

DISCOVER A NEW LEVEL OF

MARKETING EXCELLENCE

BY ANNE-BRITT OSTLUND



Unique, like you!







A PREVIEW OF
ANNE-BRITT OSTLUND

AND MOUNTAIN ROSE REALTY



ANNE-BRITT OSTLUND

Real Estate Advisor, Broker/Owner
Your Telluride Neighbor Since 2012

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MEET ANNE-BRITT OSTLUND

As Realtor® and founder of Mountain Rose Realty, Anne-Britt Ostlund represents the southwest Colorado region's finest properties with exceptional skill and unmatched warmth. With more than 19 years of full-time real estate experience in the southwest San Juan Mountains, our thorough understanding of the regional marketplace has led many homeowners to accomplish their goals. Our dedication to high-caliber client service, as well as Anne-Britt's experience living in nearly every neighborhood in which she assists buyers and sellers, makes us the ideal partner for your real estate journey.

By providing a personalized client experience that's as unique as you are, Anne-Britt and Mountain Rose Realty are redefining the status quo of the centuries-old real estate transaction by prioritizing important relationships: relationships with lending professionals and trades providers, relationships with the community that we love, relationships with other real estate professionals, and relationships with you—our clients.

When it comes time to buy or sell your unique property in the Telluride area, it's vital to find a Realtor® who has the regional knowledge to translate your dreams into a home's reality, and we possess the high-impact real estate marketing strategies and the sophisticated market analysis technologies to make that happen. In addition, we are proud to be the founding members of the 1 Percent Back to the Community movement, which means that each year, we donate at least 1 percent of our net income to local non-profits. We're committed to the communities and the people that we serve.

We look forward to serving you!



FULL-SERVICE LUXURY REAL ESTATE

When you hire Anne-Britt, she will become your home's:

MARKETING MANAGER

- Showcasing your property with the finest marketing
- Developing and implementing a customized marketing plan
- Determining the best price in-line with market forces
- Communicating regularly so you are informed

LIAISON MANAGER

- Introducing new buyers to your property
- Pre-qualifying the buyers to avoid time-wasters
- Providing you with timely updates on viewings and feedback

NEGOTIATOR

- Presenting and negotiating on your behalf with potential buyers
- Advising you on the merits of each offer
- Always keeping your best interests as first priority

CLOSING MANAGER

- Providing information to the buyer in a timely manner
- Only accepting certified bank drafts
- Liaising with your lawyer/notary and delivering necessary documentation
- Facilitating answers, resolving any issues during the closing process, and ensuring the process is completed seamlessly

CONCIERGE

- Providing you with access to experts, including legal advisors, insurance experts, builders, landscapers, interior designers, rental experts, home display, painters, handymen, home inspectors, and moving services

DEDICATION AND COMMITMENT

JUST ASK ANNE-BRITT'S CLIENTS:

"We just closed on a property in Telluride and couldn't have done it without Anne-Britt! She knows the market, is super responsive and went the extra mile to help us find a property that fit our needs. We were out of state for much of the process, but her use of technology made it feel seamless. Anne-Britt is a true pleasure to work with, and we'd highly recommend her to anyone looking for a Realtor in the area!"

-KIM

"We were so fortunate to have Anne-Britt as our Telluride Realtor! We stumbled upon her through an email inquiry, and man did we ever get lucky. Every step of the process was handled with the utmost level of professionalism and care. From our first communication through post-closing assistance, Anne-Britt has gone above and beyond to ensure that our questions and needs have been met. We are six weeks post-closing, and she is still supporting us. We bought our condo sight unseen from out of state – from sending us videos of the property and surrounding area pre-purchase to checking in on our property after closing, she has been friendly, supportive, and absolutely amazing! If you are looking for a Telluride area Realtor, look no further. She is an absolute gem."

-RONEE

"Her knowledge of the properties available, combined with timely follow-up and an engaging personality, made working with Anne-Britt a pleasure."

