

Today's topics

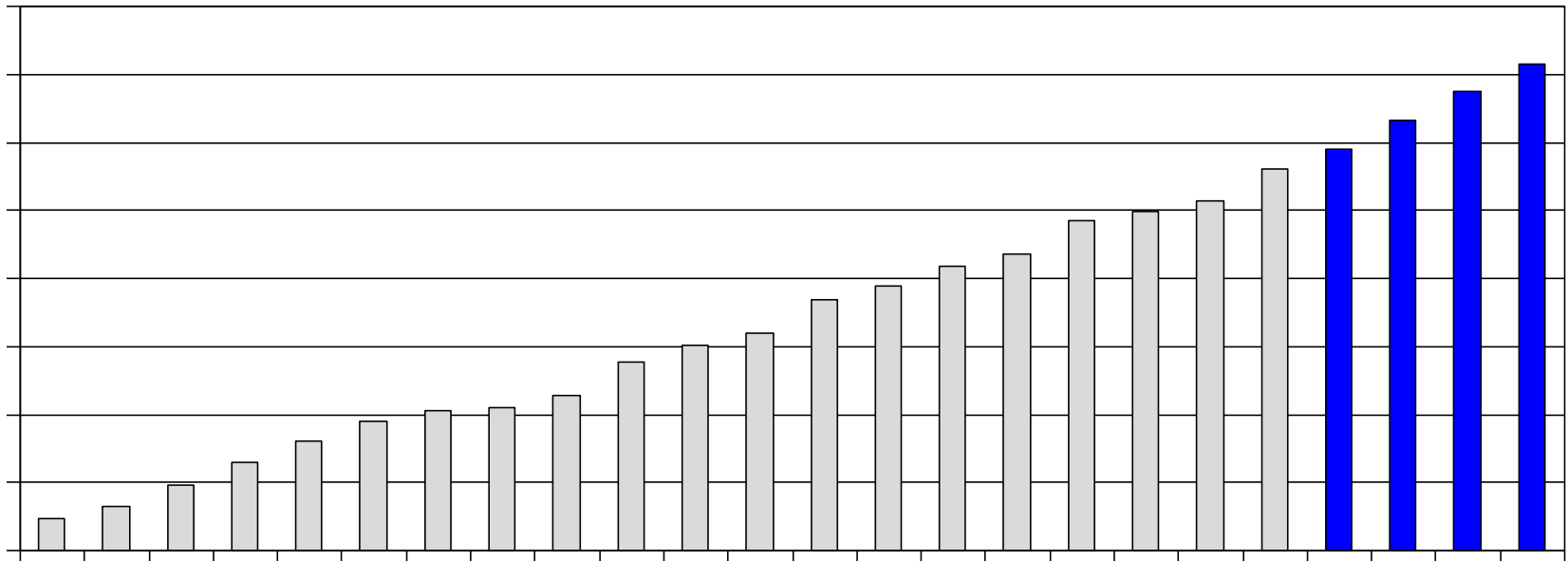
- Growth story since starting in 2006
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- Guiding philosophy - the Blue Ocean
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 - Building (2006 and 2008) proposition
 - Marketing (2006 and 2008) maps
 - Market trends and maps
 - Classes / tours
 - Price sheets
 - Owner occupant (2008 - 2010)
 - Sales and Efficiency training
 - 1:1 coaching / mentoring
 - Classes
 - Next: Social Media and Internet (2011)
 - Next-gen web site and map search
 - Integrated social media and blogging
- How do you implement these ideas?
 - Understanding your market
 - Where are competitors priced?
 - Where are competitors priced?
 - What value do they offer and NOT offer



