

Sell with *confidence* every step of the way



  
Kentwood  
REAL ESTATE  
[DenverRealEstate.com](http://DenverRealEstate.com)

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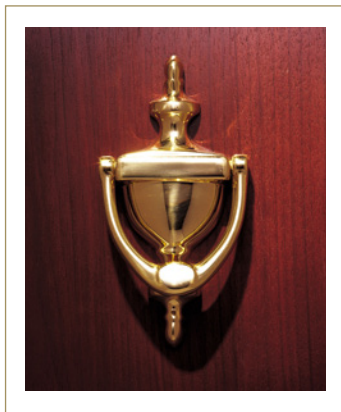
## *Our Mission Statement*

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Kentwood Real Estate is *dedicated* to the legacy of being “Colorado’s Premier Real Estate Company” through the highest producing, most knowledgeable, caring and experienced sales team in the country, offering the highest quality customer service experience.

We are innovators seeking unparalleled marketing and superior internet technology, positioning our clients at the top.

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## *Kentwood Real Estate* at the Denver Tech Center

Unique neighborhoods, amenities, and a great location characterize Denver's Southern sector



A great location is more than a key prerequisite for home buyers - it is also a defining characteristic of the Kentwood Real Estate office in the Denver Tech Center. This premier location enables Kentwood's leading real estate professionals to serve clients in the vibrant southern sector of metro Denver in grand fashion. It's an area characterized by remarkably unique neighborhoods, extraordinary amenities, and a lifestyle that enables residents to live, work and play in the same general area.

The metro area's southern corridor offers multi-million dollar custom homes in such communities as Cherry Hills Village, and elegant semi-custom homes in a variety of neighborhoods, plus gorgeous condominiums, patio homes and townhomes, including many enclaves located within walking or cycling distance of retail, entertainment and recreational amenities. From Greenwood Village to Castle Pines Village and points in between, South metro is "The Place" to live for those seeking convenience and a lifestyle second-to-none. Access to Denver International Airport (DIA) is convenient and excursions to Colorado's magnificent high country are quick and easy.

The area boasts a wealth of championship golf courses, both public and private. There are numerous parks, tree-lined boulevards, and a remarkable array of restaurants ranging from gourmet dining to exciting brew pubs. South metro Denver also offers highly regarded schools, many cultural attractions, exciting community events year-round, and a citizenship dedicated to maintaining the highly desirable ambiance of each distinctive neighborhood. It's an area prized by nearly every segment of the home buying market, from empty nesters to growing families.

*No other real estate company serves the southern sector better than Kentwood Real Estate at the Denver Tech Center, including the specialized relocation needs of those moving to the Denver area.*



# The *Selling* Process

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Confidence from Start to Finish

We *are* Denver Real Estate™





# The *Selling* Process

Kentwood brokers outsell their competition, with our active agents selling an average of \$9 million per broker in 2012 – more than any other company in the markets we serve.



## Why *List* with Kentwood Real Estate?

### Experienced Brokers

Our agents average 20 years in real estate sales and have sold every property type in virtually every neighborhood.

### Outstanding Reputation

Repeat business and referrals constitute more than 90% of Kentwood's annual sales, which for ten of the past eleven years has exceeded \$1.1 billion.

### Broad Exposure

Our comprehensive approach to marketing integrates electronic, print and other mediums reaching a wide range of qualified buyers and brokers. Our website presence with DenverRealEstate.com is unparalleled.

### Three Convenient Sales Locations

You can work with us any day of the week at our locations across the city and Denver suburbs, as each office has in-depth expertise specific to the community.

### A Dedication to Professionalism

Kentwood has been synonymous with Denver real estate for 32 years. Count on the highest level of personal attention from results-driven professionals. In short, when you hire Kentwood Real Estate you receive all of the knowledge, experience, and resources of our entire company and receive the benefits of all our education and experience.



# The *Selling* Process

As your agent, I have a fiduciary responsibility to you at all times and will service your specific real estate needs in the following ways:



## An Agent's *Responsibilities*

### Expert Guidance

- Provide a marketing strategy, a competitive market analysis and recommend an appropriate list price for the sale of your property
- Market your property to buyers and other agents utilizing all possible appropriate methods
- Make recommendations on staging, potential repairs and cleaning your property, in order to make your home more attractive to buyers
- Suggest quality professionals, including attorneys, handymen, stagers and inspectors
- Guide you in making informed decisions leading to a satisfactory sale
- Present and respond to all offers in a timely manner
- Negotiate the best price and terms possible, always keeping your specific needs in mind

### Responsiveness

- Act in good faith at all times
- Adhere to your instructions
- Return all calls and emails promptly

### Accounting

- Receive and monitor all earnest money deposits
- Receive and deliver all documents in a timely manner

### Loyalty

- Place your interests above all others
- Keep your personal information strictly confidential

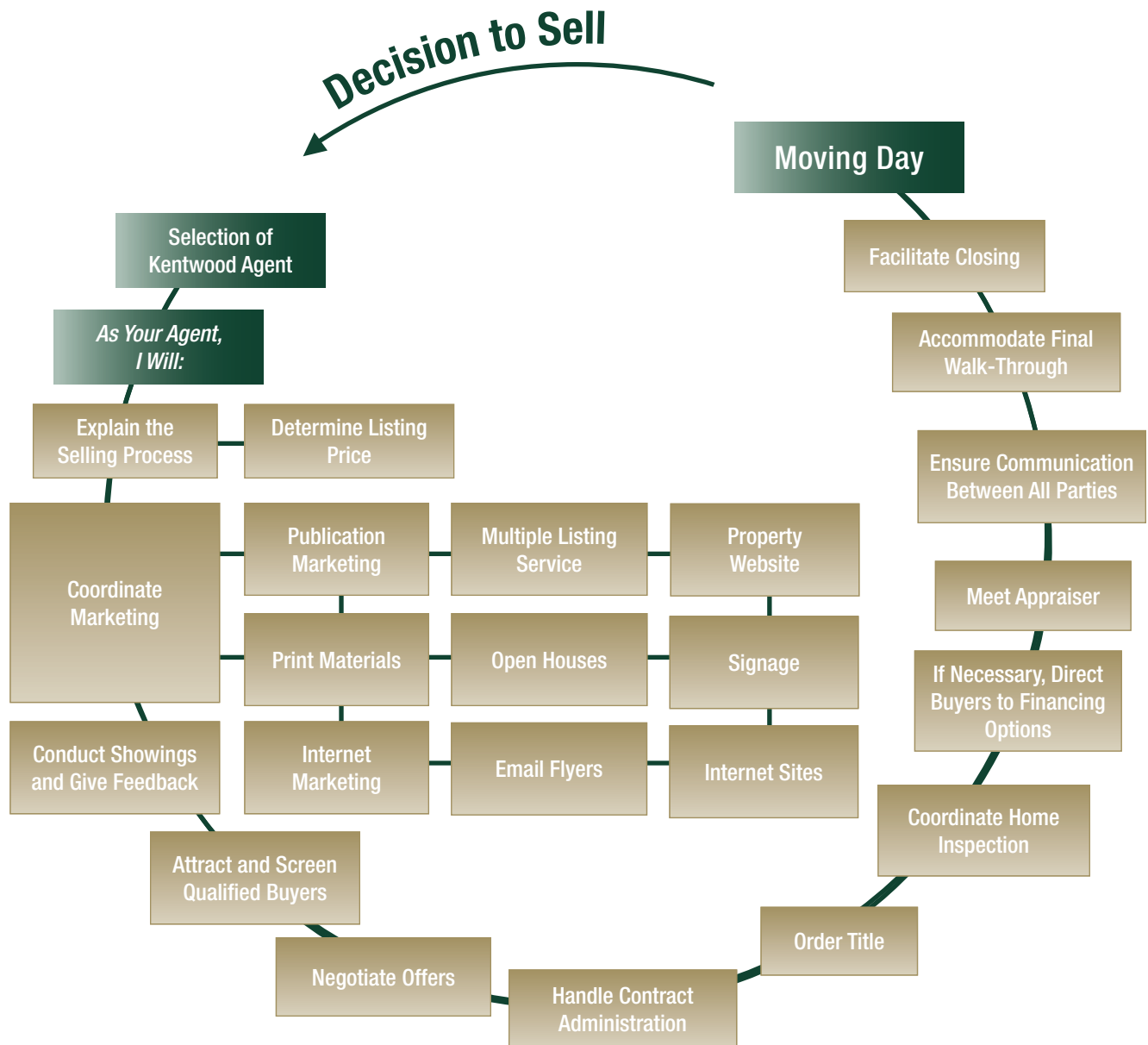
### Disclosure

- Ensure that all parties to the transaction are fully informed about any material facts that may affect the transaction

# The *Selling* Process

Your Kentwood Agent will provide the luxury of personalized service and take care of it all, from specialized market knowledge to pricing, marketing, negotiating and closing your transaction.

