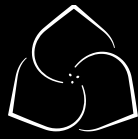




UTAH LUXURY
REAL ESTATE GROUP

SELLING YOUR HOME





UTAH LUXURY

REAL ESTATE GROUP

GREG MINER JD

435.668.7771

Greg@UtahLuxuryGroup.com

CRYSTAL ROBINSON

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Matt@UtahLuxuryGroup.com

UtahLuxuryGroup.com



Eagleford Ranch
\$25M

THANK YOU FOR YOUR TRUST

When you work with Utah Luxury Group, you work with a trained team of real estate agents that has the backing of the world's largest real estate company, consisting of 175,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach. Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

Thank you for the opportunity to represent you.



Hanna Woodley

Maverick Bolger JD

Greg Miner JD

Crystal Robinson

Greg Miner

TEAM UTLUX

TOP 1% WORLDWIDE

Top 100 Producing Teams Worldwide

#1 Group at KW Park City 2019, 2020, 2021, 2023

GREG MINER, JD

Greg Miner, JD is a native Utahn who bought his first property in Park City when he was 20 years old. As a young adult, Greg bought, built, and managed numerous houses in Old Town and Deer Valley and graduated from the Leadership Park City program in the early '90's.

After traveling extensively, earning a law degree from UCLA, and living in the Zion N.P. area of Southern Utah, Greg returned to Park City with his wife and three children. He co-founded the Utah Luxury Group with long-time collaborator Matt Green in order to use his expertise as a real estate attorney to help people achieve their dreams of living in an amazing place. Greg chose to settle in the Park City area because of its natural beauty and unparalleled lifestyle options, and he appreciates the interesting clients and properties he brings together through his work. He maintains a second home in Springdale, UT and continues to be involved in many Canyon Country real estate transactions.

In addition to managing home and land sales, Greg also works with developers, contractors, and builders to bring their housing development visions to fruition. The depth and breadth of Greg's real estate knowledge is unique in this industry and makes him a powerful agent for every type of transaction, from purchasing a first home to investing in luxury estate properties.



CRYSTAL ROBINSON | Realtor®

Crystal was born and raised in Summit County and has a deep connection to this corner of the world. Her interest in real estate was sparked by building and selling a handful of homes on her own.

Crystal has a background in accounting and business administration and a true love of helping people – a combination that makes her a valuable and versatile Utah Luxury Group team member. Crystal has been a licensed agent for over a decade and has particular expertise in the Eastern Summit County and Heber Valley markets. She's a whiz at juggling tasks and chasing down details, so you might find yourself chatting with her frequently during the process of listing or buying your home. In her spare time, Crystal enjoys hiking, biking, skiing and camping with her three young children.



MAVERICK BOLGER, JD | Realtor®

Maverick Bolger is from Colorado and studied as an undergraduate in Boulder (Go Buffs!), where he also met his wife - a Park City girl. Maverick holds a law degree from Lewis and Clark Law School in Portland, OR and worked as a litigator at a national trial law firm in the Midwest before finally rooting down in Park City. Maverick's Utah practice has exclusively concerned land-use, municipal, and development law. His other professional experiences are broad, spanning emergency medical services, C-suite consulting and sales, and freelance design and creative engagements. Maverick was drawn to the sales side of real estate by the magic associated with helping clients realize their dreams and discover some of the wonderful secrets the community has to offer. Maverick and his wife are backcountry skiing, mountain biking, and oat milk latte enthusiasts.



MATT GREEN | Realtor®

Head of Agent Growth & Partner Experience at Keller Williams Realty

International and a founder of the Utah Luxury Group serving Summit & Wasatch Counties. In 2011 Matt was recognized as one of Utah Business Magazine's "forty under 40" which recognizes forty of the most influential professionals in Utah under the age of 40. In 2008 he received the REALTOR of the YEAR award from the Park City Board of Realtors. Matt spent 4 years serving on the Board of Directors for the Park City Board of Realtors and was its President in 2007.



