

SELL

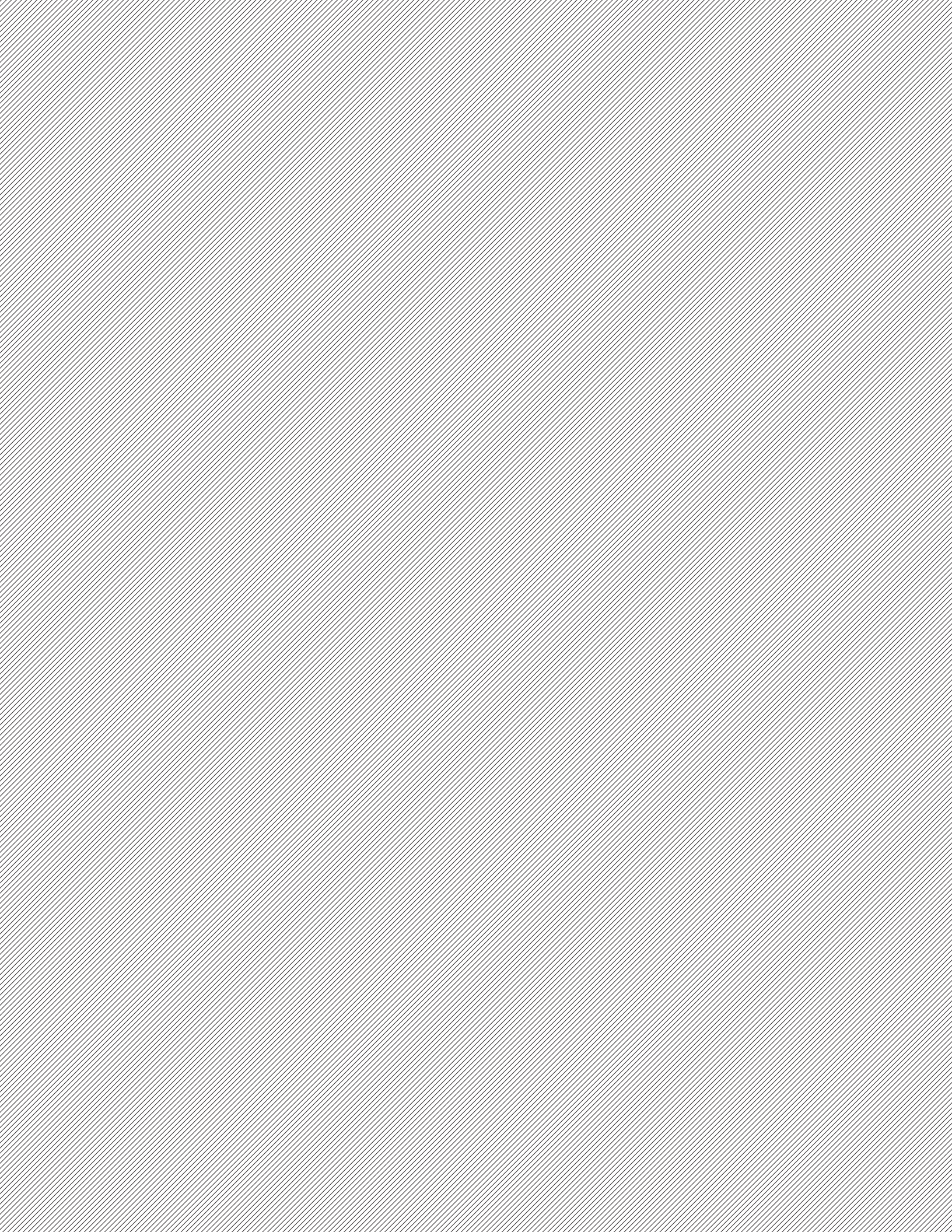
WITH CONFIDENCE
every step of the way

Kentwood
REAL ESTATE
DenverRealEstate.com

CHRISTIE'S
INTERNATIONAL REAL ESTATE

GREENWOOD VILLAGE TRAILS

KENTWOOD DENVER TECH CENTER





OUR MISSION STATEMENT

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.**





KENTWOOD 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 town homes, 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.





about

KENTWOOD REAL ESTATE

**A TRUSTED NAME IN METRO
DENVER REAL ESTATE**

ABOUT KENTWOOD REAL ESTATE

Founded in 1981, Kentwood Real Estate recently celebrated 34 years as one of the most trusted names in Denver real estate. Kentwood had record years in 2013 and 2014 with consecutive annual sales of over \$2 billion. The company looks forward to surpassing its previous record in 2015.

Kentwood is comprised of over 185 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.

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.

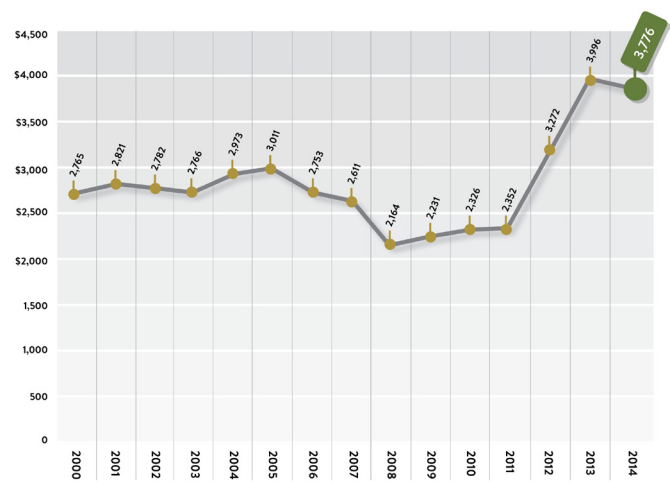
Looking ahead, the strength of Kentwood Real Estate comes not only from our past, but from our ability to embrace our future. Our ability to accurately project future trends affecting our customers and clients provides assurance that you are in the best possible hands. You will benefit from our knowledge 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.



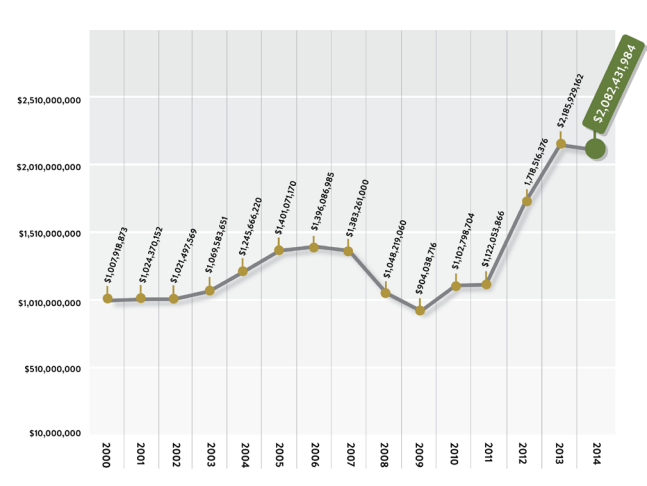
TOP PERFORMING AGENTS

With an average of 20 years of experience per agent and average sales volume of nearly \$12 million per agent in 2014, Kentwood Real Estate out-performs their competitors.

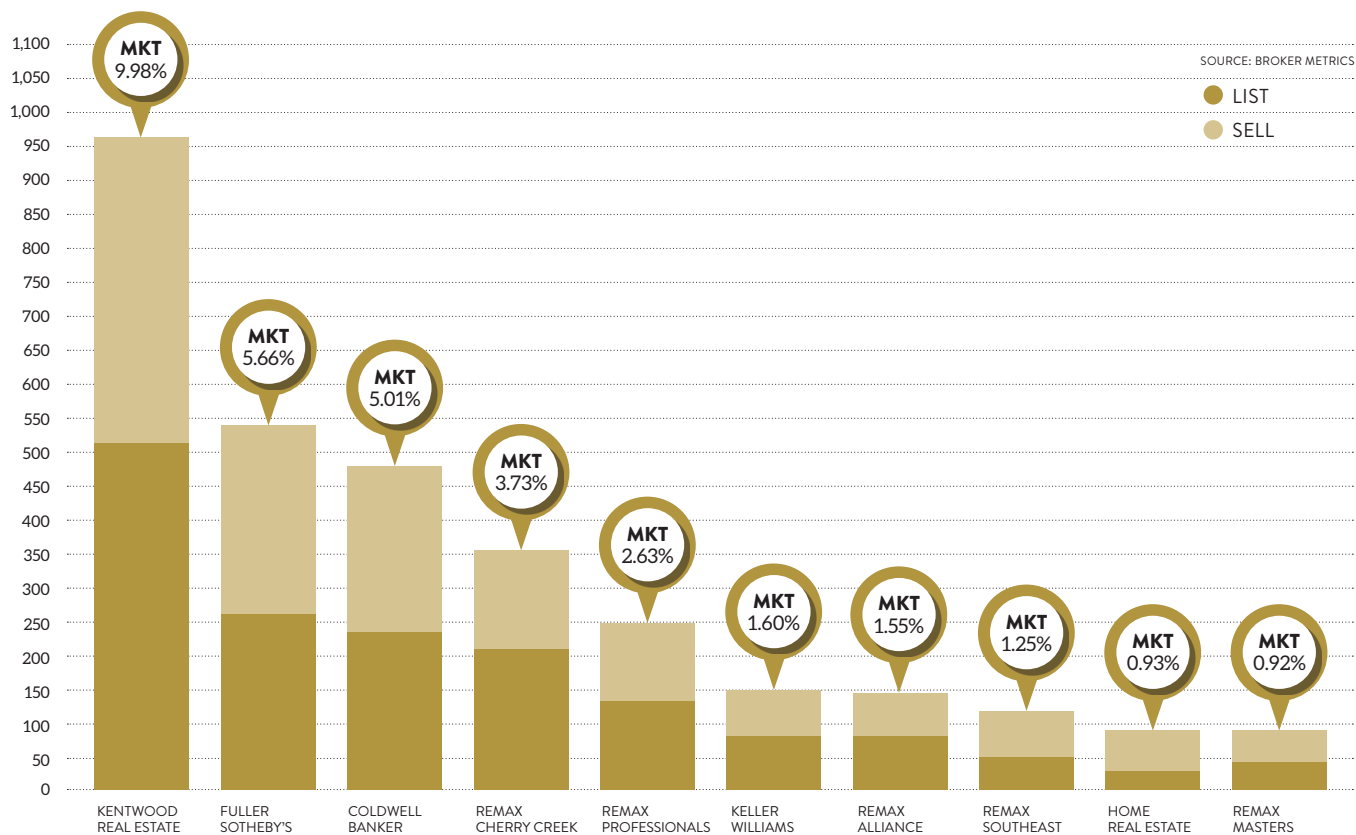
KENTWOOD REAL ESTATE CLOSED TRANSACTIONS IN 2014