## General Steps in the Kentwood Selling Process

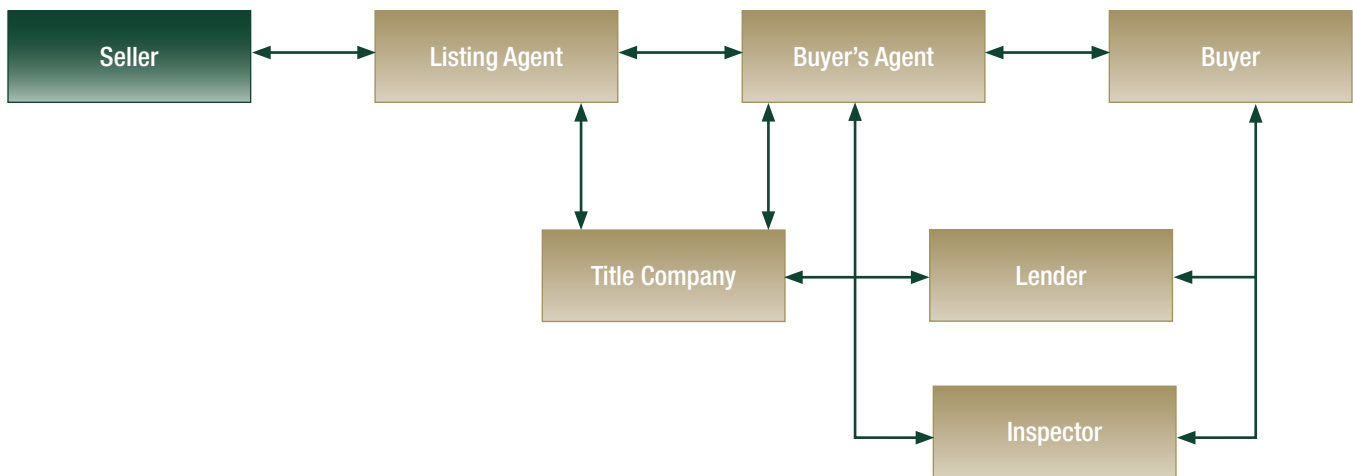


## The *Selling* Process

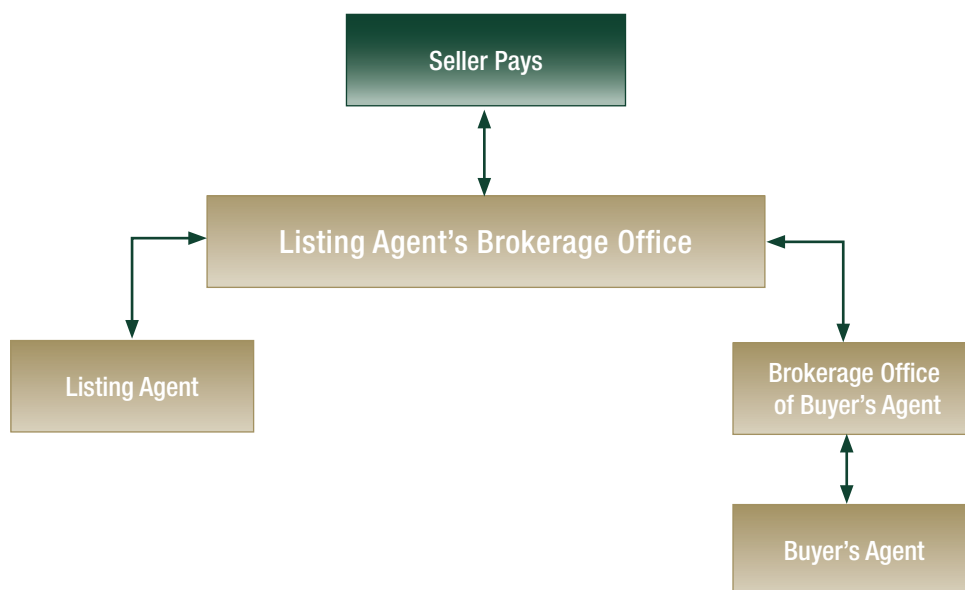
We will take the time to explain the different agency relationships you may have with your Kentwood Agent.

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### The People Involved and How Communication Takes Place



### About the Commission

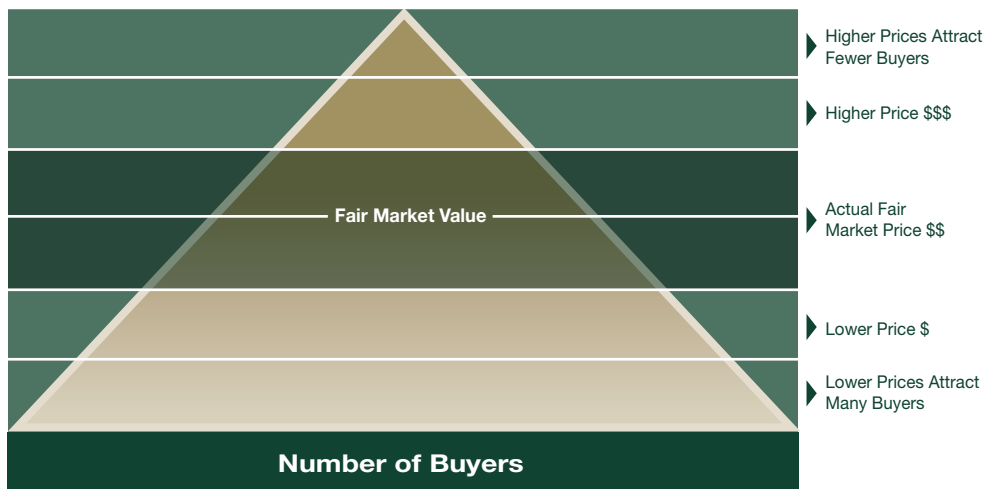


## The *Selling* Process

Timing and pricing for your home is imperative to a satisfactory sale. Your Kentwood agent will help you determine these factors to get the best price in the best time.

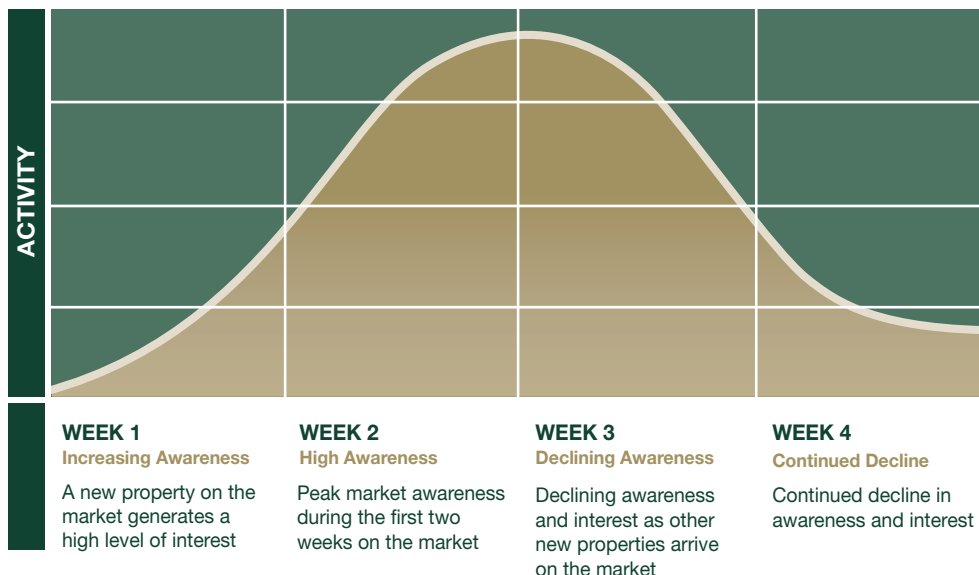
### Strategic Pricing for the Best Exposure and Results

The higher the asking price on your home, the fewer interested buyers you will have.



### Timing is everything

A new listing will generate interest from agents and potential buyers. After they have viewed the property, interest will decline which makes it crucial to list your property at the right price when it first goes on the market.





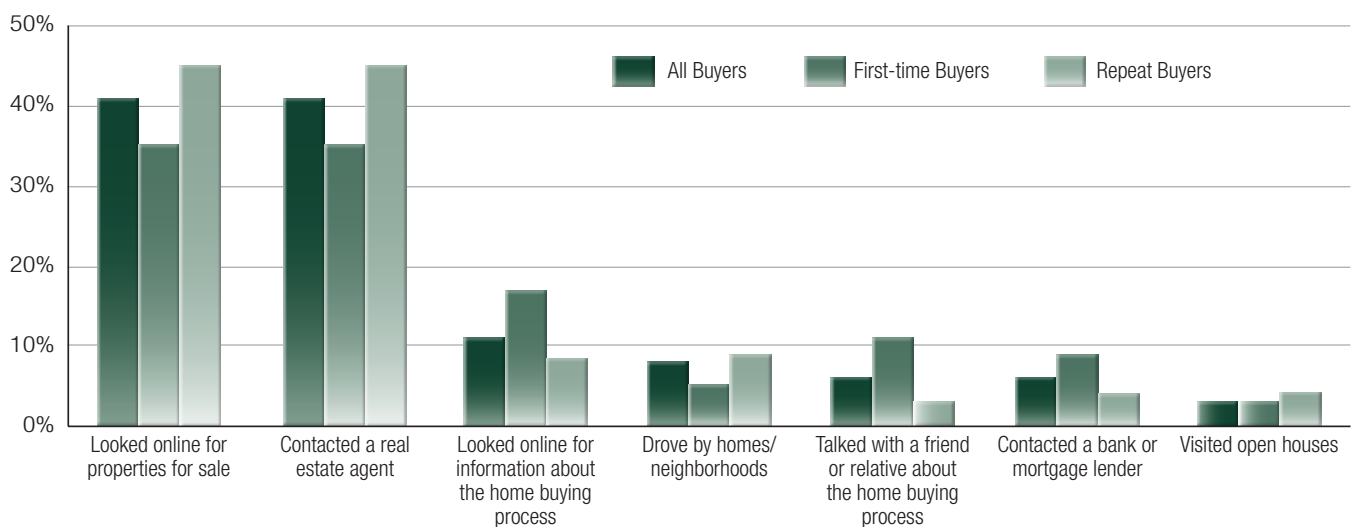


## The *Selling* Process

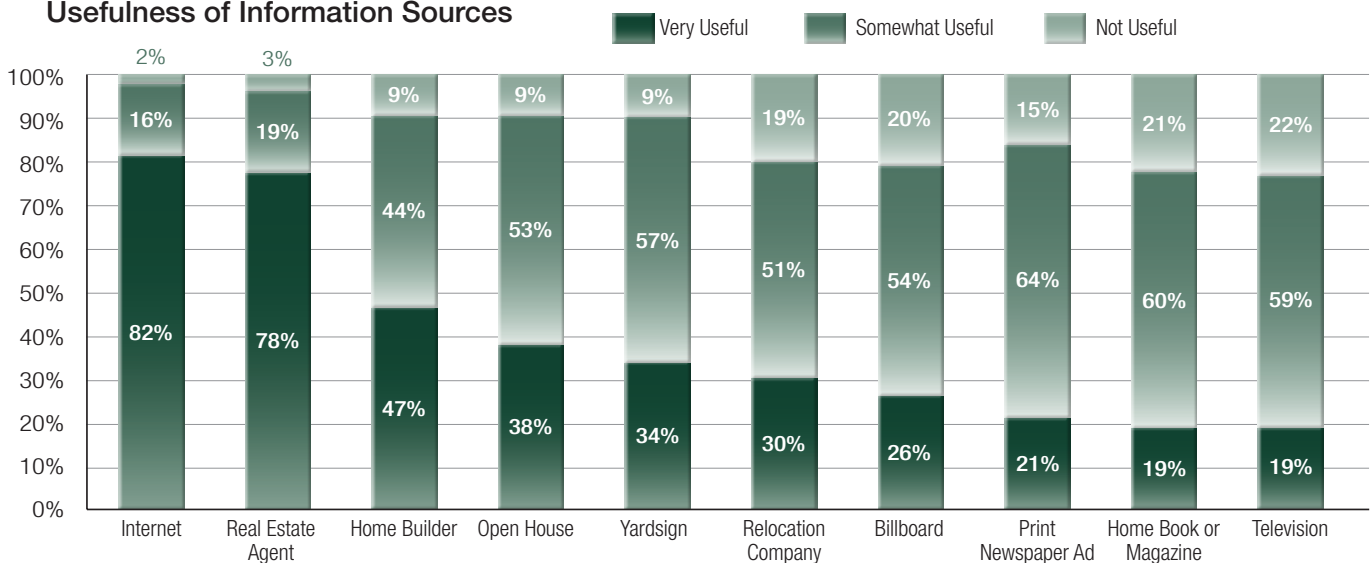
A successful sale is based on understanding the buyer. Your Kentwood agent understands how to market your home based on the knowledge of where buyers come from and will create a comprehensive marketing plan to fit your needs and your home.

