



*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

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[www.breckenridgeassociates.com](http://www.breckenridgeassociates.com)

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# WHY BRECKENRIDGE ASSOCIATES REAL ESTATE

You've probably found us by one of three methods - browsing the internet, walking by our Main Street Breckenridge office or the recommendation of someone you know and trust. Likely, this is the way homebuyers will find us as well. The internet and the interpersonal - it's how we do business.



We have the skills, knowledge and training to finish what marketing puts in motion. There are many steps between a buyer selecting their dream home and closing the sale. You want a marketing powerhouse, locally owned and operated, yet connected to the best brokers in the world through our affiliation with Leading Real Estate Companies of the World® on your team. Our referrals speak for themselves - our personal connection to our clients and our community makes the difference. Let it make the difference for you and your family.

# WORLD CLASS SERVICE

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The partners at Breckenridge Associates Real Estate have the knowledge and experience to handle all aspects of your transaction. We know that a single sale is not what makes our business successful, but rather our ability to develop long-lasting relationships. Our business consists of 80% repeat clients.

## LET SOME OF THE TESTIMONIALS SPEAK FOR THEMSELVES

*"very knowledgeable about both the local and national real estate markets and trends and is a true partner in both buying and selling scenarios. The whole team is courteous, fast, and professional." - Tyson Stark*

*"The best Realtors we have ever worked with, very patient, trust worthy and honest! Very responsive and proactive every step of the way" - Emily Holloway*

*"Our family had the absolute pleasure of working with Breckenridge Associates...."the service doesn't end with the sale." We thank Breckenridge Associates for a job well 'doing' because 'done' implies they've stopped working for us." - Scott Smith*

*"the whole staff at Breckenridge Associates are the absolute best Real Estate professionals I have ever worked with! My recent town home purchase is the third transaction they have done for me and everything was well thought through from A to Z. The personalized service and professional expertise were very helpful throughout the process." - Dr. Bill Herholtz*

*"Thank You again for helping us buy and then sell (9 years later) our lot in Breckenridge. Both experiences were handled professionally and the recent closing was completed on schedule with no issues." - Tom and Barb Tuttle*

*"The way you handled my unique situation was extremely skillful and I was amazed at the professionalism you showed throughout the transaction. Your advice and input regarding the sale were invaluable and led to a very quick & profitable transaction. I would recommend without hesitation your services for anyone in need of a real estate professional." - Dr. Ezell B.*

*"They were spot on with their identification of properties for us to view, their communication style, and their availability to assist us and respond to our questions. They made the purchase of our condo feel seamless. We truly appreciate their expertise and would highly recommend them to anyone" - Lisa Kosloski*

Our professional approach to the individual needs of each client instills confidence and trust in the real estate process. We are committed to going above and beyond your expectations.



# HOME TOWN TEAM

**Each of our Broker/Partners is an owner**, deeply invested in our company, community, clients and one another. We have worked together for decades, and are committed to creating the best real estate experience. This is our home, enabling us to share unique and important insights. We proudly own our historic building, which is centrally located in the heart of Breckenridge.

OUR LOCAL  
EXPERIENCE  
AND  
FAMILIARITY  
WITH OUR  
MOUNTAIN  
TOWNS IS  
IRREPLACEABLE



**Breckenridge Associates Real Estate** is independent of the corporate bureaucracy that characterizes most national and regional real estate franchises. Our business model revolves around the philosophy of promoting your property instead of promoting a franchise name. Our well staffed and welcoming atmosphere works to drive the right buyers to your listing.

# MARKETING POWERHOUSE

## REACHING BUYERS

### INTERNET MARKETING

With 95% of buyers utilizing the web as part of their real estate search process, marketing your property online is more important than ever. While we still use traditional print media such as our Source Magazine, mailings, signage, and flyers, we focus strongly on maximizing our digital touch points to reach potential buyers all over the world. Local market statistics help us to most heavily target specific regions where the greatest majority of our buyers reside.