-LISA AND KENT

"Anne-Britt is an excellent Realtor. We recently purchased property from her in a process that took several years. Throughout that time, she was always timely, informed, and great to work with. We would recommend using Anne-Britt to any of our friends or family."

-NEAL

"I highly recommend Anne-Britt as a Realtor. Over the years, my husband and I have been involved in a handful of real estate transactions and have had a variety of experiences (good, bad, and in between). Having learned a bit and after doing our research, we chose Anne-Britt Ostlund with Mountain Rose Realty.

Anne -Britt was professional, responsive, knowledgeable, and above all, had our best interests in mind at all times. She kept us informed throughout the process, offered insights into the market, professionally and creatively handled issues as they arose, and in the end, negotiated a price that we were very happy with."

-BRITA

MOUNTAIN ROSE REALTY



OUR PHILOSOPHY

The success of the Mountain Rose Realty philosophy and its commitment to the community has enabled them to become a top brokerage in the southwest San Juan Mountains. Anne-Britt and her team are dedicated to honoring their reputation, while strategically investing in enhanced products and services that will better serve their clients.

Mountain Rose Realty is dedicated to providing highly sophisticated marketing platforms, strategies, and solutions – they believe that whether you are buying or selling, their name should immediately signify that you are working with professionals who have integrity, ethics, and quality service.



LOCAL COMMUNITY SUPPORT

Anne-Britt Ostlund is committed to giving back to the community. She is one of the founding members of the 1 Percent Back to the Community movement, which means that she donates at least 1 percent of her net income to local non-profits. This past year, Anne-Britt proudly donated to:

Protect Our Winters

Telluride Ski & Snowboard Club

Telluride Affordable Housing Authority

Colorado Public Radio

2nd Chance Humane Society & No Kill Animal Shelter

Telluride Angel Baskets

Telluride Adaptive Sports Program

One to One Mentoring







DETERMINING THE VALUE
OF YOUR HOME

THE OBJECTIVE

Our mutual objective is to sell your home:

FOR THE HIGHEST POSSIBLE PRICE

IN THE SHORTEST AMOUNT OF TIME

WITH THE MOST FAVORABLE TERMS

Prior to implementing any marketing strategies, it is critical to go through a process of discovery - determining the fair market value, understanding the barometer of current market conditions, and reviewing the variety of factors that will help us prepare your home for sale.

Selling luxury homes requires a different level of expertise and strategy. Anne-Britt's exceptional marketing targets the right buyers, maximizing the true value of your home.







DISCOVER A NEW LEVEL
OF LUXURY MARKETING
TO SELL YOUR HOME

MARKETING FOR MAXIMUM EXPOSURE

Selling your home can be a very exciting experience, but it can also be an emotional one. As a REALTOR®, Anne-Britt has found the best way to sell a home is through partnership and teamwork – combining the understanding of your requirements and goals with her knowledge, expertise, effective marketing strategies, and extensive brokerage resources.