## Where Do Buyers Find the Home they Purchase?

### First Step Taken During the Home Buying Process



### Usefulness of Information Sources



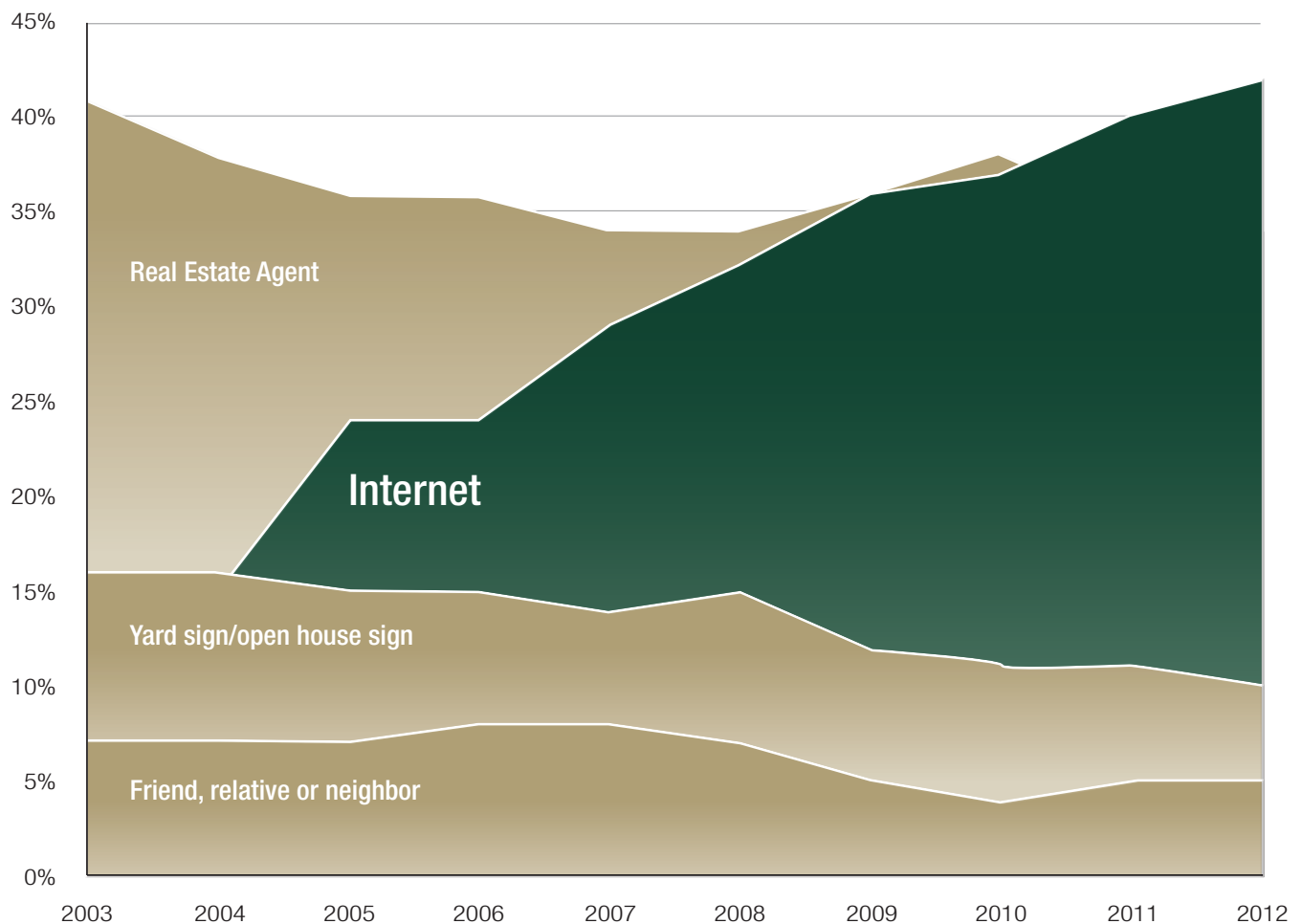
Source: The 2012 National Association Of Realtors Profile of Home Buyers and Sellers

## The *Selling* Process

In today's market, Kentwood recognizes that the internet is the most important channel for reaching buyers about a listing. In response to the dominance of the internet in the real estate market, Kentwood has created a sophisticated online strategy to market your home including the award-winning [DenverRealEstate.com](http://DenverRealEstate.com), search engine optimization and a presence on real estate websites such as [Realtor.com](http://Realtor.com), [Zillow.com](http://Zillow.com) and [Trulia.com](http://Trulia.com)

## The Internet and Realtors<sup>®</sup>

### Trending of Internet Usage Compared to Other Methods



Source: The 2012 National Association of Realtors Profile of Home Buyers and Sellers.

## The *Selling* Process

Over the years, Kentwood Real Estate has built a billion-dollar-plus business by knowing where the buyers are and how to reach them. We understand how people shop for homes today. We apply our extensive resources, experience and knowledge of the marketplace to sell your home for the best price, in the best time frame, consistent with the current market.



No One *Does More* to Market Your Home

### Attract Potential Buyers

Your Kentwood agent has access to numerous online, print and networking channels to attract qualified potential buyers for your home.

### Integrated Marketing Campaign

- Use of Multiple Listing Services (MLS)
- DenverRealEstate.com
- Mobile Availability
- Syndication to Effective and Top Real Estate Websites
- Individual Property Websites
- Email Marketing
- Advertising Potential in The Gallery Magazine
- Local and International Networking with Christie's International Real Estate, Leading Real Estate Companies of the World, and Luxury Real Estate

# The *Selling* Process

All of Kentwood's listings can be viewed 24/7 on our award-winning website. Kentwood has deployed the most cutting-edge technology in order to give your home maximum exposure to qualified prospects on the web.



## *Our Website,* DenverRealEstate.com

All Kentwood properties are professionally photographed for both interior and exterior views and all receive an Individual Property Website. Potential buyers can also get to know Denver by browsing through our many in-depth neighborhood and city profiles as well as our hyper-local content about Denver's dynamic lifestyles. Our major city profiles are updated monthly with current real estate market data pertaining to that specific area.

- Display of all property listing data on the map according to the search characteristics selected by the buyer
- The ability to draw custom search boundaries using the interactive 'polygon' search tool
- Point-of-Interest Plotting, enabling the buyer to search for area shops, services and amenities such as restaurants and schools
- Market Data / Statistics
- Kentwood Blog
- Social Media & Other Technology (Facebook, Twitter, QR Barcodes, etc.)

**Kentwood REAL ESTATE**  
DenverRealEstate.com

CELEBRATING 32 YEARS IN BUSINESS  
Throughout the Denver Metropolitan Area

Property Alerts | [Sign Up](#) | [Logout](#) | 1-888-621-7157

Today Overcast  
Cooling 37° F  
Tomorrow Sunny  
To 34° F / Lo 9° F

Search Properties | Our Brokers | Metro City Info | Buyers | Sellers | Relocation | Mortgage Info | About Us | Contact Us

**Property Search**  
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City: All Cities  
Property Type: All  
Price Range: No Min - No Max  
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**Map Search**  
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**Market Information**  
Denver Metro Market Data for November 2012

Residential	This Month	Prior Month	Year Ago
Active	5,366	7,236	8,854
Under Contract	2,442	3,119	2,253
Sold	2,725	2,875	2,531
Average Sold Price	\$175,401	\$166,773	\$175,610
Monthly Supply	2.34	2.40	3.58

Condominiums	This Month	Prior Month	Year Ago
Active	1,340	1,511	2,139
Under Contract	549	714	574
Sold	575	717	625
Average Sold Price	\$185,877	\$198,080	\$165,420
Monthly Supply	2.00	2.10	3.42

Based on information from Metrolist, Inc. for the Denver housing market for the period 10/1/12 to 10/31/12. This representation is based in whole or in part on content supplied by Metrolist, Inc.

**Denver Lifestyle**  
Find information for your lifestyle across the Denver Metro Area

- Find Events
- Theatre & Arts
- Restaurants
- Music & Concerts
- Things To Do
- Check Out Sports

Or Visit Metro Denver's complete guide to the city, its arts and culture, travel and tourism, hotels, theater, arts and the entertainment & people

**Detailed City Information, Photos, and Statistics**

Arvada	Centennial	Golden	Northglenn
Aurora	Commerce City	Greenwood Village	Palmer Park
Brighton	Denver	Highlands Ranch	Thornton
Broomfield	Englewood	Lakewood	Westminster
Castle Rock	Federal Heights	Louisville	Wheat Ridge

**International Marketing Partners**  
CENTURIES 21 | LEADING REAL ESTATE COMPANIES OF THE WORLD | LUXURY

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**Kentwood REAL ESTATE**

# The *Selling* Process

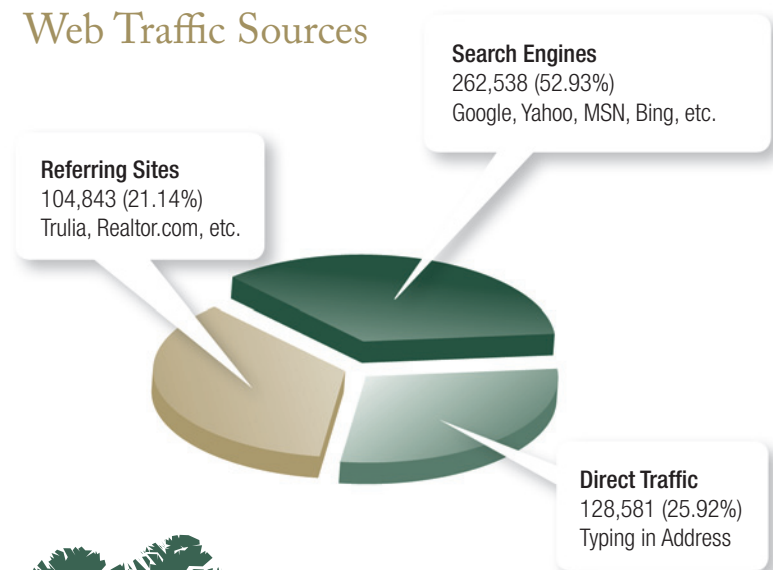
Search Engine Optimization (SEO) is a system of methods used to enhance a website's ranking in the natural search results of search engines. This includes optimizing many factors including the use of relevant keywords and making sites web compliant to name a few.