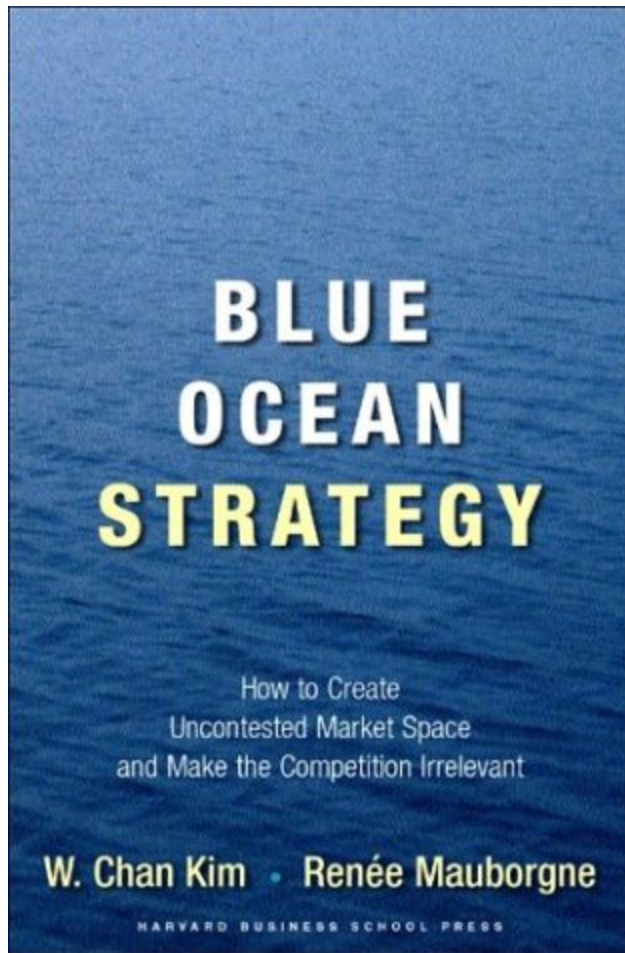
**Growth story since starting in 2006. For 2009 we were added to *RT500*. For
Growth story since starting in 2006. For 2009 we were added to . For
2009, we were the 13th largest brokerage in Denver metro (3rd largest**

Agent Headcount

Your Castle Real Estate



Guiding philosophy – the Blue Ocean



Situation

- In the past (before 2000), Realtors had all of the market knowledge and were gatekeepers
- Role of Realtor *could* shift from salesperson to trusted advisor

Blue Ocean

- *Information* seekers
 - See brokerage as a differentiated, knowledge-based service
 - Serve the consumers that want premium services and high quality advice

- Full price commissions to pay for it

Red Ocean

- *Price* seekers
 - See brokerage as a commodity
 - How cheap can you do it?



Building the Value Proposition

- Investor (2006 - 2008)
 - Market trends and maps
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- Next: Internet (2011)
 - Next-gen map-search
 - Integrated social media and blogging
 - Hyperlocalism meets scale economics



Building the Value Proposition

- Investor (2006 - 2008)

