



# RESORTS WEST

## REAL ESTATE



## FACT SHEET

*Years of experience have refined and established Resorts West Real Estate's reputation as one of the finest in assisting home owners and guests in purchasing and selling luxury mountain properties in Deer Valley® as well as the Park City area. Through a highly individualize service approach and in-depth knowledge of the area, we understand what it takes to serve the unique needs of our exclusive clientele.*

435-655-7006  
resortswest.com

## BUYERS

*Resorts West Real Estate agents have an in-depth knowledge of the Deer Valley® and Park City areas providing a best-in-class service to buyers:*

- Locate and evaluate the best property to meet clients' needs
- Provide current market analysis and comparable sales data to establish initial offer price
- Knowledge of local area and opportunities
- Strong relationships with area realtors to find opportunities before other interested buyers
- Custom MLS searches to make clients aware of new properties or price changes that meet their criteria
- Manage transaction and oversee compliance with deadlines and time frames within the buyers' purchase agreement
- Sensitive to buyers' limited time and will research potential properties prior to scheduling an appointment to ensure they meet the clients' standards and expectations
- Years of experience in both the management of and the purchasing of luxury properties

## SELLERS

*Services that Resort West Real Estate offers that may help your property sell more quickly at an optimal price:*

- Property preview with suggestions for the timely sale of your property
- Provide a competitive market analysis and sales data to help establish a reasonable listing price
- Prepare all necessary listing agreements and paperwork

## CUSTOM REAL ESTATE MARKETING

- Established reputation in luxury property management and vacation rentals in Deer Valley Resort, Park City Mountain Resort and The Canyons Resort areas.
- Extended exposure through partnering with Resorts West Property Management on marketing and media efforts
- Direct relationship and opportunity to reach Resorts West's exclusive clientele including guests and home owners
- Featured listings included in Resorts West's in-room guidebooks placed in all high-end properties
- Access to industry relationships for advertising, promotion and national exposure
- National and local advertising campaigns designed to reach a targeted client demographic
  - ◆ Custom creative and promotional collateral including property specific fact sheets, brochures and ads
  - ◆ Direct mail to clients and agents
  - ◆ Email blasts to over 800 local realtors for immediate exposure and updates to our listings
- Participation and support of community events and organizations
- Resorts West Real Estate website:
  - ◆ Custom property searches
  - ◆ Featured listings section with excellent opportunities
  - ◆ Direct link to Resorts West website and thousands of unique site visitors
  - ◆ Highlighted listings with extensive photography, virtual tours and property descriptions
- Exclusive Broker and Partner of the SKI Magazine Dream Home
  - ◆ Link from Deer Valley Resort's home page to SKI Dream Home section of the Resorts West Real Estate website
  - ◆ National and local advertising promoting Resorts West Real Estate
  - ◆ National and international media coverage including print, online, radio and television featuring the SKI Dream Home and Resorts West Real Estate



*Assisting home owners in purchasing and selling elite mountain properties through highly individualized service and an in-depth knowledge of the area*

435-655-7006    resortswest.com

1795 Sidewinder Dr. Suite 100 • Park City, UT 84060 • jeff@resortswest.com