KENTWOOD REAL ESTATE CLOSED SALES VOLUME IN 2014



2014 MARKET SHARE TOTALS Total \$ Volume (By CMS Market Share)



NOBODY SELLS MORE REAL ESTATE

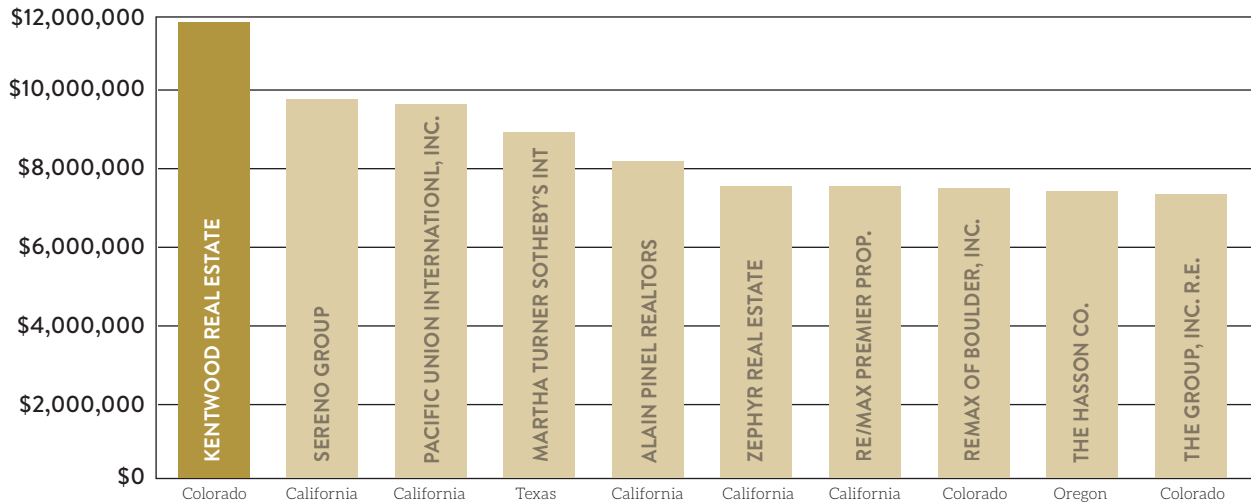
With an average of 20 years of experience per agent and record-breaking average sales volume of nearly \$12 million per agent in 2014, Kentwood Real Estate outperforms their competitors.

According to RISMedia (National Real Estate Media Publishing Company), Kentwood Real Estate ranked #1 as a market leader for highest average sales per agent.

**KENTWOOD
REAL ESTATE
\$11,815,833**

Real Estate Magazine TOP FIRMS

RANKED BY AVERAGE SALES VOLUME PER AGENT



AS REPORTED BY RIS MEDIA IN 2014 BASED ON 2013 STATISTICS





GIVING BACK TO THE COMMUNITY

Kentwood as a local company has always taken pride in being a good neighbor and 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.



In 2014 Kentwood Real Estate participated in the Wash Park Home Tour supporting Steele Elementary School, Meals on Wheels, Colorado Coalition for the Homeless, Adopt-a-Family, and The Starz Denver Film Festival.

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

Nonprofits, charities, civic and community endeavors supported by Kentwood Agents

African School Assistant Project	Central City Opera	Denver Public Schools Foundation
Aiducatius	CHARG Resource Center	Denver Rescue Mission
Aish Denver	Chatfield High School Baseball Team	Denver School of the Arts Foundation
Allied Jewish Federation of Colorado	Cherry Hills Village Elementary	Denver Southeast Rotary
Alpha Kappa Alpha Sorority Inc.	Children's Hospital	Denver Symphony
Alzheimer's Association	Children International	Denver Zoo
American Cancer Society	Cleo Parker Robinson Dance Company	Disabled American Veterans
American Diabetes Association	Coats for Colorado	Downtown Denver Housing Council
American Heart Foundation	Cocktails for a Cause	Downtown Denver Partnership Civic Ventures Board
American Legion	Colorado Academy	DPS Summer Scholars
American Melanoma Foundation	Colorado Agency for Jewish Education (CAJE)	Dress for Success
Amor Ministries	Colorado Ballet	East High Angel Foundation
Anchor Center for Blind Children	Colorado Children's Chorale	Edison Elementary PTA
Anti-Defamation League (ADL)	Colorado Coalition for the Homeless	Elephant Energy
Arapahoe/Douglas Mental Health Network	Colorado College	Ethnic College Counseling Center
Archbishop's Annual Campaign	Colorado Opera	Families First
Art for Edison	Colorado Ovarian Cancer Alliance	Father Woody's Haven of Hope
ArtReach	Colorado Pet Pantry	FCBI Annual Charity Golf Tournament
Assist-a-Family	Colorado Pug Rescue	Fine Arts Foundation
Athletics & Beyond	Colorado Veterinary Medical Foundation (via The Goethe Fund)	First Descents
Autism Society of Colorado	Colorado Youth at Risk	Fisher Early Learning Center
Avon Walk for Breast Cancer	Columbine Knolls South II H.O.A.	Food Bank of the Rockies
B'nai B'rith Youth Organization	Community Sailing	Friends of Edison
Bags of Fun	Concerts For Kids	Gameday Memories
Bear Creek High School Football Team	County Sheriffs of Colorado	Gateway Battered Women's Services
BMH-BJ	Court-Appointed Special Advocates	Girl Scouts of Colorado
Bienvenidos Food Bank	Cover Colorado	Girls on the Run (Rocky Mountain chapter)
Big Brothers, Big Sisters	CU Denver School of Business	Global Education Fund
Blue Sky Foundation	D.E.A. Survivors Benefit Fund	Global Down Syndrome
Bonfils Blood Center	Denver Art Museum	Goodwill
Boy Scouts of America	Denver Ballet Guild	Greenwood Village Parks & Trails Commission
Boys and Girls Club of Denver	Denver Botanic Gardens	Habitat for Humanity
Boys and Girls Clubs of Colorado	Denver Campus for Jewish Education	Hands Up for Children
Brent's Place	Denver Center for Performing Arts	Heart Association
Bromwell Elementary	Denver Debutante Ball	Heart Fund
Bronco Wives	Denver Dumb Friends League	HomeSteaders of Family HomeStead
Camp Chief Ouray	Denver Early Childhood Council	Hope's Promise
Cancer League of Colorado	Denver Health	Hospice of Saint John
Cancer League of Denver	Denver Jewish Day School	Individual Grant for College Education
Cancer Research	Denver Kids, Inc	Innovage Foundation
Canterbury H.O.A.	Denver Museum of Nature and Science	Institute for International Education (IIE)
Carson Elementary	Denver Public Library	
Catholic Charities		

CONTINUED ON NEXT PAGE

Nonprofits, charities, civic and community endeavors supported by Kentwood Agents

CONTINUED FROM PREVIOUS PAGE

Invest in Kids	Open Door Ministries	The MACC (Mizel Arts and Culture Center)
Jack and Jill of America, Inc.	Parkinson's Association of the Rockies	The Pink Ribbon Foundation
Janet's Camp	Pilsung Youth Initiative	The Rose Foundation
Jewish Community Center	Planned Parenthood of the Rocky Mountains	The Roundup Riders Heritage and Trails Foundation
Jewish Family Services	Porter Hospital	The Sanctuary Center
Jewish National Fund	Project Angelheart	The Women's Foundation of Colorado
Jewish War Veterans	Project Pave	The Zara Project
Judi's House	Restoration Community Church	Theodore Roosevelt Medora Foundation
Junior League	Riviera Circle Lake Club	Therapy Dogs International
Juvenile Diabetes Research Foundation	RMRS	Third Way
Kendall And Taylor Atkinson Foundation	Rocky Mountain Community Church	UNICEF
Kent Denver	Rose Women's Organization	United Way
Kidney Association	Rwanda Foundation	University of Colorado Depression Center
K-Life	Safe House Denver	University of Colorado Foundation
Kolkata City Mission	Salvation Army	University of Colorado Hospital Foundation
Ladies of Charity	Save Our Youth	University of Notre Dame Alumnae Association
Leukemia and Lymphoma Society	Sense of Security	University of Wisconsin Mile High Alumni Association
Lodo Cares	Serenity	Urban Peak
Lower Downtown Design Review Board	SkiMeisters	Ute Meadows Elementary School PTA
Make-a-Wish Foundation	Smart Girls, Inc.	Veterans of Foreign Wars
Maple Star Colorado Foster Parent	Smile Train	Visionbox
March of Dimes	Special Olympics	Volunteers of America
Marion Downs Hearing Center	St. Thomas More Catholic Church	Volunteers of America - MAX Fashion Show
Max Fund	St. Anne's Episcopal School	Warren Village
Melanoma Research Foundation	St. Mary's Academy	Western Fantasy
Metro Denver Partner's Tutoring Program	Stanley British Primary School	Whiz kids Tutoring
Mile High Calvary	Steele Elementary	Wings over the Rockies
Mile High Montessori	Step 13	Witnesses for Jesus
Mile High Squash	Susan G. Komen-Breast Cancer	Women for Women International
Minds Matter Denver	Susan G. Komen Race for the Cure	Women's Fund at the Denver Center for Performing Arts
Multiple Sclerosis	Teammates For Kids - Garth Brooks Foundation	Women's Global Empowerment Fund
Museum of Contemporary Art	Tennyson Center for Children	Woodbourne Wave Swim Team
Mylifeline.org	The Butterfly Foundation	Wounded Warriors
Namaste Hospice	The Cystic Fibrosis Foundation	Y2K Ski Club
National Council of Jewish Women	The Delores Project	Yellowstone Foundation
National Jewish Hospital	The Democratic National Party	Young Life
National Kidney Foundation	The Denver Film Society	Young Philanthropist Foundation
National Public Radio	The Gordian Fund	
National Western Stock Show	The Jewish Experience	
New Genesis	The Kempe Foundation	
North Shore Animal League in Long Island, NY		







