







## About Me

"Are you looking to buy, sell, or invest in Northern CO real estate?" With over two decades of experience helping clients achieve their goals, I bring a wealth of knowledge and expertise to the table. I've been recognized as America's Best Real Estate Professional by Real Trends, and I'm committed to providing my clients with exceptional service every step of the way.

As a long-time resident of Ft. Collins, I know the local market inside and out. Whether you're a first-time buyer, a seasoned investor, or looking to build your dream home, I'm well-versed in all aspects of real estate. I'm also passionate about supporting the local community, and I'm involved in a number of organizations and causes, including the United Way Alexis de Tocqueville Society, CSU Morgan Society, Athletes in Action, Respite Care, and more.

When I'm not helping clients achieve their real estate goals, you can find me exploring Rocky Mountain National Park or hitting the gym for some CrossFit and weight training. I'm even a competitor in the Masters Division of The Open!

I recently published a Real Estate-minded book on Amazon, The Concierge Mindset, with a forward written by Larry Kendall, the founder of The Group Real Estate. Be sure to join me on social media, where I share informative ideas to keep you informed on the latest market trends and real estate news.

Ready to get started on your next real estate journey? Visit my website and learn more about my services. I look forward to meeting you!"

## What My Customers Are Saying...

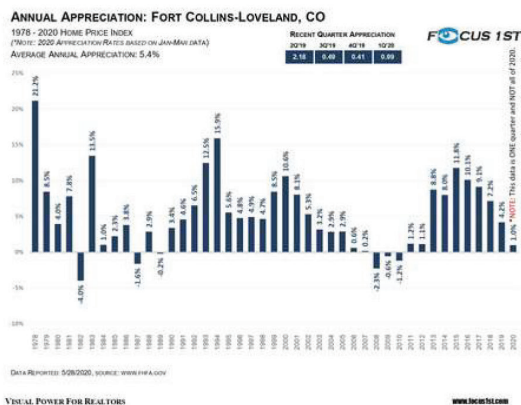
"Joanne, is literally worth her weight in gold. Having done several transactions with her I have several examples where her expertise has protected and benefited me. I literally cannot say enough good things about her." - Susan S.

"When our previous realtor was unable to sell our home, we contacted Joanne. Within the first week of our listing with Joanne we had more showings than the previous realtor had in a month! Between her and her assistant, they were all hands on deck! We were very pleased with their professionalism and responsiveness to all of our questions and concerns. We would not hesitate to refer our family and friends to them!" - Bruce & Paula Y.



# FOCUS1ST

I use a world class pricing software to help visually show you how to price your home.



## FOCUS1ST

### The Odds of Selling Your Home!

Highland Meadows (Windsor)

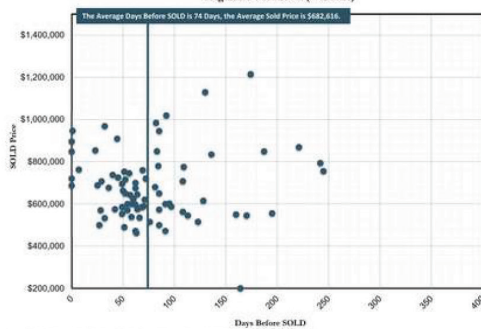


Source: MIA, Information deemed reliable but not guaranteed, Data Collected: 5/17/20

## FOCUS1ST

### 2019 - The Time to Sell Your Property!

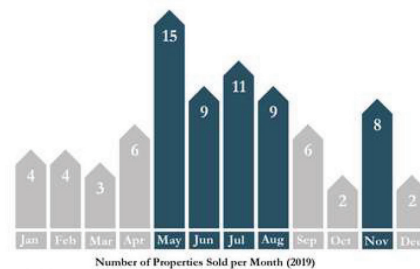
Highland Meadows (Windsor)



## FOCUS1ST

### The Best Time To Sell Your Home!

Highland Meadows (Windsor)

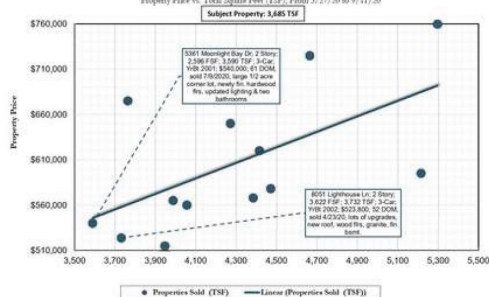


Source: MIA, Information deemed reliable but not guaranteed, Data Collected: 5/17/20