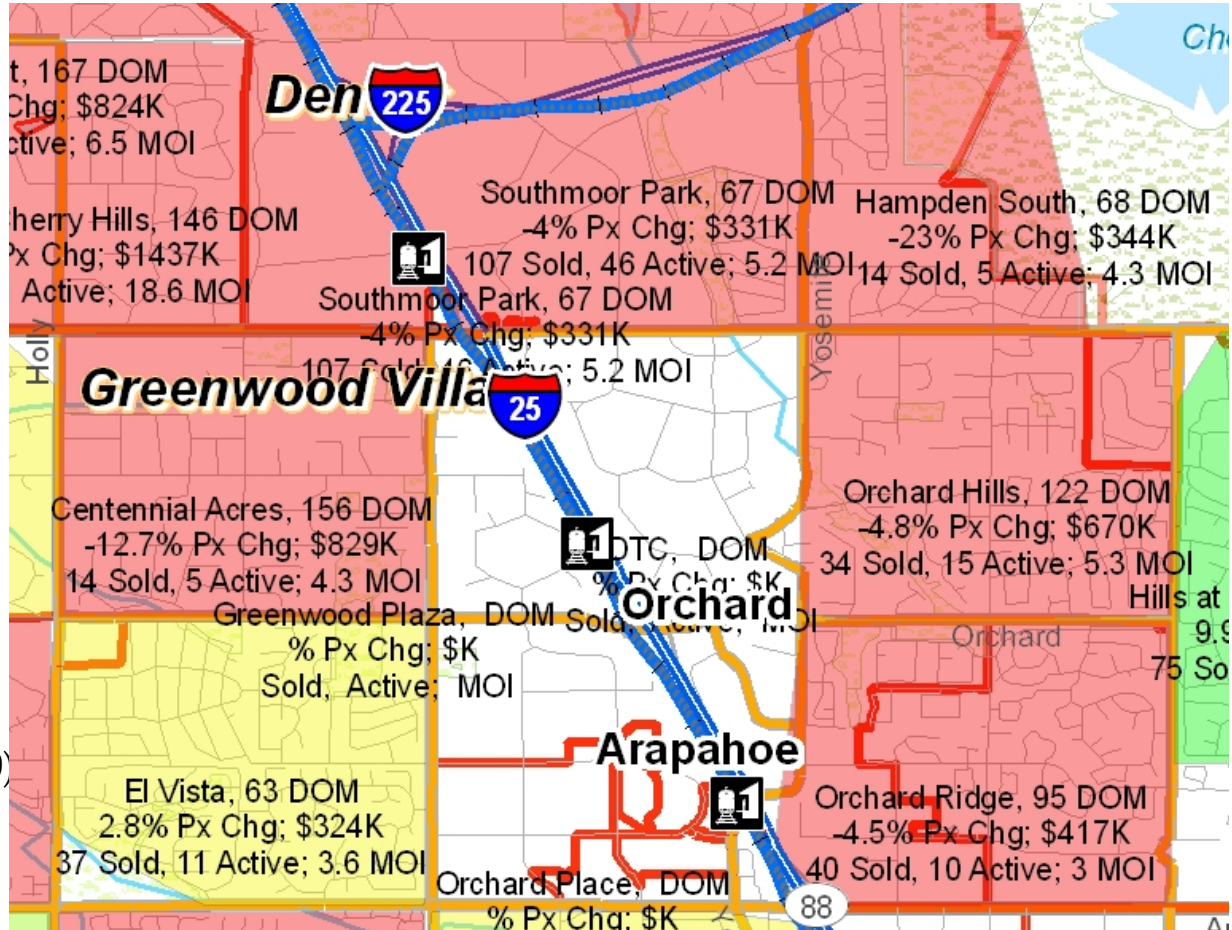
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