

MOUNTAIN REAL ESTATE TEAM



Sellers Guide



YOUR HOME
DESERVES A

Big Brand

“People who say, brand doesn’t matter don’t have a brand. They don’t want to acknowledge the incredible power of having a universally known name and logo.”

— Dave Liniger, Founder of RE/MAX



The Mountain Real Estate Sellers Guide

HELLO & THANK YOU

Real Estate is a complex business. In these times of constant change, it is more important than ever to partner with someone who cares about you and cares about the valuable asset that is your home. That is who we are, and our commitment is to make the process of selling your mountain property approachable and rewarding from start to finish. The Mountain Real Estate Team is a team with unmatched experience, superior local expertise, and a proven track record that includes:

- Induction in the RE/MAX Hall of Fame.
- 400+ million in lifetime sales in Colorado.
- Average sales price 4% higher than the Summit County average.
- RE/MAX Chairman's Club, Platinum Club, and 500 Club.
- RE/MAX Lifetime Achievement Award.
- The #1 Brokerage in Summit County & #1 Brand in North America.

Every move or investment is motivated by a desire to change - moving up, downsizing, or doing a complicated 1031 Exchange. It is our job to support and guide you in every possible way to achieve your real estate goals as smoothly and successfully as possible.

Thank you for the opportunity to work with you. It is a pleasure to be of service!

- The Mountain Real Estate Team

Kelli, Cassie & Steven

RE/MAX
PROPERTIES OF THE SUMMIT
Each Office Independently Owned and Operated.

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THE BENEFITS OF WORKING WITH OUR TEAM

It's important that you keep in mind that a vast difference exists in the level of expertise and quality of service provided by real estate agents when selling your home.

Give yourself the advantage of working with the very best—and see what “the difference is in the details” really means!



Experienced, Highly Trained Representation

With a combined 47 years of Summit County Real Estate experience, we know how to successfully market your property and guide you effortlessly through the selling process. We do this by asking questions and listening carefully to your needs. We are fully committed to your goals, and we take our role as your representative and advisor seriously. Our career is real estate - our career is you!



Expertly Led Negotiations

Over the course of a year The Mountain Real Estate Team typically helps over fifty families, whereas the average real estate agent sells less than eight properties a year. This outstanding level of success is a direct testament to the market expertise and negotiating skills that give our clients a distinct, major advantage. Our vast experience gives us the tools needed to attract serious buyers, negotiate the strongest offers, collaborate with all parties, and get your sale across the finish line - all while prioritizing you and your goals.





Local Resources You Can Trust

When selling in small, tight-knit communities such as the Summit County area, partnering with true, local experts is essential. Our team is proud to call Summit County home, and we are proud to call our clients our neighbors. Over 90% of our clients come from outside of Summit County, and we are experts in long distance transactions. We are your boots on the ground, and we make ourselves available for every in-person need that arises during the selling process. In addition, we have built working relationships with everyone from local lenders, title company officers, contractors, property managers, and municipal contacts, to most importantly, other real estate agents. We count on our professional relationships to set our sellers up for success, and give us an edge in getting the deal done. Our vast network of local resources ensures you always have someone to call on.



A Premier Team of Specialists

Choosing The Mountain Real Estate Team means you'll be partnering with a specialized group of experts who work together as a cohesive unit to ensure every detail is taken care of for you. We invest fully in continued education, Realtor training, modern technological tools, and more, to help us best serve you. So from the first property that piques your interest, to the closing table, we've got you covered!



Dedication

The Mountain Real Estate Team may just be the hardest working group you'll ever meet. With patience, decades of experience, and extensive market knowledge we are here for you before, during, and after the sale of your property. Happy clients create more happy clients; therefore it's no surprise that approximately 70% of our business comes from repeat and referred clients. We've included their testimonials throughout this package for you so you can see for yourself what it's like to work with The Mountain Real Estate Team.