Matt's exceptional sales performance was recognized in 2008 when he was named the top producing sales associate for Keller Williams Utah and in previous years his production has placed him and his team in the top 10 of the nearly 70,000 Prudential Real Estate agents nationwide. After graduating from the University of Utah with a degree in Business & Real Estate Finance, Matt returned to Park City to enjoy the recreational lifestyle he loves. Matt's passion for the Real Estate profession and for Park City will be immediately evident. Matt is the recipient of the Certified Negotiation Expert (CNE) designation. A designation held by less than 1% of Realtors in the country.

HANNA WOODLEY | Licensed Assistant

Hanna Woodley, originally from Houston, Texas, grew up traveling to Utah frequently to visit family and to ski as much as possible. She graduated from the University of Texas at Austin with a degree in Communication, and after working in Human Resources for a large international Tech firm for several years, she was ready for a change of scenery. She found just that in Park City and quickly fell in love with the lifestyle of the town and knew she wanted to put down roots. With her background in various customer service positions and her friendly nature, it was only natural that she found herself in the world of Real Estate. Hanna has enjoyed growing in this field and loves providing support to the Utah Luxury Group and their clients in any way possible! She takes advantage of the beauty of Park City through skiing and snowboarding, camping and adventuring with friends, and exploring the local trails with her dog.



KELLER WILLIAMS OUTPERFORMS THE INDUSTRY AVERAGE

#1 in US and WORLDWIDE in 2023

Largest Global Real Estate Franchise

We are the largest independent real estate franchise in the world by agent count with more than 50 regions including US & Canada and more than 180K associates spread over 1,100+ offices and 285+ market centers.

180,000+ AGENTS WORLDWIDE

Source: headquarters.kw.com

Nº1 in US in Closed Units and Sales Volume

We outperformed the industry again in closed transactions and sales volume. In 2023, KW closed 895,600 transactions and \$379 billion in sales volume.

895K+ TRANSACTIONS in 2023

\$379B in Sales Volume in 2023

Source: headquarters.kw.com



#1 in UTAH in 2023

#1 Sales Volume

1. KW - \$3.93 BILLION
2. Summit Sotheby's - \$3.04 BILLION
3. Equity - \$2.87 BILLION
4. Berkshire Hathaway - \$2.65 BILLION
5. Coldwell Banker - \$1.92 BILLION
6. Real Broker - \$1.45 BILLION
7. Realtypath - \$1.34 BILLION

#1 in Transactions

1. KW - 6,426 UNITS SOLD
2. Equity - 5,407 UNITS SOLD
3. Coldwell Banker - 3,348 UNITS SOLD
4. Real Broker - 2,775 UNITS SOLD
5. Berkshire Hathaway - 2,714 UNITS SOLD
6. Realtypath - 2,691 UNITS SOLD
7. Century 21 - 2,576 UNITS SOLD
8. RE/MAX - 2,478 UNITS SOLD

Source: WFRMLS 2023

KELLER WILLIAMS EXCELLENCE

5 TOP FRANCHISES With the Top Sales Volume

- #1 Keller Williams ~\$439 B
- #2 Coldwell Banker ~\$294 B
- #3 RE/MAX ~\$291 B
- #4 Sotheby's ~\$146 B
- #5 Berkshire Hath. ~\$146 B

T3 Sixty Rankings - 2023

KELLERWILLIAMS
Luxury
INTERNATIONAL

Our luxury brand has sold
**MORE LUXURY REAL ESTATE
THAN ANY OTHER BRAND**
in the nation!

*Keller Williams agents sold more luxury
real estate (defined as the top 10% of
any market) by units in a survey of the
24 largest U.S. luxury markets where
data was available.*

Luxury.kw.com



Forbes

2023 BEST OF LIST

World's Best Employers
World's Top Companies for Women
America's Best Large Employers
America's Best Companies for Diversity
America's Best Employers for Women
America's Best Employers for New Grads