## 2012 SEO Overview of DenverRealEstate.com

### Site Usage

Total Visits	496,017
% New Visits	53.07%
Unique Visitors	271,715
Page Views	4,638,231
Average Page Views per Visitor	9.35
Average Time on Site (minutes)	7:45

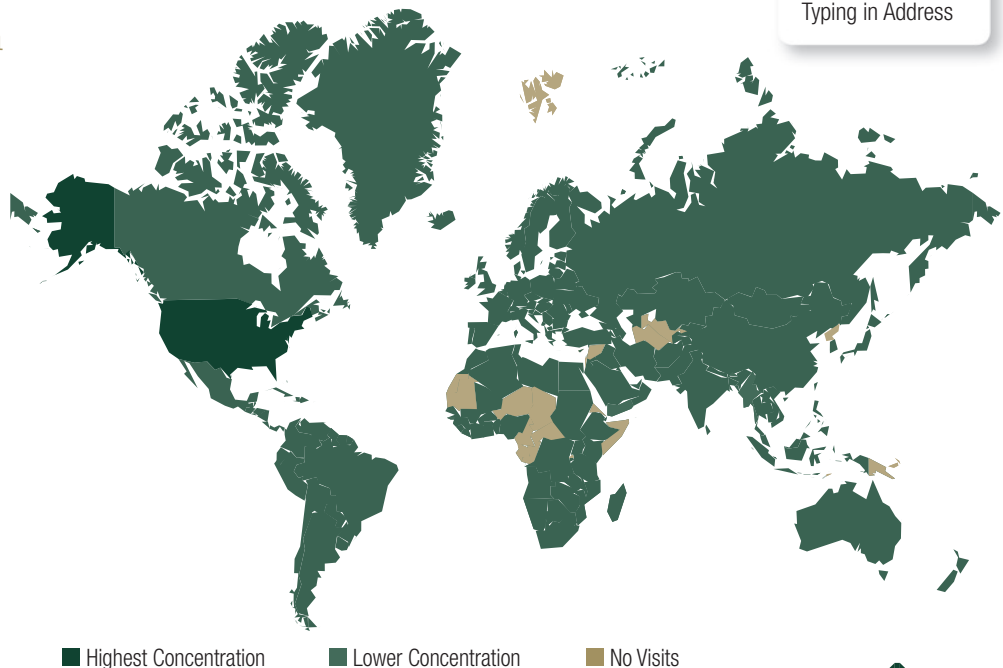
### Web Traffic Sources



### Sources by Location

496,017 visits came from  
178 countries/territories

United States	474,369
Canada	3,629
United Kingdom	2,467
Australia	1,672
India	1,129
Germany	892
Russia	824
Philippines	541
France	479



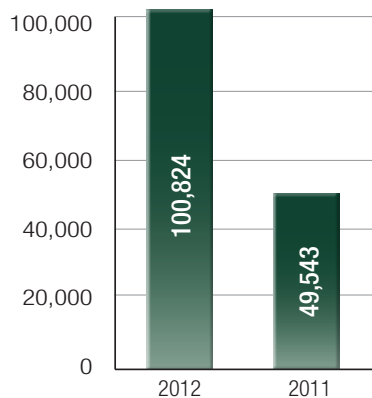
## The *Selling* Process

Kentwood knows that more than 50% of real estate searches are done on mobile devices. This makes mobile accessibility crucial to the real estate market.

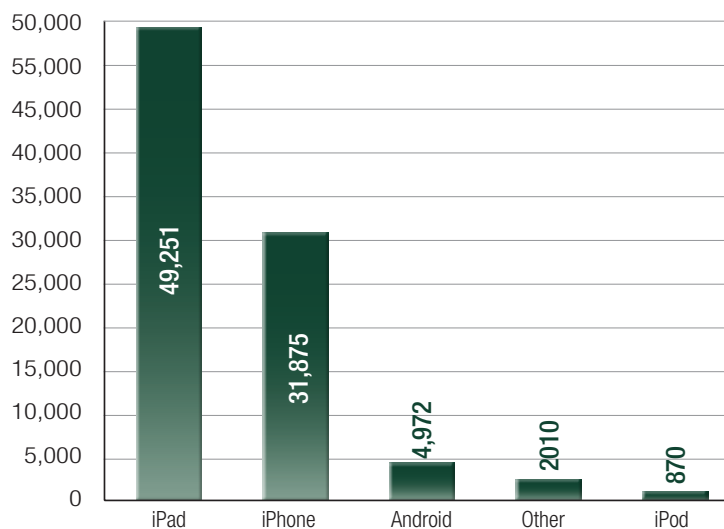


## The Mobile *Movement*

Total Mobile Visits to DenverRealEstate.com *increased* 103% from 2011 to 2012



Top Mobile Devices Used to Visit Our Website in 2012



## Our own smartphone and tablet Apps

As potential buyers search neighborhoods and discover properties, it is expected to be able to get more information in real time on their mobile device. Kentwood's comprehensive, easy to use mobile apps with custom search capability, puts your listing in the buyer's hands.

## The *Selling* Process

Listing syndication maximizes a home's exposure and a brokerage's presence on the web. Kentwood Real Estate gives your home maximum exposure by syndicating the listing of your home to these highly-used websites with thousands of unique users everyday and millions of page views every month.



## Where Do *Kentwood Listings* Appear Online?

Your home will be advertised on these websites



Trulia.com



FrontDoor.com



Enormo.com



HotsPads.com



DenverPost.com



ChristiesRealestate.com



Vast.com



LeadingRE.com



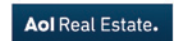
LuxuryRealEstate.com



RealtyTrac.com



Zillow.com



RealEstate.aol.com



Homes.com



PropBot.com



CLRSearch.com



PropertyPursuit.com



Realtor.com



HomeWinks.com



PropertyShark.com



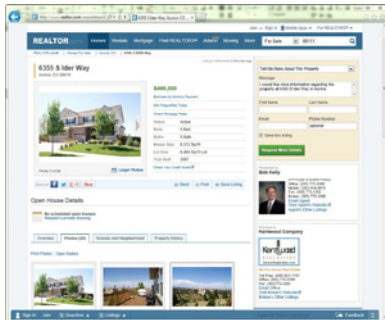
Oodle.com



Properazzi.com

# The *Selling* Process

Kentwood agents understand the importance of appearing on top real estate sites and receive enhanced listings on websites like Realtor.com, Zillow.com, Trulia.com, and YahooRealEstate.com.



## Realtor.com

Realtor.com is the official site of the National Association of Realtors. More than 13 million people visit Realtor.com each month, making it one of the most viewed real estate websites.



## Zillow.com and Yahoo Real Estate

Zillow and Yahoo bring combined strength with more than 25 million unique visitors each month making it the fastest growing source of property information.



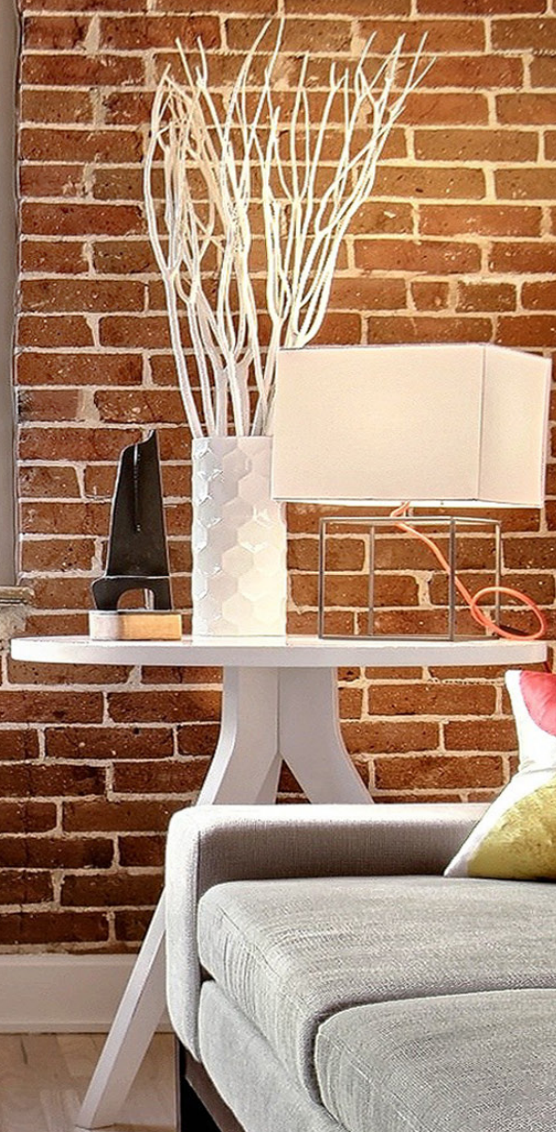
## Trulia.com

Trulia serves as another up and coming market information site receiving over 8 million unique visitors a month with a custom tool called HeatMaps allowing comparisons of neighborhoods by price and popularity.



## Homes.com

Homes.com is one of the nation's top online real estate destinations with 4 million homes for sale and rent. Each month over 11 million consumers visit Homes.com to search for real estate by location or property type.



ANNIE LEIBOVITZ WOMEN SUSAN SONTAG

# The *Selling* Process

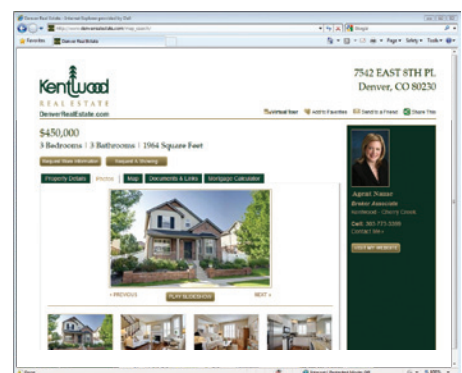
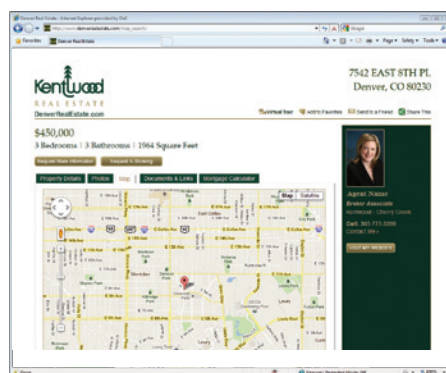
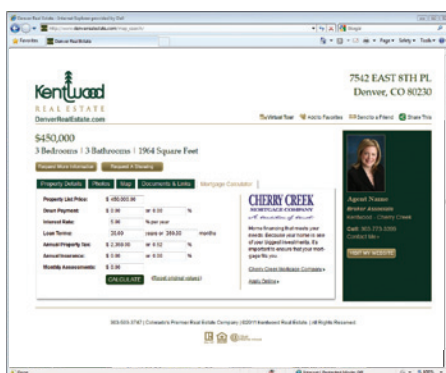
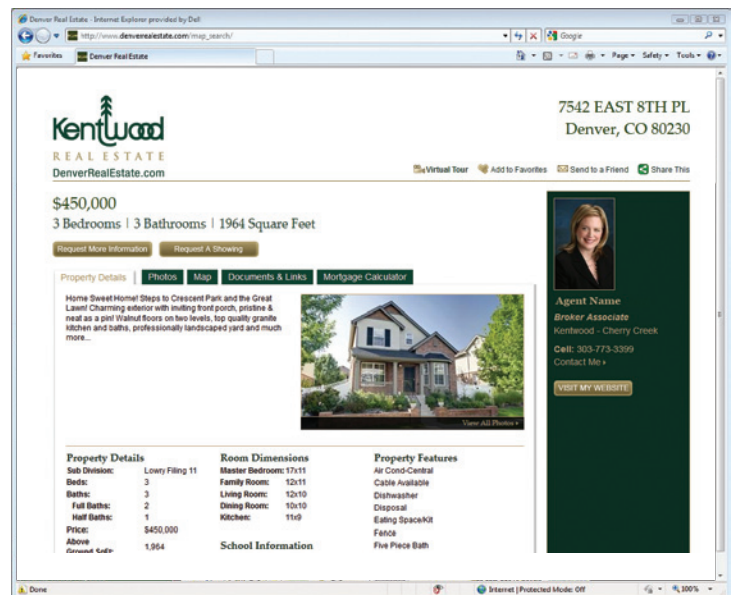
Signs and the Internet are two of the leading sources used by prospective buyers to find their next home. Kentwood has combined these two advertising mediums into a unique marketing program that will help sell your home faster.