An Industry-Leading Marketing Strategy

Our industry-best marketing strategies ensure that your property is seen in its best light, by the highest number of potential buyers. From high-end photography and videography, to comprehensive listing syndication, to dynamic targeted marketing campaigns, our methods get our sellers results. We combine the strength and global influence of RE/MAX - the No. 1 name in Real Estate - with a refined look and luxury-market resources designed specifically for the Summit Area market. Highlighting the best attributes of your property is proven to maximize your return on your investment when you sell. That's why The Mountain Real Estate Team never compromises when it comes to our marketing package; the full power of our deluxe visuals, global advertising campaigns, online media presence, and more, is included for all of our listings without question.



Take a look at our marketing in action. Our marketing plan for this property helped our sellers sell for a record breaking price in their area.



The Mountain Real Estate Sellers Guide

THE RIGHT CHOICE TO REPRESENT YOUR INTERESTS

An Area-Leading Market Positioning Strategy

When listing your property, it is critical to position yourself strategically in relation to other properties on the market. Doing so generates positive interest, motivates potential buyers, and leads to the great results you want! Our customized approach to market positioning has put us at the top of our field in:

Average Days on Market:

Summit County: 49 Days

Mountain Real Estate Team: 2.5 Days

Average Sales Price to List Price:

Summit County: 97.59%

Mountain Real Estate Team: 101.62%

*In 2023 Source: Summit Association of Realtors





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THE RIGHT CHOICE FOR THE 2024 MARKET

A Team With Increasing Production In A Shifting Market

The last three years have seen unprecedented highs in Summit County Real Estate. Since Spring of 2022, a variety of factors unique to the Summit Area have caused dramatic shifts to our local market. Because of these rapid and complex transitions, the top brokerages throughout our area have seen a downturn in production. The Mountain Real Estate Team believes in innovation, adapting new strategies, and progressive thinking throughout times of change, and that mindset substantially increased our production in 2023.

Total Sales Volume 2023 vs 2022

Slifer, Smith & Frampton: -22%

Breckenridge Associates: -16%

RE/MAX Properties of the Summit: -11%



Mountain Real Estate Team: +10.5%

Source: Summit Association of Realtors





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OUR LISTING PACKAGE

Marketing Highlights

Our Marketing Plan Is Our Investment In Your Sale



Aerial drone photography, deluxe MLS visuals, videography, true twilight photography, Matterport, and interior vignettes. Multimedia shot and produced by teams out of the luxury Vail, Aspen, and Cherry Creek markets to set our Summit listings apart from the crowd. Our full multimedia package is not something we only order when a seller requests it - it's something we do for all of our listings no questions asked!



Full-length, high-end property video, which includes both exterior drone shots and phenomenal interior walkthroughs. Premium video marketing syndicated to 15+ global listing websites such as Zillow, Realtor.com, and REMAX.net, and linked on all of our digital marketing material.



Video digital advertising, in which we remix our footage into shorter clips. We format these video clips for each specific platform that we run targeted marketing campaigns on i.e. wide angle loops for Google Ads, remixed Reels set to trending audio for Instagram, etc. to make sure our ads hit the metrics needed to maximize views/engagement.



Continuous targeted marketing campaigns on Google run by a renowned real estate SEO professional. We are lucky to be clients of his, as his client list is limited to one team per geographical area.



Boosted social media ads of the home and listing through the Meta platform and YouTube.



Our Investment In Your Sale Cont.



Organic Meta content of the property throughout the sales process, which typically generates over 20k impressions.



'Coming Soon' and 'Just Listed' digital flyers to all Summit Area Realtors, and over 15k realtors in our teams' direct referral network.



'Just Listed' digital posting to over 100k RE/MAX agents worldwide.



Continuous 'Just Listed' and 'Featured Listing' features on our website, client newsletters, blog, REMAX properties of the summit website and REMAX Breckenridge and Frisco windows.



Buyer Open Houses hosted as routinely as desired by us, the listing agents, with a focus on selling your property and providing immediate answers to buyers' and Realtors' questions.



Features on the Summit Realtors Breckenridge property tour, RE/MAX property tour, and a Parade of Homes submission (if desired).





Our Investment In Your Sale Cont.



Professionally designed and printed 'features of the home' marketing material to be displayed in the home for buyers to take at their convenience.



A classic flyer box on our RE/MAX Collection For Sale yard sign. An oldie but a goodie!