#1 in US

Keller Williams Realty is
#1 in the country in 2023

**AGENT COUNT
CLOSED UNITS
SALES VOLUME**

headquarters.kw.com

BEST of STATE

Real Estate Services in Utah



KW CARES

Our Keller Williams Public Charity

\$60M+ in GRANTS

6,284+ FAMILIES HELPED

kwcares.com



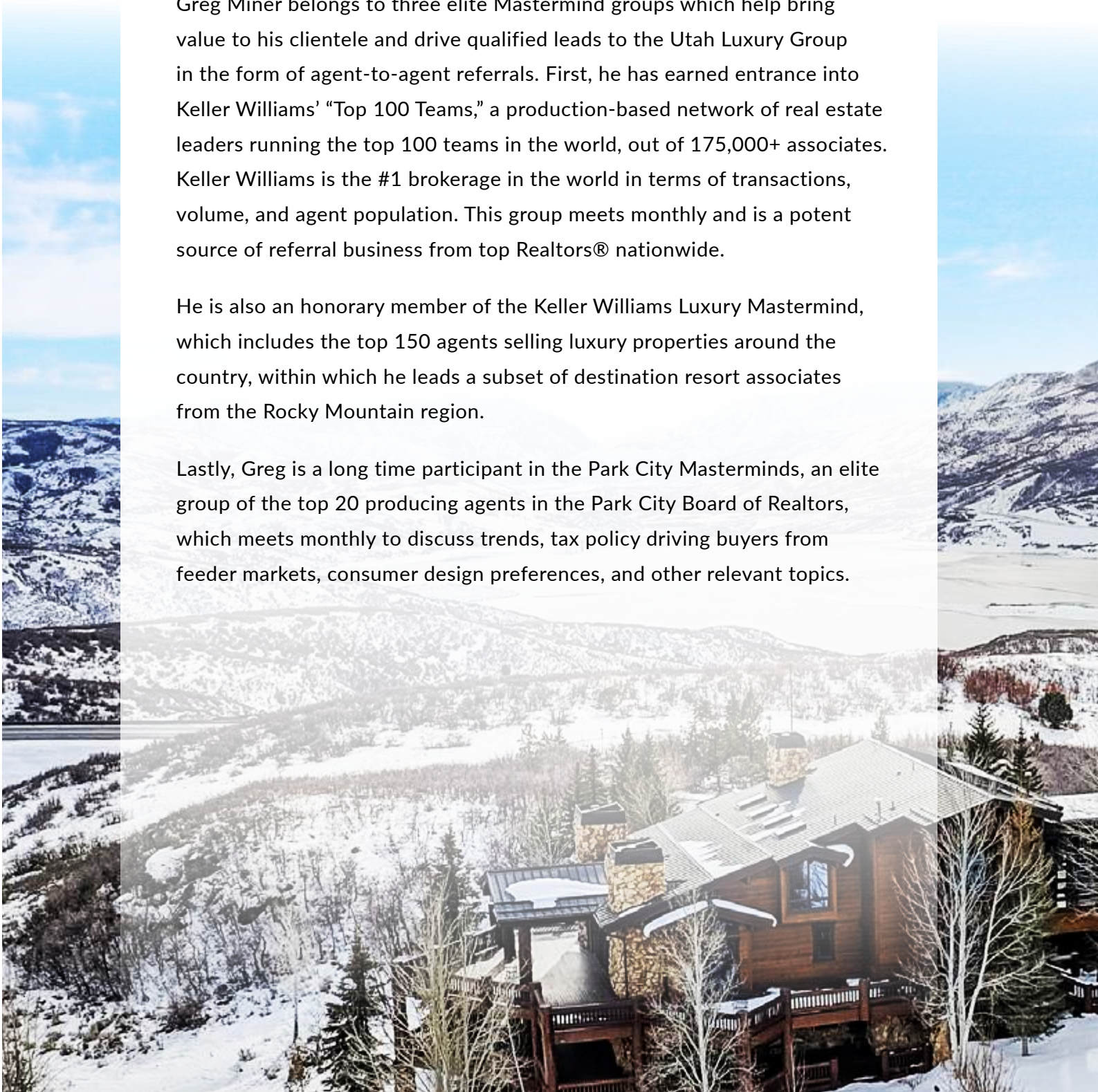
MASTERMINDS + NETWORK

KW LUXURY | TOP 100 TEAMS IN COUNTRY | PARK CITY MASTERMINDS

Greg Miner belongs to three elite Mastermind groups which help bring value to his clientele and drive qualified leads to the Utah Luxury Group in the form of agent-to-agent referrals. First, he has earned entrance into Keller Williams' "Top 100 Teams," a production-based network of real estate leaders running the top 100 teams in the world, out of 175,000+ associates. Keller Williams is the #1 brokerage in the world in terms of transactions, volume, and agent population. This group meets monthly and is a potent source of referral business from top Realtors® nationwide.