using

KENTWOOD MARKETING

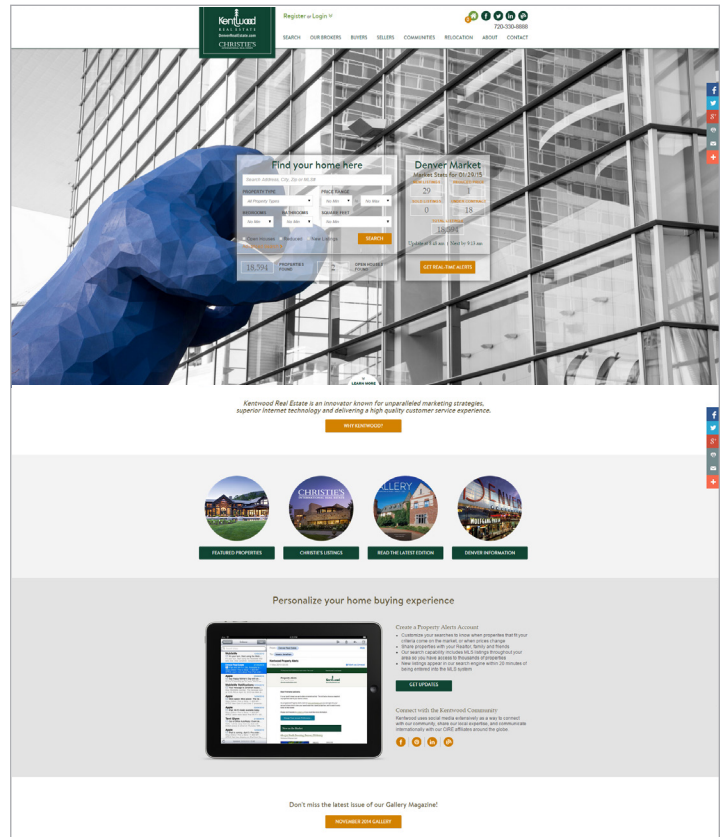
**NO ONE DOES MORE TO
MARKET YOUR HOME**

KENTWOOD'S TECHNOLOGY HELPS YOU FIND THE PERFECT PROPERTY

DenverRealEstate.com

ALL DENVER METRO LISTINGS can be viewed 24/7 on the continually updated DenverRealEstate.com. Kentwood has deployed cutting-edge technology in order to give you the most robust search tools, and information about brokers, homebuyer resources, and market data. Get to know Denver by browsing through our in-depth community profiles. With our "Property Alerts" feature, you can save searches, share properties, and automatically keep your Kentwood realtor up to date with what you like. You can also create an account by using your Facebook or Google login information.

The cornerstone of DenverRealEstate.com is our Advanced Interactive Mapping (AIM) feature. Consumer studies show that home buyers prefer visually oriented, interactive property searches. We provide a unique map-based property search that allows you to search for just the right home and neighborhood.



DENVERREALESTATE.COM CAN PROVIDE ALL OF THE TOOLS YOU NEED FOR PRODUCTIVE PROPERTY SEARCHES, INCLUDING:

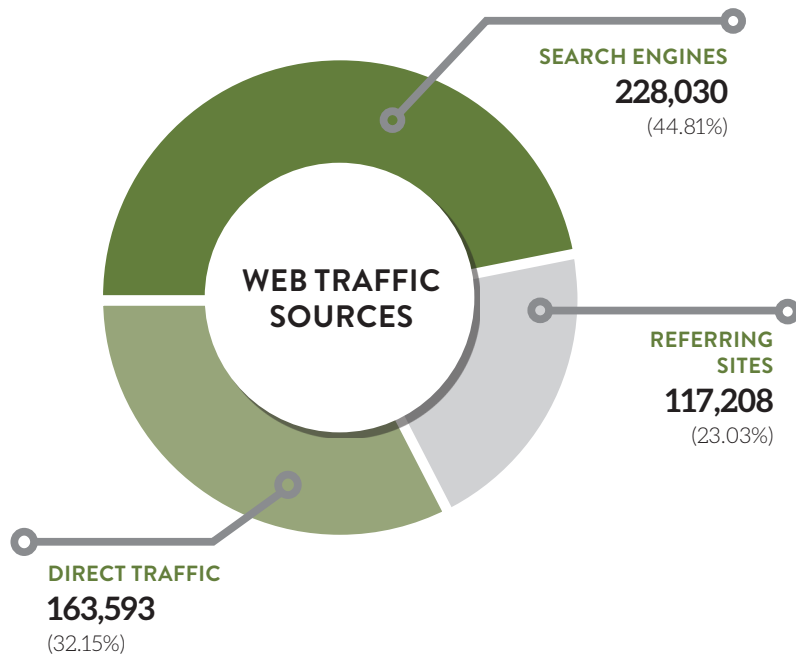
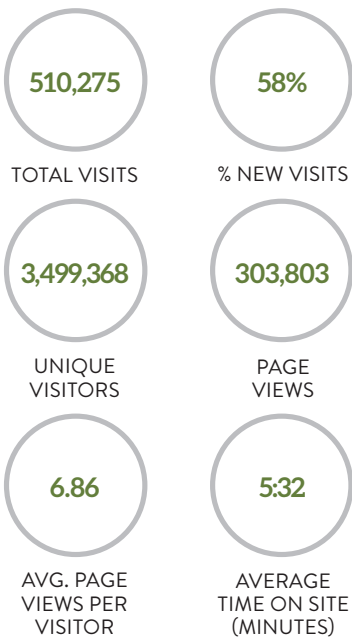
- Real time, dynamic search functionality
- Display of all property listing data on the map according to the search characteristics from your selection
- The ability to draw custom search boundaries using the interactive 'polygon' search tool
- Point-of-Interest Plotting, enabling the buyer to search for area shops, services and amenities such as restaurants and schools
- Satellite photos of entire search areas as well as close-up "Street View" photographs of any neighborhood
- Market Data And Statistics
- Relevant information that aligns with your Denver lifestyle. Categories include Events, Restaurants, Things to Do, Theatre And Arts, Music And Concerts, and Sports

SEARCH ENGINE OPTIMIZATION (SEO)

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.

2014 SEO OVERVIEW OF DenverRealEstate.com

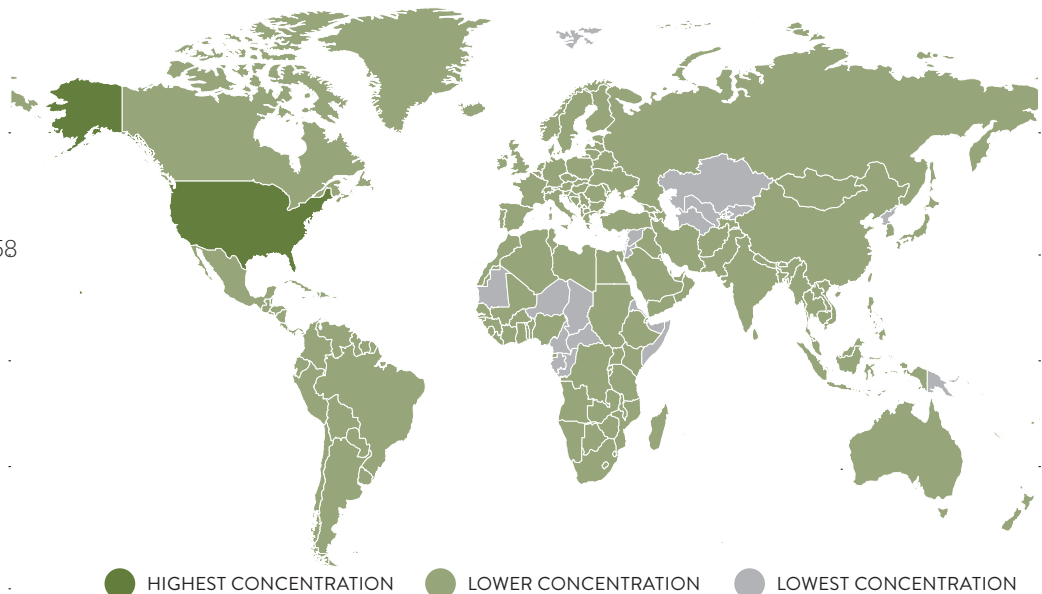
SITE USAGE



SOURCES BY LOCATION

500,423 visits came from 179 countries/territories

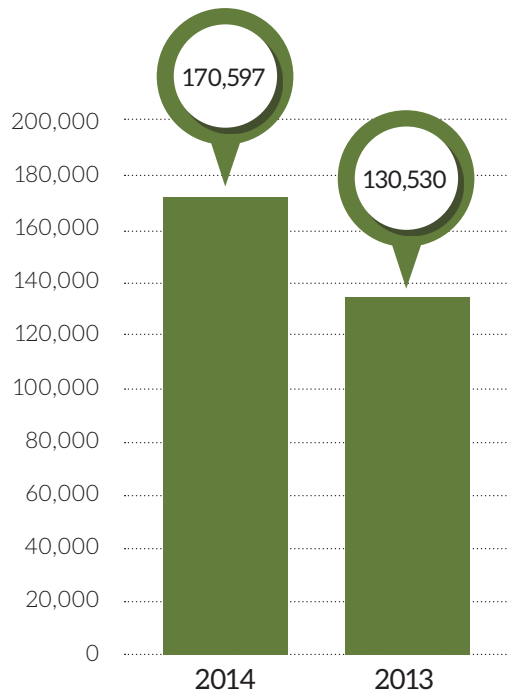
UNITED STATES	478,958
CANADA	3,253
UNITED KINGDOM	2,322
AUSTRALIA	1,941
INDIA	1,311
FRANCE	1,040
PHILLIPPINES	999
GERMANY	818
MEXICO	477



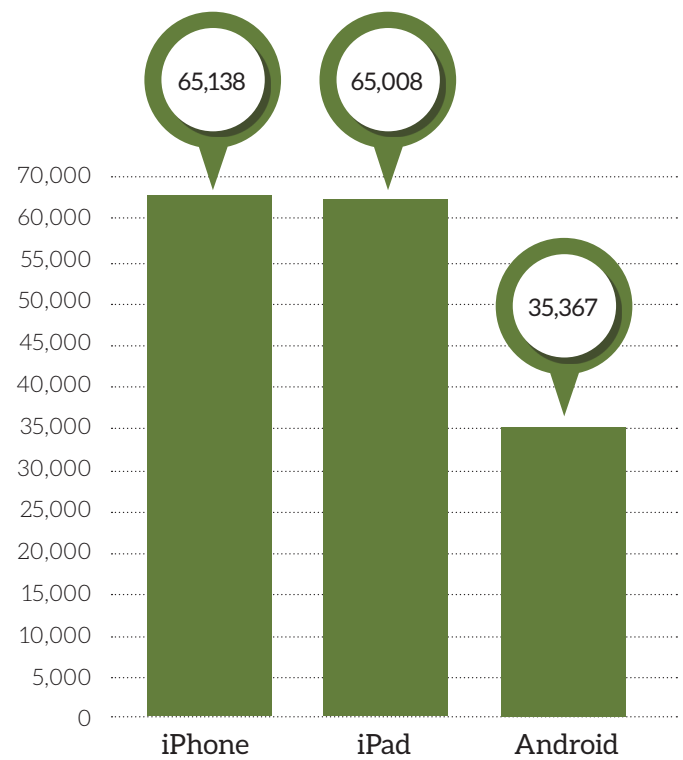
THE MOBILE MOVEMENT

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.