## *Every Kentwood Listing* Gets Its Own Website

Your home will be advertised around the globe on the Internet via its own unique Individual Property Website (IPW). In order to make the process of finding your home easy, our agents will typically register a simple and specific domain name for that property.

These web addresses can also be included on a rider over the Kentwood 'For Sale' sign. A prospective client passing by can use their mobile device to view a complete online brochure, including outstanding photographs, a property description, price, and agent contact information.



Kentwood's email marketing consists of both graphic and text-based emails sent to potential buyers who have requested email alerts as members of our new "Property Alerts".



## Email Marketing Instant Results

Thousands of highly qualified prospects receive immediate email notification whenever we update our list of properties.

We also send email marketing pieces to our network of brokers on a local, national and international basis. These promote your property and highlight specific events, such as a “broker open house.”






## LIVE LARGE IN CHERRY CREEK NORTH

## 366 MONROE STREET

This rare single family home is located in prestigious Cherry Creek, walking distance from Denver's best restaurants and shopping, and completely move-in ready! Perfect for family living and entertaining. Four bedrooms and five bathrooms, priced at \$2,200,000. Truly dramatic architectural masterpiece-a rare opportunity!

For more information please visit:  
[WWW.366MONROESTREET.COM](http://WWW.366MONROESTREET.COM)



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**THE GORDON GROUP**  
Opening Doors in Denver Since 1980  
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GordonGroupHomes.com

AN ASSOCIATE OF  
**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE



5690 DTC Boulevard #600W | Greenwood Village, CO 80111

# Gorgeous Home On A Great Block!

## 458 SOUTH GAYLORD in Washington Park

*Gorgeous and totally expanded custom home offered at \$3,190,000.*

Hand-crafted with the finest materials and superb attention to detail, this custom home is a masterpiece. The home features a large open floor plan with a gourmet kitchen, a formal dining room, and a large living room with a fireplace. The home also features a large master suite with a walk-in closet, a large bathroom, and a large terrace. The home is located in a prime location in Washington Park, a highly desirable neighborhood. The home is offered at a special price of \$3,190,000.

### Property Overview

Block: 1  
 Lot: 1  
 Zoning: R-1  
 Year Built: 2000  
 Approximate Square Footage: 4,500  
 Approximate Lot Size: 1/2 Acre  
 Approximate Age: 10 Years  
 Approximate Condition: Excellent  
 Approximate Location: Washington Park  
 Approximate Price: \$3,190,000

### Schools

District: 1  
 Elementary: 1  
 Middle: 1  
 High: 1

### Inclusions

Hardwood floors  
 Granite countertops  
 Stainless steel appliances  
 Large master suite  
 Large bathroom  
 Large terrace  
 Large walk-in closet  
 Large fireplace  
 Large windows  
 Large kitchen island  
 Large dining room  
 Large living room  
 Large front porch  
 Large back porch  
 Large garage  
 Large driveway  
 Large lawn  
 Large trees  
 Large landscaping

### For more information...

View the 3D tour of this home at [www.3d-tour.com](http://www.3d-tour.com)  
 Call Roy Lopez at 312-468-7800  
 Email: [roy@roylopez.com](mailto:roy@roylopez.com)  
[www.roylopez.com](http://www.roylopez.com)

**ROY LOPEZ**  
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[www.kentwoodcompany.com](http://www.kentwoodcompany.com)

**AMAZING CHERISH HILLS  
9.2 ACRE HORSE PROPERTY**  
Offered at \$1,399,000

**Two VISTA ROAD** Northwood  
*A Great Life in the Country*

*This magnificent home is the perfect combination of elegance, privacy and comfort. The 10,000 sq. ft. home features a large 100' x 100' pool, 100' x 100' tennis court, large driveway, manure shed, and a large garage. The home features a large living room with a fireplace, a large kitchen with a large island, a large dining room, a large bedroom with a large closet, and a large bathroom. The home is located in a quiet neighborhood and is a great investment opportunity. Call today to see this home and to learn more about the area.*



**EDIE MARKS**  
916-450-4949  
edie@ediemarks.com  
www.ediemarks.com  
The Top Top Professional Broker 1977

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908-450-4949

**Northwood**  
**CHRISTIAN**  
REAL ESTATE


**New Price!  
\$299,000**

# 3533

## WEST 44TH AVENUE

TRULY PRESENTED BY ANNIZO PHELPS

*This is the perfect Berkeley bungalow.*

A gem of a rare porch residence you can enjoy until the living room meets the high ceilings, vintage steel beams and oak trim. The dining room has a big window and beautiful oak built-ins.

The master bedroom is large and has a deep closet. The five-piece bath has double sinks, a bright, and great shower area. The yard has lovely landscaping and has a privacy fence.

CENTRALLY LOCATED, WALK TO REFINERY AND RESTAURANTS, 2 BLOCKS TO ROCKY MOUNTAIN LAKE.

**ANNIZO PHELPS**  
240-240-jade  
annizo@annizophelps.com  
www.annizophelps.com

**Nortland**  
REAL ESTATE

Equal Housing Opportunity



Kentwood

# ONE EAST BELLEVUE PLACE

Old Cherry Hill     Presented by Gine Lorenzana

Classic Colonial set on a beautiful lot of over a half acre in Old Cherry Hill. On the path for over a 1/2 an acre, garden abounds with the fullness of the well kept many different. Each tree stands in its own right, and great place for the seasons. The exterior features a Old style painted light, and includes five bedrooms, three and a half bathrooms, three car garage, and a finished basement. The interior features a large open floor plan, with a large living room, dining room, and kitchen. The kitchen is a large white kitchen. Three master suites with double and single rooms. Huge side walk. The public swimming pool.



Visit this property online at [www.EastBellevuePlace.com](http://www.EastBellevuePlace.com)



**Gina Lorenzana**  
901.929.2862  
glorenzana@kentwood.com

Kentwood

Member Since: 2007

92.18

## The *Selling* Process

Our home-selling clients enjoy the finest marketing programs in the business, with The Gallery Magazine serving as just one example of our vast array of marketing tools.



### The Kentwood *Gallery Magazine*

Local Distribution to over 70,000 households in the Denver Metro Area.

A variety of advertising options allow our brokers to provide the listings of their sellers with the best placement and display.



### The Gallery Magazine - Digital

- View the entire magazine online
- Check out past issues
- Browse individual home tours directly from the magazine





## The *Selling* Process

Kentwood Real Estate has the marketing network and established relationships to bring together buyers and sellers of luxury real estate throughout the world. Kentwood is the exclusive Denver affiliate of Christie's International Real Estate.

**CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

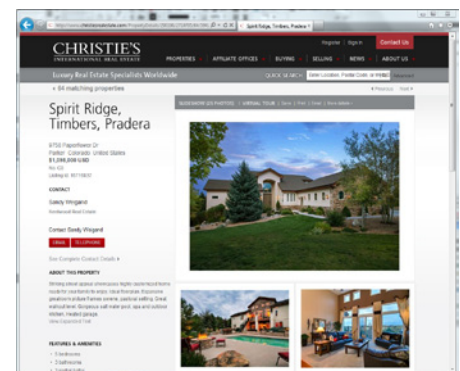
Christie's International Real Estate

## Luxury Real Estate Specialists Worldwide

Drawing upon the success as one of the world's oldest art auction houses, Christie's implemented an innovative real estate venture in 1995. Integrating centuries of experience with a hand-selected network of talented real estate brokers, the company was formed to satisfy the lifestyle requirements of discerning clientele. By cultivating this unique balance of worldwide scope with a personal touch, Christie's International Real Estate has become a global authority on the effective marketing of fine properties.

## Online

The Christie's International Real Estate Website is a sophisticated resource attracting millions of worldwide visitors. As the preferred portal for buyers and sellers across the globe, the site consistently ranks among the top results on major search engines. Displaying the world's finest properties through compelling web advertisements and videos, the site has active listings in 40 countries.



## Print

Rich with striking photography, elegant design, and engaging descriptions, the Christie's International Real Estate magazine is a keepsake publication. Produced four times a year, the magazine reaches approximately one million readers annually, aside from distribution to the Christie's network of Affiliates, which consists of more than 1,000 real estate offices in over 40 countries.

# The *Selling* Process

Kentwood Real Estate is a member of Leading Real Estate Companies of the World, providing our clients global reach when selling your home.



## Leading Real Estate Companies of the World

### Global Reach

As a member of Leading Real Estate Companies of the world, we receive inbound clients from our fellow 140,000 network associates in 30 countries...clients who may be interested in purchasing your home.

Our listings are also posted on ReloHomeSearch.com and are immediately accessible from websites of the top real estate firms in the world.



- Leading Real Estate Companies of the World is the world's largest single-source network of leading independent real estate brokers. Globally, member companies have total sales exceeding \$400 billion, and in the U.S. they consistently outperform all other networks.
- Relo National Home Search is a nationwide marketing alliance that provides reciprocal links on more than 650 affiliated websites.

For those moving out of the Denver area, our affiliation with Leading Real Estate connects you with high quality professionals across the nation and throughout the world. Relocating can be stressful and complicated without the right company leading you through the maze, and the professionals of Kentwood Relocation Services are the most qualified in Colorado.

# The *Selling* Process

Since its debut in 1995, LuxuryRealEstate.com has become the number one portal for luxury properties on the internet. Kentwood values their relationship with Luxury Real Estate, selling in excess of \$200 billion in real estate annually through a network of 1,000 offices, 75,000 professionals and 69 countries.

