle and activities that I enjoy include technical rock and ice climbing, canyoneering, mountain biking, rockcrawling in my 1999 Jeep TJ, kayaking, rockhounding, and many other outdoor activities. In the Berthoud Community, I have assisted the Berthoud Fire Protection District as a firefighter/engineer since 2016.

My personality, education, and experience are assets which allow me to provide my clients with a high level of professional service. My knowledge of the local real estate market allows me to assist sellers in pricing their real estate at a level that will promote the sale and maximize returns. Similarly, my knowledge allows buyers to feel comfortable with the price they are paying for real estate. Additionally, my education as a licensed professional geologist allows me to better facilitate transactions involving groundwater wells and septic systems, common among many foothills and mountain properties. Whether you are a seller or buyer, I am committed to providing you with the professional and courteous service you deserve during these complex real estate transactions. I look forward to assisting you with your current real estate needs as well as building a working relationship that grows in the years ahead.



“ TESTIMONIALS



“Marshall Massaro was by far the most phenomenal real estate agent that we have ever experienced, and we have been buying and selling homes for 30 years. He was not one of the pushy “salesman” types, or the “Lister” that lists your property and then walks away and lets the buyer’s agent do the rest. Marshall was like your best friend that is extremely knowledgeable about real estate! He really goes the extra mile, he helped us stage the house to make it look the very best, he brought in a professional photographer who made the house look twice as nice, and kept us well informed every step of the way.

He really took the stress out of selling our home! We would highly recommend Marshall to anyone who is even considering buying, or selling a home. He will take you through all the options and statistics and show you the best path for any real estate transaction! ***Thank you Marshall!!***”

– Dan B., Berthoud, CO (Seller)

“When looking for a realtor, we wanted someone **knowledgeable, responsive and personable**. Marshall Massaro delivered that and more. He understood the varying markets in the Front Range; when we needed to be quick to act, he was there to support us; if he didn’t know the answer to something, he said so, did his homework, and got back to us; and he was able to flow with the ups and downs of BOTH buying and selling to get us through the gauntlet to our dream home.

Marshall helped us successfully purchase our new home with a contingent offer and quickly list and sell our home at a great price to do so. He offered thoughtful input to negotiate with buyer and seller, compare listing prices, review inspection, prioritize practical house concerns and navigate closing hurdles with the lender and title companies. He did this all with ***a relaxed composure that made us feel confident through a momentous life event.*** Thank you!”

– Elizabeth M., Lyons, CO (Seller & Buyer)

“It is with great confidence that I strongly recommend Marshall Massaro as an outstanding Real Estate agent. I recently employed him to assist me in an Estate house sale in Loveland, Colorado. I was continually impressed with how he provided professional services that went beyond what I had experienced with past agents. If you are looking for someone that will take a personal interest in helping you achieve your goal, whether buying or selling, I would recommend you contact Marshall ASAP.”

– Andy A., Colorado Springs, CO (Seller)

“Marshall is a first-rate individual and an exceptional real estate agent. He has assisted us with several real estate transactions. Each time we have worked with him he has gone above and beyond what one would normally expect. He stepped forward and personally helped my wife and I after a surgery, ensuring that we met deadlines. He is very knowledgeable of the business and exercises impeccable judgment, giving good advice throughout the process. Each deal we worked through was accomplished in record time. **He pays attention to detail and knows how to close a deal;** very important. We recommend Marshall without reservation and fully intend to keep working with him.”

– Mary Ellen & Mark P., Lyons, CO (Seller)



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.

CHANGES IN REAL ESTATE

Home Sellers: Here's What the NAR Settlement Means for You

As a home seller, you have a wide range of choices when it comes to listing your home. Agents who are REALTORS® are a trusted source of advice and stand ready to help you navigate this complex process and make the choices that work best for you. NAR's recent settlement has led to several changes related to broker commissions that benefit sellers, and we wanted to clearly lay them out for you.

Here is what the settlement means for home sellers:

- You still have the choice of offering compensation to buyer brokers. You may consider doing this as a way of marketing your home or making your listing more attractive to buyers.
- Your agent must conspicuously disclose to you and obtain your approval for any payment or offer of payment that a listing broker will make to another broker acting for buyers.
- This disclosure must be made to you in writing in advance of any payment or agreement to pay another broker acting for buyers, and must specify the amount or rate of such payment.
- If you choose to approve an offer of compensation, there are changes to how this can happen.
- You as the seller can still make an offer compensation, but your agent cannot include it on a Multiple Listing Service (MLS)—MLSs are local marketplaces used by both buyer brokers and listing brokers to share information about properties for sale.
- Your agent can advertise your listing via off-MLS platforms such as social media, flyers and websites.
- You as the seller can still offer buyer concessions on an MLS (for example, concessions for buyer closing costs).