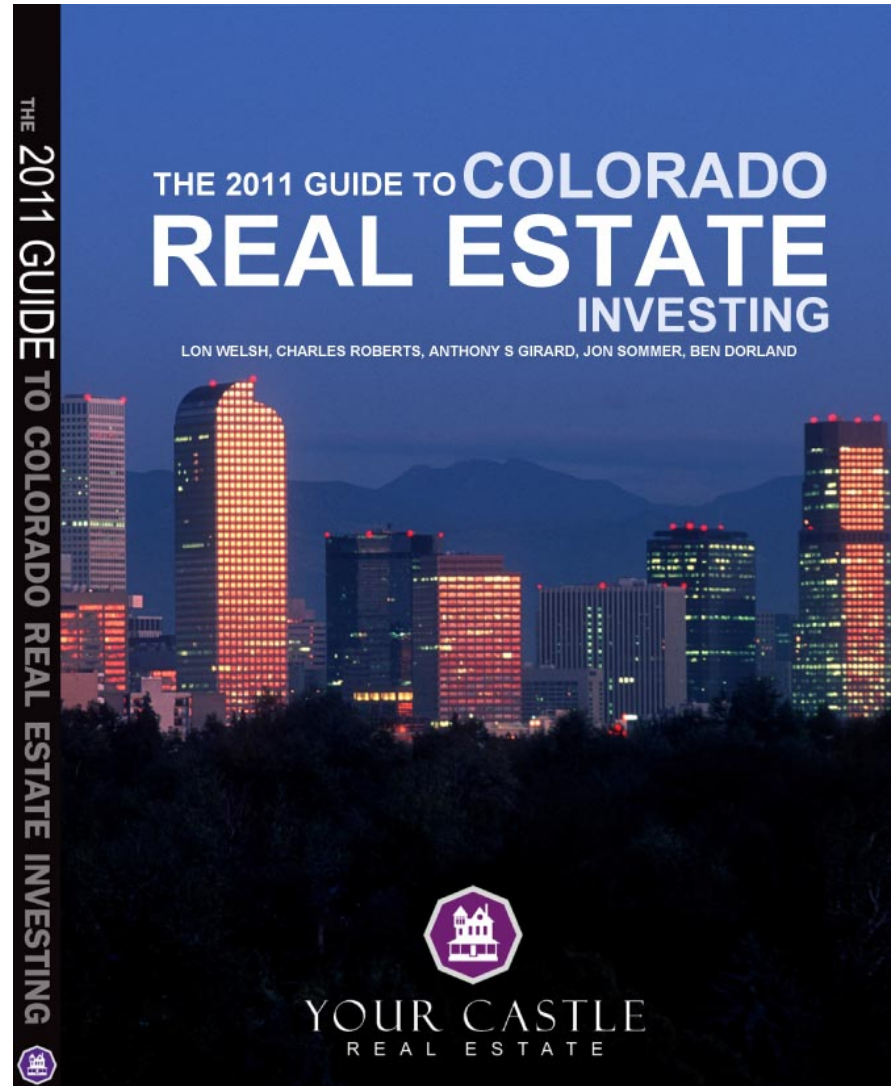


