

**M | K****Mark Kruse** CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

MISSION STATEMENT

The goal of Mark Kruse and his Team is to provide *you* with the finest possible service while successfully assisting *you* in the purchase and/or sale of real estate. We understand that this is a major event in your life, and we strive to make it as enjoyable, or at least, as stress-free as possible.

We accomplish our goal for *you* by being committed to 100% honesty with *you* while advising *you* on all facets of your transaction, even if that means losing a listing or a sale. By doing this, not only do we sleep better, we know that in the long run *you* and everyone involved will benefit.

We accomplish our goal for *you* by also looking out for your best interests. This includes navigating *you* through the endless paperwork, myriad of laws, forms, clauses, rules, ordinances, regulations, covenants, customs, and constant legal dangers along the way. This also includes never betraying your trust when asked "I know they're asking \$xxx,xxx, but what'll they take?"

We accomplish our goal for *you* by also learning from our mistakes, and by relentlessly pursuing our constant and never-ending improvement.

We accomplish our goal for *you* by also "going the extra mile." We do this by providing *you* with customer service and professionalism beyond your wildest expectations. We realize we must do things that the average agent will not do to help *you* achieve your goals. Remember, we're not sales people, we're consultants.

We truly believe our services are superior, and are resolved to proving that day after day so *you* and every one of our other clients can and will recommend us to friends, relatives, neighbors, business associates, and co-workers.

We share this Mission Statement with *you* because we have a strong commitment and belief in what we do. Your satisfaction is our #1 priority.



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222

**M | K****Mark Kruse** CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

Now That You've Called Mark What's Going to Happen?

Before We Meet

You'll be meeting with Mark soon and very likely will hire him to sell your home or rental property. To help us sell your property smoothly, for the most money possible in the time *you* have to sell, please take a few moments to read these pages:

- There's No Place Like Home!
- What Are You Concerned About?
- May I Answer Your Questions?
- Setting The Right Price For Your Property
- Famous Last Words!
- Mark's "20 Step Marketing Plan" To Sell Your Property
- Your Guide to Selecting the Right Broker
- Testimonials
- Mark's Team

When We Meet

- You ask Mark all of your questions.
- Mark makes pricing and "staging" recommendations for you.
- Mark describes his proven Marketing Program, if you're interested.
- You decide on hiring Mark to sell your property.

After We Meet

- Mark and his staff hit the ground running and help you achieve your goals.
- Mark and his staff locate a buyer for you.
- You accept an offer and we begin the transaction.
- We close the transaction.

Let's Get Started!!



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222



M | K

Mark Kruse CRS, GRI, ABR, SRS
Broker Associate

I want to be your Realtor for LIFE! - Mark Kruse

There's No Place Like Home!

Tell Me Why Your Property is Special . . .

You've surely enjoyed living in your home or owning this property. You are understandably very proud of its many features and improvements. To help you get "top dollar" for your property, please fill in the lines below so we can tell prospective buyers about these special features. It will also help us establish the "estimated market value" for your home.

Features I/we have really enjoyed at _____:
Address

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

THANK YOU! *Now, Let's Sell It!*

FAX THIS PAGE TO MARK AT 303.691.3387 BEFORE YOUR MEETING



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222



M | K

Mark Kruse CRS, GRI, ABR, SRS
Broker Associate

I want to be your Realtor for LIFE! - Mark Kruse

What Are You Concerned About?

Your satisfaction is our #1 priority. We're eager for *you* to share your concerns and expectations about selling your property. Please take a moment to circle the number that best describes your feelings about the various aspects of the home sales transaction:

1 = Not Concerned 5 = Very Concerned

1	2	3	4	5	Buyer qualification
1	2	3	4	5	Showing procedures
1	2	3	4	5	Advertising
1	2	3	4	5	Broker fees
1	2	3	4	5	Open Houses
1	2	3	4	5	Level of service you'll receive
1	2	3	4	5	Netting a certain amount of money
1	2	3	4	5	Moving date / Timing
1	2	3	4	5	Preparing your property for sale
1	2	3	4	5	Pricing
1	2	3	4	5	Closing Costs
1	2	3	4	5	Salability of your property
1	2	3	4	5	Making your mortgage payments
1	2	3	4	5	Negotiations
1	2	3	4	5	Contracts
1	2	3	4	5	Disclosure and liability
1	2	3	4	5	Other: _____
1	2	3	4	5	Other: _____
1	2	3	4	5	Other: _____
1	2	3	4	5	Other: _____

Thank you!

FAX THIS PAGE TO MARK AT 303.691.3387 BEFORE YOUR MEETING



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222



M | K

Mark Kruse CRS, GRI, ABR, SRS
Broker Associate

I want to be your Realtor for LIFE! - Mark Kruse

May I Answer Your Questions?