TOTAL MOBILE VISITS
to DenverRealEstate.com
increased 31% from 2013 to 2014



TOP MOBILE DEVICES USED
to visit DenverRealEstate.com
in 2014



OUR OWN SMARTPHONE AND TABLET APPS

As potential buyers search neighborhoods and discover properties, they expect 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 relevant properties in the buyer's hands.

WHERE DO KENTWOOD LISTINGS APPEAR ONLINE?

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

YOUR HOME WILL BE ADVERTISED ON THESE TOP RATED SITES AND NUMEROUS OTHERS:

*RATED TOP 5 REAL ESTATE SITES BY INMAN NEWS 2014

1



ZILLOW.COM

44.9 MILLION VISITS PER MONTH
11.39% MARKET SHARE

2



TRULIA.COM

33.9 MILLION VISITS PER MONTH
7.72% MARKET SHARE

3



REALTOR.COM

28.8 MILLION VISITS PER MONTH
6.56% MARKET SHARE

4



HOMES.YAHOO.COM

19 MILLION VISITS PER MONTH
4.34% MARKET SHARE

5



HOMES.COM

17.2 MILLION VISITS PER MONTH
3.92% MARKET SHARE

LUXURY LISTINGS MAY ALSO BE
ADVERTISED WITH OUR INTERNATIONAL
MARKETING PARTNERS:

CHRISTIE'S
INTERNATIONAL REAL ESTATE



ADDITIONAL SYNDICATED SITES INCLUDE:

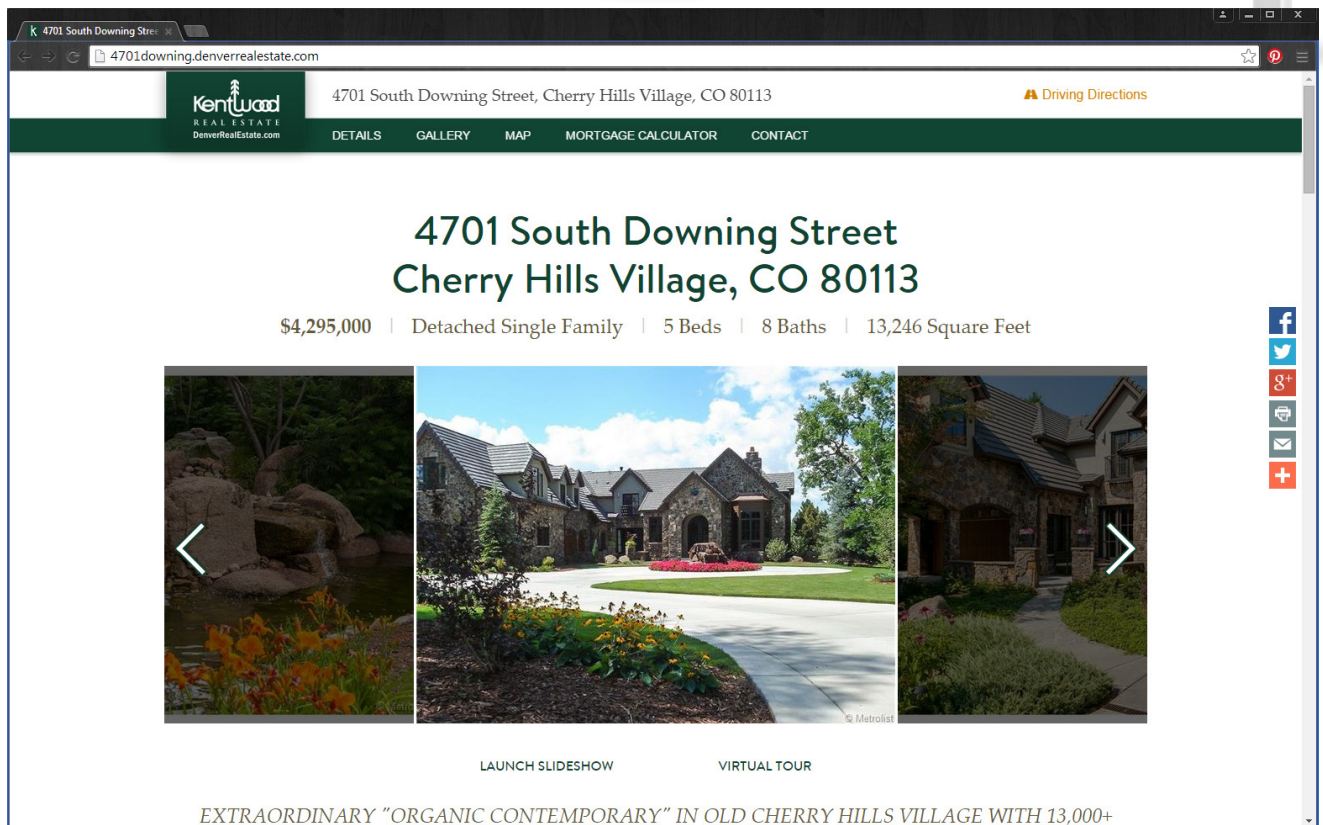
REALTYTRAC.COM • LAKEHOMESUSA.COM • LANDWATCH.COM • HOMEWINKS.COM
PROPERTYPURSUIT.COM • PROPERTYSHARK.COM • HOTPADS.COM • VAST.COM • OODLE.COM
PROPBOT.COM • PROPERAZZI.COM • FRONTDOOR.COM

EVERY KENTWOOD LISTING GETS ITS OWN WEBSITE

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.

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.

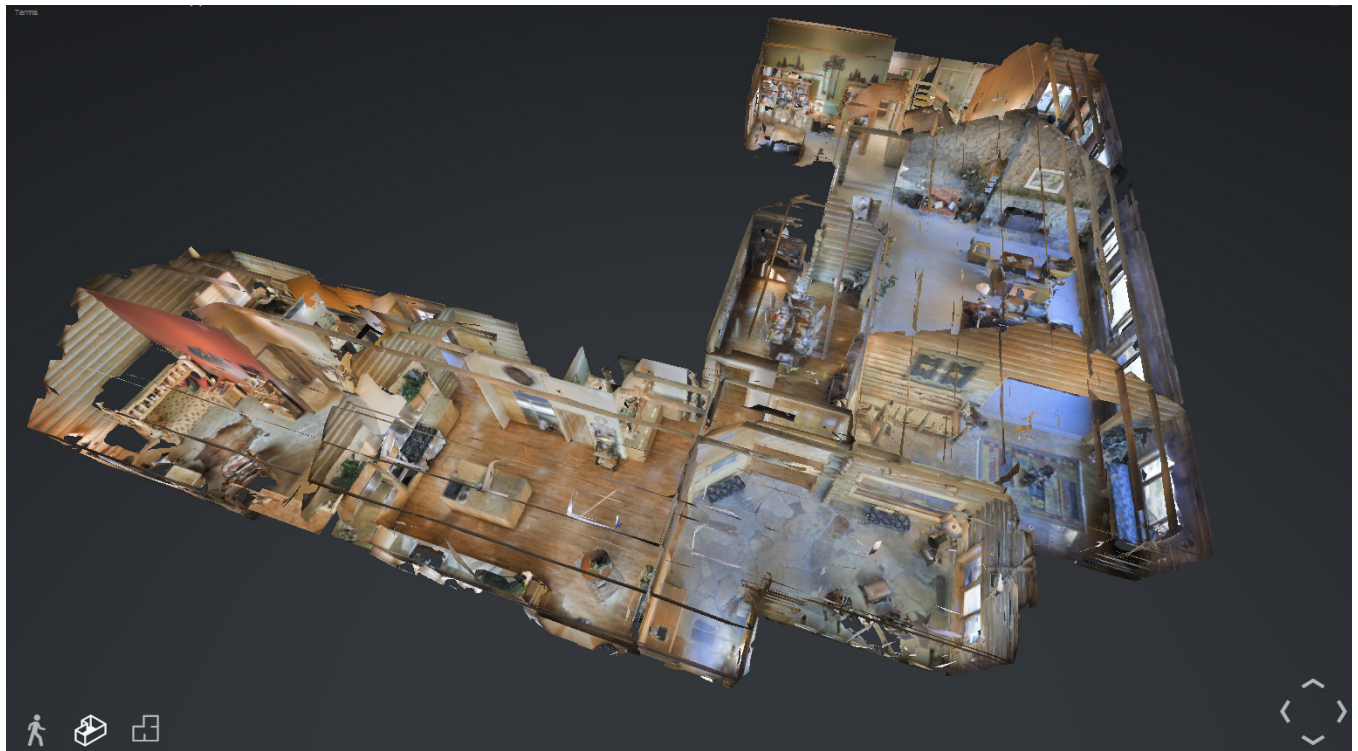


EXTRAORDINARY "ORGANIC CONTEMPORARY" IN OLD CHERRY HILLS VILLAGE WITH 13,000+



3D CAMERA

For years, the real estate industry has offered “virtual tours”. These tours were comprised of individual still images faded in and out with added motion caused by zooming in or out of the image. However in today’s market buyers and sellers desire more, especially when it comes to interactivity. Kentwood Real Estate recently invested in a new cutting edge camera technology and accompanying rendering software that allows for any perspective buyer to virtually walk through a property with full 360 degree views taken from multiple perspectives throughout the property. The camera uses not only 2D and 3D images to create these virtual environments, but also depth sensing lasers in order to provide accurate and immersive renderings of every angle of a home’s interior.



