

ALI van WESTENBERG REAL ESTATE PARTNERS

**COLDWELL BANKER
DEVONSHIRE**

PROVEN MARKETING PLAN



ASK | ALI

Straight Talk ... Solid Service

**Ali van Westenberg
GRI, CRS, ERC, Previews Specialist**

Specializing in high end residential resale and relocation, downtown lofts, and new home projects. Serving Metro Denver and surrounding communities for over 15 years.

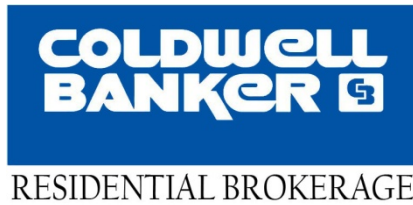
Phone: 303-987-4978
Cell: 303-601-0260
Fax: 303-474-0282

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ALI van WESTENBERG REAL ESTATE PARTNERS



As you prepare to sell your home, we appreciate the opportunity to assist you in one of life's most important events. Most real estate companies offer just one level of service. We believe you should expect more.

Our exclusive full service marketing system is one example of our commitment to meet and exceed your expectations. Thanks to the Coldwell Banker Full Service Marketing System, we are equipped to create the custom plan that will most effectively showcase your home. The best way to market your home is through a partnership uniting the strengths of Coldwell Banker, the knowledge and expertise of your broker associate, and your assistance in presenting your home. The targeted goals are well defined:

- Provide comprehensive service
- Enable you to obtain the best possible price and terms for your home; and
- Accomplish the sale in the shortest amount of time.

Whether your journey leads you across town, across the country or around the world, you can trust Coldwell Banker to make your experience in real estate efficient, effective and satisfying.



Expect More

303-789-1303

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ALI van WESTENBERG REAL ESTATE PARTNERS

Ali van Westenberg

Ali van Westenberg began her real estate sale career in 1992 as a Re/Max agent in Conifer, Colorado. After learning the ropes there, she transferred to Re/Max Evergreen in hopes of helping more people buy and sale homes.

In an effort to improve her sales and business management skills, Ali joined the Mike Ferry sales Training program in 1995. Her tenacity and work ethic produced immediate results. During the next three years, her sales volume grew at an average of 40% per year! Today she still has a business planning coach to help her continue to excel in real estate technologies and sales skills.

In 1998 Ali wanted to do more business in the city of Denver and continue to build a strong team of broker partners. She found the answer in Coldwell Bankers Residential Brokerage and moved her business to South West Denver.

Ali took her team in a new direction. Beginning with the Tower on the Park project, Ali established herself as the premiere real estate agent to market and sell new construction developments in the Denver Metro area. Her urban development projects have included: The Georgetown, Blueprint Condominiums, Champa Street Townhomes, Golden Gateway Station, Observatory Place, Prospectors Point, The Tower on the Park, Ajax Lofts, Jack Kerouac Lofts, Bear Valley Condominiums, Washington and Franklin Squares. Additionally, Ali has listed six custom home developments: The Reserve at Stanton Hill, Stanton Hill Estates at BelMar, Crescent Subdivision, The Reserve at Clarke Farms, and Villages North.

Ali has received too many industry and civic accolades to mention them here. Each year since 2000 Ali and her team consistently rank among the top Coldwell Banker sales teams. In 2008 ranked in the top 1,000 in NRT, Coldwell Banker's Parent Company nationally, and top producing agent for her local branch, Coldwell Banker Devonshire

Over the years Ali developed a system for assisting buyers and sellers that is unparalleled in the community. With a team working for her, Ali's clients are amazed by the convenience provided when they effectively hire 7 people for the price of one.

Ali has served the Denver Metro Community merely 2decade and has emerged as a leader in the real estate sale industry. Despite her success Ali's motto still remains the same: **Straight Talk.... Solid Service**

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Real Estate Sales

Residential Sales:

In the 15 years, Ali and her partners have helped approximately 1200 families buy or sell their homes. She currently has over 50 property listings in the foothills and Metro Denver, including both residential re-sales and new home developments. Ali and her partners sell 50 to 70 residential re-sale properties per year in addition to new home sales. Many of these sellers downsized from single family homes and purchased new condominiums in one of our New Home Developments. We were able to help them with both transactions.