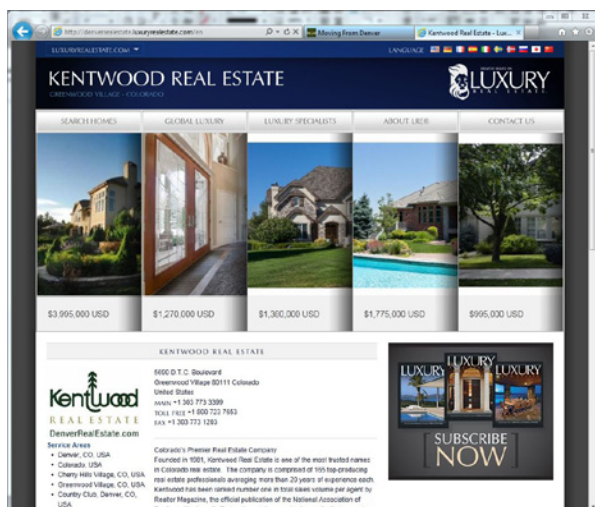


## Who's Who in Luxury Real Estate

### Who's Who In Luxury Real Estate - The Global Network

With its powerful marketing solutions and property visibility, Luxury Real Estate is an integral part of selling your home. The most comprehensive luxury real estate network in the world with:

- 1,757 brands, 5,141 offices, 69 countries, and 68,961 sales associates
- More than 49,000 properties in over 100 countries
- Includes all of the top luxury professionals from small boutique firms to large international brands



### LuxuryRealEstate.com

- More than 2 million page views per month.
- More than 49,000 luxury properties with an average price of \$2,258,397.
- #1 in searches on google.com, bing.com, yahoo.com.

# GREENWOOD PLAZA



# *About* Kentwood Real Estate

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A trusted name in metro Denver real estate

We *are* Denver Real Estate™



## *About* Kentwood Real Estate

Founded in 1981, Kentwood Real Estate recently celebrated 32 years as one of the most trusted names in Denver real estate. Kentwood is comprised of over 175 top-producing real estate professionals operating from three strategically located offices in the metro Denver area.

Our brokers and management team are dedicated to superior customer service and unmatched expertise in all segments of the market. We also offer comprehensive relocation services through our affiliation with the Leading Real Estate Companies of the World. Kentwood's marketing programs, family environment, and long-term relationships with clients are also company hallmarks. Kentwood enjoyed another excellent year in 2012 and looks forward to surpassing previous goals in 2013.

A company is only as good as its people. Striving for excellence has become a tradition with Kentwood Real Estate. It shows in the performance of every Kentwood broker associate and each member of the support staff. Locally owned, with a strong and experienced support staff, Kentwood assists with every facet of a sale or purchase. The Kentwood professionals know the real estate business inside and out, and are unmatched in knowledge of the residential market in the Denver metro area.

As Denver's largest independent brokerage, we provide dedicated and personalized service. Reputation is what a successful real estate company is all about. Kentwood carefully selects its agents, who have achieved some of the nation's highest real estate volumes and have established a reputation as individuals of dedication, integrity, and personalized service.

Every Kentwood broker associate is full-time and averages 20 years of experience selling residential real estate. Kentwood professionals have also held numerous leadership positions in the industry, communities and neighborhoods, and are active in their local Boards of Realtors.

The offices of Kentwood Real Estate are located in the Denver Tech Center, the Cherry Creek area, and in lower Downtown Denver (the latter known to locals as LoDo). Kentwood Real Estate provides broad-based services to communities throughout the Denver metropolitan area.

Looking ahead, the strength of Kentwood Real Estate comes not only from our past, but from our ability to embrace our future. Our ability to accurately project future trends affecting our customers and clients assures you are in the best possible hands. You will benefit from our knowledge and expertise in the latest areas of technology, market trends and relocation strategies while maintaining the good, old-fashioned customer service and personal attention that has earned Kentwood its prestigious reputation.

*We Are Denver Real Estate* – visit us online...[DenverRealEstate.com](http://DenverRealEstate.com)

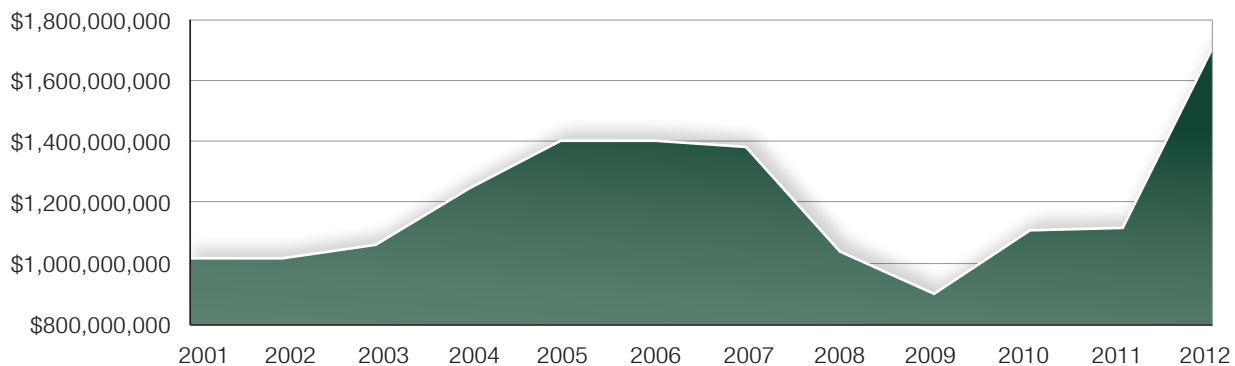
## About Kentwood Real Estate

With an average of 20 years of experience per agent and average sales volume of 9 million per agent in 2012, Kentwood Real Estate out performs their competitors.



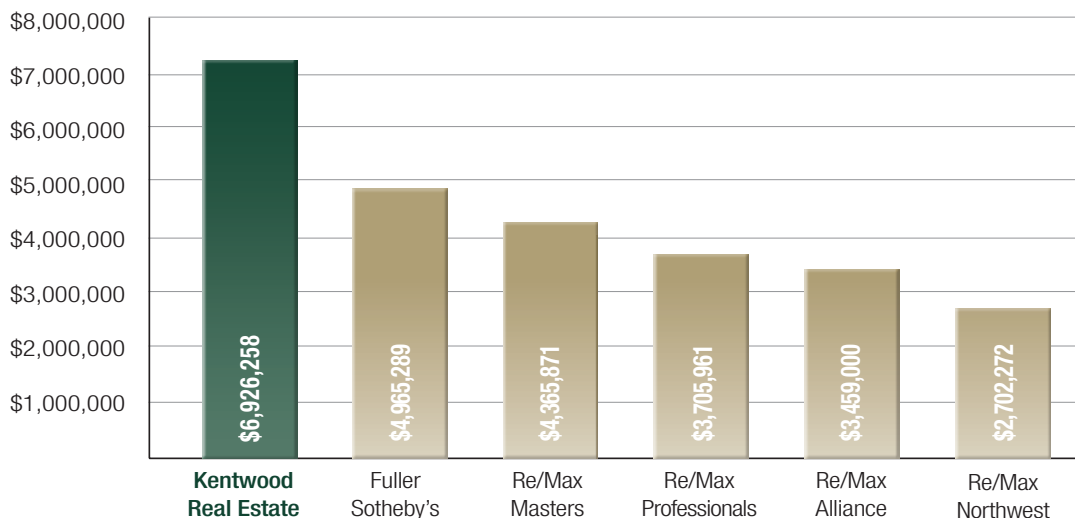
Our Agents are *the Best* in Class

## Kentwood Real Estate Consolidated Sales Volume



## Sales Growth Comparison

### Volume Per Agent



\* As reported by the Denver Business Journal in May 2012

We *are* Denver Real Estate™



## About Kentwood Real Estate

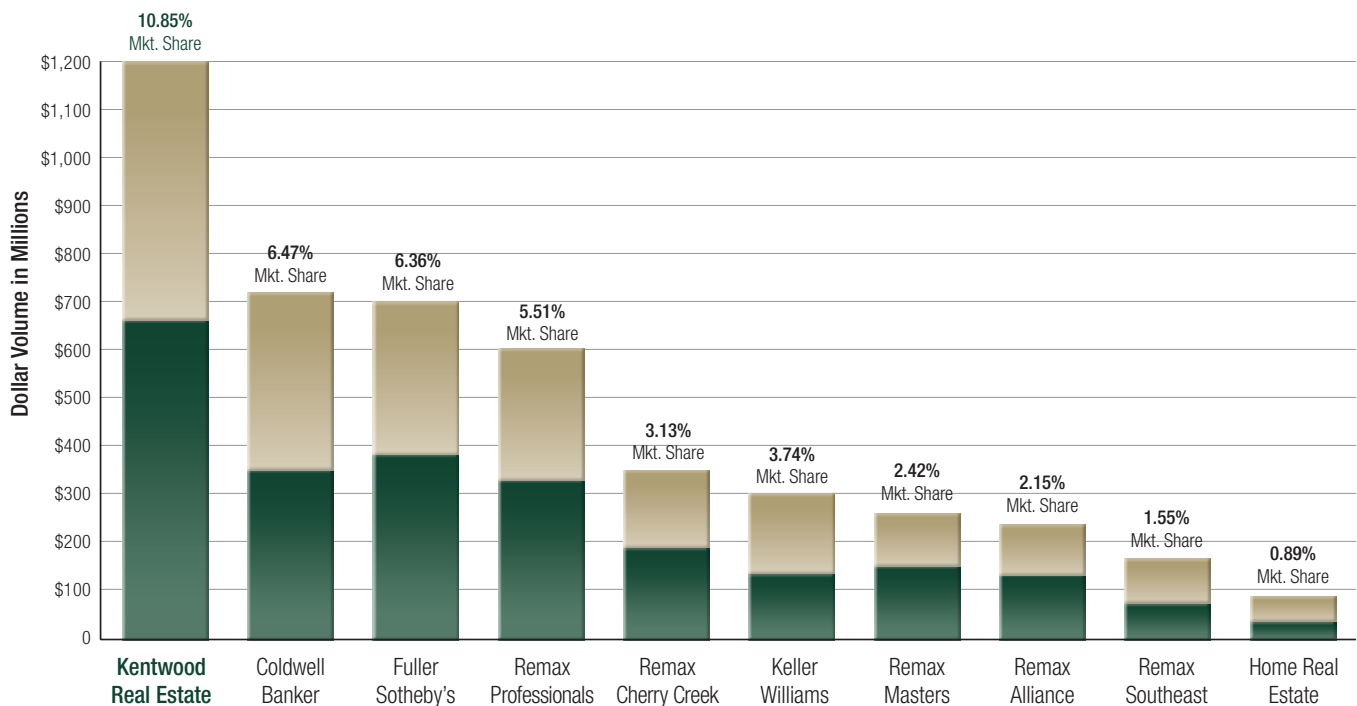
The Kentwood professionals know the real estate business inside and out, and are unmatched in knowledge of the residential market in the Denver metro area.



