



A REFINED APPROACH
To luxury real estate



*Resorts West Ski Dream Home
Ski-in/ski-out at Deer Valley®*

Resorts West serves Deer Valley and Park City's most elite destination travelers with luxury accommodations and the highest level of comprehensive guest services. Over the years, many of these guests have looked to Resorts West to provide information on resort home ownership and the local real estate market. Resorts West Real Estate was established to meet these requests and provide guests and homeowners with personalized real estate services when acquiring or selling their own mountain property.

RESORTS WEST
REAL ESTATE

JEFF SPENCER

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40 Red Cloud Trail
Slopeside - Deer Valley Resort

INFORMATION FOR OUR SELLERS:

- Resorts West Real Estate's strong industry relationships and unique position in the marketplace offer sellers an exclusive opportunity to reach a captive audience of potential buyers
- Direct exposure to Resorts West's elite lodging clientele, executive groups, private homeowners, and ski industry relationships through pre-arrival communication and materials, guest check-in packet and the in-room guidebook
- Strategic national marketing campaigns reaching millions of prospective buyers each year. Outlets include: *SKI Magazine*, *Fortune*, *Golf*, *Sports Illustrated*, *Mountain Sports + Living*, *Rolls Royce Owner's Club Desk Diary*, *golf.com*, *cnn.com*, *wsj.com*, *dupontregistry.com* *luxuryrealestate.com* and more
- Featured Real Estate tab and drop down menu on all *resortswest.com* pages (site visitors include guests browsing vacation properties, home owners and potential buyers)
Site features include:
 - ◆ Featured listings with professional photography, virtual tours and property descriptions
 - ◆ Market statistics and area information
 - ◆ Custom MLS search and IDX feed with real time listing information
- Professionally designed Broker Updates distributed via email to clients, homeowners and prospective buyers
- Custom emails distributed to over 800 local realtors for immediate listing exposure and updates
- Editorial coverage featuring Resorts West Real Estate's (RWRE) exclusive listings in the *New York Times*, *Robb Report* and *Stratos*
- Property preview with suggestions for timely property sales
- Competitive market analysis and sales data to help establish a competitive listing price
- Preparation of all necessary listing agreements and paper work
- Exclusive broker of the Resorts West Ski Dream Home

INFORMATION FOR OUR BUYERS:

- Locate and evaluate the best property to meet clients' expectations and preferences
- Provide current market analysis and comparable sales data to establish initial offer price
- Offer strong relationships with area realtors to find opportunities before other interested buyers
- 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 to ensure they meet the clients' standards and expectations prior to scheduling appointments
- Years of negotiating experience and a successful track record in closing transactions under a tight deadline when multiple offers on the same property have been submitted
- Familiar with lenders that may be best suited to lend on your specific property
- Broad knowledge of the area's extensive developments, Homeowner's Associations and their history
- Insight as to which neighborhoods and areas guests prefer when renting
- Utah is a Non-Disclosure State. Not all sales prices are required to be disclosed. We track and maintain histories on important sales that have occurred but where the final sale price was not disclosed to the MLS
- In-depth statistical knowledge of the local market and its buying/selling trends
- References or contacts for local contractors, home inspectors, surveyors, title companies, that may be requested during the transaction



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Member of the National Assoc. of Realtors, Park City Board of Realtors, Park City MLS,
Utah Assoc. of Realtors, Salt Lake Board of Realtors, and Wasatch Front MLS.