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Colorado Springs, CO 80918

**Darren W. Bryce** PME®

*Broker Associate / Realtor®*  
Your Personal Professional

Mr. and Mrs. Customer:

Thank you for considering listing your home for sale with Darren W. Bryce of *Morning Star Real Estate* and *The Go Team*. As a seller, I know you have many concerns about choosing the proper agent to represent you. I have been in the real estate industry for over 12 years as a mortgage banker, Realtor®, and broker associate. I represent my clients with the highest level of integrity and professional knowledge. I have excellent negotiating skills that will provide confidence to you that you will end up with the best offer possible. The following is a list of services provided by *Morning Star Real Estate*:

- Excellent office staff. Your showings will be arranged by our friendly office staff. File tracking and completion of paperwork will be professionally done with you – the seller – in mind.
- Professional office. You and your buyers will have a meeting area that is friendly and inviting and is conveniently located off Academy Blvd.
- A company with a reputation for integrity and professionalism. This reputation affects the way that other agents view our company and how we handle our business.

And now we can take a look at the marketing services offered by *The Go Team at Morning Star Real Estate*.

- Your home will be advertised in a 20 page insert in Homes Illustrated. This advertisement is viewed by thousands of potential home buyers in the Colorado Springs area.
- The Go Team web site- your home will be on rotation of featured homes on the home page of our team- [www.realestatemorningstar.com](http://www.realestatemorningstar.com). This site is linked to Google adwords and is the source of many buyers browsing the internet.
- Realtor.com- Ron Mast, the principal broker/owner of the team, is a featured Realtor® on the site and our listings get the prime showing spots.

- The Go Team lead assistant- Steve, our assistant, is always here to follow up on leads associated with our advertising and internet web site. Better service to our buyers means more potential showings for your property.
- The power of team work- We are very team oriented and as a team we attempt to show and sell our own listings first.
- Rotating advertising in base newspapers etc. draws the team more potential buyers for your home.

**As a broker associate for Morning Star Real Estate all of my listings receive the following services:**

- **Comparative Market Analysis.** I take MLS listings, sold listings, and open market data into account to come up with a suggested selling price range for your home. This is then adjusted after I personally inspect your property.
- **Full offer analysis.** I will prepare a full analysis of any offers presented for the purchase of your property. This will include a seller's net sheet, and an analysis of all the implications of the offer including hidden issues due to the type of loan the buyer is receiving, inspection requirements, and any other conditions on the contract. My years of experience evaluating offers helps you know, with confidence, what to expect during the process.
- **Signage.** Your yard sign is attractive and attention getting to attract buyers to want to view your home.
- **Literature rack.** I will provide color flyers featuring enough details about your home to get the client to want to take a look. Attractive financing options are included to let the client know some options that are available.
- **Cooperative signage** (as available).- With my previous experience in home financing, I understand the importance of mortgage options for your buyer. I work with several finance companies which offer many competitive programs. As available, I will provide a sign that attracts customers to call and see if they qualify for the \$0 down program or if they have difficult credit to call. This phone # is a call capture # and the client is immediately turned over to me for follow up.
- **1877 Call capture phone service.** Your sign will have a 1877 number with an extension specifically for your property. The client that calls that # will get a recording leading them to want additional information or a showing. They can connect directly to me or leave a message. The system captures their phone number so I can follow up with them. This # can be included on our web advertising, and print advertising.
- **EMAIL showing follow-up system.** One of the most frustrating issues for a seller is one in knowing what the potential buyer and their agent has to say about your property. My showing feedback is internet based and allows you, the seller, access to the system. You can check on the comments made about the showing any time of the day. No longer do you have to try to reach me for verbal feedback. You can view the feedback at your leisure and keep track of all the comments.