Here is what the settlement doesn't change:

- Agents who are REALTORS® are here to help you navigate the process of selling your home and are ethically obligated to work in your best interest.
- Compensation for your agent remains fully negotiable, and if your agent is a REALTOR®, they must abide by the REALTOR® Code of Ethics and have clear and transparent discussions with you about compensation. When finding an agent to work with, ask questions about compensation and discuss what you would like to offer buyers.
- You have choices. Work with your agent to understand the full range of these choices when selling your home, which will help you make the best possible decision for your needs.

What is the value of hiring a professional? *A Professional ...*

- **Helps you navigate the sales process and help find the perfect buyers for your home.**
A professional will help you prepare your home for sale and bring out its appeal for potential buyers to see.
- **Protects you from leaving money on the table.**
A professional will help you determine the appropriate market value for your home. Equipped with this knowledge, you are able to price your home accordingly, avoiding the misfortune of unknowingly mis-pricing your home.
- **Reduces your liability and protects you from costly mistakes.**
Selling a home comes with risks and the possibility for unforeseen costs. A professional knows how to help reduce risks in the selling process through a variety of tools.
- **Makes the process of Selling a home less stressful.**
A professional has knowledge, systems, and support to make the complicated process of selling a home feel smooth and comfortable.



BENEFITS OF PAYING A CO-OP FEE TO A REALTOR®

- 1 **Certain loan types may not allow buyers to pay for representation**, and loans backed by Fannie Mae and Freddie Mac may not allow buyers to add agent fees to the balance of their mortgage, thus reducing the number of possible buyers for your home.
- 2 Buyers who cannot afford to pay for their own representation **may avoid properties in which a co-op fee is not offered by the seller** thus reducing the number of potential offers you may receive.
- 3 Encouraging buyers to have representation and guidance by paying buyer's agent fees reduces the chances of issues arising, which can greatly reduce the potential for a lawsuit post-closing. **Separate representation will also distance you, as the seller, from the buyer** and ensure all communication and negotiation go through the buyer's agent.
- 4 **Most buyers have a limited amount of available funds.** If some of those funds must be allocated to pay for their representation, the overall price they can pay for your home is reduced.
- 5 Your goal as a seller is to engage the largest number of potential buyers who want to view and can afford your home. **A larger pool of potential buyers leads to a better chance to receive competing offers** which in turn may lead to a higher final sales price.

consider this...

When you want to buy a home again, would you be willing to pay your buyer's agent fee, or would you rather the seller cover the fee?

Why buyer's agents are good for sellers:

Working with a professional buyer's agent increases the chance that the deal stays together through closing. A professional buyer's agent helps to ensure their buyer's ability to purchase a property by engaging lender professionals involved in the transaction and ensuring the loan product aligns with the contract timeline and property type.

As per section 5.7 of the Exclusive Right-To-Buy Listing Contract, a buyer's agent:

"must disclose to any prospective seller all adverse material facts actually known by Broker, including but not limited to adverse materials facts concerning Buyer's financial ability to perform the terms of the transaction and whether Buyer intends to occupy the Property as a principal residence."

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 | A/C Systems | 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 a 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.



HOME SELLING – PITFALLS TO AVOID

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 agent compensation "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 a REALTOR® 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



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!*

A professional photographer, contracted by C3, 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.

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



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)



THE 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

Compensation offered to the broker representing the Buyer is negotiable by law. We will discuss the strategies best suited for you to achieve your goals, putting you in the best position possible to attract the best offer

Increased availability

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.



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

Article "How To Sell a House, When You have to Sell it Now"



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.

Proven systems

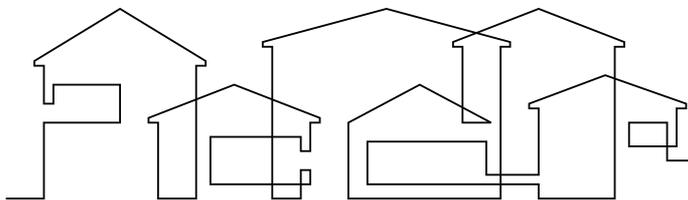
We will implement tried and true marketing systems to get your property sold. All cost and time associated with the marketing of your home are covered by your real estate professional. Remember, we don't get paid until your home sells!