Staging of the property for every showing and open house. We highlight all aspects of a home's renovations, upgrades or unique features with professionally printed signage throughout the residence. Before each showing, we come 'open' the property by turning on lights, opening blinds, and unlocking exterior features (if desired). We also 'close' everything down once the showing is finished to ensure the property is safely secured and cared for.



Print marketing features in our local RE/MAX homes guide, the Mountain Real Estate Team homes magazine, and more.



Ensure any boundaries or showing requests of our sellers are communicated and respected. Our clients trust us with one of their most valuable assets - their home - and we take that responsibility seriously.



"...provided great advice on when to list, how to market in a mountain town, and whether/when to re-evaluate our approach..."



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MEET KELLI

About Kelli

My Dad was in the military, and we traveled and moved frequently throughout my childhood. One of our moves brought us to a small Bavarian town nestled in the Alps, where I developed my deep passion for the exhilarating activities and lifestyle of the mountains. It's no wonder that I fell in love with Breckenridge. Having originally come for the skiing, I, like so many, stayed for the summers. When not working, I'm usually outside, watching deer and fox trek through my yard, hiking with my dogs, working in my gardens, or out playing with friends and family on my boat.

During the slower season, I love to explore new places and learn about the people and culture. I think my travels, both as a child of the military, and today, have helped me relate to and communicate with clients from all walks of life, while helping them find their perfect Summit County property. By closely listening, learning and understanding their perspectives, I can narrow their search options to properties that match their wants and

needs. Every property, every buyer and every transaction presents a new challenge, which keeps it fun and exciting for me.

Why Kelli calls Summit County home

Simply put, it's just an amazing place...from the breathtaking mountain ranges and beautiful rivers to the tiniest alpine flower, it's no wonder so many people choose to vacation here— I am fortunate enough to call it home. Having moved here in 1993, I am still wide-eyed when taking in all the sights and experiences that Summit County has to offer; the abundant wildlife, Victorian architecture, locally owned shops and restaurants and, most of all, the friendly residents.

Kelli the Realtor

I have been a full time Realtor® in Summit County since 1997, and year after year, have been in the top 1% of agents nationwide. I have also been voted best Realtor in Summit County several times. My passion for the area as a longtime resident, my extensive market knowledge and negotiating skills have served clients looking for permanent and/or vacation properties throughout the county. Whether you're considering a scenic Lake Dillon condo or a quiet Breckenridge log cabin, I will provide you with the highest level of service to ensure that your home buying experience is as transparent and easy as possible.





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MEET STEVE

About Steve

I grew up in a small community in Wisconsin, which is where I acquired my strong work ethic and passion for the great outdoors. After graduating with a BA in Business from Wisconsin, I quickly moved to Summit County to pursue my mountain living dreams. Like many others, my free time is filled with seasonal outdoor activities that I can enjoy with my good friends and family. Although I have experimented with just about every mountain sport, my true passions are snowboarding & snowmobiling, golf, backcountry camping, hockey, fly fishing and archery. At the end of the day, there's nothing better than time spent in the woods with Cassie and our dog, Buddy.

Why Steve calls Summit County home

I am proud to have called this incredible mountain town of Breckenridge home for over 15 years. The great people within the community, the endless views and the abundance of outdoor activities are just a few reasons I will always call Summit County my home.

Steve the Realtor

As a seasoned Real Estate professional, I recognize and value the trust my clients

place in me and strive every day to exceed their expectations. My professional career has been predicated with an entrepreneurial spirit and desire to help others. The sense of accomplishment I get in helping people fulfill their dreams of living in the mountains is my greatest joy.

My extensive background with home construction and renovations gives me unparalleled insight into the realities of homeownership. I'm determined to provide my clients with the information they need throughout the real estate process, and you'll find me doing whatever it takes to get any problem solved. I am also a leading force in the mountains in the use of video for both marketing and virtual showings. Real Estate is forever evolving, and I appreciate being at the forefront to best serve my clients. I look forward to showing you why I am regarded as one of the most dedicated, knowledgeable, and hardworking agents in the business!





