

THE DE JONG TEAM

offering luxury real estate service

Steamboat

SPRINGS, COLORADO

Steamboat

Sotheby's
INTERNATIONAL REALTY

de Jong
Team

Michael de Jong
michael.dejong@steamboatsir.com
970.846.3661

Colleen de Jong
colleen.dejong@steamboatsir.com
970.846.5569

Cristin Frey
cristin.frey@steamboatsir.com
303.912.7557

Meet the Team

THE DE JONG TEAM



COLLEEN DE JONG

- Broker Associate at Steamboat Sotheby's International Realty since 2003
- Consistent top-producer in the Steamboat Springs market
- Global Summit Award, top 1% of brokers nationwide (2014–2020)
- Certified Negotiation Expert and GRI Certified
- I strive to ensure that your home-selling process is done to perfection but also with as much fun and finesse as possible.



MICHAEL DE JONG

- Broker Associate at Steamboat Sotheby's International Realty since 2015
- Successful owner of one of the largest privately held travel agencies in Colorado, TravelCorp, (1991–2010)
- CEO FridgeWize (2010–2013)
- As expected from an entrepreneur, Michael specializes in investment properties, new construction and land development. Michael frequently advises buyers on land/lot purchases and understanding the building process in Routt County.



CRISTIN FREY

- Broker Associate at Sotheby's International Realty since 2016
- Buyer's Agent & Marketing Director for the de Jong Team
- 20 years of marketing experience including marketing director at Strings Music Festival
- Cristin specializes in effective ad design, content creation, and digital marketing

EXTENDED TEAM

- Kelsey Harkins, Director of Marketing and Operations, Steamboat Sotheby's
- Gretchen Coleman, In-house Advertising/Design/Art Director, Steamboat Sotheby's
- Chris McGraw, Professional Photographer & Videographer
- Dan Tullos, Professional Photographer & Videographer
- Scott Burge, Professional Photographer
- Our friendly and professional front desk Steamboat Sotheby's staff open 7 days a week
- Bernie Marine, Zillow Premier Agent business consultant

Our Advantage

THE DE JONG TEAM

We put more money in your pocket

Experience

- We sell over 50 homes per year, more than almost any broker in Steamboat
- We have over 25 years of experience
- We have a wealth of technical knowledge
- We are expert negotiators
- We average 98.6% of list price for our Sellers and 93% for our Buyers.
- Our expertise will help you leverage the market and put more money in your pocket.

Resources

- We have a robust marketing budget
- We splurge on imagery: high-end photography, video & 3D tours
- We pay \$\$\$ to get maximum exposure for your listing on social media and print advertising.
- The Sotheby's Brand has exclusive paid partnerships, so your home receives top online exposure.

Marketing

- Your listing will look like a 10 million dollar listing at any price point!
- We have partnerships with the best photographers and videographers
- We have a full-time marketing director exclusive to the de Jong Team dedicated to getting your home sold.

Responsive

- We work hard for you and are always on the clock. We're available and at your service 7 days a week. One of us will always pick up the phone when you call.

BY THE NUMBERS



2018

2019

2020

#4 in units sold
#5 in sales volume
Top 1% of brokers nationwide

#2 in units sold
#5 in sales volume
Top 0.5% of brokers nationwide

#5 in units sold
#7 in sales volume
Top 0.5% of brokers nationwide



Marketing

WHEN YOU LIST WITH US YOU GET...

Professional photographs
Professional video, drone shots & aerial imagery
3D home tour (matterport)
Professional ad copy
Staging & virtual staging consultation
Sotheby's real estate sign installed w/ brochure box

PREMIUM ONLINE EXPOSURE

Targeted Facebook and Instagram ads
Exposure in Steamboat Sotheby's social media posts
Listing included on over 140 partner websites
Custom property website
"Featured Property" on Steamboattoday.com

PROMINENT PRINT PLACEMENT

Elegant print property brochures
"New to Market" postcard
Steamboat Homefinder magazine
Steamboat Sotheby's newspaper ad
Steamboat Sotheby's Collection magazine

LOCAL BROKER & COMMUNITY NETWORKING

Interactive email blasts to over 400 local/regional brokers
Realtor & public open houses
Announcements at weekly office & realtor meetings
4 Steamboat offices open 7 days a week
Brochures and digital exposure at Sotheby's office kiosks

AMAZING CUSTOMER SERVICE

Personalized bi-weekly web traffic reports
Immediate feedback after each showing
We work for you 7 days a week!

Steamboat

Sotheby's
INTERNATIONAL REALTY

Rave Reviews

THE DE JONG TEAM

Colleen de Jong, Michael de Jong & Cristin Frey



Colleen is the definition of a 5-star realtor. After working with several Realtors across northern Colorado and losing my faith in the industry, Colleen demonstrated what true professionalism is. Not only did she find answers to any question I had, she found questions that I didn't know to ask. There are only a few in the industry like her and I highly recommend her.

— DAVID K.

Colleen de Jong is awesome! The most knowledgeable real estate broker we have ever met. She walked us through the process with lightning speed and with expertise that ranks the best. We were impressed with the breadth of her knowledge and her database of information. We would hire her again in a second!

— MARY C.