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- What - the content
 - Innovate something new
 - Leverage existing
- Who - channel partners
 - Mortgage company
 - Title company
 - Real Estate Board
 - Investor Group
- When
 - Call within four business hours
 - Develop follow up system
 - Drip system
- Why
 - How can you use what you learned
 - Let's meet to discuss it



Building the Value Proposition

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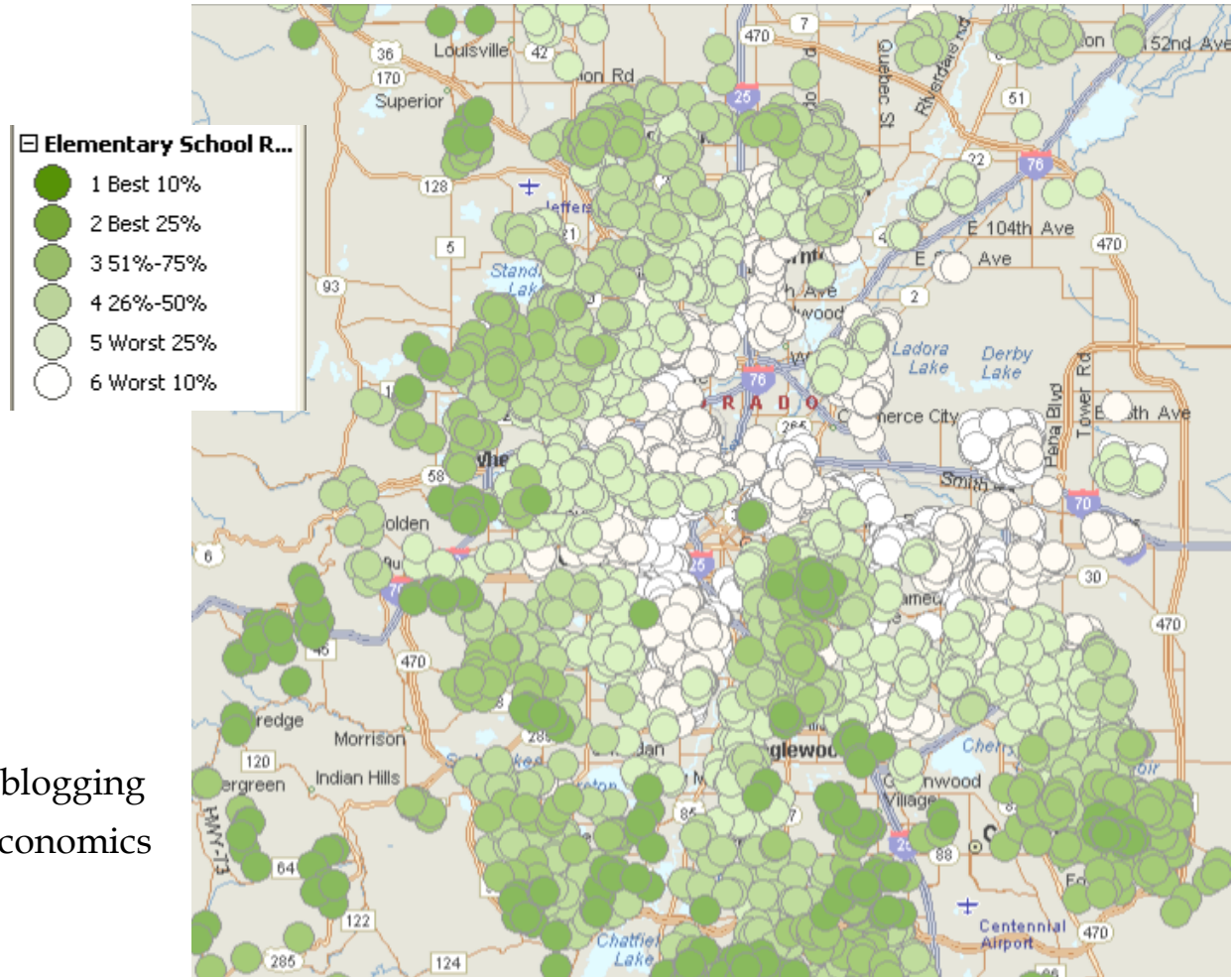
Num	Dir	Street	S/Sale	Remarks	\$ / sq ft	Asking	City	Neighborhood	StationName	Station	Dist (mi)	FX	LE	%	Below	Below Mkt?	Need
11947	E	Canal			60	73,000	Aurora	Nantucket	2ndAve		1.28			LE	-46%	-\$63,000	
15054	E	Stanford			156	154,000	Aurora	Woodgate	NineMile		2.32	FX			-8%	-\$14,000	Ath
19830	E	Hamilton	S/Saler		107	186,000	Aurora	Seven Hills	Jewell		4.41				-9%	-\$18,000	
1048	S	Norfolk			85	180,000	Aurora	Tollgate West	Centrepoin		1.41				4%	\$7,000	
15805	E	Oxford	S/Saler		121	179,000	Aurora	Mission Viejo	NineMile		2.37				1%	\$2,000	
4865	S	Lisbon	S/Saler		128	225,000	Aurora	Park View / Willow	NineMile		5.67				-5%	-\$12,000	
10824		Trotwood	S/Saler		145	390,000	Highlands Ranch	Wildcat West	Lucent		4.12				-3%	-\$10,000	
4582	E	Bails			280	243,900	Denver	Virginia Village	Colorado		0.30				9%	\$20,900	
4462		Rabbit Mountai			169	409,900	Broomfield	BRM Commons	116thRail		2.81				14%	\$49,900	
164	N	16Th	S/Saler		131	185,000	Brighton	Clover Meadows	160th		7.37				31%	\$44,000	
44		Prairie Falcon	S/Saler		90	199,000	Brighton	Bromley Park	160th		10.38				1%	\$1,000	
5230	S	Zeno			120	244,000	Centennial	Pheasant East	NineMile		4.57				18%	\$38,000	