He is also an honorary member of the Keller Williams Luxury Mastermind, which includes the top 150 agents selling luxury properties around the country, within which he leads a subset of destination resort associates from the Rocky Mountain region.

Lastly, Greg is a long time participant in the Park City Masterminds, an elite group of the top 20 producing agents in the Park City Board of Realtors, which meets monthly to discuss trends, tax policy driving buyers from feeder markets, consumer design preferences, and other relevant topics.



KELLERWILLIAMS *Luxury* INTERNATIONAL

Utah Luxury Group is a member of Keller Williams Luxury International. Keller Williams agents lead in luxury homes sales.* We are the masters of luxury. In 2023, our agents sold 44,861 properties priced at \$1M+. This \$74.86 Billion market share solidifies our status as experts in luxury real estate. Hosting the world's largest agent network, an abundant community of investors, and opportunities for expanding your holdings across five continents, Keller Williams Luxury agents stand in a class of their own.

*Keller Williams agents sold more luxury real estate (defined as the top 10% of any market) by units in a survey of the 24 largest U.S. luxury markets where data was available.



The Boulders
ACTIVE LISTING
Listed at \$25M

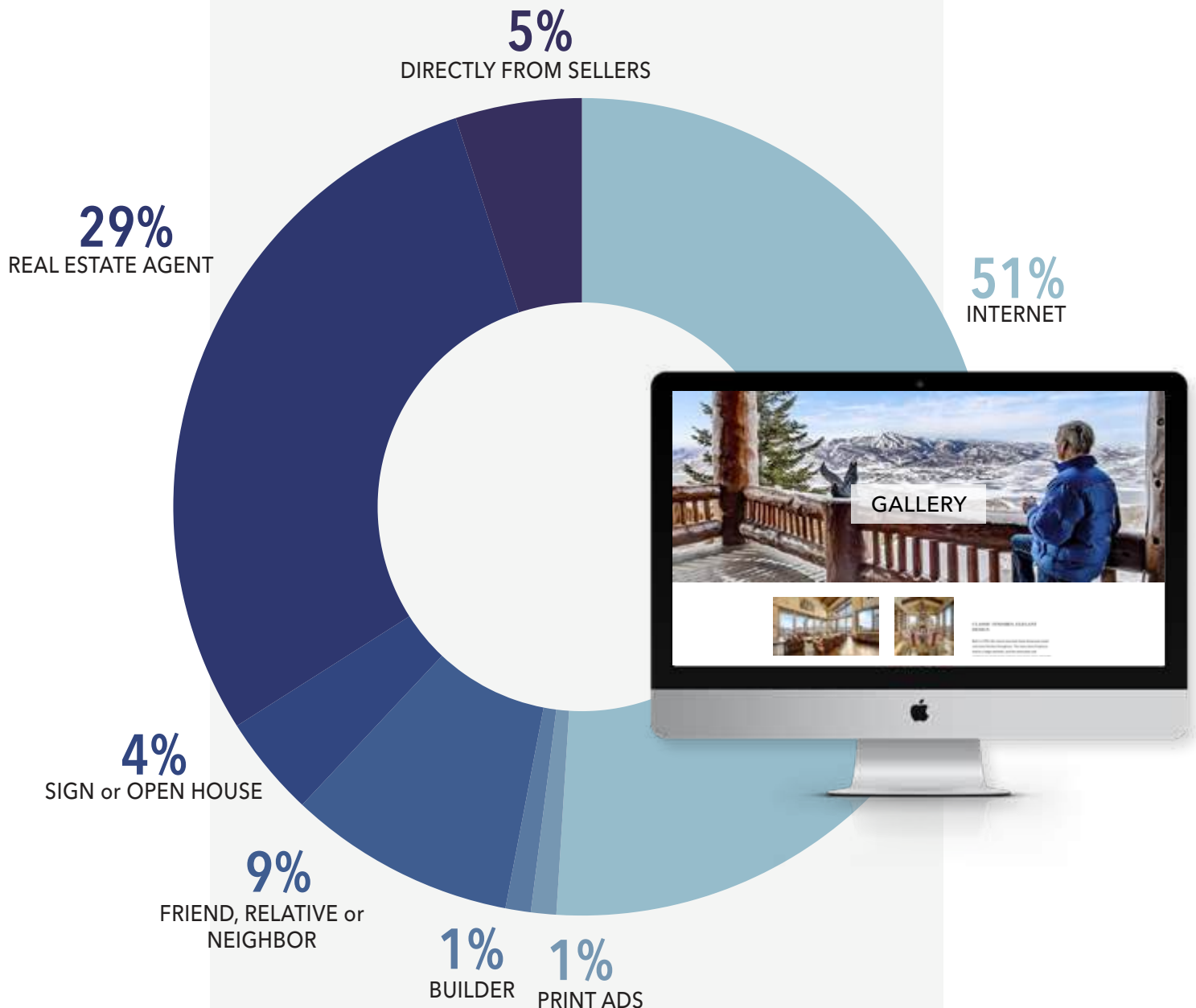
584 E Dutch Summit
SOLD 2020 / \$740,000