FACTS

- EACH PROPERTY IS NORMALLY COMPRISED OF 50-100 SCANS
- SHOOTS TAKE BETWEEN 1-2 HOURS DEPENDING ON THE SIZE OF THE PROJECT
- WORKS IN BOTH STAGED OR EMPTY LISTINGS
- SCANS ARE TURNED AROUND IN 24 HOURS FROM THE DATE OF THE SHOOT

EMAIL MARKETING: INSTANT RESULTS

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 "Property Alerts".


KENTWOOD REAL ESTATE


Broker Open

WEDNESDAY, SEPTEMBER 10
1:00 TO 3:00 PM


Brokers: Please feel free to bring your buyers.

Click on the property photo below for additional information:







2522 Hooker Street
SLOAN'S LAKE/HIGHLANDS
3BR | 3BA 1,685 finished sqft
\$520,000
Erin Rule 303-324-1703




5838 South Paintbrush Court
BOW MAR ESTATES
5BR | 5BA 5,167 finished sqft
\$849,000
Jamie & Brian Harris 303-870-2489




250 Ash Street
HILLTOP
4BR | 4BA 4,139 finished sqft
Call for Pricing
Devvy Altman 303-807-3899



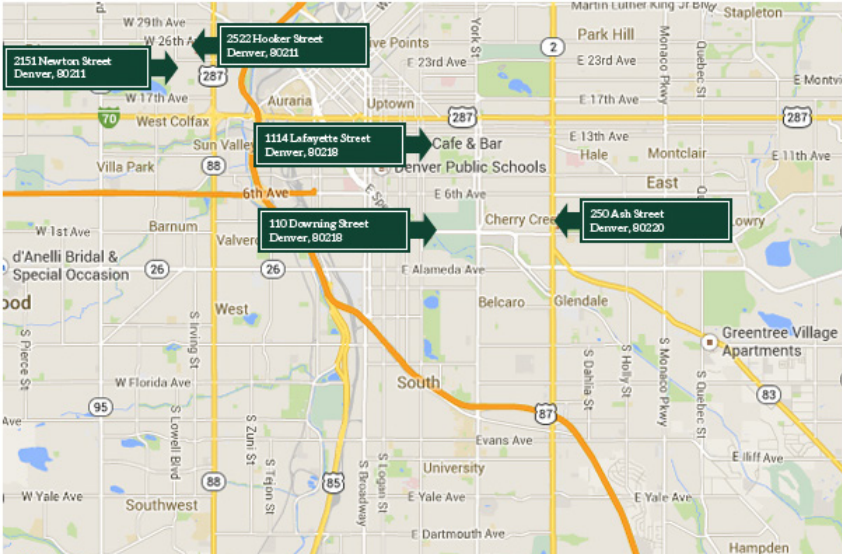
2151 Newton Street
SLOAN'S LAKE
5BR | 5BA 3,952 finished sqft
\$1,099,000
Deviree Vallejo 303-931-0097



110 Downing Street
DENVER COUNTRY CLUB
3BR | 3BA 4,185 finished sqft
\$1,250,000
MorganWinger Team 303-883-4707



1114 Lafayette Street
CHEESMAN PARK
3BR | 3BA 3,300 finished sqft
\$1,300,000
Steve Jones 303-888-0846



Thousands of highly qualified prospects receive email notification when properties are updated on our website, which occurs daily. We also send email marketing pieces to our network of brokers, which reach 7,000+ brokers in the Denver metro area alone. Kentwood also hosts a Broker Open Program, marketing Kentwood properties for a Company-Wide Broker Open event, once a month. This promotes your property to a network of brokers to bring qualified buyers.

Kentwood offers eflyer marketing, a program which allows your listing to be promoted through email to over 8,000 brokers around the Denver Metro real estate community.

THE KENTWOOD GALLERY MAGAZINE

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.



Local distribution to approximately 70,000 highly targeted households in the Denver Metro Area and distribution with the Denver Business Journal and LoDo news. A variety of advertising options allow our brokers to provide their seller's properties with the best placement and display.



THE GALLERY MAGAZINE DIGITAL EDITION

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

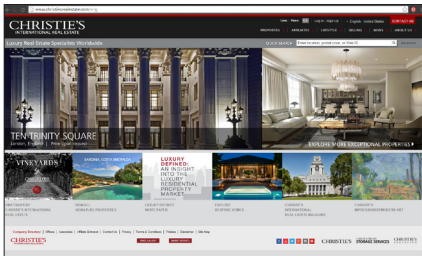
Available on DenverRealEstate.com

CHRISTIE'S INTERNATIONAL REAL ESTATE

Kentwood is the exclusive Denver affiliate of Christie's International Real Estate.

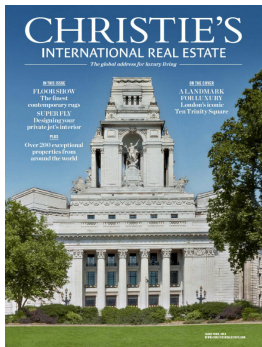
THE BRAND THAT DEFINES LUXURY REAL ESTATE WORLDWIDE.

As the exclusive Affiliate of Christie's International Real Estate for the Denver area, Kentwood Real Estate is distinguished as best in class. We benefit from ties to the world's leading art business and its global real estate network. Beyond gaining a competitive advantage in our local market, Christie's International Real Estate affords us the opportunity to engage a worldwide audience of high-net-worth homebuyers outside the local sphere. The Christie's International Real Estate network comprises approximately 138 global Affiliates with 26,700 real estate professionals in more than 40 countries.



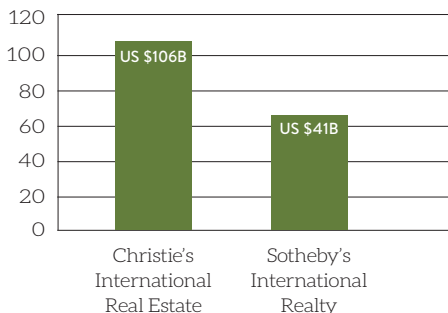
ONLINE

The Christie's International Real Estate Website is a sophisticated resource attracting visitors from over 200 countries and active listings in 40 countries. Over 60% of web traffic comes from visitors outside of the United States.



PRINT

Produced quarterly, the magazine reaches approximately one million readers annually, and is distributed to the Christie's network of Affiliates, Christie's clients, private jet lounges, and five star hotels, to name a few.



CHRISTIE'S VS. SOTHEBY'S ANNUAL TRANSACTION VOLUME

Volume shown in billions of dollars

SOURCE: CHRISTIE'S 2014

LEADING REAL ESTATE COMPANIES OF THE WORLD

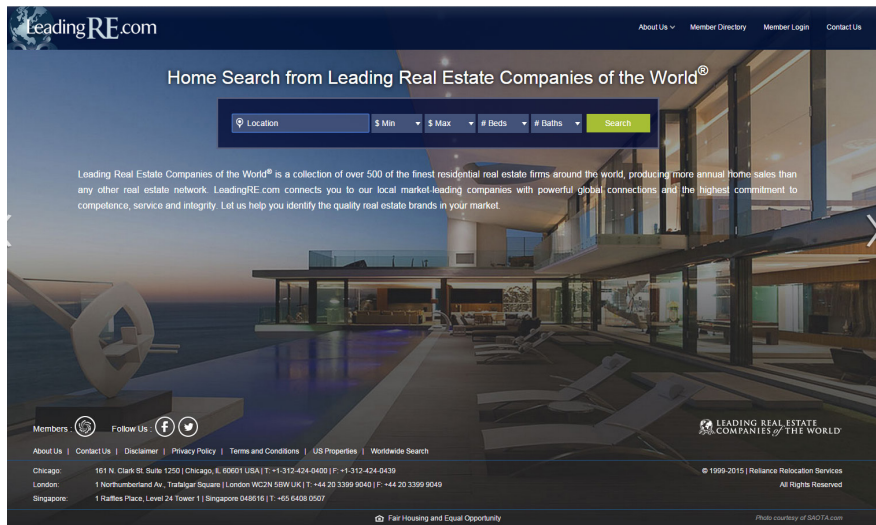
Kentwood Real Estate is a member of Leading Real Estate Companies of the World, providing our clients global reach when selling their home.

Leading Real Estate Companies of the World



GLOBAL REACH, HUMAN TOUCH.

Being a part of the global economy goes far beyond technology; it requires the human touch. We are proud to belong to the global network whose name says it all – Leading Real Estate Companies of the World®. Only the best of the best are part of this collection. Wherever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professionals.



- Over 500 firms
- 4,000 offices
- 120,000 associates
- Over 40 countries

ARGENTINA | AUSTRALIA | BAHAMAS | BELGIUM | BRITISH VIRGIN ISLANDS

CANADA | CAYMAN ISLANDS | CHINA | COSTA RICA | CZECH REPUBLIC | DENMARK

DOMINICAN REPUBLIC | ENGLAND | FIJI | FRANCE | FRENCH WEST INDIES | GERMANY

INDONESIA | IRELAND | ITALY | JAMAICA | JAPAN | MACEDONIA | MAURITIUS | MEXICO

NEW ZEALAND | PANAMA | PORTUGAL | PUERTO RICO | ROMANIA | SINGAPORE

SINT MAARTEN | SOUTH AFRICA | SPAIN | SWITZERLAND TRINIDAD & TOBAGO | TURKEY

TURKS & CAICOS | UNITED ARAB EMIRATES | UNITED STATES | U.S. VIRGIN ISLANDS

AWARD-WINNING RELOCATION SERVICES

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

GLOBAL STRENGTH. GLOBAL POWERHOUSE. MAXIMUM EXPOSURE.

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.