New Home Sales:

Ali is currently the Sales and Marketing Agent for the allowing new home developments. This includes building a sales team to staff the site, launch and pre-sales (in most cases 50% or above), groundbreaking and tracking all contracts through closing and project close out.

Current Projects

The Georgetown, 5400 DTC Pkwy., Greenwood Village, CO
Golden's Gateway Station, 1299 Washington Ave., Golden, CO

Past Projects Include:

Jan 2009	Observatory Place 2200 S University Blvd, Denver, CO Prospectors Point, Denver, CO
August 2008	Blueprint Condominiums, 1488 Madison, Denver, CO
August 2008	The Reserve at Stanton Hill, 1070 S. Ammons Circle, Lakewood, CO
July 2008	Champa Street Townhomes, 24th & Champa, Denver, CO
May 2006	The Residences at Franklin Square, 1649 Franklin Street, Denver, CO Washington Square, 1257 Washington Street, Denver, CO New Custom Homes, 148 Ivy & 700 Leyden, Denver, CO
May 2004	Tuscany Heights, Union Boulevard, Golden, CO Villages North, Yucca Way, Thornton, CO
Feb. 2004	Bear Valley Park Condominiums, 6000 W. Floyd Avenue, Denver, CO
August 2002	Jack Kerouac Lofts, 3100 Huron Street, Denver, CO Ajax Lofts, 2055 Inca Street, Denver, CO
May 2002	Stanton Hill, 8000 W. Ford Drive, Lakewood, CO
April 2002	The Tower on the Park, Denver, CO (<i>Closed out in 2007</i>)



Gateway Station
\$300,000 - \$700,000



Coor's Property
\$2,500,000



The Georgetown
\$400,000-\$450,000

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ALI van WESTENBERG REAL ESTATE PARTNERS

Ali van Westenberg

Awards

Denver Board of Realtors – Roundtable:
#1 for Top Income & Closings 2006 2008
Devonshire – Top Income & Closing Producing Agent
Coldwell Banker – Top 5 Teams 2006-Present
Coldwell Banker - #5 Team Presidents Premier 2005
Denver Board of Realtors- #2 Project Sales Volume 2005
Coldwell Banker - #3 Team Presidents Premier 2004
Denver Board of Realtors - #1 Project Sales Volume 2004

Accreditations

Mike Ferry Sales Training 1995 - Present
Previews Specialist Certification - 1997 - Present
Specialist in Marketing and Selling Upper-tier Properties
Florida Real Estate Brokers License - 1997- Present
Partners in Relocation Certification - 1997 - Present
CRS (Certified Residential Specialist) - 1997
GRI (Graduate Real Estate Institute) - 1993
Colorado Real Estate Brokers License - 1992
Colorado Real Estate Sales License - 1983
Associates Degree; Music (piano), Stephens College, Columbia, MO

Real Estate Employment

Coldwell Banker Devonshire
- August 1996 to Present
Coldwell Banker Residential Brokerage
- Dec. 1995 to 1996
Re/Max Evergreen, Inc.
- Jan. 1994 to Dec. 1995
- 100% Club Sales Associate
Re/Max Gold, Inc.
- Jan. 1993 to 1994

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The Partners

Theresa Federico

Office Administrator

- Manages daily office procedures
- Assists Listing and Contract Specialists
- Manages team schedule
- Coordinates computer systems & databases
- Processes all listings
- Communicates with sellers and developers/builders
- Assist buyers for our listings
- Assist buyer and sellers in finding new homes
- Write offers, attend inspections
- Conduct open houses on our listings
- Performs on-site sales