*86% of buyers
purchased their home through
a real estate agent or broker.*

HOW BUYERS FOUND THEIR HOME — IN 2023

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.



COMPLIMENTARY SERVICES

When you hire me as your selling agent, my services include,
but are not limited to, the following:

Initial Home Consultation

Professional Photography

3D Home Walkthrough Tour

Open House Event(s)

Property Brochures for Home Tours

Listing Shared at Weekly KW Team Meetings

Real-time Showing Feedback from Buyer Agents

Home Warranty to Cover the Unexpected Repairs During Selling

(this service is included when a 1 year warranty is purchased for the buyer)



A large, modern house with a swimming pool and patio. The house features a mix of brown siding and stone accents. A large window is visible on the upper level. The pool is rectangular and surrounded by a concrete deck. To the left of the pool, there are lounge chairs and patio umbrellas. The sky is blue with scattered clouds.

a complimentary
HOME
WARRANTY

2381 Lucky John Drive
SOLD 2019 | \$4.65M

STRATEGIC PRICE POSITIONING

PRICING YOUR PROPERTY
IS **NOT** DEPENDENT ON:

- what you paid
- what you need
- what you want
- what your neighbor says
- what another agents says
- cost to rebuild today



*10101 Church Road
SOLD 2021 / \$3,173,420*

You will be provided with a thorough overview of current conditions in your micro-market, and a comprehensive data analysis will be conducted to determine the price strategy that best meets your needs. The buying market has a short attention span. A property generates the most interest in the first 30 days after hitting the market. The number of showings is greatest during this time if it is priced at a realistic market value, with the aim to generate offers before the market moves on to newer listings.

KEY MARKET FACTORS

Nº1 PRICE

The price of your property is the key factor in determining how long it will take to sell. Our aim is to get you the best price for your timeframe.

Nº2 CONDITION

The condition of the property affects the price and the speed of sale. First impressions are critically important.

Nº3 COMPETITION

Potential buyers are going to compare the condition and price of your property to other listings on your area. This includes active listings, as well as recently-closed sales.

Nº4 TIMING

The real estate market is ever-changing, but the right pricing strategy accounts for variations in the market in order to achieve the best possible outcome for the sale of your property. The first 30 days on market are critical, which is why it is important to price correctly from the start.

Nº5 LOCATION

Location is the single most important factor in determining the value of your property.

Nº6 TERMS

Careful attention needs to be paid to the terms of sale in order to meet your objectives while also providing for the needs of prospective buyers.



MARKETING STRATEGY

No1 PREPARE YOUR HOME

Because home photos play such a large role in attracting buyers, we'll start with a walk-through home consultation on staging your home to highlight its best qualities for online and in-person impact.