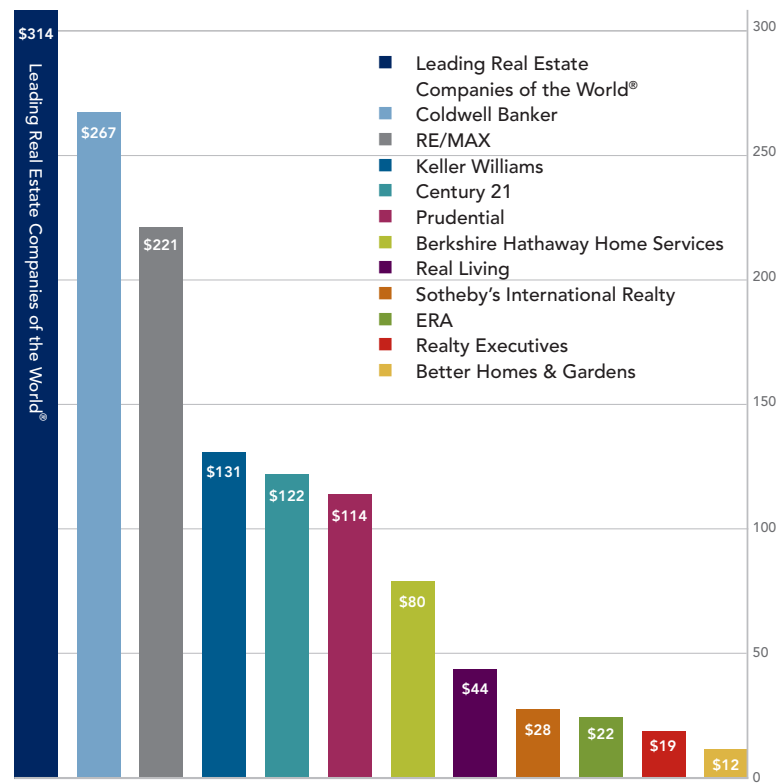
Kentwood's corporate movers range in size from a handful of employees to major moves of several hundred families. Utilizing the full resources of the Kentwood Relocation Department, Kentwood Real Estate provides the expert service and support to assist Denver's corporations and their people as they change,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

As an affiliate of the prestigious Leading Real Estate Companies of the World® network, Kentwood is proud that our organization produced more home sales volume in 2013 than any national real estate network, \$314 billion, representing over one million transactions. Those connections make us a national and global real estate company working on your behalf.

Leading RE affiliates also lead in the number of sales, with 20% more transactions than the closest competitor.

MORE U.S. HOME SALES VOLUME IN 2013 THAN ANY NATIONAL REAL ESTATE BRAND

Volume shown in billions of dollars



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2013 production.

WHO'S WHO IN LUXURY REAL ESTATE

Since its debut in 1995, LuxuryRealEstate.com has become the number one portal for luxury properties on the internet. Kentwood values its 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.

THE DEFINITE SOURCE FOR LUXURY HOMES FROM AROUND THE WORLD

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



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







selling
WITH
KENTWOOD

**CONFIDENCE FROM
START TO FINISH**

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
- Closely track dates and deadlines

ACCOUNTING

- Receive and monitor all earnest money deposits
- Receive and deliver all documents in a timely manner
- Review final settlement statements

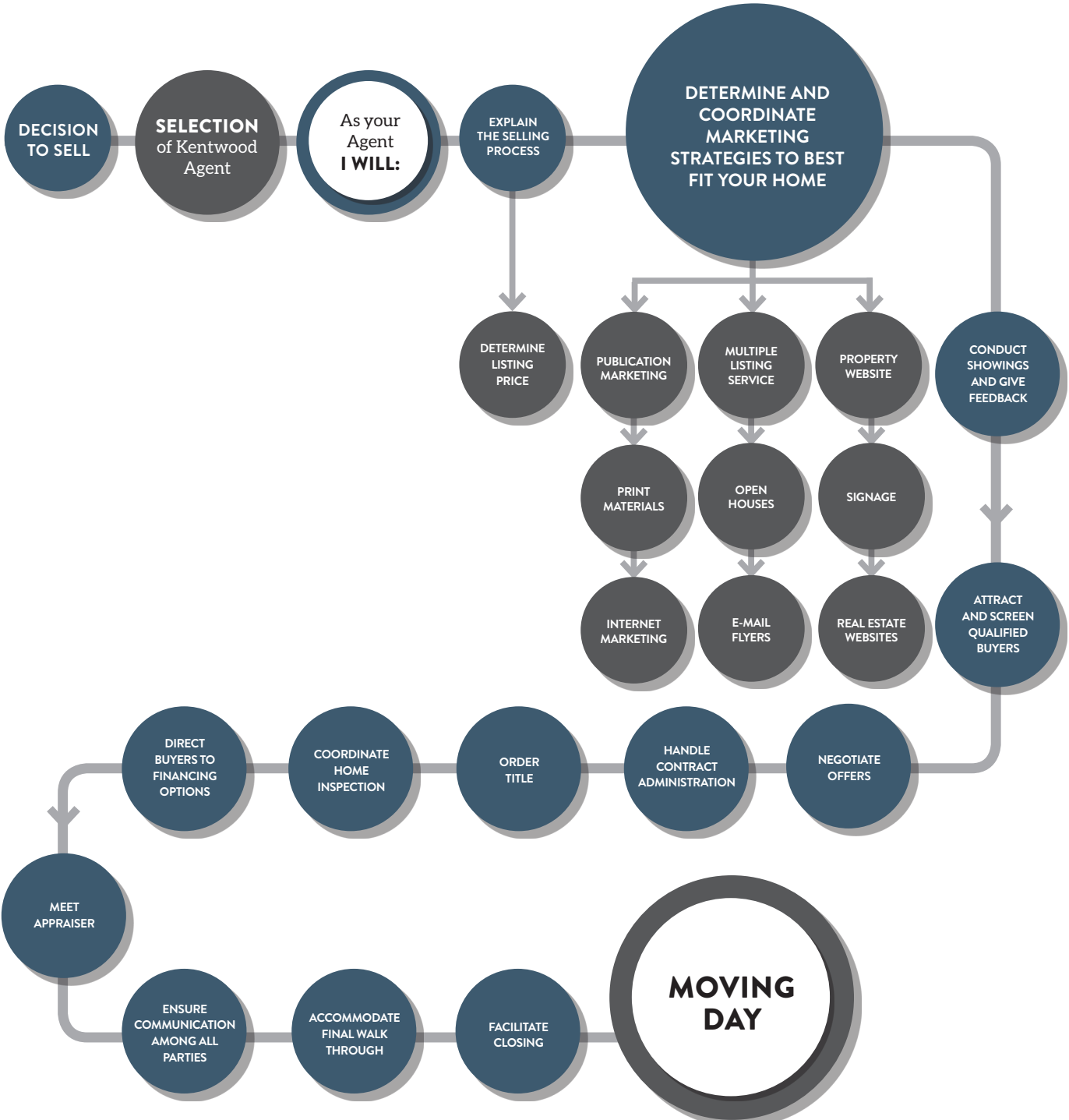
LOYALTY

- Place your interests above all others
- Keep your personal information strictly confidential
- Ensure that all parties to the transaction are fully informed about any material facts that may affect the transaction



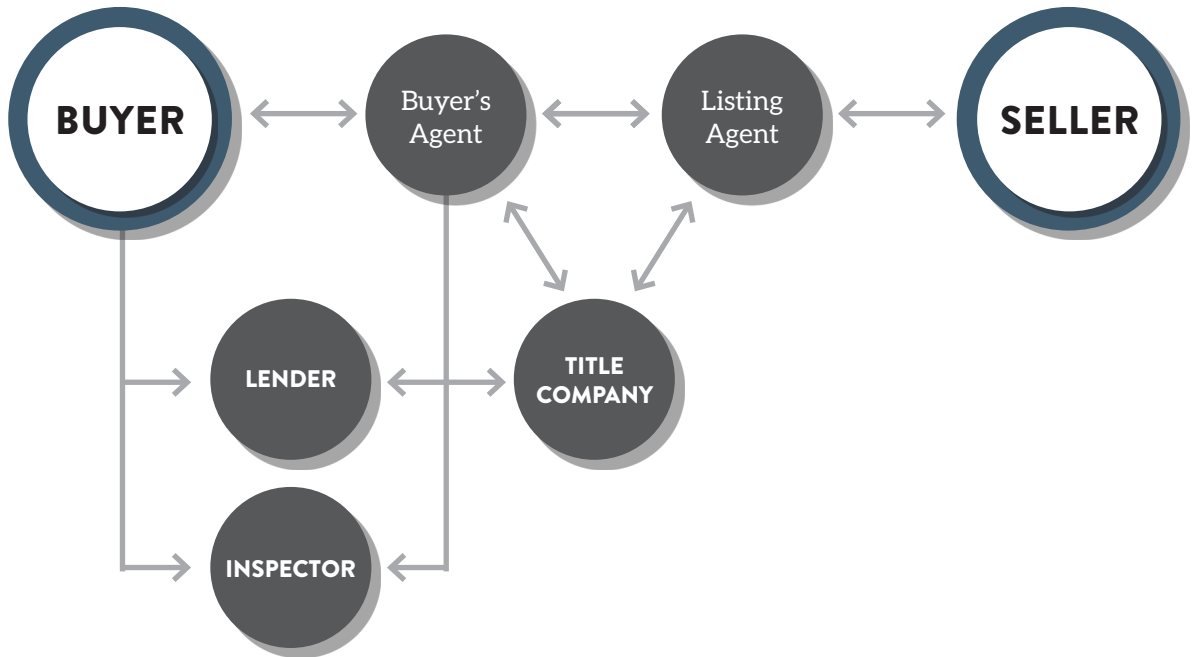
Your Kentwood Agent will provide the luxury of personalized service and take care of it all, from specialized market knowledge to negotiating and closing your transaction.