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 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!



MARKETING PLAN

SIMPLY PUT...
We leave no stone unturned

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.

Professional measurements

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, coloproerty.com, zillow.com, and trulia.com.

Youtube

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

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.

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. Your home will also be seen on www.homesandlands.com.

C3 yard sign

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

4 or 8 page 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.

QR code with mobile tour

All brochures are printed with individualized QR codes which can be scanned by any mobile device. This will direct potential buyers to the property virtual tour and information page.

Coming soon pre-marketing campaign

Want to get a jump on the market? We have a proven system to start marketing your home prior to going "live" in the MLS. This can help you find a buyer more quickly and save time.



High visibility office locations

Our offices offer unparalleled high foot traffic and visibility locations. These location were specifically chosen to give your property an advantage over your competition should you list with us.

Professional graphic design services

We hire a professional Graphic Designer to create every marketing piece for your property - brochures, just listed post cards, window display, magazine ads, etc. Your property will always be represented in a truly professional manner.

Internet advertising

Your home will be actively marketed on several nationally recognized web portals, including: Realtor.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 and for top dollar.

E-Postcard

We will create an electronic postcard for your property that we send to all C3 REALTORS® as well as Marshall's personal database of contacts.

additional marketing

ODD PROPERTIES

LUXURY PROPERTIES

ACREAGE PROPERTIES



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

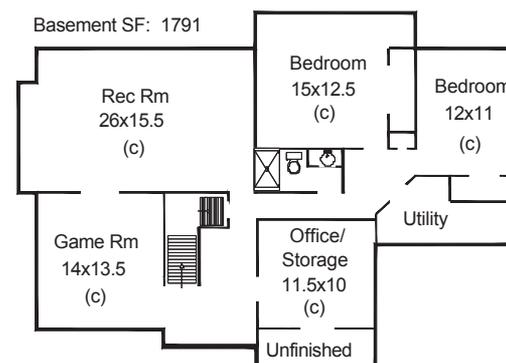
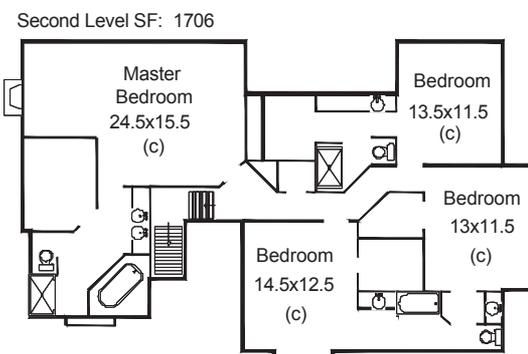
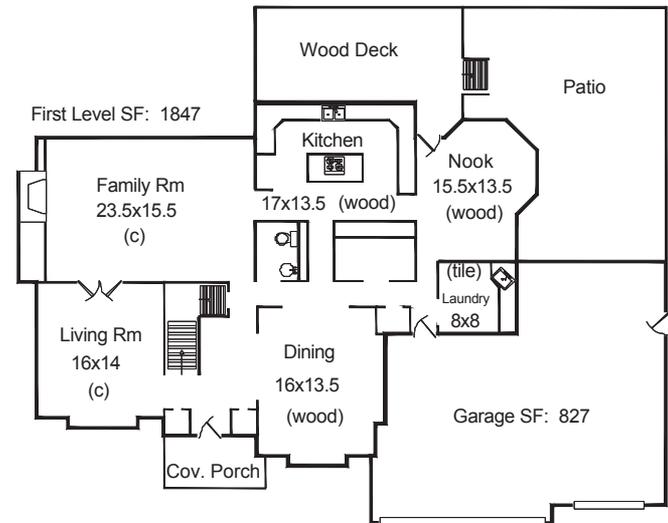
- It is best to know exactly how much or how little square footage you have to sell
- Better to find out now than after it is under contract
- Builder plans may not be accurate if it wasn't built to spec
- Builder plans may not be accurate if changes were made
- County records are inaccurate many times