Num	Dir	Street	Element Schl			Element Schl			Elem District	Performance	Elem		Overall Value?
			Rank	Rank	Rank	Name	Name	Name			Avg Price	Qtr	
11947	E	Canal	5 Worst 25%	5 Worst 25%	4 26%-50%	Lyn Knoll	South	East	192,665	Below	Below	Cheap: YGWYPF	
15054	E	Stanford	2 Best 25%	3 51%-75%	4 26%-50%	Sagebrush	Laredo	East	363,040	Above	Above	Exp: YGWYPF	
19830	E	Hamilton	4 26%-50%	4 26%-50%	4 26%-50%	Arrowhead	Horizon	East	214,757	Below	Below	Cheap: YGWYPF	
1048	S	Norfolk	4 26%-50%	4 26%-50%	4 26%-50%	Tollgate	Mrachek	East	202,198	Below	Below	Cheap: YGWYPF	
15805	E	Oxford	3 51%-75%	3 51%-75%	#N/A	Mission Viejo	Laredo	Out of Metro	202,843	Above	Below	Best Bet	
4865	S	Lisbon	#N/A	#N/A	4 26%-50%	Aspen Crossi	Sky Vista	East	#N/A	#N/A	#N/A	#N/A	
10824		Trotwood	#N/A	2 Best 25%	4 26%-50%	Copper Mesa	Mountain Rid	East	#N/A	#N/A	#N/A	#N/A	
4582	E	Bails	5 Worst 25%	5 Worst 25%	4 26%-50%	Ellis	Merrill	East	290,356	Below	Above	Overpriced	
4462		Rabbit Mountai	3 51%-75%	4 26%-50%	4 26%-50%	Coyote Ridge	Westlake	East	709,799	Above	Above	Exp: YGWYPF	
164	N	16Th	4 26%-50%	4 26%-50%	4 26%-50%	Northeast	Overland Tra	East	300,475	Below	Above	Overpriced	
44		Prairie Falcon	4 26%-50%	4 26%-50%	#N/A	Northeast	Overland Tra	Out of Metro	300,475	Below	Above	Overpriced	
5230	S	Zeno	3 51%-75%	2 Best 25%	4 26%-50%	Meadow Poin	Falcon Creek	East	183,610	Above	Below	Best Bet	



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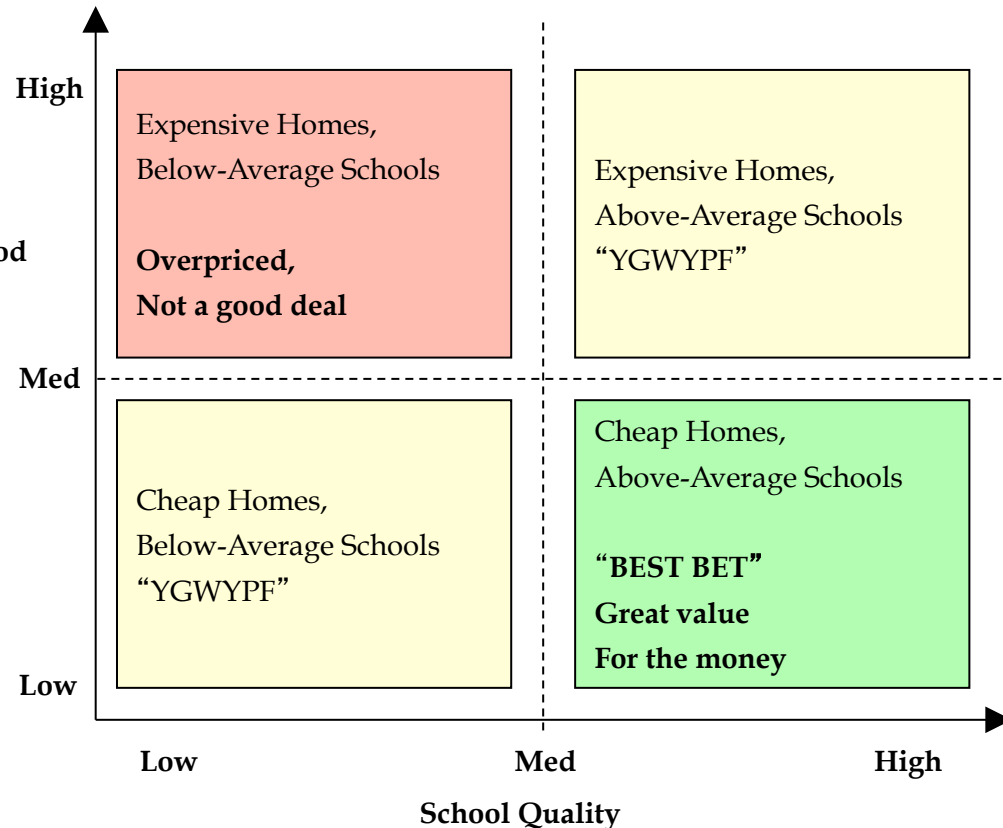


