

CHARACTER. CULTURE. COMMITMENT.



Real Estate Solutions



Lindsay Chacon

CNE, CMRS, REALTOR®

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Certified Negotiation Expert® | Certified Military Residential Specialist™



Real Estate Solutions

Character|Culture|Commitment™

2720 Council Tree Ave, Ste 178
Fort Collins, CO 80525

4864 Thompson Parkway
Johnstown, CO 80534

209 E 4th Street
Loveland, CO 80537

200 S College Ave, Ste 160
Fort Collins, CO 80524

1399 Water Valley Pkwy, Ste 300
Windsor, CO 80550

MARKETING PLAN

C3 Marketing System. I will enter your home into C3's marketing/information system.

Multiple Listing Service (MLS). I will enter your home's information into the MLS, giving you exposure to thousands of Realtors® in most Colorado counties.

Open House. I will hold open houses at your property to gain more exposure for your home. Open houses will be marketed online and in the local newspapers.

Professional Measurements. I will hire a licensed appraiser to professionally measure your home. The floor plan will be used for marketing and will be available to buyers and Realtors®.

Professional Photographer. I will hire a professional photographer who specializes in real estate photography.

Virtual Tour. I will supply a virtual tour of your home that will be available on our MLS system, Realtor.com, coloproperty.com, zillow.com, and trulia.com.

YouTube. I will create a 2-3 minute video showcasing your home with captions.

Individual Property Website. I will create a website dedicated specifically to your property, which will give all web users pertinent information about your home as well as our contact information for all potential buyers.

Window Display. I will feature your home in our store front window where thousands of people stop to see details, photos and property websites.

Homes & Land Magazine. I will place a full-color ad in the award-winning Homes & Land Magazine of Northern Colorado every month. Your home will also be seen on www.homesandlands.com and over 20 other major websites.

Interior Design Consultant. I will hire a Professional Stager/Interior Designer to meet with you prior to pictures and showings to help you make your home look it's very best!

Comparative Market Analysis (CMA). I will prepare a CMA including information on recently sold, active, and market rejected listings.

Statistics. I will provide you with a statistical overview of the history of the market to help give you confidence in your pricing decisions.

Pricing. I will assist you with pricing your home based on the CMA and statistical information. This will help you select the price that best fits your situation and time frame. Ultimately, the pricing decision is yours.

3% Co-op. I will offer 3 percent of the commission to the cooperating real estate professional who is working with the buyer(s) who writes a contract and closes on your home.

Increased Availability. My office is open 7 days a week.

Lock Box. I will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.

C3 Sign. I will place one of my professional custom yard signs on your property.

Color Brochure. I will have a professional custom color brochure containing important information about your property created. I will place a brochure box on the yard sign and ensure it is filled at all times.

Internet Advertising. Your home will be actively marketed on several nationally recognized web portals, including: craigslist.com, zillow.com, trulia.com, coloproperties.com, realtor.com and more.

Counter Display. I will prepare an informational notebook containing most things a buyer will want to know: survey, school information, utilities, homeowners association, pre-inspection information, contract, etc. This information will give buyers the confidence to write a contract.

Buyer/Realtor Survey. I will survey the Realtors® and their buyers who have seen your home and document their feedback on price, condition, and whether there is a buyer interest.

Weekly Contact. I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.

Proven Systems. I will implement tried and true marketing systems to get your property sold. All cost and time associated with the marketing of your home are covered by your real estate professional. Remember, I don't get paid until your home sells!

Customer Satisfaction Guarantee

After you list your home with me:

- If you are not satisfied with my service;
- If you think that I have not represented your best interests;
- Or if you simply decide not to sell your home;

Give me a twenty-four hour written notice to terminate the listing. Your listing will be returned, NO questions asked.

My greatest concern is your satisfaction!



CHARACTER CULTURE COMMITMENT

WHAT MY CUSTOMERS ARE SAYING

“Lindsay has been great to work with on the sale of our home. She listed our house on Friday, had an open house on Sunday and had an offer on Monday. All of the sale process went smoothly. We would definitely use Lindsay again for future real estate needs.” –**Jamie P**

“Lindsay was wonderful to work with! She helped us with EVERYTHING, and was spot on in pricing our house. We have another property listed with her, and will continue to have her as our real estate agent in the future.” –**Lucy O**

“Lindsay was great to work with. Motivated and focused on selling my property. Professional, knowledgeable, and very helpful. I would highly recommend her.” –**Kelly S**

“Lindsay did a great job selling our house, the process went very smooth.” –**Doug T**

“Lindsay was very professional, prompt, and took care of me every step in the process. I would highly recommend her.” –**Shannon J**



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