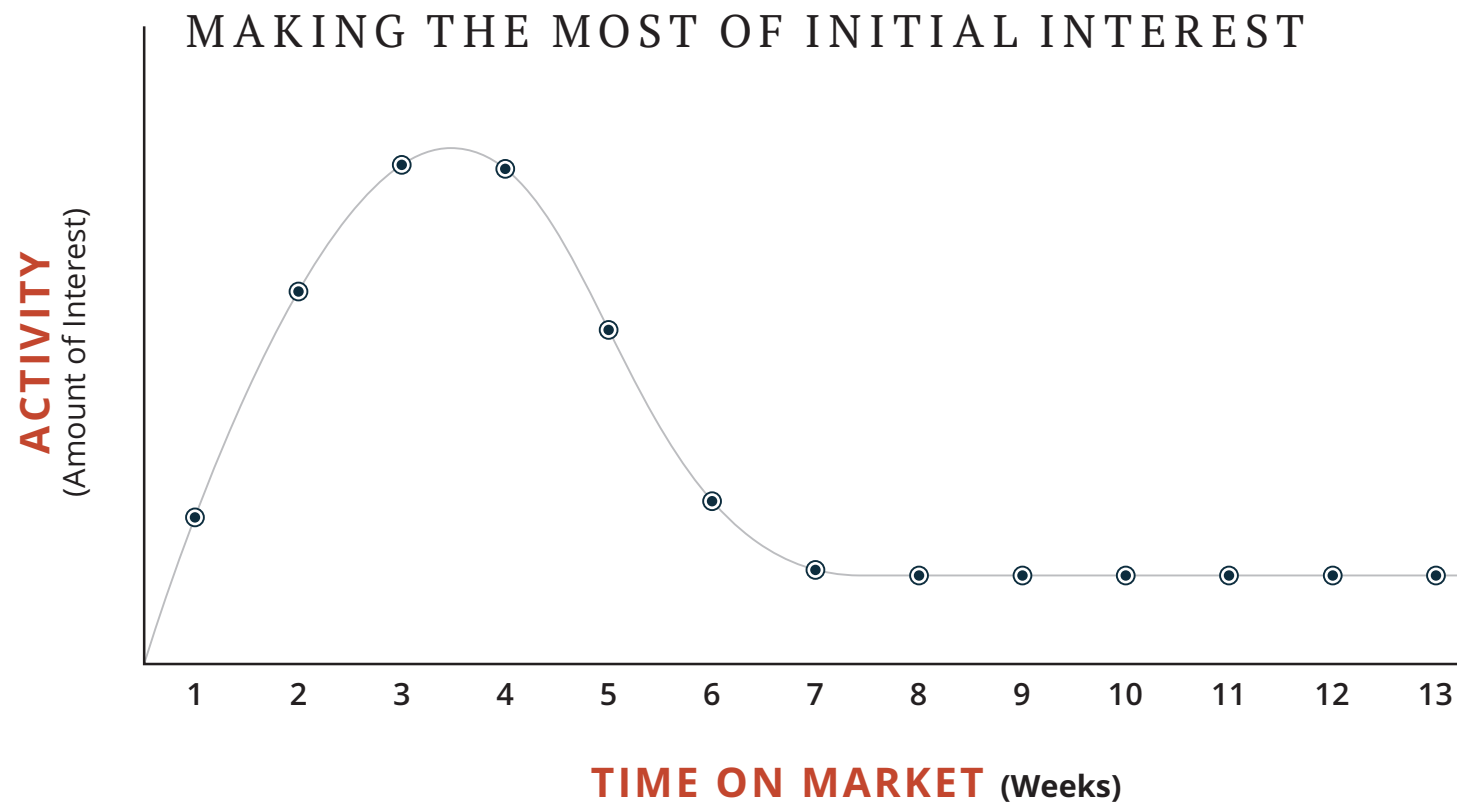
Together we will:

- Prepare for the “Window of Opportunity”
- Leverage the attributes of your location
- Prepare and present your home ready for sale
- Highlight your home’s features through professional photography
- Showcase your home to the market through professional and strategic marketing
- Maximize the exposure of your home through our extensive network
- Leverage the brokerage’s reputation and recognition
- Cooperate and communicate to maintain your home’s perception of value
- Promote your home locally, nationally, and internationally
- Maximize your home’s web exposure
- Professionally stage your home so that it is ready to be shown to potential buyers
- Discuss and review the market analysis of your home
- Finalize your sale
- Find your next dream home

THE WINDOW OF OPPORTUNITY

The “Window of Opportunity” is the period in which your home will receive its maximum exposure – typically when your home is new on the market.

In order to capitalize on this window, it is crucially important that your home is ready for sale: priced at fair market value, professionally staged to showcase its features and attributes, and expertly marketed to further increase its exposure.



- Graphic for Illustrative Purposes Only -



MARKETING YOUR LOCATION

According to real estate convention, the three most important criteria to consider when buying a property are: LOCATION, LOCATION, LOCATION. In fact, buyers are often attracted to a general location, a neighborhood, or even a certain street well before settling on a specific home.