### PREMIER WEB PRESENCE

We find buyers for your home through a network of the most frequented home-buying websites, multiple social media platforms, video, digital databases, and our own top-ranking website.

We use a search engine optimization and analytics specialist to ensure our website is always among the top results for keyword searches related to “Breckenridge Real Estate.” BreckenridgeAssociates.com outranks our competitors in both organic and pay-per-click results. Our website alone gives our clients’ properties an average of 9000 views per month. Property inquiries from the website are monitored seven days a week to provide immediate follow-up.

The Quick Search feature on our website makes it easy for buyers to find properties that fit their criteria, as well as comprehensive neighborhood information to help them discover lesser-known corners of the area. Our popular web cams, educational articles for buyers and sellers as well as expansive coverage of Breckenridge activities and insider tips serve to push even more visits to our site.

With our consistent web presence over the past decade, Breckenridge Associates is a reputable and credible online source in the real estate marketplace. As the industry and the world we live in goes through inevitable change, we are committed to continuing to adapt and grow to meet the needs of our clients.



[www.breckenridgeassociates.com](http://www.breckenridgeassociates.com)

# MARKETING POWERHOUSE

## REACHING BUYERS

### E-NEWSLETTERS

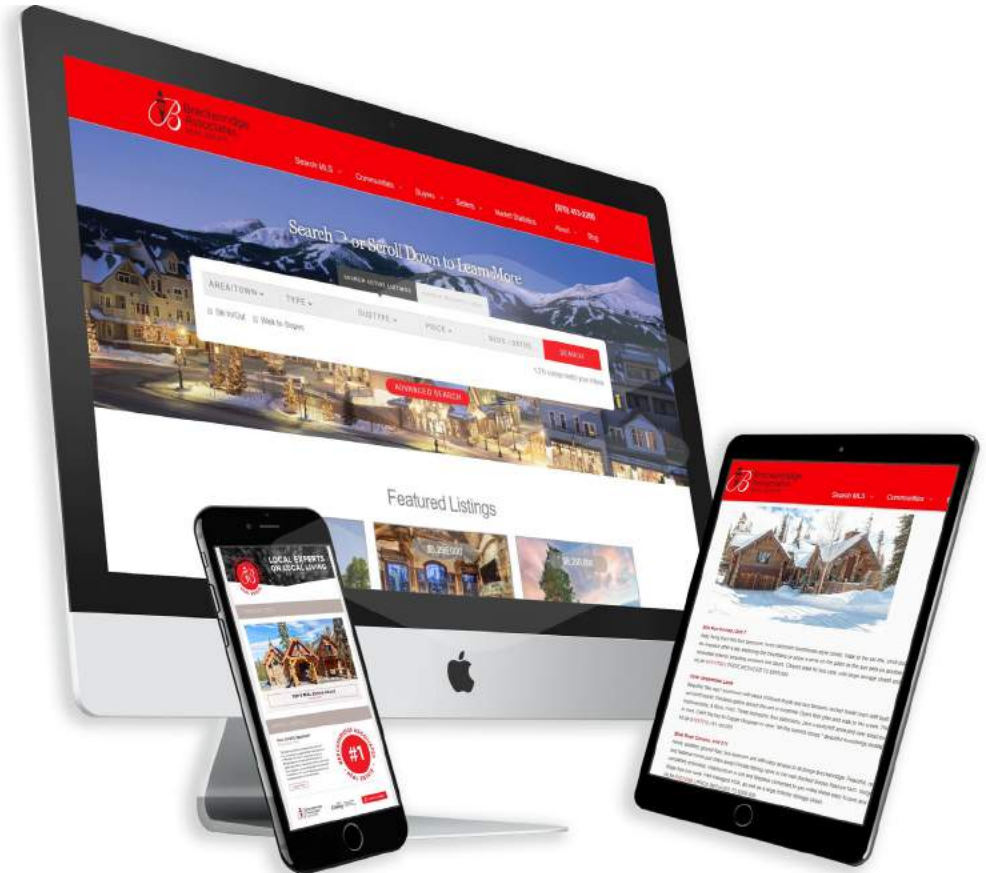
We send an engaging and informative newsletter to our growing database of 10,500 clients each month. This newsletter includes articles on the real estate market, Breckenridge Associates Top 5 Deals, tips for Buyers and Sellers, area activities and insider's best kept secrets.