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



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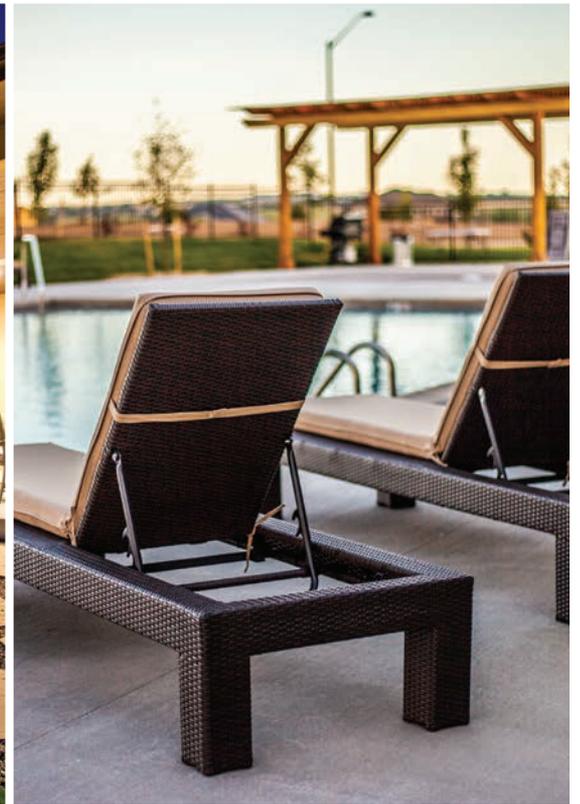
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LUXURYREAL ESTATE.COM™

— WHO'S WHO IN LUXURY REAL ESTATE —

Who's Who in Luxury Real Estate's global network is showcased on LuxuryRealEstate.com, the leading portal for luxury properties online, presenting exclusive multi-million-dollar estates. Frequently distinguished as a leader in the industry, the company has been recognized by Forbes, the Inc. 5000 List and The Wall Street Journal. In addition, they have been honored multiple times by The Wehby Awards, ADDY Awards and most recently awarded the 'Best Directory or Search Engine Website' in the 2022 Internet Advertising Competition Awards hosted by the Web Marketing Association.

LUXURYREAL ESTATE.COM AUDIENCE	
ANNUAL PAGE VIEWS	22,065,064
VISITS PER MONTH	215.476
MEN/WOMEN	47.2% 52.8%
NET WORTH	50% over \$250,000+, 34% over \$500,000+
NET WORTH	40% over \$1.5M+, 27% over \$3.5M

SOCIAL MEDIA LEADER

Who's Who in Luxury Real Estate is a leader on social media. We utilize Facebook, Instagram, Twitter, Pinterest and LinkedIn to engage luxury home buyers on LuxuryRealEstate.com. As a member, you can leverage our social media sharing tools and groups to promote your properties, company and region as well as spread important news to consumers and the entire community of luxury brokers worldwide. LuxuryRealEstate.com also partners with prominent luxury real estate social media influencers to further expand the reach of member listings.



FOLLOWERS: 378,500+



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21,800+



3,100+



2,800+



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HOME LISTINGS FINDER

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

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You may not be multilingual,
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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*



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ltgc.com
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Sales Representative
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fntic.com
o. (303) 775.5300



NuWay Title & Escrow
Robin Nash
Senior Vice President
Robin@nuwaytitle.com
nuwaytitle.com
c. (970) 689-6188

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brianmanningteam.com
c. (303) 500-3839

Elevations Credit Union
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blake.schaefer@elevationscu.com
elevationscu.com
c. (303) 328-7748

Guild Mortgage
Mike & Jenny Stein
mike.stein@guildmortgage.net
guildmortgage.com
c. (970) 297-8809

loanDepot
Shelly Borrman
Loan Consultant – NMLS# 1048021
SBorrman@loandepot.com
www.loanDepot.com/sborrman
c. (970) 481-3340
o. (970) 449-6602

Home Inspectors

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mbergren@wini.com
wini.com/fortcollins
(970) 956-5589

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inspectionsbyreferral.com
Jon@inspectionsbyreferral.com
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Jennifer Paris Insurance Agency
Jennifer Paris, Agency Owner
jennifer.paris.ltwd@statefarm.com
jenniferparis.com
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Handyman Services

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Brad Wallin
bradwallin.com
c. (303) 709-7890

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- Provides a competitive edge over other homes on the market without a home warranty
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- 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
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johnsonstorage.com
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Cleaning Contacts

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Pedro Garcia - Owner
Opiesanitation@outlook.com
o. (970) 888-2238

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