Again, your satisfaction is our #1 priority. *You* are selling your property. The more knowledgeable and informed *you* are about the process, the more enjoyable and/or less stressful this experience will be for *you* and your family.

With this thought in mind, keep this sheet handy and when a question occurs to *you*, please write it down. I will be happy to provide you with extra copies of **May I Answer Your Questions?** Then when *you* speak with me, you'll remember to ask these important questions:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Real estate transactions become increasingly complicated every year. Please ask any and all questions.

FAX THIS PAGE TO MARK AT 303.691.3387 BEFORE YOUR MEETING



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222

**M | K****Mark Kruse** CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

Setting the Right Price On Your Property

You want to sell your property, and you want to sell it for the highest possible price, given the time you have to sell.

This is an obvious statement. Let's analyze it.

The key word here is *possible*. While all of us may want \$10,000,000 for our home, the market will only bear a certain amount. Wall Street is a good analogy. If a blue-chip stock is trading between 104 and 106, it does no good to ask for 110. Nor should you ask 102.

Likewise, your property must be priced in the appropriate range. Homebuyers today are more educated than in the past. Price your property too high and you discourage buyers looking for a home like yours, while those who do come are expecting more and won't be interested. **No amount of marketing can sell an over-priced property.**

Not everyone, consumers and brokers alike, follows this advice. Have you seen a house in your neighborhood that's been on the market *forever*? Guess what . . . it's probably overpriced. In fact, price is so crucial it's been said that *half the marketing is the price!* So, what's the secret? What's the magic formula?

Get ready. Here it is. Price your property approximately 2% over the price at which it should sell. That's it. Pretty simple!

Why 2%?

Years of experience have proven this to be the optimum point to attract one or more buyers for our properties in the current marketplace. While this level could bring multiple buyers to the table in a seller's market, in today's buyers market, it still leaves plenty of room for negotiations and increases our chances of selling your home at 100% of the list price. Despite this proven advice, you may be thinking about what we affectionately call the *famous last words!* Please see the next page.



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222

**M | K****Mark Kruse** CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

Famous Last Words!

“Let’s just start a little high . . . we can always come down.”

As most activity occurs when a home is newly listed, overpricing up front scares these buyers. Then the price must be dropped later to rekindle interest from buyers looking at the newest listings. Hopefully they won’t consider your home shop worn.

“I won’t give it away.”

And you shouldn’t! If you feel that selling at today’s market value would be “giving it away,” then don’t sell.

“But, I spent \$xx,xxx on improvements; my home is worth more.”

Most improvements add some value (some detract), but re-sale value is always less than the cost. Always ask yourself, did you make these improvements for profit or your enjoyment? One owner’s improvement can be the next owner’s eyesore.

“I need / want \$xxx,xxx.”

Put yourself in the buyer’s shoes. If you wanted to buy a home worth \$300,000, would you pay an extra \$20,000 just because the owner needed it?

“Another agent said . . . “

Be wary of agents who estimate or promise a high sales price. In the industry, it’s called “buying” the listing. Agents who “buy” listing have nothing to lose. They invest very little time and money marketing, so, if the owner won’t lower the price later, the agent hasn’t lost much. Don’t be misled!

“But is was appraised for \$xxx,xxx.”

An appraisal is just another opinion by someone who doesn’t sell real estate.



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222

**M | K****Mark Kruse** CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

Mark's "20 Step Marketing Plan" to Sell Your Property

A Special Note

I'm a very successful real estate practitioner in a very competitive industry. My business and marketing practices, systems, strategies, and skills have been established and refined over the years. I use these 20 steps because they've been successful over and over again. Please, consider the content in this packet to be **confidential**. Thousands of brokers in Colorado get the same license, but that's where the similarity begins and ends. Did you know that 8% of the licensed brokers sell 95% of the homes? With that in mind, please, do not share this packet with my competition. Thanks!

The Plan

The details of most of my "20 Step Marketing Plan" will be revealed to you when we meet. Here are a few basics of this powerful strategy that I use for selling your home.

- PROMOTE through full Metrolist and MLS exposure in print and with technology.
- PROMOTE complete marketing within the RE/MAX family of thousands of brokers.
- PROMOTE through Web technology and Internet and eMail Marketing to thousands of buyers.
- PROMOTE through targeted direct mail to thousands of potential buyers.
- PROMOTE heavily through Realtor networks and Realtor Board marketing sessions.

*Compare my "20 Step Marketing Plan" to the "3-P Plan" that most agents use:
Put up a sign . . . Place in MLS . . . Pray it sells!*

As you can see, my plan is proactive and when you list with me, your property will sell!