### TOP 5 DEALS

Each month, our brokers select five of our listings to highlight in a video broadcast. This Top 5 video is included in the newsletter, posted on YouTube and featured in our blog, Facebook, Twitter, and Instagram.

### VIRTUAL TOURS

The opportunity for buyers to take a virtual walk through a home is becoming increasingly popular with the rise of sight-unseen purchases. These scenarios occasionally occur with a particularly hot property or when potential buyers are unable to travel right away. Virtual tours are also a valuable asset to help buyers understand a floor plan and spatial awareness.



# MARKETING POWERHOUSE

## REACHING BUYERS

INTERNET MARKETING

# realtor.com®



- > The Move network includes Realtor.com® as well as Doorsteps®, Moving.com™ and ListHub™, the nation's leading listings syndicator and centralized intelligence platform for the real estate industry;
- > Realtor.com® is the trusted resource for home buyers, sellers and dreamers
- > The most comprehensive source of for-sale properties, among competing national sites.
- > More than 42 million unique visits each year



# MARKETING POWERHOUSE

## REACHING BUYERS

### SOCIAL MEDIA CHANNELS

We are proud to have an incredible organic reach as we have maintained a long and consistent company presence on various social media sites, combined with our agents' personal social media accounts.



[facebook.com/BreckenridgeAssociates](https://facebook.com/BreckenridgeAssociates)



[twitter.com/BreckAssoc](https://twitter.com/BreckAssoc)



[instagram.com/breckenridgeassociates](https://instagram.com/breckenridgeassociates)



# MARKETING POWERHOUSE

## REACHING BUYERS

### SOCIAL MEDIA



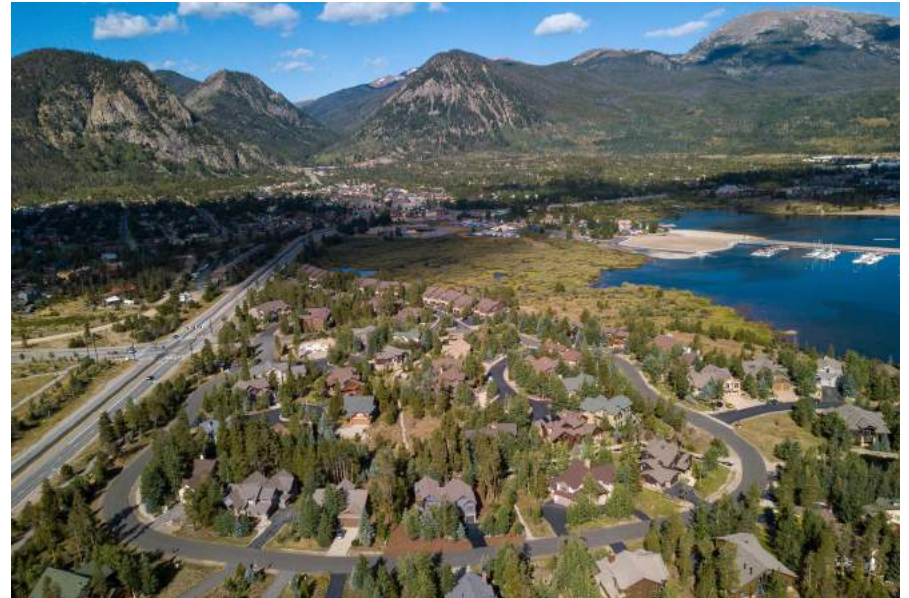
[Youtube.com/user/BreckenridgeAssociatesRealEstate/videos](https://Youtube.com/user/BreckenridgeAssociatesRealEstate/videos)

Because research shows that the majority of internet users watch videos, we use our YouTube channel to feature video tours of our Top 5 real estate deals of the month.