No2 PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

No3 3D TOURS & AERIAL

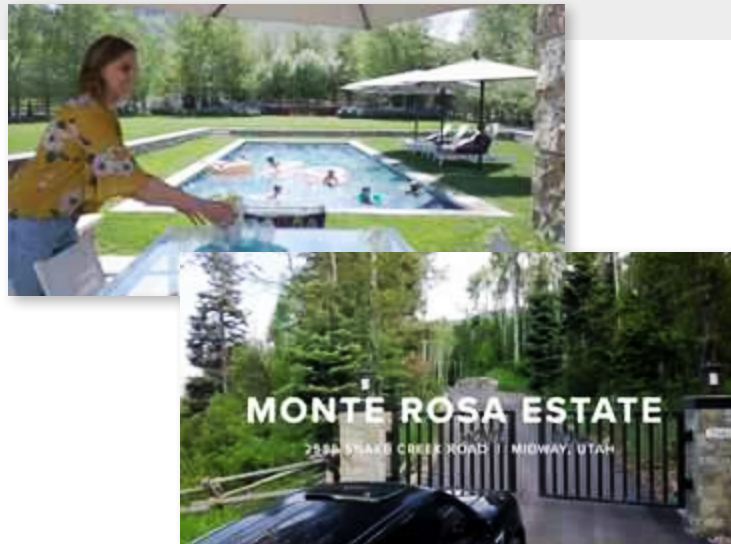
3D Home Tours are ubiquitous now since we've learned to socially distance and do so much from home virtually. Potential buyers can explore the entire home from the comfort of their home before they schedule an in-person showing.





No 4 LIFESTYLE VIDEOGRAPHY

A lifestyle video offers a way to not only show what a home looks like, its amenities, and its location, but also how life could be lived in it. A great real estate lifestyle video will create an emotional connection with a buyer, helping them mentally move in to a property.



No 5 CUSTOM WEBSITE

A custom website highlights your property's best features with detailed information, photo galleries, home tour videos, neighborhood information, and more. A custom site creates an exclusive environment to showcase your home without having to compete with other listings on real estate websites.



No6 BROCHURE

Property brochures showcase the best features of your home and will be passed out at Open House Events and delivered to the other local brokerages in the area.



No7 DIGITAL MARKETING

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of digital marketing tools in combination with my market expertise will deliver optimized social media and email campaigns to ensure your listing shines online.



No8 OPEN HOUSE

Open Houses are conducted by our trained agents. We utilize social media postings and events, email campaigns to both Realtors® and our extensive contact list, and print advertising to create exposure for your listing. We work to get feedback from every person who walks through the home.

No9 ANNOUNCEMENT

We feature new listings in our various mail campaigns, including newsletters, event promotions, and other collateral sent to our database and local neighborhoods.



JUST LISTED
Ski-In/Ski-Out Estate

555KingRoad.com | 55+ acres
555 King Road | Old Town | M12004805
4 bd | 5.5 ba | 7,084 sf | 55.93 acres | \$19,500,000

UTAH LUXURY REAL ESTATE GROUP
1750 Sun Peak Drive | Park City, UT 84098

KW PARK CITY
KELLER WILLIAMS REAL ESTATE

555KingRoad.com
for Information, Photos, 3D Tour, and Video



GREG MINER, JD
435.668.7771 | Greg@UtahLuxuryGroup.com

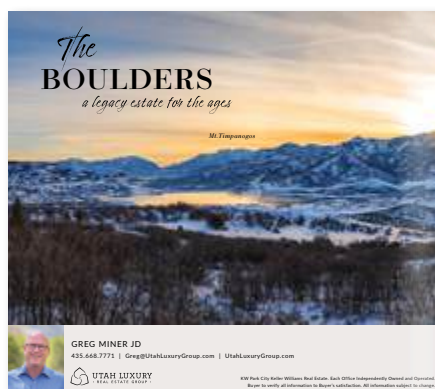
CRYSTAL ROBINSON | Realtor®
435.655.1335 | Crystal@UtahLuxuryGroup.com
Utah Luxury Group.com



John Smith
537 King Road
Park City, UT 84098

No10 PUBLICATION ADS

We'll place your property in our local KW Park City Park Record ad as well as in Homes & Land Magazine and KW Luxury Magazine - publications with local and international reach.