## Nobody Sells More Real Estate

As Denver's largest independent brokerage, we provide dedicated and personalized service. Reputation is what a successful real estate company is all about.

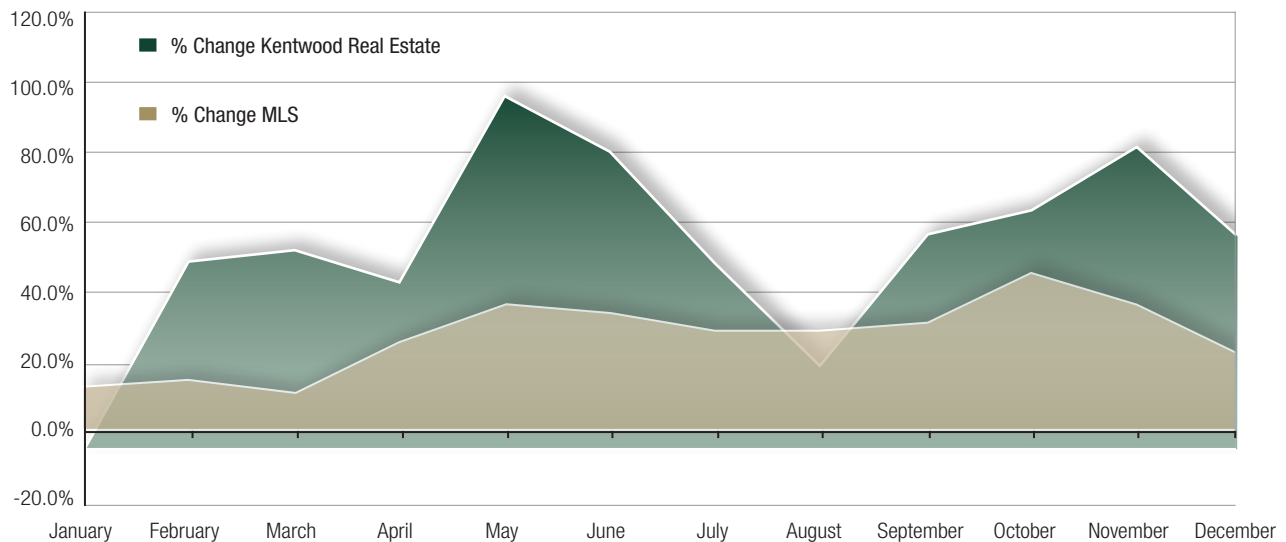
### Market Share Totals - Total \$ Volume



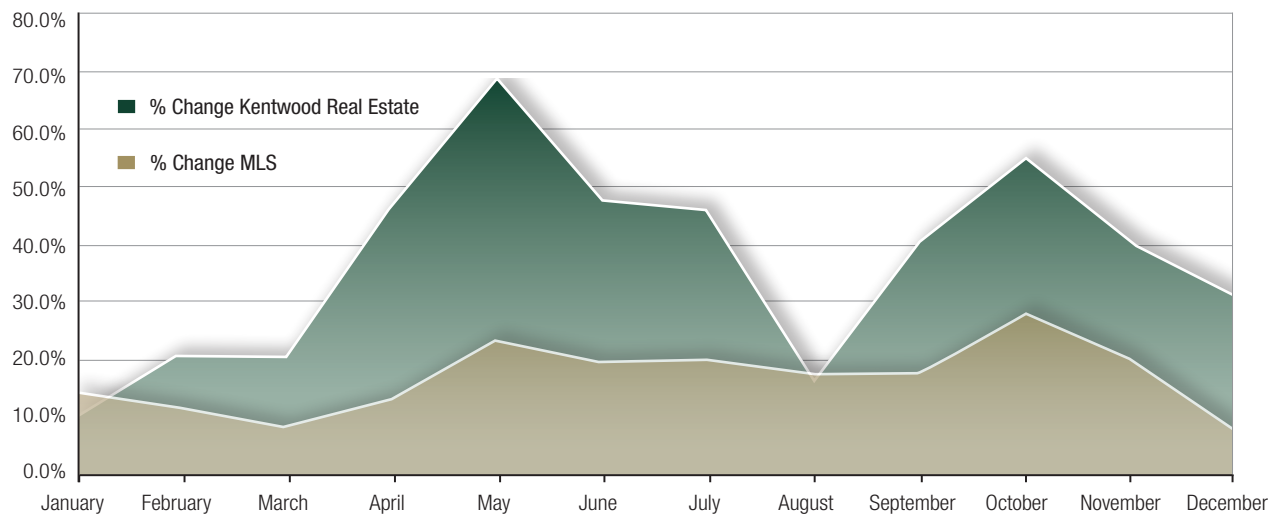
Source: BrokerMetrics, Metrolist. Includes MLS areas: DSE, DTD, DHL, DSW, SSE, DNW, DNE, SSC

## Kentwood continues to outperform the MLS

### Sales Volume 2011 vs 2012 - Single Family Residential and Condo



### Closed Transactions 2011 vs 2012 - Single Family Residential and Condo





## *About Kentwood*

Kentwood has always taken pride in being a good neighbor. Today, Kentwood Real Estate continues to support numerous civic and community endeavors. Every year, Kentwood and its agents demonstrate their commitment to the community by volunteering and supporting local charities and events.



## *Giving Back to the Community*

In 2012 Kentwood Real Estate participated in the Wash Park Home Tour supporting Steele Elementary School, Taste of Greenwood Village, Meals on Wheels, Santa Claus Shop, Adopt-a-Family, The Starz Denver Film Festival and a Kentwood Client Appreciation event at the Denver Botanic Gardens-Chatfield.

On an individual basis, Kentwood agents support hundreds of non-profits, charities, civil and community endeavors.



## About Kentwood

Below are a few of the many such charitable organizations.

Aiducatus	Denver Southeast Rotary	Project Pave
Allied Jewish Federation of Colorado	Denver Symphony	RMRS
Alzheimer's Association	Denver Zoo	Rocky Mountain Community Church
American Cancer Society	Disabled American Veterans	Rwanda Foundation
American Diabetes Association	Downtown Denver Partnership Civic Ventures Board	Safe House
American Heart Foundation	DPS Summer Scholars	Salvation Army
American Legion	East High Angel Foundation	Save Our Youth
Amor Ministries	Edison Elementary PTA	Sense of Security
Anchor Center for Blind Children	Elephant Energy	Sernity
Anti-Defamation League (ADL)	Ethnic College Counseling Center	Serve on Downtown Denver Housing Council
Arapahoe/Douglas Mental Health Network	Father Woody's Haven of Hope	Sheriffs of Colorado
Archbishop Annual Campaign	FCBI Annual Charity Golf Tournament	Smart Girls
Art for Edison	First Descents	Smile Train
ArtReach	Food Bank of the Rockies	Special Olympics
Assist-a-Family	Friends of Edison	St Thomas More Catholic Church
Athletics & Beyond	Gameday Memories	St. Anne's Episcopal School
Autism Society of Colorado	Girl Scouts of Colorado	St. Mary's Academy
Avon Walk for Breast Cancer	Girls on the Run (Rocky Mountain chapter)	Stanley British Primary School
Bags of Fun	Global Education Fund	Steel Elementary
Bear Creek High School Football Team	Goodwill	Susan G. Komen-Breast Cancer
Bienvenidos Food Bank	Greenwood Village Parks & Trails Commission	Susan G. Komen Race for the Cure
Blue Sky Foundation	Habitat for Humanity	Teammates For Kids-Garth Brooks Foundation
Bonfils Blood Center	Heart Association	The Butterfly Foundation
Boy Scouts of America	Heart Fund	The Delores Project
Boys and Girls Club of Denver	HERZL Day School	The Democratic National Party
Boys and Girls Clubs of Colorado	HomeSteaders of Family HomeStead	The Denver Film Society
Brent's Place	Hope's Promise	The Gordian Fund
Bronco Wives	Hospice of Saint John	The Kempe Foundation
Cancer League of Colorado	Individual grant for college education	The MACC (Mizel Arts and Culture Center)
Cancer League of Denver	Innovage Foundation	The Pink Ribbon Foundation
Cancer Research	Institute for International Education (IIE)	The Sanctuary Center
Canterbury H.O.A.	Janet's Camp	The Women's Foundation of Colorado
Carson Elementary	Jewish Community Center	Theodore Roosevelt Medora Foundation
Catholic Charities	Jewish Family Services	Therapy Dogs International
Central City Opera	Jewish National Fund	Third Way
CHARG Resource Center	Jewish War Veterans	UNICEF
Chatfield High School Baseball Team	Judi's House	University of Colorado Foundation
Children's Hospital	Junior League	University of Colorado Hospital Foundation
Coats for Colorado	Juvenile Diabetes Research Foundation	University of Notre Dame Alumnae Association
Cocktails for a Cause	Kendall And Taylor Atkinson Foundation	Urban Peak
Colorado Academy	Kent Denver	Ute Meadows Elementary School PTA
Colorado Agency for Jewish Education (CAJE)	Kidney Association	Veterans of Foreign Wars
Colorado Ballet	K-Life	Volunteers of America
Colorado Children's Chorale	Kolkata City Mission	Volunteers of America- MAX Fashion Show
Colorado Coalition for the Homeless	Leukemia and Lymphoma Society	Warren Village
Colorado College	Lodo Cares	Western Fantasy
Colorado Ovarian Cancer Alliance	Lower Downtown Design Review Board	Whiz kids Tutoring
Colorado Pug Rescue	Make-a-Wish Foundation	Wings over the Rockies
Colorado Veterinary Medical Foundation (via The Goethe Fund)	Maple Star Colorado Foster Parent	Witnesses for Jesus
Colorado Youth at Risk	March of Dimes	Women for Women International
Columbine Knolls South II H.O.A.	Max Fund	Women's Global Empowerment Fund
Concerts For Kids	Melanoma Research Foundation	Woodbourne Wave Swim Team
County Sheriffs of Colorado	Metro Denver Partner's Tutoring Program	Wounded Warriors
Court-Appointed Special Advocates	Mile High Calvary	Y2 Ski Club
Cover Colorado	Mile High Montessori	Yellowstone Foundation
CU Denver School of Business	Mile High Squash	Young Life
D.E.A. Survivors Benefit Fund	Multiple Sclerosis	
Denver Art Museum	Museum of Contemporary Art	
Denver Botanic Gardens	Namaste Hospice	
Denver Campus for Jewish Education	National Jewish Hospital	
Denver Center for Performing Arts	National Kidney Foundation	
Denver Dumb Friends League	National Public Radio	
Denver Early Childhood Council	New Genesis	
Denver Health	North Shore Animal League in Long Island, NY	
Denver Kids, Inc	Open Door Ministries	
Denver Museum of Nature and Science	Parkinson's Association of the Rockies	
Denver Public Library	Planned Parenthood	
Denver Rescue Mission	Porter Hospital	
	Project Angelheart	





# *References* for Sellers

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Additional Helpful Information

## References for Sellers

When you choose Cherry Creek Mortgage for your financing, you have the best source for getting the loan you need for the home you want!