## FOCUS1ST

### Properties Sold (TSF), Highland Meadows (Windsor)

Property Price vs. Total Square Feet (TSF), From 3/27/20 to 5/11/20



### THE REAL ESTATE POND

\*Projected Activity in Collins Square At Hill Pond, 1/8/21 to 4/8/21



3 NEW PROJECTED SALES  
\*PROJECTED DATA BASED ON MARKET TREND AND BUYING PATTERNS



# What is Provided by Joanne?

## I will pay for the following items:

- Pre-inspection of the home from Michael Bergren with Win Home Inspections 970.682.5004 - [fortcollins.wini.com](http://fortcollins.wini.com). This will include the roof and sewer scope, if needed
- A professional floorplan to be drawn by Drew Seaser with Tool Real Estate Appraisals, LLC - 970.214.3413
- A professional staging consultation from Jill Schuett with Applause Home Staging, LLC - 970.215.5309 - [applausehomestaging.com](http://applausehomestaging.com)
- A high end video tour including a drone flight if needed
- Still photos with a high-end photographer
- Marketing on company websites including: The Group's website, Joanne's personal website,
- Zillow, Redfin, Truila, Realtor.com and many more!





## Marketing Plan

**Pricing and Negotiations.** I provide a market analysis with a suggested price range on your home using a state of the art pricing tool see [www.focus1st.com](http://www.focus1st.com) for reference. I will also provide you with a proposed net sheet showing your suggested list price range, your costs and your profit. I consider myself a negotiation expert once under contract to help navigate you to a successful closing!

**Pre-Inspection.** I offer and pay for the services of a pre-inspection by my preferred inspector.

**Staging.** I offer and pay for the services of my preferred stager.

**Measuring.** I offer and pay for the services of an appraisal firm to come to the home and measure all rooms, garage and outdoor patios. This will include all flooring types, total finished and unfinished square feet. They will provide us with a professional floorplan that we will use for marketing and contract negotiations.

**Color Photography.** I offer and pay for the services of Graphic Designer. They will come to the home take pictures of the home, create a virtual tour including the yard and views. If needed I can also offer to fly a drone for aerial photos.

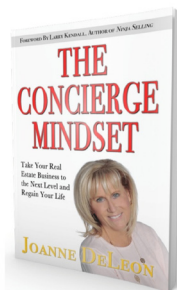
**Color Brochures.** I offer and pay for the services to design and develop your brochure and walking tour. I encourage you to co-create these materials with me. I also will have a virtual tour online of your home. All materials are printed with high quality.

**Counter Display.** I provide a counter display in the home to have information at hand for prospective buyers and the appraiser. Including all of your brochures, walking tour, disclosures, floorplan, utility information and more.

**Your Property Shared Locally.** I will share your listing with my company and to many companies throughout Northern CO. I believe in the power of cooperating brokers and I have great colleagues in many companies. Your property will also be shared on Web Sites, Social Media and the Multiple List System. I offer and pay for all web site marketing using the high-resolution photos.

**Relocation/Global.** I offer and pay to belong to a Global Relocation Company which showcases your listing in a worldwide network.

*Author of The Concierge Mindset, Amazon Books. Forward by Larry Kendall, Founder of The Group Real Estate.*





# Now That You're Ready to List

## Review & Complete the Following:

- Listing Contract
- Closing Instructions
- Lead Based Paint Disclosures if home was built before 1978
- Seller's Property Disclosures
- Source of Water Disclosure
- Square Foot disclosure after professional floorplan is drawn
- Affiliated Business Disclosures for The Group Real Estate
- Loan Authorization with mortgage statement
- HOA Authorization form & Special Agency Agreement
- Utility Averages - High-low-average of utility bills
- WireFraud Disclosure
- Fort Collins Occupancy Disclosure
- MLS Waiver form

## To prepare for our next meeting to complete the above documents, please bring the following items:

- Please bring your HOA account login information
- Please call your utility companies and ask for your high-low-average.
- Please bring a mortgage statement with you.

**If you would like me to email you a copy of the listing documents for you to review, please let me know!**



## Joanne DeLeon

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