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222

**M | K****Mark Kruse** CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

Your Guide to Selecting the Right Broker

1. How many hours do you work weekly selling real estate?
2. How many designations and how much education do you have?
3. How many agents are in your office and your company?
4. Do you have a full-time staff to assure all details are covered?
5. How much do you spend on marketing annually?
6. Do you have a list of references I can check today?
7. Have you read Colorado's real estate contracts word for word?
8. What are the specific main selling points of my property and why?
9. How will you market my property directly to buyers and brokers?
10. Should I accept First-right and/or Contingency contracts?
11. How many broker networks do you belong to?
12. What can I do, as the owner, to help sell my property for the highest price possible?
13. How many pieces of direct mail do you send each month?
14. How will you assist me in my relocation plans?
15. Will you provide full color flyers with pictures of my property?
16. Will you purchase a Virtual Tour for the homeowner?
17. How often will I be updated on the transaction?
18. How will you use "showing feedback" to sell my property?
19. Will you inform my closest 100 neighbors about my listing and why?
20. How effective is newspaper advertising and will you use it?
21. What are the traffic statistics for your website?
22. Does your company have metro-wide magazine advertising?
23. Can you provide me with detailed statistics on local housing trends?
24. Can you interpret what the statistics mean to me and the sale of my home?
- 25. What is your "List price versus Sold price" ratio?**
- 26. What is the "Average Days on Market" figure for your last dozen listings?**





Mark's Team

Our goal is to provide you with the finest service while selling your property. In fact, our goal is to go beyond your wildest expectations. When you win, we win! Then, and only then, are we confident that you will refer us to your friends, family, business associates, and co-workers.

In order to accomplish this, we've analyzed the basic functions of a real estate transaction and the activities of a broker, and separated them into specific categories. Here are the specialists that, along with me, will be serving you.

Courtney Delponte, Client Care Manager: Courtney oversees the management of all our agents, all file processing, all operations or technology needs in our office.

Kerri Miller, Transaction Coordinator and Administrative Manager: Kerri supervises the daily affairs of my office . . . everything from scheduling to coordinating the endless flow of paperwork.

Cindee Flores, Listing Coordinator: Cindee inputs all listings and keeps records on current changes and market evaluations.

Nikole Armbrust, Manager of Marketing and Listings: Nikole spearheads our marketing department by working in conjunction with agents to facilitate communication with clients.

Matt Lee, Home Mortgage Consultant: My trusted lender. He is here to help you with any mortgage needs as a seller or buyer. Matt handles small loans, jumbo loans and everything in between. Matt has the added advantage of having extensive banking experience and currently teaches classes in real estate and mortgage licensing. Matt works tirelessly to take excellent care of my clients and help them through the ups and downs of a changing market and tumultuous economic climate.

Stacey Lane, Graphic Design and Printing: Stacey spearheads my marketing and printing needs. She's a highly skilled graphics specialist who designs many of the mass mailings, flyers, brochures and postcards used to market your property.

Tricia Kenny, Closer: One of the finest title company managers I've ever had the pleasure of having on board. She runs closings like a surgeon. There are never any surprises at the closing table. She handles the transaction in style and without stress.

Vendors, vendors, vendors: Due to experience and a broad customer base, I have amassed a large vendor list which I am always willing to share with my clients or simply give a recommendation if needed. Don't hesitate to ask!



**M | K**Mark Kruse CRS, GRI, ABR, SRS
Broker Associate*I want to be your Realtor for LIFE! - Mark Kruse*

Testimonials

Mark was **considerate and responsive** throughout the entire selling process. He was so good that I ended up buying my current residence through him also. I would highly recommend him to all my friends and family members.

Tina C. - Lakewood

We were very pleased with the service Mark brought to the transaction. He would always answer the phone when we had questions or were concerned about something. He also found out information promptly and **kept us up to date**.

Carlos S. and Pamela T. - Arvada

We could not have done it as **fast or as easily** without Mark!

Joanne G. and Randall P. - Highlands Ranch

I truly appreciated all that you did... **especially going above and beyond!**

Ben S. - Denver

Everything went so smoothly and we feel that it was largely due to **Mark's thoroughness, professionalism, and knowledge of transactions**.

Vicki W and Tom M. - Evergreen

Mark is truly outstanding! He helped us from more than 1,000 miles away and we found our dream home... with a view. I send all of my new clients and prospects to him when they are looking to relocate.

The Sobota Family - Castle Pines

Mark Kruse of RE/MAX Alliance is the **best** Realtor in Denver. He has a wealth or real estate experience and expertise. His industry knowledge is **unmatched** and he goes the extra mile **everytime!!!**

Nathaniel Bruno - Aurora



cell: 303.522.7675 • office: 303.759.6670 • toll free: 800.747.7362 • fax: 303.691.3387
mark.kruse@homesincolorado.com • www.homesincolorado.com/mkruse
1873 S. Bellaire St. #700 • Denver, CO 80222