Colleen and Michael are more than real estate agents. Not only did they manage us through a difficult purchase, but being out of town, they were our eyes, ears and our physical presence at the property especially in the final days before closing. They arranged everything for us to get us to closing - from being at inspections, helping to hire the right people to get things done, to finding us specialized people to answer our questions, to last-minute cleaning to make our home just perfect when we walked in. We have used Colleen and Michael now for this our third transaction and would not go anywhere else. Colleen spent countless hours on the phone with us during the negotiations and felt that she was available 24/7. If you are looking for someone that will walk with you through the entire process and treat you like a member of their family when handling the transaction, the de Jongs are the real deal.

— JOHN G.



Our Story

THE DE JONG TEAM

Colleen de Jong, Michael de Jong & Cristin Frey

Like most young people starting out in the world I wondered how the heck I was going to make it. Was I ever going to have a fulfilling career, or be able to afford a house or find a husband or have kids...?

Spoiler alert, life has a way of working itself out if you let it.

While I was forging my path as an ambitious young 20-year-old at a commercial real estate firm in Denver, my husband Michael has an unconventional story. Michael was born and raised in South Africa. He came to the US to attend "University." Instead of the straight-and-narrow path, I tend to follow, he was going to be a professional rugby player when he graduated...(yes that is a thing). And that is what he did.

After he played his last game in the 1991 World Cup he had the confidence he needed to do anything he put his mind to. And he knew it was time to become a "businessman."

Fast forward 10 years and 2 kids later. Michael and I decided to move our family to Steamboat to "retire" from his career as a successful CEO and owner of one of the largest privately-held corporate/sports travel agencies in Colorado.

This is when I started to live my passion for real estate. My early success made for an easy decision for us to finally "join forces" and continue to grow the business. Today, Michael and I are business partners and parents to our two college-aged sons, Devin & Troy. We're very social and love to travel, ski, bike, hike, go to the beach, scuba dive, and entertain.

Cristin Frey joined the team in 2016 after spending 7 years as the Marketing Director for Strings Music Festival. She's helped us grow immensely in the marketing we're able to offer our clients. Her enthusiasm is infectious and our clients really enjoy working with her.

Today we rank in the top 0.5% of realtors in the nation. It's all that experience and the referrals from our satisfied customers that keep us going strong year after year!

Realtor's Note



We get it, deciding to sell your family home is a huge decision. Your home is filled to the brim with wonderful memories that are hard to let go of. The nerve-racking thrill of watching your kids become adults. The great memories from years of family ski trips and sledding adventures.

We've helped hundreds of happy clients just like you move onto the next stage in their life. Our job is to guide you through this process, not just sell your home.

Let us be your boots on the ground! We strive to ensure that your home-selling process is done to perfection but also with as much fun and finesse as possible.

We look forward to guiding you through the process from start to finish.

Colleen de Jong
REAL ESTATE AGENT



\$2,495,000 in Wildhorse



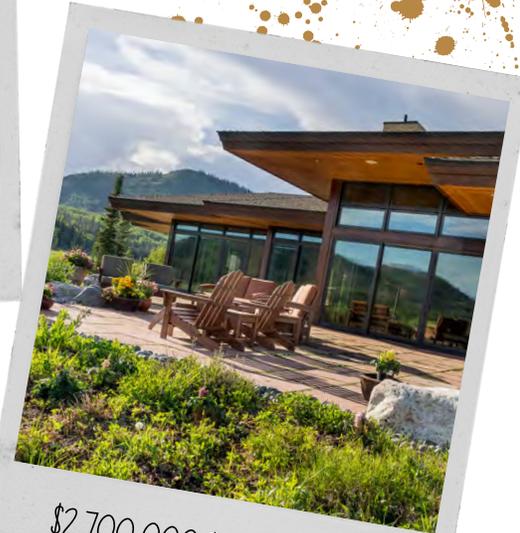
Elkins Meadows



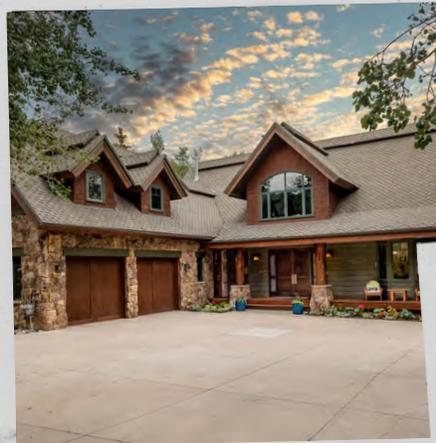
\$2,300,000 downtown



\$2,195,000 downtown



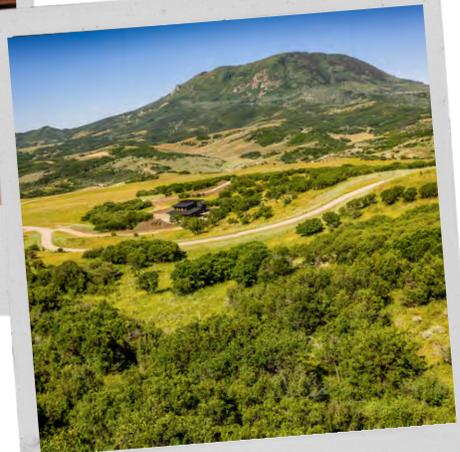
\$2,700,000 Pearl Lake



\$2,340,00 Meadowbrook Cir



Christie Club preferred brokers



Giant Sky Ranch