GENERAL STEPS | IN THE KENTWOOD SELLING PROCESS

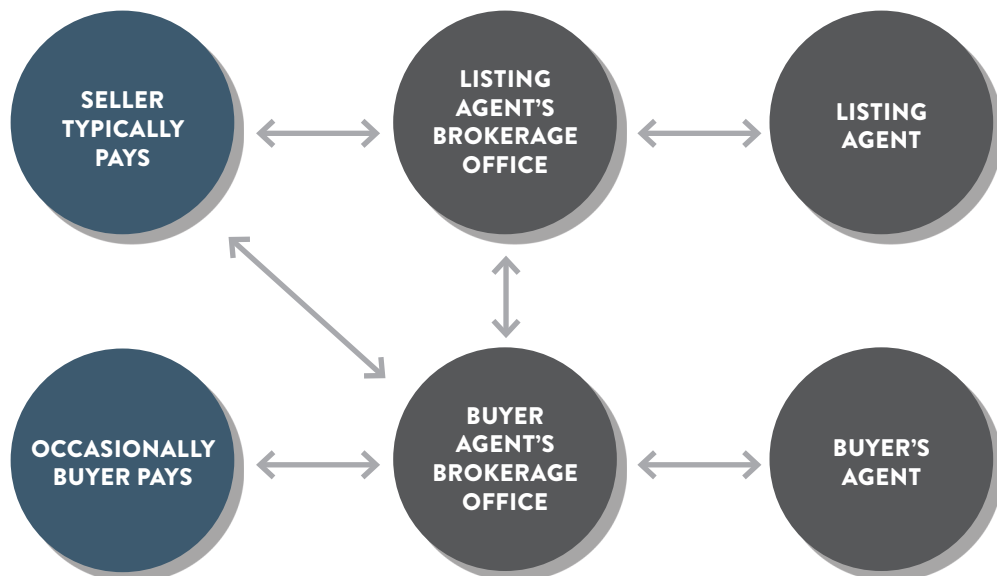


We will take the time to explain the different agency relationships you may have with your Kentwood Agent.

THE PEOPLE INVOLVED | AND HOW COMMUNICATION TAKES PLACE



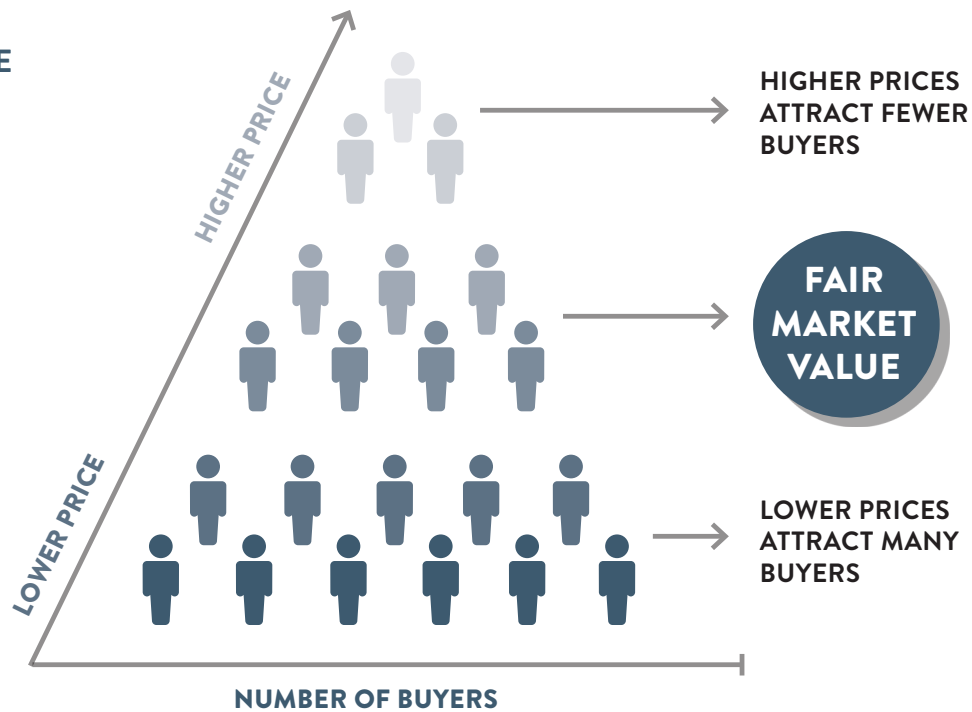
ABOUT THE COMMISSION



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

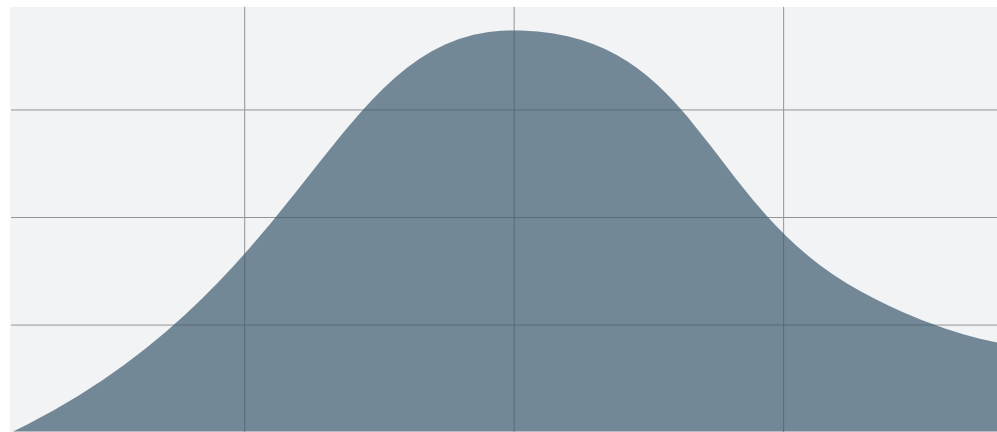
STRATEGIC PRICING FOR THE BEST EXPOSURE AND RESULTS

The higher the asking price of 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.



**WEEK 1:
INCREASING
AWARENESS**

A new property on the market generates a high level of interest.

**WEEK 2:
HIGH
AWARENESS**

Peak market awareness during the first two weeks on the market.

**WEEK 3:
DECLINING
AWARENESS**

Declining awareness and interest as other new properties arrive on the market.

**WEEK 4:
CONTINUED
DECLINE**

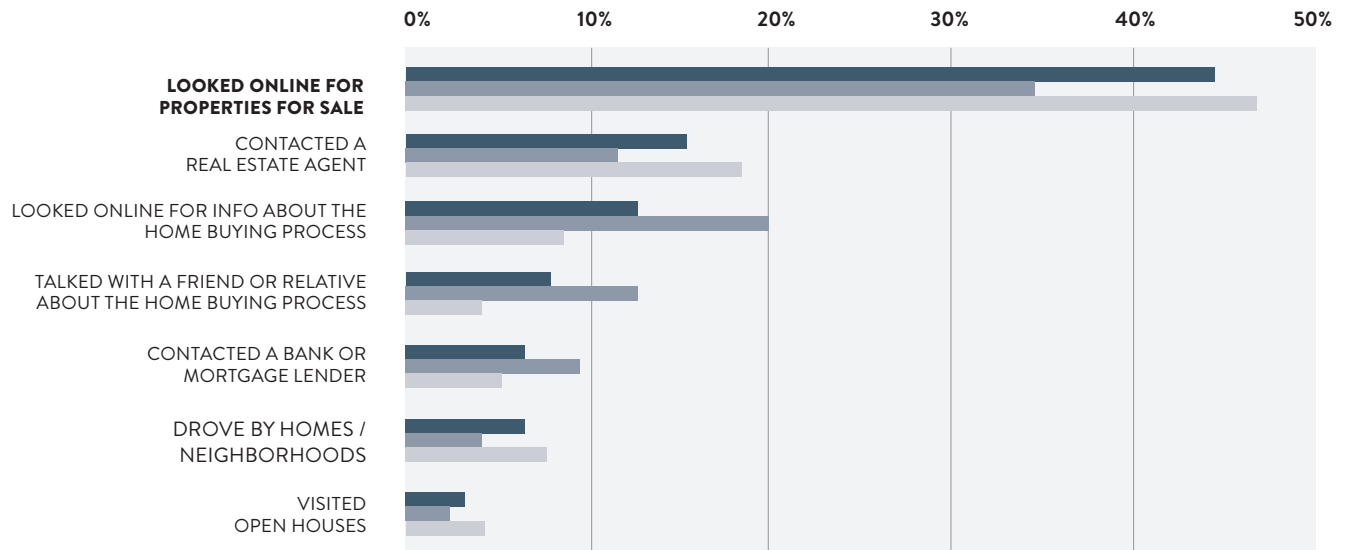
Continued decline in awareness and interest.

WHERE DO BUYERS FIND THE HOME THEY PURCHASE?

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.