### Cherry Creek *Mortgage* Company

As the #1 privately held mortgage banking company in Colorado, we offer our superior mortgage services to Kentwood clients. We outperform our competitors by delivering consistent quality, speed and flexibility!

Cherry Creek Mortgage is a Colorado company, headquartered in Greenwood Village. We have been helping people buy homes for almost three decades and have developed a strong reputation for delivering competitive products and quality service. Our commitment to excellence is demonstrated in every loan we make.

Our loan officers are well-trained, helpful, and confident. They always take the time to answer your questions. Their efforts in concert with technology and procedures make them the new standard in mortgage lending.

#### **We listen carefully to understand your specific needs and provide you:**

- Local processing, underwriting, and closing to assure you a quick and hassle-free process
- A variety of loan programs to fit your specific needs, all at competitive rates

#### **We keep you informed and updated on status throughout the loan process.**



Mobile Rate Watch



**303-226-8835**

**Company NMLS #3001**  
7600 E. Orchard Rd. #250N.,  
Greenwood Village, CO 80111

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



In Colorado, to check license status of your mortgage broker  
visit <http://eservices.psiexams.com/crec/search.jsp>

We *are* Denver Real Estate™



## References for Sellers

As the seller, you may be responsible for the following estimated expenses associated with the sale of your Denver home:



## Information *Every* Seller Should Know

Broker's Commission	Percentage of sales price
Kentwood Client Commission	\$200 per transaction
Title Insurance (approximate)	Sliding Scale based on Sale Price
	\$150,000 : \$1,125
	\$500,000 : \$1,775
	\$750,000 : \$2,200
	\$1,000,000 : \$2,650
	Over \$1 million, approximately \$1.65 per \$1,000
Improvement Location Certificate (ILC) if needed per contract	\$250-\$400
Water Escrow	\$250-\$1,000 with balance refunded to seller
Prorated Real Estate Taxes	For current taxes not yet paid, pro-rated to sale date and any due paid in arrears
Prorated Utilities & Assessment	For expenses incurred, but not paid, up to the date of closing
Recording fees	\$50-\$100
Homeowners Association (HOA) fees	Per the contract and as assessed by the HOA
HOA Document Retrieval	\$100-\$175
Release Tracking Fee	\$25 per payoff
Title Closing Fee	\$140

Source: Land Title Guarantee Company



## References for Sellers

It is important for your home to look its best when going on the market. Your Kentwood agent can advise you on enhancements and give you referrals for preparing your home for sale.



## Enhance Your Home for a Quicker Sale

Before putting your home on the market, you can enhance its interior by:

- Cleaning every room and removing clutter. This alone will make your house appear bigger and brighter.
- Some homeowners with crowded rooms rent storage units and move some of their furniture out, creating a sleeker, more spacious look.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters, closets and attics.
- Re-surfacing soiled or strongly colored walls with a neutral shade, such as off-white or beige, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks and signs of dampness in the attic and basement, as well as repairing cracks, holes or damage to plaster, wallboards, wallpaper, paint and tiles.
- Replacing broken or cracked window panes, molding and other woodwork.
- Inspecting and repairing plumbing, heating, cooling and alarm systems.
- Repairing dripping faucets and shower heads.
- Buying new towels for the bathrooms to be displayed when prospective buyers visit.
- Sprucing up a kitchen in need of major remodeling with new cabinet knobs, window treatments and a coat of neutral paint.
- Consider bringing in a professional “Stager” to set the scene throughout your home.



## References for Sellers

### You can Enhance Exterior and Curb Appeal by:

- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walks neatly cleared of snow and ice in winter.
- Adding colorful annuals, perhaps in pots, near your front entrance in spring and summer.
- Re-sealing an asphalt driveway.
- Keeping your garage door closed.
- Applying a fresh coat of paint to the front door.



### When showing your home:

- Open drapes and curtains before prospective buyers arrive. Make certain the temperature is comfortable. Turn on all lights.
- Keep pets out of the way temporarily unless they are quiet and well behaved.
- Playing very soft background music is acceptable, but blaring stereos, radios and televisions will impede discussions.
- Never apologize for the appearance of your home. After all, it's been lived in. Let your Kentwood agent react to comments.
- Plan on vacating during the showing period. Potential buyers may feel like intruders and hurry through your home if you are there.



## A *Quick* Guide to Agency Terms

### Seller's Agent

A seller's agent works solely on behalf of the seller to promote the interests of the seller with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of and acts as an advocate for the seller. The seller's agent must disclose to potential buyers all adverse material facts actually known by the seller's agent about the property. A separate written listing agreement is required which sets forth the duties and obligations of the broker and the seller.

### Buyer's Agent

A buyer's agent works solely on behalf of the buyer to promote the interests of the buyer with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of and acts as an advocate for the buyer. The buyer's agent must disclose to potential sellers all adverse material facts actually known by the buyer's agent, including the buyer's financial ability to perform the terms of the transaction and, if a residential property, whether the buyer intends to occupy the property. A separate written buyer agency agreement is required which sets forth the duties and obligations of the broker and the buyer.

### Transaction-Broker

A transaction-broker assists the buyer or seller or both throughout a real estate transaction by performing terms of any written or oral agreement, fully informing the parties, presenting all offers and assisting the parties with any contracts, including the closing of the transaction without being an agent or advocate for any of the parties. A transaction-broker must use reasonable skill and care in the performance of any oral or written agreement, and must make the same disclosures as agents about all adverse material facts actually known by the transaction-broker concerning a property or a buyer's financial ability to perform the terms of a transaction and, if a residential property, whether the buyer intends to occupy the property. No written agreement is required.

### Customer

A customer is a party to a real estate transaction with whom the broker has no brokerage relationship because such party has not engaged or employed the broker, either as the party's agent or as the party's transaction-broker.



## A Glossary of *Common* Real Estate Terms

**Appraiser:** The person who decides the market value of a home based on its condition and the selling prices of comparable homes recently sold in the area. His or her job is to compute a fair estimate of market value to help the lender decide a reasonable loan amount.

**Assessor:** A public official who appraises property for tax purposes, determining the assessed value, not the tax rate.

**Closing:** The conclusion of a real estate transaction, which includes delivery of a deed, financial adjustments, signing of notes and disbursement of funds necessary to the sale or loan.

**Contingency:** A condition that must be met before a contract is binding. For example, the sale of a home might be contingent upon the seller paying for certain repairs and buyer's inspection.

**Conventional Loan:** A loan made with real estate as security and not involving government participation in the form of insuring (FHA) or guaranteeing (VA) the loan.

**Fixed-Rate Loan:** A loan with the same rate of interest for the life of the loan.

**Homeowner's Policy:** A multiple-peril insurance policy commonly called a package policy. Available to owners of private homes, it covers the dwelling and contents in case of theft or fire or wind damage, as well as liability for property damage and personal liability.

**Interest Rate Cap:** The maximum interest rate charge allowed on an adjustable-rate loan for any one adjustment period during the life of the loan.

**Open Mortgage:** A mortgage that may be repaid in full at any time over the life of the loan without a prepayment penalty.

**Point:** A point is a dollar amount paid to a lender for making a loan, or one percent of the loan amount, also called discount points.

**REALTOR®:** A member of the National Association of Realtors who subscribes to a strict code of ethics.

**Title:** Documentary evidence of the right to or ownership of property, which in real estate is the deed. Title may be acquired through purchase, inheritance, gift or exchange, as well as through foreclosure of a mortgage.



## References for Sellers

Every day, Kentwood's Relocation Department looks after the complete real estate needs of people moving to and from Denver.



## Award-Winning Relocation Services

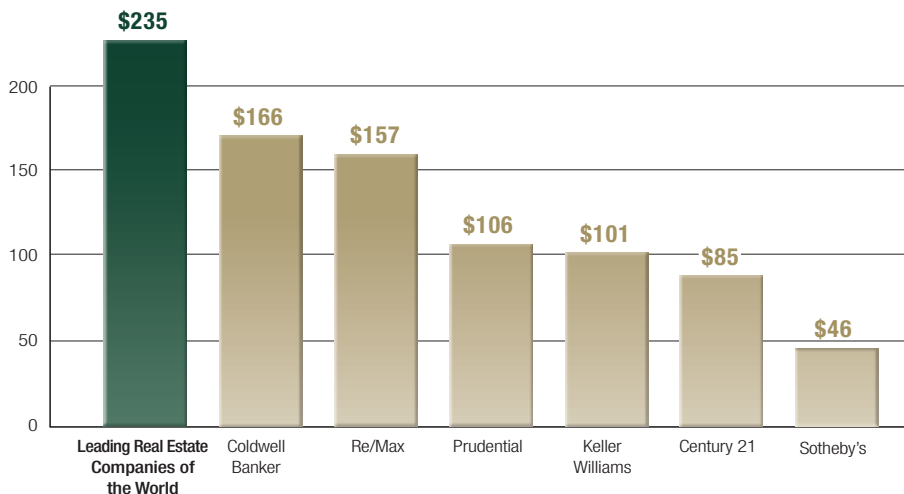
Its long-standing relationships have been cultivated through national relocation powerhouse, Leading Real Estate Companies of the World, a 500-firm network of companies with a 140,000 broker association serving over 30 countries around the world. From the vast expertise and helpful hands of our partners in the Leading Real Estate Companies of the World, we make certain that our clients' moves are smooth and successful. We take pride in being a part of a nation-wide team offering services that are clearly a step above the rest.

Each member of the Kentwood Relocation Service team is carefully trained in all aspects of individual, family, and corporate moves. We concentrate on the individual needs of each family and do all that we can to ensure that each family finds the right location and is happily settled into their new home.

Kentwood's corporate movers range in size from a handful of employees to major moves of several hundred families. Utilizing the full resources of the Kentwood Relocation Department, Kentwood Real Estate provides the expert service and support to assist Denver's corporations and their people as they change, grow and prosper.

## More U.S. Home Sales Volume Than Any National Real Estate Brand

Volume shown in billions of dollars



\*Actual member statistics for Leading RE and estimates for other networks using average sales units per agents and average sales price for firms in each respective network from published sources for 2011 production.



One *good* sign...



...*deserves* another.

## Kentwood Real Estate

### Kentwood Company - DTC

5690 DTC Boulevard #600W  
Greenwood Village, 80111  
303-773-3399

### Kentwood Cherry Creek

44 Cook Street, 9th Floor  
Denver, CO 80206  
303-331-1400

### Kentwood City Properties

1660 17th Street Suite 100  
Denver, 80202  
303-820-CITY (2489)