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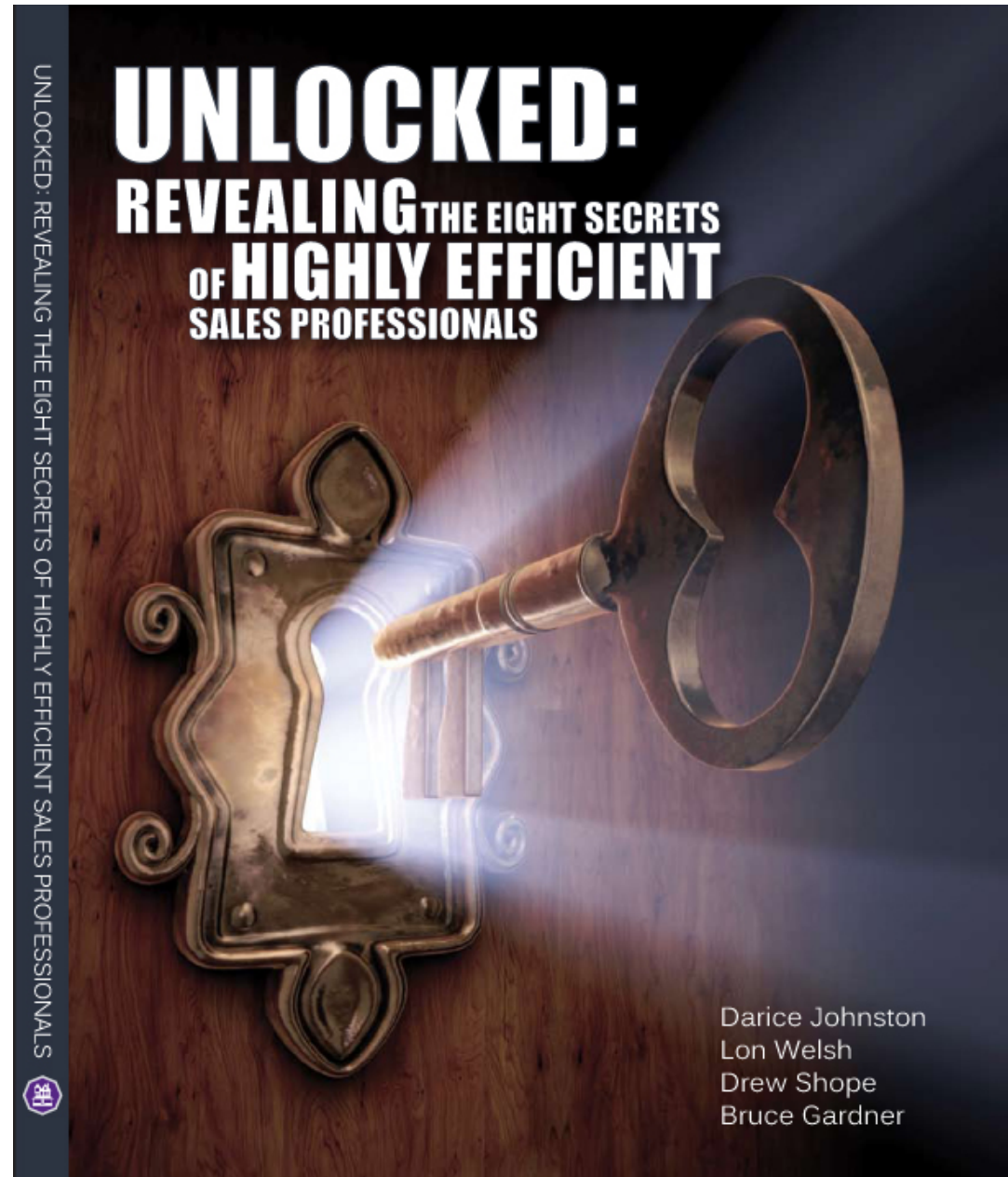
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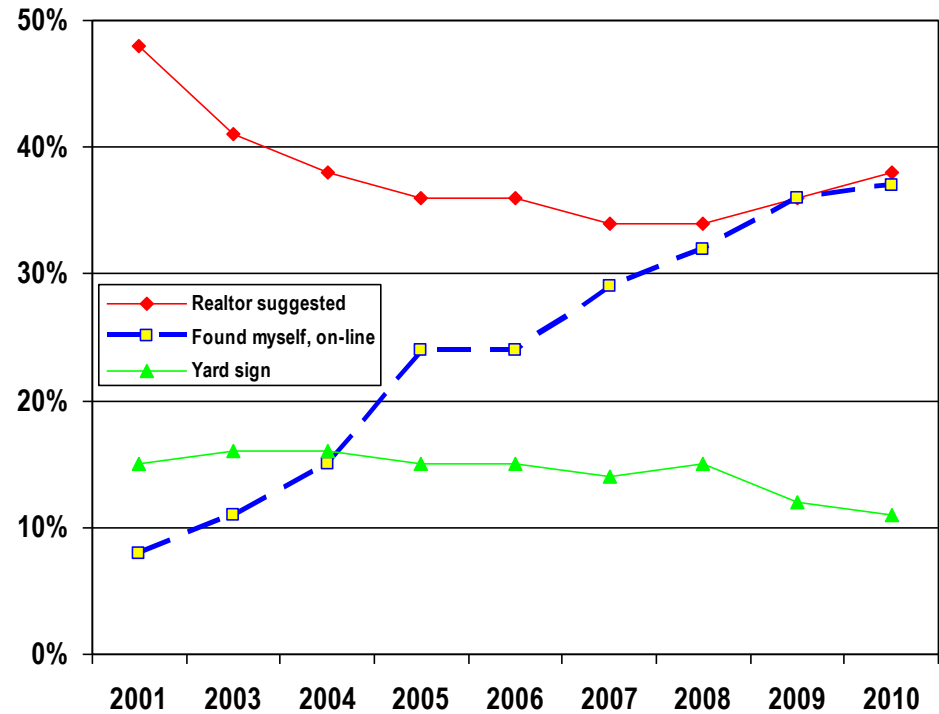
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Where Buyer Found Home They Purchased



Source: National Association of Realtors, Profile of Buyers and Sellers 2010



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 - Market trends and maps
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- What drove SEO in the past doesn't work today
 - There are a lot of components that must be synchronized thoughtfully
 - You, as the brokerage leader, really need to understand how all of this works.
Otherwise your team will gravitate to
 - What drove SEO in the past doesn't work today

 - There are a lot of components that must be synchronized thoughtfully
 - You, as the brokerage leader, really need to understand how all of this works.



How can you implement these ideas?

■ Understand your market

- Where are competitors priced?
- What value do they offer and NOT offer
- Understand your skills
- Pick your strategy
- Building and delivering your value

Steve Murray's Five Brokerage Models...

- Freedom shop
- High commission
- Capped company dollar
- Traditional model
- "New old" model

Will you compete on...

- Innovation
- Price

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What can you offer of value?

- Market research?
- Coaching?
- Training?
- Lead systems?
- Being efficient and low cost?