No11 REAL ESTATE WEBSITES

Your property will be marketed online through hundreds of the most popular homes search sites. Homes listed at \$1M or more will be featured in Mansion Global, The Wall Street Journal, Barron's, and MarketWatch. Readers look to these publications for trusted information when making important investment and luxury purchase decisions.



THE WALL STREET JOURNAL.



Listings are featured across WSJ.com's international sites: WSJ U.S., WSJ India and WSJ's Chinese & Japanese Language Editions.

32.2 Million	⋮	272 Million
Monthly Uniques	⋮	Monthly Page Views

	WSJ	
32.2M	⋮	272M
Monthly	⋮	Monthly
Unique Visitors	⋮	Page Views

	MANSION GLOBAL	
2.4M	⋮	6.5M
Monthly	⋮	Monthly
Unique Visitors	⋮	Page Views

	BARRON'S PENTA	
4.8M	⋮	22.1M
Monthly	⋮	Monthly
Unique Visitors	⋮	Page Views

	MARKETWATCH	
28.4M	⋮	172M
Monthly	⋮	Monthly
Unique Visitors	⋮	Page Views

YOUR HOME WILL APPEAR ON 150+ REAL ESTATE SITES INCLUDING

realtor.com®

Zillow®

trulia®

REDFIN

TOP TIPS

to get your home sold

1. Clear all flat surfaces of everything other than non-personal decorative items. This includes horizontal and vertical surfaces.
2. Reduce clutter and arrange furniture to maximize open space. Sort through closets, drawers, and storage areas. Toss what you can; organize the rest. If you have too much furniture in your home, put some pieces in storage to make a better first impression.
3. Clean. Not only should your home be spotless, it must be clean. Apply elbow grease and strong cleansers to surfaces inside and outside your home. Clean the window sills. Consider painting if cleaning doesn't do the job. Clean curtains and draperies, shampoo rugs, and wax floors.
4. Sparkling windows are a signal to buyers that you care about your home. Clean your interior and exterior windows. Whenever your home is being shown, open your curtains to let the light in.



5. Make sure all lighting fixtures and bulbs are working.
6. Make minor repairs. Tighten loose knobs, fix leaky faucets, clean or replace discolored sinks, lubricate squeaky hinges, clean out clogged drains, replace filters, secure loose shingles, tighten loose banisters, repair doors, door knobs, and remove stains.
7. Appeal to the senses, and create an appealing aroma. Burn candles or potpourri, boil a pot of cinnamon sticks, or put a dab of vanilla on cold light bulbs before turning them on.
8. Spruce up the front. Put potted plants by the front door. Buy a new doormat. A coat of paint on the door, accents such as new house numbers, a door knob, and pruned bushes will make a good first impression.
9. Paint. Light, neutral colors such as beige, white, off-white, or gray have a broader appeal and can make small rooms seem larger and airier. If you have outdated wallpaper, remove the paper, and paint the walls. Choose quality paint. Caulk and fill nail holes before painting.
10. Repair a leaky roof, and then paint over any watermarks on the ceiling. Don't paint to hide a problem. Always repair and then paint.
11. Repair a wet basement as applicable. The problem can be as easy to fix as installing covers over window wells. If a moisture problem calls for more extensive repairs and you are not able to make them, be prepared to explain the problem to a buyer. Don't try to cover up the signs of a wet basement.
12. Update the bath. If cleaning and painting can't make a dingy bath dynamite, consider replacing the vanity and sink, installing a new floor covering, or resurfacing a stained bathtub. Even a new shower curtain or toilet seat can work wonders.
13. Make the most of decks, patios, porches, and other outdoor entertainment areas, such as a pool or hot tub. Keep all indoor and outdoor areas clean and clutter-free, including covered trash cans.
14. Install outdoor lighting that properly illuminates your entrances, walkways, and drive. Turn on all those outdoor lights when your home is being shown.
15. Make sure the garage has been swept, and try to remove any stains from the floor. Paint your mailbox post.