Rick Stubblefield

Licensed Real Estate Agent

Contracts & Closing Specialist

- Communicates with all parties to the contract
- Write offers, attend inspections, inspection resolution
- Tracks all contract dates and deadlines to closing
- Attends closings
- Assist buyers for our listings
- Assist buyer and sellers in finding new homes
- Write offers, attend inspections
- Conduct open houses on our listings
- Performs on-site sales

Bill Stubblefield

Licensed Real Estate Agents

Buyers Agents, On-site salespersons

- Assist buyers for our listings
- Assist buyer and sellers in finding new homes
- Write offers, attend inspections
- Conduct open houses on our listings
- Performs on-site sales

303-789-4198

Marketing Plan of Action

WANT IT SOLD?

Consider our **PROVEN Marketing Plan!!**

Objectives:

- To get you **TOP DOLLAR** for your property in the next **30 days**.
- To get many **Qualified Buyers** to view your home until it is **SOLD**.

Steps to Get Your Home Sold:

- Prepare Comparative Market Analysis (CMA) to determine fair market value.
- Price your listing competitively to generate more offers in less time.
- Prepare and sign listing contract.
- Prepare a seller's estimated closing cost report detailing your costs & estimated net proceeds.
- Submit your home to the Multiple Listing Service (MLS). (Summit County MIs exchange now available)
- Place the Coldwell Banker "FOR SALE" sign on your property and a lockbox on the house.
- In House Office Broker Tours
- Using the Arch Telecom Voice Broadcast Service put 1-800 rider on "For Sale" sign and do a ½ mile radius phone message about your home.
- Utilize LEAD ROUTER phone system
- Have a professional photographer take a gallery of photos professional brochures & just listed cards.
- Promote your listing to the top 10 Realtors in our market.
- Contact our center of influence, past clients, and buyer leads for referrals and potential qualified buyers. (Over 4000 in database)
- Arrange showings for active real estate agents by appointment only.
- Contact you weekly with progress reports and marketing activity updates.
- Pre-qualify potential buyers and verify down payment.
- Present and discuss with you all offers on your property.
- Negotiate the best deal possible for you.
- Assist in finding you interim financing.
- Complete all actions during the under-contract process.
- Finalize the close of escrow and personally deliver your check to you.
- Identify Buyers by price & location: www.viewdenverhomesnow.com

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Marketing Plan of Action (page 2)

Web/TV Marketing:

It is reported that 92% of all home buyers now use the Internet in their home-search process (source: 2009 National Association of Realtors® Profile of Home Buyers and Sellers). In today's market, maximum online exposure of your property is essential to attract the highest number of qualified buyers.

- We also offer Home Buyer Seminars in conjunction with our preferred lenders and market directly to our Mastermind Groups in the USA and Canada. The following are some of the websites that will feature your property (where applicable):

- Coloradohomes.com** – Coldwell Banker's Premier website for nationwide home searches
- Coldwellbanker.com** – Colorado's #1 Real Estate Company website
- Realtor.com** – National Association of Realtors® website- used by millions of home buyers
- alivw.com** – We offer a customized website to advertise your home
- REcolorado.com** – public website created by Metrolist
- Craigslist.com** – public website under Real Estate for Sale FIRST 45 DAYS ONLY
- Trulia.com** – Exclusive direct relationship with Coldwell Banker
- RELogic.com** - Exclusive direct relationship with Coldwell Banker
- Yahoo Real Estate-** Exclusive direct relationship with Coldwell Banker
- Google Base** - Exclusive direct relationship with Coldwell Banker
- Openhouse.com** – weekly listing of all open houses
- Frontdoor.com** – HGTV website downloads directly from Realtor.com
- Sports Star Relocation** - www.sportstarrelocation.com
- HMB** – Home Buyer Scouting Report - private site offering current market information on new homes on the market and sold comparables.
- Comcast Cable TV - option**
 - The Coldwell Banker Show with President Chris Mygatt – TV spot commercial ads
 - Real Estate on Demand – Cable subscribers can access listings 24 hours a day