- **Professional quality photographs of your property.** Your home will be represented with excellent photos on the internet and in print advertising.
- **MLS presentation.** I go to the trouble to make sure that the details of your home are presented properly to other Realtors® on the MLS. We upload the max. # of additional photos allowed and word our comments to attract other agents to show your property.
- **Your OWN web site at [www.dbcolorado.com](http://www.dbcolorado.com).** WOW! This is one service you just don't see often. Your web address for your property will be [www.dbcolorado.com/YOUR STREET.htm](http://www.dbcolorado.com/YOUR STREET.htm). This feature allows me to advertise with a specific web address. The potential buyer doesn't view all the other properties in the MLS – just yours. Your own URL can be set up with colors and a layout that you approve. This address is on the flyer that the client receives. My web site is being visited by more and more potential buyers. Go to MSN.com™ and type in “homes for sale in Colorado Springs” to take a look at my ranking. My web site is also part of the Dex Media rotating adwords on Google™. My site is also being referred by 15 other web sites and directories. I have many capture features which allow me to get contact information for buyers who may be interested in a property just like yours.
- **In-Office flyer rack.** I present your property for viewing in my office to any buyers that stop by.
- **In home presentation book.** I will pay your Title Company to prepare and in home display book with information about your property, the neighborhood, tract map, and Colorado Springs information. I customize this book with additional information and color photos.
- **Lock box.** I will provide an MLS approved lock box for agents to have access to your property. This box records the personal keyed information for the agent using the box. I can track all entries. This system is very secure.

And now I would like to present to you some of the most aggressive, competitive marketing programs available today. You can choose the program best suited for your individual needs. I will provide a certificate to you showing you the details of the program you select as well as my responsibilities under that particular program.

***The Go Team \$1 Listing Program.*** Best suited for the client wishing to purchase a new construction home and sell their existing home. This program features \$1 listing fee plus the selling agent fee(3% or what ever you wish to offer the selling agent). Full featured listing with all of the services mentioned above plus: 1. Buyer agency representation for your new purchase 2. Full representation throughout the building process 3. I will be at your inspections and closing to assure the process works smoothly 4. Answer all your questions throughout the process and after closing. Requirements: Seller Agency listing with \$1 listing clause, Buyer Agency signed at time of listing, listed as your agent on contract with builder of your choice.

***Sell and Buy Listing Program.*** Best suited for the client wishing to purchase a resale home and sell their existing home. This program features a 1.5% listing fee plus the selling agent fee (3% typically). Full featured listing with all of the services mentioned above. Full agency for the sale of your home and full buyer agency for the purchase of your new home. Requirements: Seller Agency listing with 1.5% listing clause, Buyer Agency signed at time of listing.

***Platinum Listing Program.*** Best suited to the client that has a “quick sell” home in excellent condition, priced right, and is not buying another home. During the first 15 days of the listing you pay a 2% listing fee. 15-45 days you pay a 3% listing fee. 45-180 you pay a flat fee of \$2500 regardless of the listed amount. Full service applies. Requirements: Seller Agency listing agreement with Platinum listing program clause signed at listing. 6 month listing period.

***Advanced Concept Listing Program.*** Best suited for the client that is not replacing their home locally and has some time to sell and wants the highest market price possible. This program allows your property to compete with the compensation offered by new home builders. The concept behind this program is to increase traffic to find a buyer that is “in love” with the property. This program is a 7% listing with 4% being offered to the selling agent. You may offer additional incentives to attract a “new construction buyer”. The selling agent will be motivated to make sure that your home is included on the showing list due to the increased compensation. This is a full featured listing with some additional services included. Your individual web page is submitted to the search engines directly, drawing traffic straight to your own page. Exit flyers (no mention of listing agent) are provided with complete details for the showing agent without the fear of promoting the listing agent. Business cards with your property are provided to hand out or for buyers to pick up. Virtual tours are provided and uploaded to Realtor.com and your own web site and provided for hand out at your home. The home is listed at the “top price” that the market will bear many times netting the seller more than the entire listing fee. Increased traffic = highest possible offer. Ask me for additional information about how this program may be best for you. Requirements: Seller Agency agreement for six months.

***Luxury Home Listing Program.*** Best suited for the client that owns a home that will sell for over \$500,000. This program features “talking house” to make your property stand out above the rest. Exit flyers, and glossy- full featured brochures. Personal showings available upon request. Virtual tours as well as In house video tours for display on your own web page and for distribution to potential buyers. Inclusion on “Luxury Home” web site. Additional advertising may include: TV advertising, *Home by Design* magazine, and other targeted methods.

Included in all of these programs is my guarantee of the minimum services listed. If, for any reason, you feel I have not delivered on my promises, you can cancel the listing agreement at any time. I am constantly investigating new marketing

methods and advertising media, so please feel free to ask what new programs I am considering for the future.

Thank you for considering Darren W. Bryce of Morning Star Real Estate. I look forward to working with you today, and in the future. Ask me about my generous referral compensation program. Darren- YOUR *Personal Professional*.

Sincerely,

*Darren Bryce*



**(719) 659-4000**

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