



## Carolyn Erickson

Carolyn was raised in Illinois and has been a Colorado resident since 1982. During this time Carolyn has spent 29 years specializing in the medical sales and marketing industry. By combining her past experience to the present, Carolyn takes pride in providing outstanding real estate service to everyone she encounters including health care professionals relocating to the Denver Metro area. In the past 3 years she has sold \$15 million in net residential sales. Carolyn's motto: "To influence the people in my life by utilizing my passion, integrity, wisdom and knowledge." Carolyn and her husband, Greg, live in Lone Tree with their two dogs, Mattie and Sophie.



*Every detail... Every transaction!*

I am committed to taking care of every detail of your home buying purchase. I pride myself on being a *resourceful, dedicated professional* ensuring your real estate process runs smoothly. I am *passionate* about helping individuals and families find the home that meets their needs and exceeds their expectations. If you are looking to buy or sell your home, I encourage you to give me a call. It will be my pleasure to work with you and your referrals are greatly appreciated.

### Winner of 5280 Magazines 2017 Denver Five Star Real Estate Agent Award!!

Carolyn was nominated for 5280 Magazines  
Denver Five Star Real Estate Agent in  
**2012, 2013, 2015, 2016 and 2017.**

Winners are chosen based on clients  
responses to the following criteria...

- Customer Service
- Market Knowledge
- Negotiation
- Post-Sale Service
- Marketing of Home
- Integrity
- Communication
- Closing Preparation
- Overall Satisfaction
- Finds the Right Home



### Looking for a home or curious about the market...

If you are looking to purchase a new home or are just curious to see what is out there on the market in your area, I recommend checking out the following websites for the most up to date and accurate information in the Denver market...

*CarolynSellsDenver.com*  
*www.Realtor.com*

**720.470.9069**

[carolyn@nextrsteprealestate.com](mailto:carolyn@nextrsteprealestate.com)

[www.NEXSTEPREALESTATE.com](http://www.NEXSTEPREALESTATE.com)

[facebook.com/nextrsteprealestate](https://facebook.com/nextrsteprealestate)

[twitter.com/nextrstepre](https://twitter.com/nextrstepre)

**NEXSTEP**  
REAL ESTATE GROUP

44 Cook Street Suite 100 | Denver, CO 80206



There are many steps you can take when buying or selling your home, I'm here to ensure you always take a great **NEXSTEP** REAL ESTATE GROUP

*Integrated Real Estate Solutions*

## "21" POINT MARKETING PLAN

### My Goals

1. To help you get your property sold
2. To help you get where you want to go on time
3. To make it easier for you

### Marketing Plan:

1. **Pricing:** I will assist you with pricing your home based on a competitive market analysis.
2. **For Sale Sign:** I will place my NeXstep Real Estate Group For Sale Sign on your property with contact information.
3. **Brochure Box:** I will place a brochure box on your NREG sign to provide important sales statistics to prospective clients.
4. **Lock Box:** A lock box will be placed on your property to increase showings.
5. **Multiple Listing Service:** I will list your home into the MLS.
6. **Showings:** I am available 7 days a week to set up showings to prospective buyers.
7. **Open House:** I will hold an open house (with your permission). Three days before the open house I will begin promoting it.
8. **Transaction Management:** I will work hard to negotiate the best possible price and terms for you. And will stay in close contact handling every facet of the deal.
9. **Full Color Flyers:** Professionally designed full colored flyers will be developed specifically with your property statistics on the back.
10. **Pre-Inspection:** I will pre-inspect major systems in your home to alleviate any surprises when negotiating.
11. **Pre-Title Commitment:** Pre-Title commitment is ordered to reduce your risk of any title problems at closing.
12. **Staging Consultation:** I will assist you with preparing your home for sale.
13. **Custom Web Page:** I will design and designate a web page specifically for your home.
14. **Color Business Cards:** 50 custom business cards featuring your property will be provided to hand out to friends and contacts.

**15. Additional Internet Advertising:** Your home will be entered into REALTOR.com including national and local public sites.

**16. Virtual Tour:** Will be featured on your custom website and on the MLS.

**17. "E-Flyers":** Electronic Flyers will be sent via email to agents in and around your area.

**18. Counter Display:** An Information Notebook containing all the information prospective buyers may need will be made and available to them.

**19. Four Week Status Report:** A summary analysis including feedback collected after each showing will be sent to you.

**20. Custom Property Showing Guide:** Potential Buyers will receive a summary of highlights and upgrades to guide them as they walk through your home.

**21. Experience:** You are partnering with a real estate professional who believes in developing long lasting relationships and will work exclusively for you to meet your current and future Real Estate Needs.

## CAROLYN'S MARKETING SUMMARY

- Staging Services - 2 hours	\$250.00
- Pre-Inspection	\$250.00
- Showing Service	\$125.00
- Refresh MLS Listing @ \$10/ea	\$30.00
- Obeo Home Tour (Pictures and Virtual)	\$150.00
- RMS Signage (www.BuyThisHome.com)	\$45.00
- Domain for BuyThisHome.com	\$11.00
- MLS Domain Link	\$5.00
- Realtor.com Fee	\$25.00
- Color Flyers (100)	\$70.00
- Title O & E Request	\$5.00
- Property Book for Countertop	\$15.00
- Home Business Cards	\$50.00
- Craigslist Posting	\$30.00
- Just Listed Email Blitz to Realtors	\$75.00
<b>Marketing Costs Paid by Carolyn</b>	<b>\$1,136.00</b>

*If you are currently working with another agent this is not intended as a solicitation.*

*Carolyn Erickson*

**720.470.9069**

**carolyn@nexsteprealestate.com**

**www.NEXSTEPREALESTATE.com**

**facebook.com/nexsteprealestate**

**twitter.com/nexstepre**

**NEXSTEP**  
REAL ESTATE GROUP

44 Cook Street Suite 100 | Denver, CO 80206