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MEET CASSIE

About Cassie

I was born and raised in Portland, OR, in a family of outdoor adventurers. I started skiing when I was two years old, and my summers were spent camping with my parents throughout the West. As a teenager, I fell in love with the backcountry - whether by foot or by skis - and dedicated myself to finding a way to live as high in the mountains as possible. I attended The Colorado College, where I earned my BA in Cultural Anthropology in 2006, and I moved to Breckenridge in 2010, where I met Steve. Following our dreams of calling the Colorado Rockies home is what brought us together, and helping all those who want to do the same is what inspired us to enter the world of Real Estate. We still live in town with our rescue dog, Buddy, and love being a local

resource for our clients!

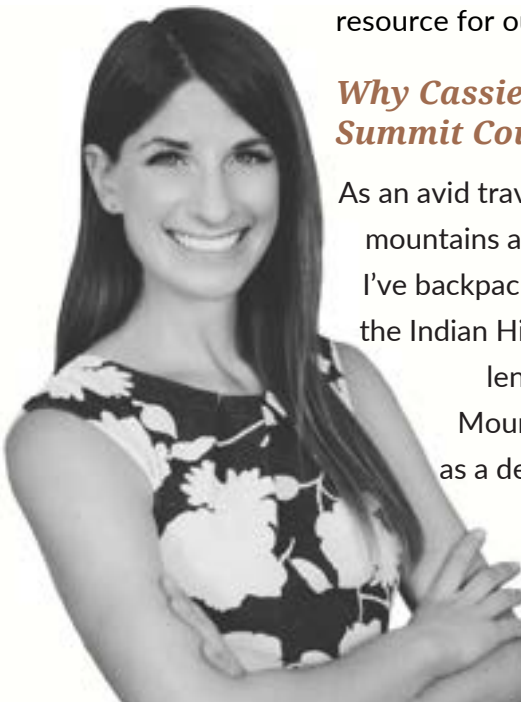
Why Cassie calls Summit County home

As an avid traveler, I've chased mountains around the globe. I've backpacked 120 miles of the Indian Himalayas, ran the length of the Coast Mountains of Canada as a deckhand, trekked throughout the Andes and the Alps,

and summited 40 Colorado 14ers so far, but Breckenridge is undeniably where I found my home. This adventurous, close knit community welcomed me with open arms, and ever since, it's been my mission to share with others what makes this place special.

Cassie the Realtor

After getting licensed in 2019, I immediately utilized my understanding of modern homeownership to provide value to our clients. I bring over a decade of local experience in Property and Vacation Rental Management to our Real Estate team. As a director for a premier Summit County Property Management Company, I helped successfully integrate our properties with several global platforms to grow our operation into the largest short-term rental company in Colorado. Nowadays, identifying a property's rental and investment advantages is critical to understanding the full potential of every home. My multi-faceted expertise on the topic makes me an unmatched asset to our buyers. In addition, I am dedicated to making the real estate process approachable and rewarding. I am here to ensure no detail is overlooked, and to support you through every step of the transaction. Buying a Colorado mountain property should be enjoyable - assuring that is why I'm here!



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ESTABLISHED REPUTATIONS

Deliver Results

Productivity Is Inspiring

The RE/MAX network is built to service a global market with modern and tech-focused promotions to stand out.

Since 1973, RE/MAX agents have held long established reputations for delivering results through advertising expertise, industry leadership, and limitless passion.

The first real estate brand to close
2 MILLION
total transaction sides in one year⁴

RE/MAX[®] agents,
on average, outsell
the competition
2 TO 1¹

RE/MAX
16.5
transaction sides
per agent²
Competitors 7.6 sides per agent

RE/MAX Teams
26.6
transaction sides
per agent¹

¹Source: Based on 2021 transaction sides cited in three surveys of the largest participating U.S. brokerages. The 2022 RealTrends 500 includes data for 1,733 brokerages with at least 500 transaction sides each. The 2022 RISMedia Power Broker Top 1,000 and the 2022 T3 Sixty Mega 1,000 each include data for 1,000 brokerages with the highest sales volume. ²Based on 2022 RealTrends 500 data, citing 2021 transaction sides for the 1,733 largest participating U.S. brokerages. ³RealTrends 2022 "America's Best Real Estate Professionals," based on 2021 residential transactions data from participating U.S. agents. Using RealTrends brand/affiliation breakouts, brands with at least 150 teams qualifying for transaction sides are included. ⁴Independents" include affiliates of Leading Real Estate Companies of The World. ⁴Based on worldwide total transaction sides for full-year 2021.