Understanding your location's positives and negatives is important when determining price and the marketing of your home. Misconceptions, preconceptions, and knowing the nuances of your home can make a significant difference in how a home is marketed, when it's shown, and how it is positioned.

PREPARE TO PRESENT YOUR HOME

First impressions are lasting. Preparing your home for sale is one of the most difficult, emotional, and critical steps to maximize its value. Together, we will review, recommend, prepare, and create an environment that is appropriate for the type of buyer looking to purchase your home. No matter how stunning, loved, or well-maintained your home, it is important that we view it with critical objectivity. Whether it needs simple changes or major repairs, these alterations should be addressed before the home is listed.

PROFESSIONAL PHOTOGRAPHY

Photography must reflect your property. Whether print or web, these photos are often the first impression that a potential buyer will receive.

At Mountain Rose Realty, we take advantage of new technology to showcase the true essence of the property within its environment. This is especially important in the luxury real estate market, since your buyer is likely to be from outside your local area. Filming professional lifestyle videos with your home as the cornerstone provides a realistic depiction of the region's livability and your home's grandeur.

A photoshoot is the time when a home must shine – both figuratively and literally. A fully prepared home, clean, tidy, with clear sightlines, and shot in its best natural light will speak volumes to the viewer before and after the home is visited.



PROFESSIONAL AND STRATEGIC MARKETING

Sophisticated and professionally prepared marketing is essential to maximizing your home's exposure and requires more than just listing the property for sale on the Internet and REALTORS® listing service. It needs to be a carefully prepared, strategically implemented plan.

Your home must become a highly prized item, launched on the market with maximum impact, to create the right exposure and reach the right buyers.



YARD SIGNS AND DIRECTIONAL SIGNAGE

The trusted yard sign is the #1 way to show your home is for sale. It is fast, effective, and easy to spot. Directional signs help guide people to the home.

PUBLIC AND PRIVATE SHOWINGS

Broker tours and open houses are ways that other real estate agents see your home and recommend it to their potential buyers. This is why preparing the home is so important – sometimes, real estate agents are more particular than buyers.

LUXURY ADVERTISING

For luxury homes, local advertising is not sufficient – these unique homes need exposure to the elite and discerning. Anne-Britt will showcase your home to these affluent buyers through publications such as The Wall Street Journal, Unique Homes, DuPont Registry, Ocean Homes, and the James Edition.

NETWORKING AND REFERRALS

Real estate agents have a large database at their disposal, particularly their networks with other agents. Referrals are especially important in the luxury market, and Anne-Britt is a well-respected agent with an extensive network of contacts.

CLHMS DESIGNATION AND MEMBERSHIP

Working with an agent who is fully certified in luxury marketing is critical to maximizing the exposure of your home. Anne-Britt's knowledge, expertise, and access to a unique and targeted network are second to none.

WEB EXPOSURE

95% of buyers look at homes online as their first step in the home buying process. This trend will only increase over time. Placing your home online allows the home's exposure to be seen locally, nationally, and internationally, whether it is on a computer, tablet, or cell phone.

VIRTUAL TOURS/ONLINE VIDEO MARKETING

Creating a digital experience and footprint is an integral part of advertising in the 21st century.



PROFESSIONAL PRINTING AND DIRECT MAIL

The power of showcasing your home and its unique features through professional photography and sophisticated marketing materials is crucial to setting your home apart from the competition. Promotional materials that feature your home and are mailed to your neighbors, potential buyers, and other REALTORS® are some of the most powerful ways to spread the message that your home is for sale.

Your neighbors will be first to tell their friends and family about your home – they already love their community, so they are your biggest advocates! In addition to marketing your home to local buyers - after all, 78% of homeowners purchase within a 10-mile radius of their present home - Mountain Rose Realty's beautiful promotional materials will also be distributed to a worldwide audience.