### DRONE TOURS

Virtual tours are increasing in popularity among potential buyers. Drone footage is a further extension of virtual tours that provides an ideal view of the entire space in one shot. It enables buyers to see the neighborhood, the terrain and proximity to town, trails, skiing, and other amenities. Listings with drone footage typically have an advantage over those without.





# MARKETING POWERHOUSE

## REACHING BUYERS

### PRINTED MARKETING

#### PROPERTY FLYER

Your property will be featured in a two to four page color printed brochure to be displayed at our office, a high-traffic location on Main Street Breckenridge, fully staffed seven days a week.



#### POSTCARD

New listings are featured in a “Just Listed” postcard and mailed to a targeted list of clients and prospective buyers.



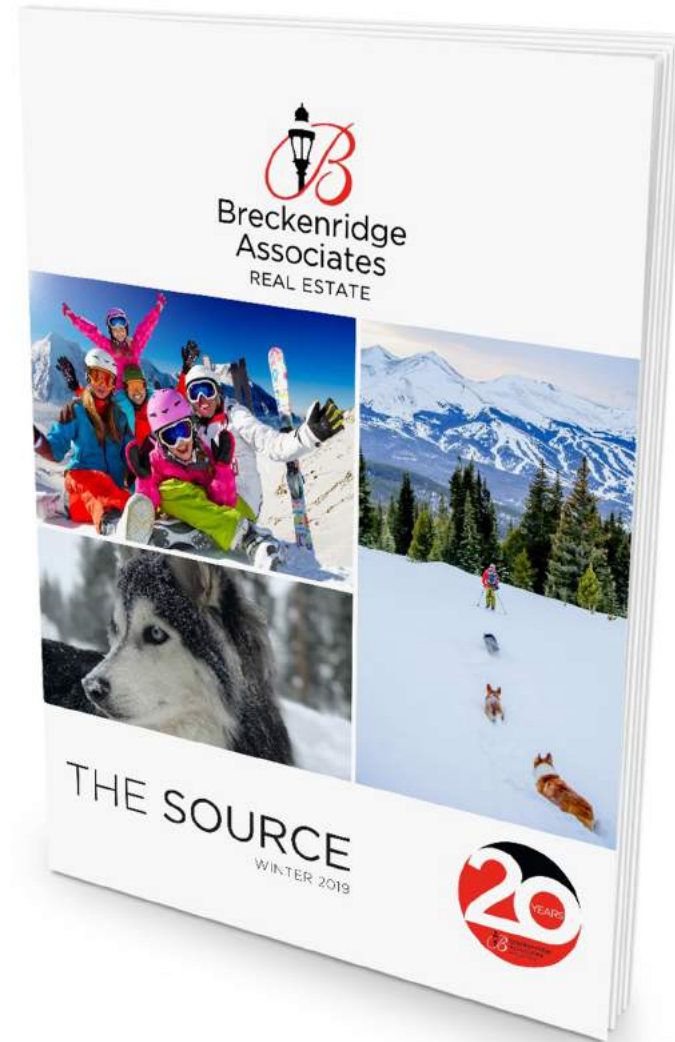


# MARKETING POWERHOUSE

## REACHING BUYERS

## THE SOURCE MAGAZINE

The Source Magazine is an engaging buyer's guide and go-to real estate source for Summit County. It provides readers with a snapshot of the current market and features real estate listings in Breckenridge, Frisco, Dillon, Silverthorne and Park County. The Source is created by our own experts at Breckenridge Associates and shares a bit of their buying knowledge with its readers. Over 6,000 copies are mailed to our database three times a year and distributed to key high-traffic locations throughout Breckenridge and Summit County. The Source is also viewable in an electronic version online.