#1

Largest Global Presence

#1

Name In Real Estate

#1

Most Trusted Real Estate Agents in North America



1Source: MMR Strategy Group study of unaided awareness. 2RE/MAX has a presence in over 110 countries and territories, more than any of its competitors. 3RE/MAX has the #1 Most Trusted Real Estate Agents according to a BrandSpark® study in the USA and Canada.



CHECK OUT THE FACTS:

★ The Mountain Real Estate Team has been in the elusive RE/MAX Chairman's Club since the team's inception. Less than 1% of RE/MAX teams reach this level.

Kelli is in the RE/MAX Hall of Fame and

★ the recipient of the RE/MAX Lifetime Achievement Award.

Steve is a multi-time recipient of the

★ RE/MAX Platinum Club Award.

Cassie has been recognized by One

★ Breckenridge and inducted into the TripAdvisor Hall of Fame in her 10+ years in Resort & Vacation Management.

★ The Mountain Real Estate Team has recorded over 400 million in gross sales.

★ Our team is ranked in the Top 0.5% nationwide, with a combined 47 years of local Summit Area real estate experience.

★ Voted the Best Real Estate Agent/Team in the 2023 'Best of Summit' Awards

★ This level of success is a testimonial to the expertise and negotiating skills that give our clients a major advantage. Approximately 50% of our business comes from repeat and referred customers.



“...made the process worry-free from start to finish! They answered every question down to the last detail promptly – day or night...”



WHAT PAST CLIENTS SAY

- class act from the very first interaction
- the best part...honest, trustworthy and transparent
- market knowledge and acumen are top notch
- made the process stress free and easy
- very knowledgeable, responsive and a pleasure to work with
- outstanding expertise, input, and attention to the entire transaction process
- truly cares about the experience
- patient and compassionate
- an expert on everything
- honest, always in touch, and truly knows the area and process
- listens first, and then says what's necessary
- outstanding at communicating and was attentive to the details
- never pushy just to make a commission, always a pleasure
- very organized and extremely helpful
- patient, we trusted them completely
- a fountainhead of knowledge
- fabulous in both knowledge and negotiating skills
- advice has always been right on



9,000+

Offices Worldwide

144,000+

Agents Worldwide

THE POWER OF A *Global Brand*

With a presence in over 110 countries and territories, the RE/MAX network's global footprint is unmatched by any other real estate brand. RE/MAX has the right connections to market and sell your home around the world.

RE/MAX World Headquarters Denver, CO



A Presence in

OVER 110

Countries & Territories

CELEBRATING



“...superior local knowledge, responsive communication, complete and prompt action, broad network to get things done, and great personality to boot...”



The Mountain Real Estate Sellers Guide

UNRIVALED MAIN STREET LOCATIONS

With a rich history in Summit County dating back to 1987, it's easy to see why RE/MAX Properties of the Summit is recognized as the premier authority within the local real estate market. Over the past decade, RE/MAX Properties of the Summit has been the leader in transaction sides closed over all other Summit Area brokerages*. This market share preeminence means that your property will always be showcased alongside a name that people trust, and directly promoted throughout our RE/MAX network, which includes many of the highest producing REALTORS in our area.



Two prominent Main Street office locations in Breckenridge & in Frisco provide high visibility surrounded by continuous foot traffic.

Offices are open year-round and staffed 7 days a week from 8:30 to 5:00 to answer calls and inquiries regarding your property from prospective buyers & their REALTORS.



*Data source: all areas residential SAR MLS 2013-2023

OVER 120 MILLION SITE VISITS AND OVER 3.33 BILLION ADVERTISING IMPRESSIONS EACH YEAR

RE/MAX.COM

#1 Real Estate Franchisor Site

Coldwell Banker

78% FEWER VISITS*

Century 21

79% FEWER VISITS*

Keller Williams

80% FEWER VISITS*



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REAL ESTATE TEAM

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NOBODY IN THE
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