Marketing Plan of Action *Previews INTERNATIONAL®

COLDWELL BANKER PREVIEWS INTERNATIONAL Previews International Advertising and Marketing Plan

- prepared for the Previews property located at
- **1234 Main Street, Anytown**
- Your Previews International property will be showcased in the following:
- **Previews International Homes & Estates Magazine – March issue**
- The *Previews International Homes & Estates Magazine* is a full-color publication exclusive to Previews International listings, featuring some of the finest properties. When your home is placed in the magazine it is also included in an impressive online edition that Coldwell Banker Sales Associates from around the world place on their websites, blogs and use in mass e-marketing campaigns targeting the world's most affluent luxury home owners.
- Direct mailed to more than 81,000 affluent individuals throughout the United States
- Direct mailed to all Previews Property Specialists, Agents who specialize in selling luxury real estate
- Prominently displayed in more than 4,000 Coldwell Banker offices in 30 countries around the globe
- Poly-bagged with nearly 10,000 *Unique Homes Magazines* for international exposure
- **Previews International Portfolio – January issue** The *Previews International Portfolio* is a full color, multi-page brochure featuring
- a collection of luxury homes currently available for sale through Coldwell Banker Previews International. When your home is placed in the *Previews International Portfolio* it is also included in an impressive online edition that Coldwell Banker Sales Associates throughout Colorado place on their websites, blogs and use in mass e-marketing campaigns targeting the region's most affluent luxury home owners.
- Direct mailed to luxury homeowners three times per year
- Direct mailed from your Sales Associate to their luxury client base for additional distribution
- **Unique Homes Magazine – February/March issue**
- A full-color publication featuring an impressive array of the world's most fabulous properties.
- Reaches over 300,000 readers in the United States and other countries around the world
- Available on over 14,000 newsstands (airports, bookstores, etc.)
- Total paid circulation of approximately 54,716
- Properties advertised in the Coldwell Banker Previews section of *Unique Homes Magazine* will also appear in the stand-alone publication, *Previews International – The Portfolio of Exceptional Homes*
- **Featured Property on www.ColoradoHomes.com**
- Please check with your Realtor for the dates your listing will be featured. ColoradoHomes.com, our premier website, features homes listed on various Multiple Listing Services. On average homes featured in the "featured Previews properties" section receive a remarkably larger number of hits than other sections, thus showcasing your fine property to thousands more home buyers per day.
- Thank you for choosing Coldwell Banker Residential Brokerage



Internet Marketing/Home Facts

Every property is guaranteed the global exposure of our web sites.
This means potential buyers can get information—24 hours a day, 7 days a week.

Web Site Statistics For Coldwell Banker Residential Brokerage

ColoradoHomes.com¹

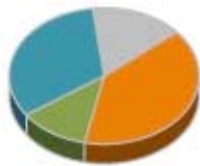
September 2008

	September 2008	Last 12 Months
Site Visits:	63,474	779,451
Page Views:	556,639	7,488,865
Listing Views:	229,967	3,088,467
Average Visit:	12.13 minutes	12.43 minutes



Consumers spent a total of over 750,000 minutes on ColoradoHomes.com in September. That's more than 500 days of listing exposure - all in one month!

Types of Traffic



- Direct Entry
- Organic Search
- Paid Advertising
- Strategic Partners

Online ads for ColoradoHomes.com displayed on leading Web sites more than 1 million times in September.

Referring Web Sites

Top Web sites sending traffic to ColoradoHomes.com

1. Google.com
2. Yahoo.com
3. Trulia.com
4. Zillow.com
5. Microsoft
6. AOL.com
7. REALTOR.com
8. ListingsMagic.com
9. Craigslist.org
10. Comcast.net

Consumers found ColoradoHomes.com using 36 different Internet Search Engines in September.

Countries

Top countries from which users visited ColoradoHomes.com

1. United States
2. Canada
3. Germany
4. Australia
5. United Kingdom
6. Israel
7. Mexico
8. Italy
9. Switzerland
10. Japan

Consumers from 71 countries on 6 continents visited ColoradoHomes.com in September.