# INTERNATIONAL EXPOSURE

## LOCAL EXPERTISE, GLOBAL CONNECTIONS, POWERFUL MARKETING

### MORE U.S. HOME SALES VOLUME

\$32 BILLION MORE U.S. HOME SALES VOLUME  
IN 2018 THAN OUR CLOSEST COMPETITOR  
AMONG THE TOP 500 FIRMS

#### INDUSTRY-LEADING SALES WORLD-CLASS SERVICE

1.1 MILLION  
GLOBAL TRANSACTIONS

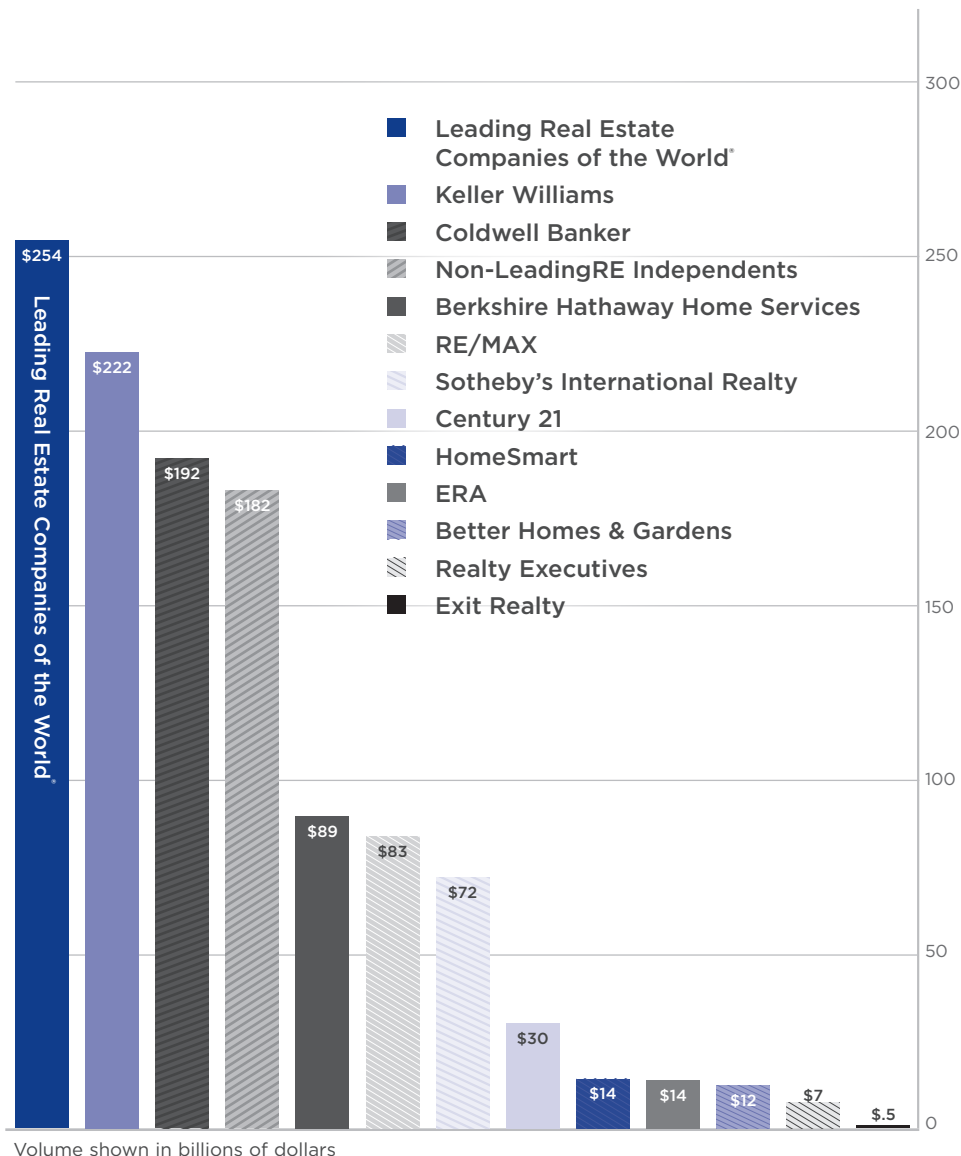
565  
COMPANIES

4,300  
OFFICES

130,000  
SALES ASSOCIATES

OVER 70  
COUNTRIES

As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



Volume shown in billions of dollars

This bar chart is sourced from REAL Trends Top 500 for 2018, realtrends.com

# TIPS TO SELL YOUR HOME

Staging should be part of your pricing and marketing plan. How you live in a home is different than how you sell a home. Setting the scene for a potential buyer is critical to realizing the best sale price. Remember, you have 7-10 seconds to impress a buyer.

## > SET THE STAGE

Create vignettes that let people imagine themselves in the home, like setting the table with inviting place settings.

## > MAINTAIN NEUTRALITY

Using neutral colors on the walls can help buyers create their own vision for the house. Keep the décor of your home coordinated by using rugs, artwork, lamps and items that all work together. New paint can make a place feel new and set the mood. Choose neutral colors, even on accent walls. Touch up scuff marks.

## > LESS IS MORE

The arrangement of furniture can be critical to show off the best features of your home, and inexpensive to fix. Less is more: removing some furniture can make rooms appear more spacious and clear pathways.





# TIPS TO SELL YOUR HOME

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## > BE GLEAMING CLEAN

Having a home that is clean is the most important quality a staged home can have. It should sparkle. This means being obsessive about wiping fingerprints off the refrigerator, water spots off fixtures, toothpaste off mirrors and crumbs off tables. Beds should be made without sheets. Have carpets, rugs, upholstery, and bedding professionally cleaned - even if you plan to take some of those items with you.

## > THAT NEW HOUSE SMELL

In preparing to show your home, avoid strong smells. Make sure to take out the trash and clean the refrigerator often. Fresh flowers on the kitchen table, soft music in the background, chocolates on the nightstand all cast a spell on buyers. Recruit someone who is not usually in the home to help detect any pet smells or lingering unsavory scents. Use plug-ins sparingly so that buyers won't think you are trying to mask unpleasant odors.