HOW TO SELL YOUR HOME

...quickly

De-clutter

Neutralize Colors

Deep Clean

Make Repairs

Aroma Check!

Up the Curb Appeal

Open Blinds and Curtains



DEADLINES TO REMEMBER

SELLER'S DISCLOSURES

(3-5 days after buyer's offer has been accepted)

Documents provided by the seller of a home that list any known issues with the property and/or any projects completed during the time that they have owned the home. These documents are typically provided by the seller within a few days of mutual acceptance of an offer, and the buyer will be given a specified amount of time to review them. Seller disclosures are not a substitute for a professional home inspection.

DUE DILIGENCE

(10-14 days after offer has been accepted)

A contractually-specified period of time during which the buyer is able to perform any applicable inquiries related to the home (home inspection, title, HOA-related, etc.) to their satisfaction. The buyer can terminate the purchase contract at their discretion during this period.

APPRAISAL & FINANCING

(14-50 days after offer has been accepted)

The period of time allowed for in the contract for the buyer to have a professional appraiser assess the market value of the property and to secure funding for the home.

SETTLEMENT + CLOSING

(21-30 days after offer has been accepted)

The settlement date is when all the required documents are signed and funds are paid. Closing is the final stage of the transaction, when the ownership of the property is transferred to the buyer.



*Monte Rosa Estate
SOLD 2020 / \$4.995M*



ask me about my
**RECOMMENDED
VENDORS**

MOST COMMON INSPECTION CONCERNS

Roof & Structure Integrity

Site Grading & Drainage

Foundation Flaws

General Upkeep

Defective Plumbing

Faulty Electrical Wiring

Heating + Cooling Performance



WHAT TO EXPECT AT CLOSING

The escrow officer will examine the purchase contract and identify what payments are owed and by whom. The officer will prepare the necessary documents to conduct the closing, during which they will ensure that taxes, title fees, real estate commissions, and other closing costs are paid. The escrow officer will also make sure that the buyer's ownership is recorded and ensure that you receive all the funds to which you are entitled.

WHAT TO BRING TO THE SIGNING

keys, codes, and garage door openers to the house

government-issued identification

your good writing hand



5-STAR CLIENT REVIEWS

This team worked for our family above and beyond any expectations I would have for realtors. They were truly consultants, counselors, advisers and ultimately, friends. They are most certainly experts. Most enjoyable real estate transaction I have ever been part of.

- Dave W.

We sold our home and purchased another with Utah Luxury (within 7 months and during a pandemic). Due to Utah Luxury Group's ability to navigate complicated circumstances, we were able to overcome a couple of hurdles that arose in both selling and purchasing. Working with Greg and Crystal was fantastic! They have advanced knowledge and excellent connections. I hope we don't have to buy or sell ever again (#foreverhome), but if we do we will definitely go with Utah Luxury Group. They are the best real estate agents in Park City!

- Whitney A.

Everyone and everything about this TEAM is fantastic to help find your dream home. From the first contact via phone or virtual, you feel absolutely welcome and comfortable. Follow up and follow through has been wonderful. I would recommend to anyone.

- Bax B.

Greg and Crystal helped us find our dream home in a most competitive market. They are super professional and have a very level high of expertise. Greg is also an attorney making the transaction painless and easy. Not to mention they are just really friendly, fun people to be around. There should be no hesitation in choosing this group out of sea of real estate brokers- they stand out and deliver results.

- S.P.

We can't tell you how much we have enjoyed working with you and your firm. By far, you both, have been the most professional and conscience team we have ever had the pleasure of working with. Our two recent purchases were anything but easy. You guys worked your butts off to make both deals happen. Dawn, myself and both boys couldn't be happier that you were our real estate team. If ever, we can repay the favor, please don't hesitate to ask. You can rest assured that the next time someone asks us for a referral it will be you guys and your team.

- Dawn & Joe R.



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KW PARK CITY
KELLER WILLIAMS. REAL ESTATE