ColdwellBanker.com²

Realtor.com³

	September 2008	Last 12 Months
Site Visits:	2 million	31 million
Page Views:	24 million	325 million
Average Visit:	9.21 minutes	9.07 minutes

	July 2008	Last 12 Months
Site Visits:	15 million	158 million
Page Views:	226 million	2.6 billion
Average Visit:	11.5 minutes	13.04 minutes

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¹ Source: WebTrends; ² Source: WebTrends; ³ Source: comScore

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303-709-4190

6 Factors That Are Causing Our Market to Change

What Sellers are Competing With...

1. **Adjustable Rate Mortgages (ARM's) coming due.** *This is dramatically accelerating foreclosures and affecting the sub prime market. (Homes priced under \$400,000)*
2. **In 2005 and 2006 the National Association of Realtors (NAR) reports that 40% of homes were purchased by investors and realtors.** *This affects sellers because investors are selling at drastically reduced prices.*
3. **New Home Builders are flooding the market with inventory and offering huge incentives.** *These include custom kitchens, full landscaping packages and special financing.*
4. **Bank repossessions and Short Sales.** *Banks are not emotionally attached to the homes and therefore will sell at drastically reduced prices to get the homes off their "bottom line".*
5. **Regular Sellers.** *These include sellers who have relocated, are moving up or downsizing.*
6. **Buyers are sitting on the sideline wanting to buy your home and can not because mortgage options that were available are not any longer,**

SUMMIT COUNTY LISTING PLAN OF ACTION

OFFICE

- Submit your property to the Summit County Multiple Listing Service (MLS).
- Display a color photo and description of your property in our windows facing Main Street and the Blue River Plaza ..
- Provide a MLS Synopsis Report with detailed information on your property to walk-in inquirers.
- Distribute a color marketing piece featuring your property.
- Conduct a broker open house. ADVERTISING
- Advertise your property in **The Real Estate Book** current copies of which are available in our office, in a box located right outside our door and in boxes throughout Summit County. (Also see *Internet* below regarding *The Real Estate Book*)
- Advertise your property weekly in the **Summit Homes & Properties, A Supplement to the Summit Daily News**. The Summit Daily News is a local newspaper in its 14th year of publication with an average daily circulation throughout Summit County of 12,500, including door to door hotel distribution.
- Photo Real Estate ad placement in the *Summit Daily News*.

INTERNET

- Your property will receive international exposure on the following internet sites:
- Coldwell Banker's national home page: www.coldwellbanker.com
- Coldwell Banker Bunchman RE home page: www.breckrealestate.com
- The RealEstate.Post-NewsClassifieds which is accessible from the home page of both the
- *Denver Post* at www.DenverPost.com and the *Rocky Mountain News* at
- www.RockyMountainNews.com. Each month the PostNews network drives 31 million impressions and 2.9 million Unique Visitors making it an online market leader.
- www.realestatebook.com. All listings, whether they are appearing in the current Real Estate Book issue or not, are entered by our office into the Real Estate Book's database and from there, get uploaded to several different sites, including Yahoo!Classifieds and Homes.com.
- www.summitdaily.com. Our office is a Featured Sponsor on the Real Estate page of the Summit Daily News website where there is a direct link to the CBBRE home page.

ALI van WESTENBERG REAL ESTATE PARTNERS

Dear Homeowner:

I noticed that your home has expired from our real estate database and I would love the opportunity to meet with you so that together we can get it sold. I have 20 properties under contract right now and I know what it takes to get homes sold in this market. Please don't hesitate to contact me at 303-987-4978 to set up an appointment so we can sell your home as soon as possible. I look forward to hearing from you.

Sincerely,

Ali van Westenber

303-987-4978

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Your Satisfaction Guarantee:

*" We're so confident that
you'll love our service
that if for any reason whatsoever
you are dissatisfied,
simply withdraw your listing.
Period.
No hassle. No offense.
No Comparison"*

303-789-4978