## > PAY ATTENTION TO THE DETAILS

If you never got around to a kitchen or bathroom makeover, replacing small items such as hardware, outlet and switch plate covers or light fixtures are inexpensive ways to make the room feel new.



# TIPS TO SELL YOUR HOME

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## > MAXIMIZE YOUR 'CURB APPEAL'

In summer, add colorful potted flowers and hanging baskets. Pull weeds and trim branches. Remove dead brush. Put away yard décor, yard tools, and outdoor toys. Clean gutters. Power wash sidewalks, porches, driveways, and patios. In winter, keep sidewalks and patios shoveled and driveways plowed so that potential buyers can easily come and go.

## > DON'T GET TOO PERSONAL

Get rid of excess clutter such as magazines, mail, laundry and shoes. Keep accessories to a minimal. Make rooms feel as big as you can. Photos and mementos should be cleared from shelves, the refrigerator and mantle.

## > TAKE CARE OF REPAIRS

Waiting to make repairs until after you find a buyer can be tricky. Save yourself some time and potential trouble by making repairs before you list your home. First impressions can make the difference between a sale and no sale. Keeping things simple can give you a leg up on similar houses on the market. Hot tubs, windows, fixtures etc. should all be in working order. Tighten loose handles (buyers will open everything). Replace all burned-out bulbs (replace with LED which have more lumens). Make sure everything is in good working order and has been recently serviced.



# GIVING BACK TO THE COMMUNITY

## SPONSORING LOCAL EVENTS

Our Home Town Team is deeply involved in preserving Breckenridge as a world-class destination. Through our participation in many local organizations and events, we hope to keep Breckenridge a gathering place for generations to come.

### > NATIONAL REPERTORY ORCHESTRA

Each summer our office hosts several front porch concerts featuring the very best young musicians from around the world who travel to Summit County to enrich the mountains with music. The National Repertory Orchestra provides an opportunity for young musicians to be part of an exclusive professional orchestra experience, while developing and refining their musical talents.