A PLATFORM FOR 24/7 WEB EXPOSURE

With 95% of home buyers beginning their search online, we will want to ensure that your home will receive maximum online exposure. As part of Anne-Britt's marketing plan, your home will receive unparalleled exposure to consumers and REALTORS® across the globe through her extensive online partnerships.





SHOWING THE HOME

Your home needs to be 'show ready' at all times, and while this can be difficult to balance if you are still living in the home, we will work together with industry professionals to stage your home for sale. Together, we will ensure that preparations are done up front, including the removal of unnecessary items, the creation of space, and the implementation of our plan to show the home at optimal times. With this preparation complete, the final inviting touches are easy for us to add around your busy schedule.

Every buyer will be pre-qualified. During the showing, a fully guided tour will be provided to ensure that the features and nuances are showcased and explained to maximize the perception of value.

MARKET ANALYSIS

The market analysis report is compiled from a system that tracks your showings, all REALTOR® and buyer feedback, as well as Anne-Britt's marketing effectiveness on your home. This report provides you with an in-depth analysis and a comprehensive list of actions, recommendations, and objectives.

FINALIZING THE SALE

A myriad of details must be attended to before the sale becomes final, including offers, counter offers, inspections, disclosures, contingencies, loan documents, insurance, mortgage approval, and escrow items. This final step can be overwhelming with all its moving parts.

Whatever the next step may be, know that Mountain Rose Realty is here to guide you through this final process – to keep in constant communication, to track the proceedings, and to keep matters on schedule.







DISCOVER A NEW LEVEL
OF LUXURY MARKETING
TO FIND YOUR NEXT HOME

MARKETING FOR YOUR NEXT HOME

If you are looking to buy or sell another property, let Anne-Britt's knowledge of your requirements, needs, likes, and dislikes be the foundation of a new search – from finding the perfect buyer to locating your next perfect dream home.

In the world of luxury real estate, more effective marketing strategies are needed beyond simply searching for a home on the Internet. Allow our extensive network of connections, comprehensive marketing techniques, and exceptional knowledge to open the right doors for you.



EXCLUSIVE
LUXURY
NETWORKS



STRATEGIC
ONLINE SEARCH
TECHNOLOGY



INSIDER LOCAL
KNOWLEDGE &
CONNECTIONS



SUPERIOR
PROSPECTING
CAPABILITIES

DEFINING YOUR GOALS AND OPTIONS

In the search for your perfect home, we must define the goals and reassess your requirements so that we approach the search with complete insight. This will enable the creation of an appropriate action plan and expected timeline.

- Where are you thinking of moving – local or out of state?
- Do you have a budget?
- What do you and your family need from your next home?
- Are you looking for a turnkey or renovation property?
- What are your essential requirements during our search?
- Are there any financial considerations?
- When is the ideal time for you to move?

This information will enable a qualified search. Equally, it is important to ensure that we research the true value of homes and that their current selling price reflects an amount that the property is “worth” to you.

LOCATING THE RIGHT PROPERTY

In helping you look for a property, Anne-Britt will make recommendations based on her extensive experience and local knowledge, in addition to utilizing a wide network of area agents and unmatched access to homes not yet on the market. A comparison chart and thorough, objective inspection of each home, combined with such factors as market data and resale potential, will help in narrowing your search. By building a checklist, we can better evaluate each home and review together the important criteria of homes visited.

And when you find that perfect home, Anne-Britt will help negotiate the best offer based on the condition of the home, length of time it's been on the market, activity, location, and urgency of the seller. Ultimately, Mountain Rose Realty will protect and represent your best interests.





On behalf of myself and my team, I'd like to thank you for giving me the opportunity to present this preview of the marketing services we can offer you and your property.

I'd be pleased to assist you with the sale of your present home, as well as the purchase of your next home and the next one, because I'm not just providing a service: I'm building a relationship with you that spans beyond your current needs. Please let me know when I can be of service.

Call me before you make any important real estate decisions; you'll be glad you did.



ANNE-BRITT OSTLUND

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