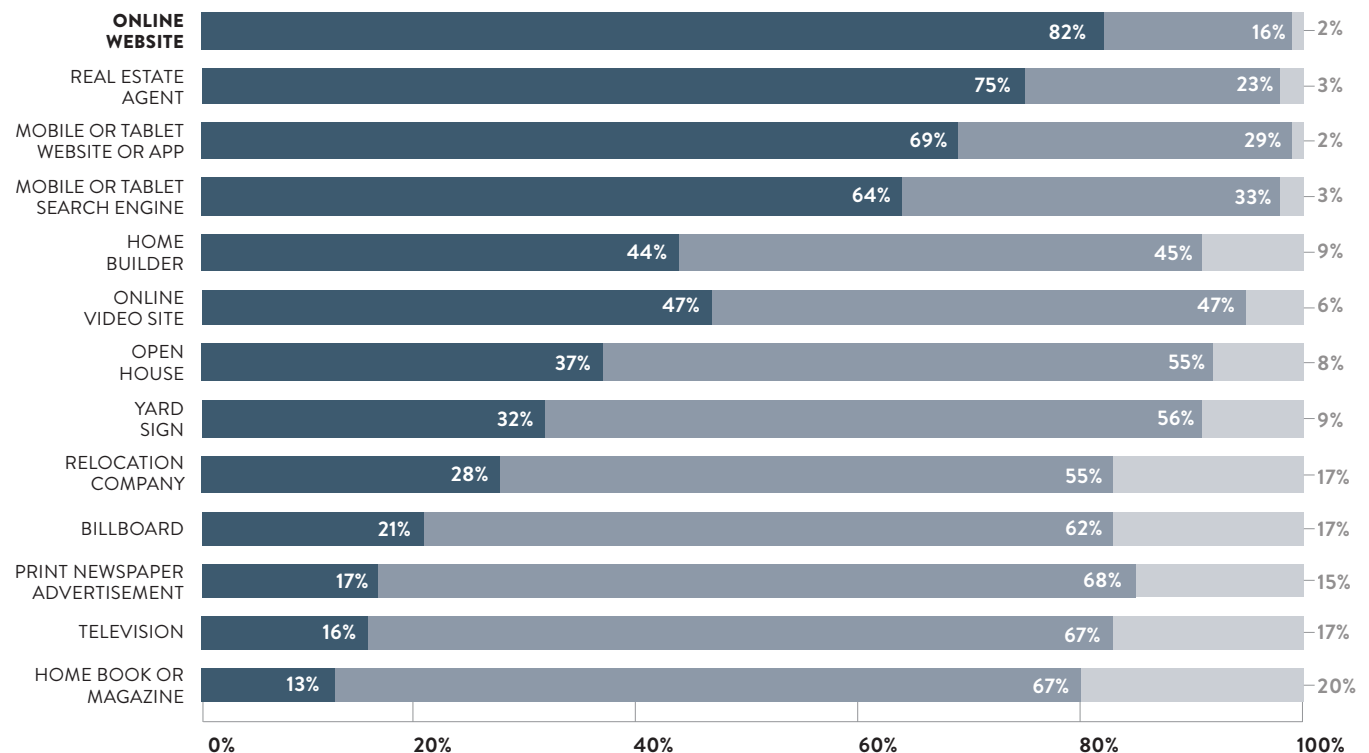
FIRST STEP TAKEN IN BUYING PROCESS

● ALL BUYERS ● FIRST-TIME BUYERS ● REPEAT BUYERS



USEFULNESS OF INFO SOURCES

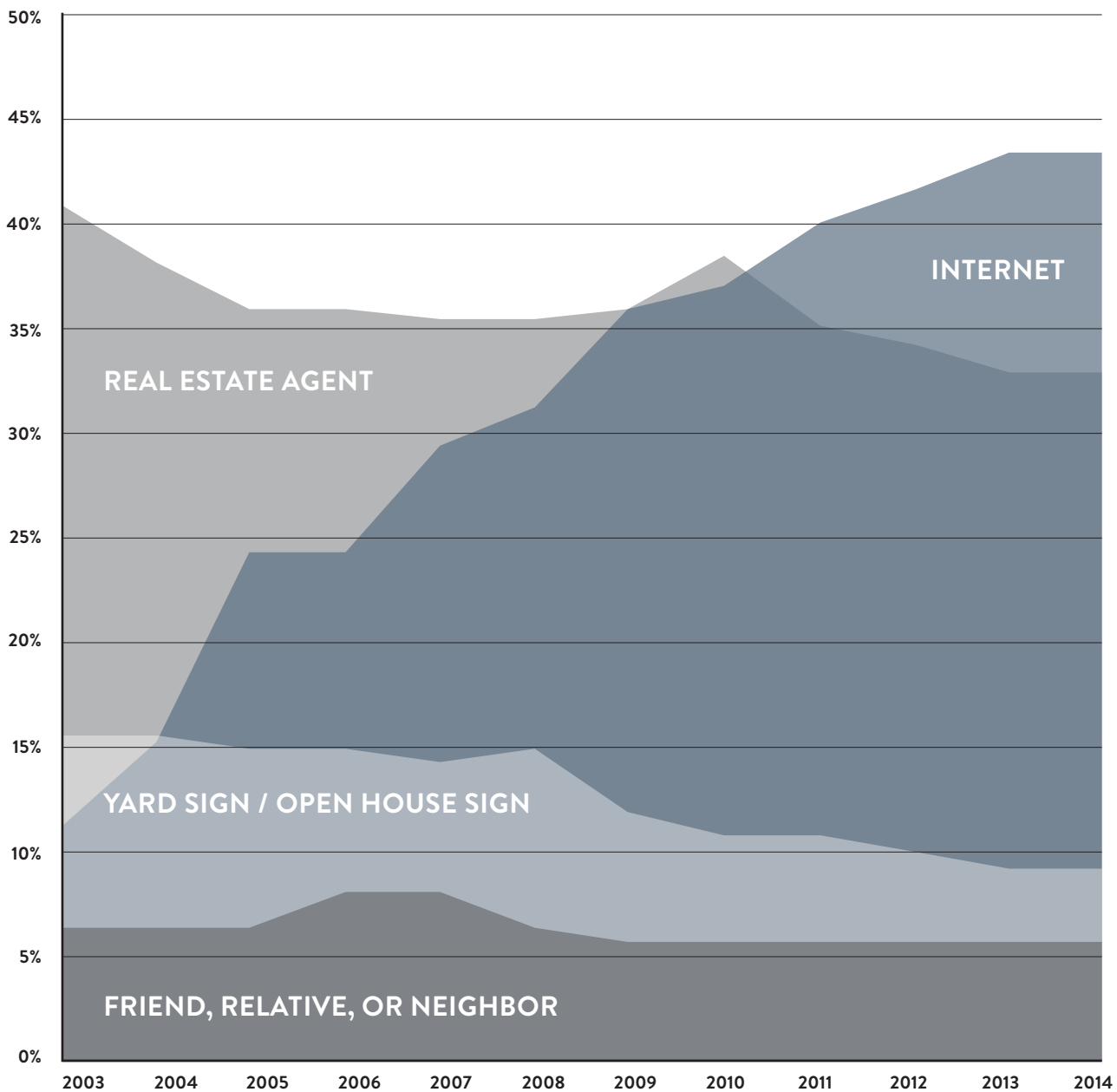
● VERY USEFUL ● SOMEWHAT USEFUL ● NOT USEFUL



THE INTERNET AND REALTORS® – REACHING BUYERS

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 DenverRealEstate.com, search engine optimization (SEO) and syndication to top real estate websites.

TRENDING OF INTERNET USAGE COMPARED TO OTHER METHODS







references
FOR
SELLERS

**ADDITIONAL HELPFUL
INFORMATION**

INFORMATION EVERY SELLER SHOULD KNOW

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

BROKER'S COMMISSION	Percentage of sales price
KENTWOOD CLIENT COMMISSION	\$200 per transaction
TITLE INSURANCE (APPROXIMATE) *Discounts may apply for re-issue rates *Includes owners extended coverage	Sliding scale based on sale price \$150,000 : \$1,210 \$500,000 : \$1,857 \$750,000 : \$2,295 \$1,000,000 : \$2,732 Over \$1 million, approximately \$1.65 per \$1,000 of sales price
IMPROVEMENT LOCATION CERTIFICATE (ILC) <i>(If needed per contract)</i>	\$250 - \$400
WATER ESCROW	\$250 - \$1,000 with balance refunded to seller
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	\$150

ENHANCE YOUR HOME FOR A QUICKER SALE

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.

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.
- Renting units to move furniture out of a crowded room.
- 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.



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 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.
- 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 determine 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, resulting from 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, 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

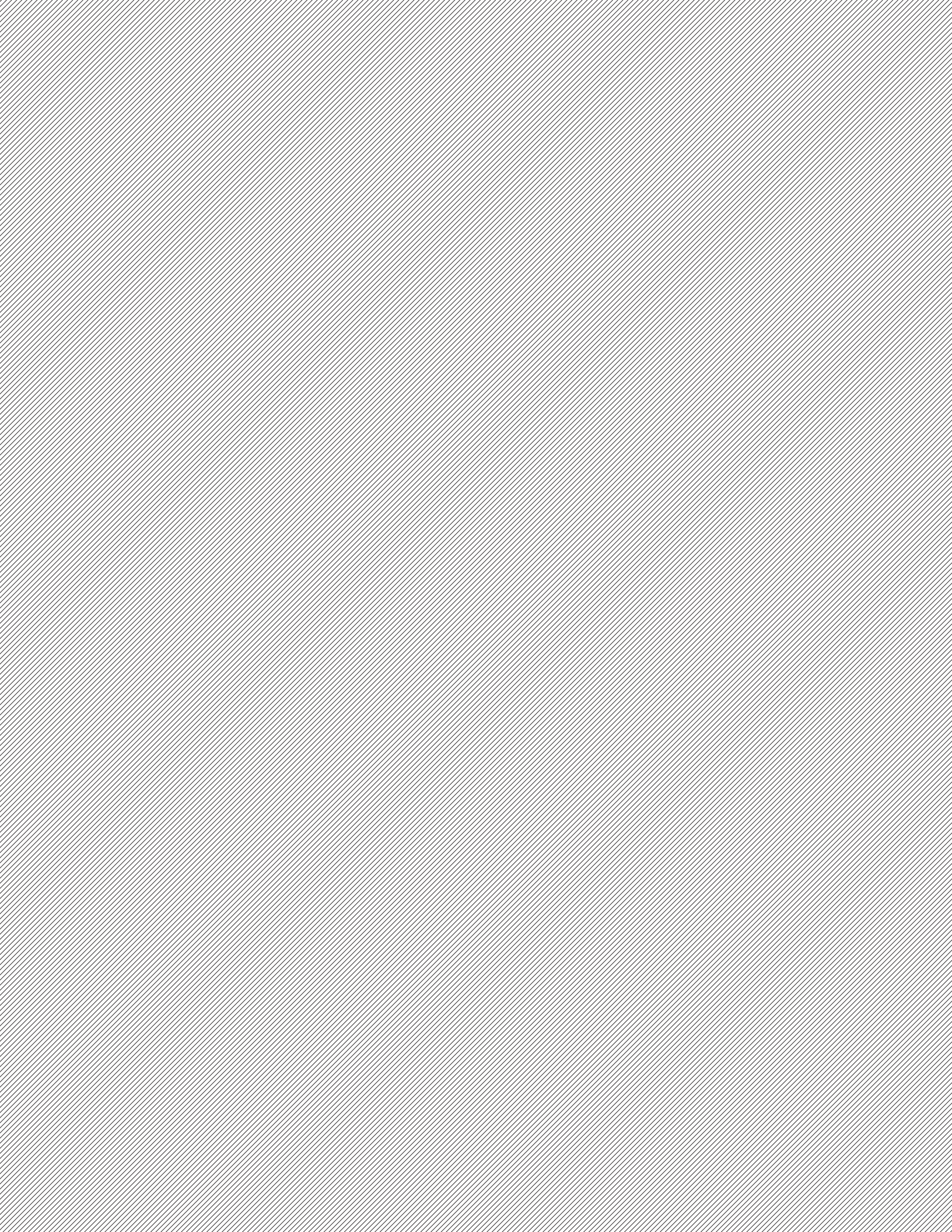
A point is a dollar amount paid to a lender for making a loan, each point being equal to one percent of the loan amount, also called a discount point.

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.



**WE ARE
DENVER
REAL
ESTATE™**

Kentwood
CITY PROPERTIES

CHRISTIE'S
INTERNATIONAL REAL ESTATE



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