[www.nromusic.org](http://www.nromusic.org)

### > INTERNATIONAL SNOW SCULPTURE CHAMPIONSHIPS

The International Snow Sculpture Championships brings thousands of people to Summit County each January and has helped put our town on the map! Located in the Riverwalk Center, you can view the sculptures, meet the artists, vote on your favorites and even visit the Snowflake Lounge, which transforms into a cozy spot where you can learn about the history of the event. We are proud of our 30 year sponsorship of this iconic Breckenridge event.

[www.gobreck.com/event/international-snow-sculpture-championships/.org](http://www.gobreck.com/event/international-snow-sculpture-championships/.org)

### > BRECKENRIDGE MUSIC FESTIVAL

Donations to the BMF go toward year-round programming, including the Summer Festival, a Winter Series of concerts and supports the Festival Orchestra. Residents and visitors to Summit County can hear an array of great music in various settings because of this effort to provide music to the community.

[www.breckmusic.org](http://www.breckmusic.org)



**NATIONAL REPERTORY**  
*orchestra*

[www.breckenridgeassociates.com](http://www.breckenridgeassociates.com)



970-453-2200



# GIVING BACK TO THE COMMUNITY

## SUPPORTING LOCAL ORGANIZATIONS & INITIATIVES

### > THE SUMMIT FOUNDATION

We support this organization through the purchase of several premier patron ski passes each year that can be used at numerous Colorado ski resorts. The Summit Foundation supports community organizations that foster health and human services, education, art and culture, sports and recreation and environmental stewardship. The sale of these passes throughout the community raises nearly \$1,100,00 annually.

[www.summitfoundation.org](http://www.summitfoundation.org)

### > SUMMIT HIGH SCHOOL SPONSORSHIPS AND SCHOLARSHIPS

In support of our local youth, we have donated financial assistance to scholarships, sports and recreational clubs, including youth softball, hockey, soccer and mountain biking. As part of our commitment to ongoing education, we have set up a scholarship for recent graduates from Summit High School.

[www.shs.summitk12.org](http://www.shs.summitk12.org)

### > BRECKENRIDGE FILM FESTIVAL

Breckenridge Associates is one of the original and longest running donors to the Breckenridge Film Festival. We also sponsor opening night, which has featured Hollywood hits such as L.A. Confidential, American Beauty and Shawshank Redemption. Each fall a unique and varied array of independent films, premieres, receptions, educational programs and retrospectives honoring featured guests takes place high in the Colorado Rockies.

[www.breckfilmfest.org](http://www.breckfilmfest.org)



# GIVING BACK TO THE COMMUNITY

## SUPPORTING LOCAL ORGANIZATIONS & INITIATIVES

### > BRECKENRIDGE OUTDOOR EDUCATION CENTER

Donations to the BOEC, a national leader in outdoor adventure education, are used to help those with disabilities and special needs participate and find joy in outdoor experiences. The BOEC strives to integrate disability with ability providing frequent and accessible experiences for all.

[www.boec.org](http://www.boec.org)

### > DOMUS PACIS RESPITE

Domus Pacis Family Respite encourages cancer patients, their families and friends to escape to the beauty of the mountains and experience the peace that comes from creating joyful memories for the people they most cherish. The Domus Pacis Family Respite makes a difference in the lives of numerous families every year. Their goal is to conquer the logistical hurdles necessary to bring a family, including the member experiencing a traumatic illness, together.

[www.domuspacis.org](http://www.domuspacis.org)

### > FAMILY INTERCULTURAL RESOURCE CENTER

As a sponsor of the annual FIRC Fashion Show, the largest fundraiser of the year, we help support FIRC in their mission to serve Summit County, Colorado, in parenting education, emergency assistance, community support, a food bank, cultural integration and an affordable thrift store.

[www.summitfirc.org](http://www.summitfirc.org)



**Breckenridge  
Outdoor  
Education  
Center**





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Associates  
REAL ESTATE

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