



Blue Sky  
Homes and Land



**Leigh Holmes**  
Broker Associate

CALL OR TEXT (970) 888-0151  
FOR A FREE CONSULTATION



A unique property such as a Mountain home in a smaller town requires a specialized and expansive marketing strategy that goes beyond the conventional real estate listing approach.

Our focused marketing initiatives are designed to draw in buyers specifically seeking properties like yours by utilizing cutting-edge technology which includes an amalgamation of comprehensive internet marketing, social media engagement, third-party website advertising, print campaigns, prominent signage, and personal interactions to captivate potential buyers.

Our commitment extends beyond the sale of the house we aim to foster and build communities.



# TECHNOLOGY IN MARKETING



We offer extensive online exposure through our vast array of exclusive websites ranking on the first page of Google searches locally, regionally and nationally. United Country's network of over 3,000 targeted, owned websites attract more than three million visitors from over 150 countries per month.

Providing additional exposure, we also partner with certain lead aggregate websites by automatically syndicating our listings on their websites. We also advertise select listings on additional 3rd party websites to make sure your listings are seen regardless of where buyers are searching.

Our team will use exclusive tools to drive a successful and timely sale of your property. Prior to the sale, our team will prepare and distribute marketing and sales material per a mutually agreed upon Marketing Plan to maximize exposure to target buyers who might be interested in your property



# LISTING SERVICES

*National Marketing, Local Expertise*

In conjunction with United Country Real Estate (national company) & Blue Sky Homes and Land (local office)

I will recommend a customized marketing plan designed specifically to maximize exposure.

Our program offers the widest range of marketing strategies and proven programs from innovative use of digital marketing and the most extensive web advertising to professionally designed collateral and more, giving your property the marketing power it deserves.

(All the following photography was shot and edited by Leigh Holmes )



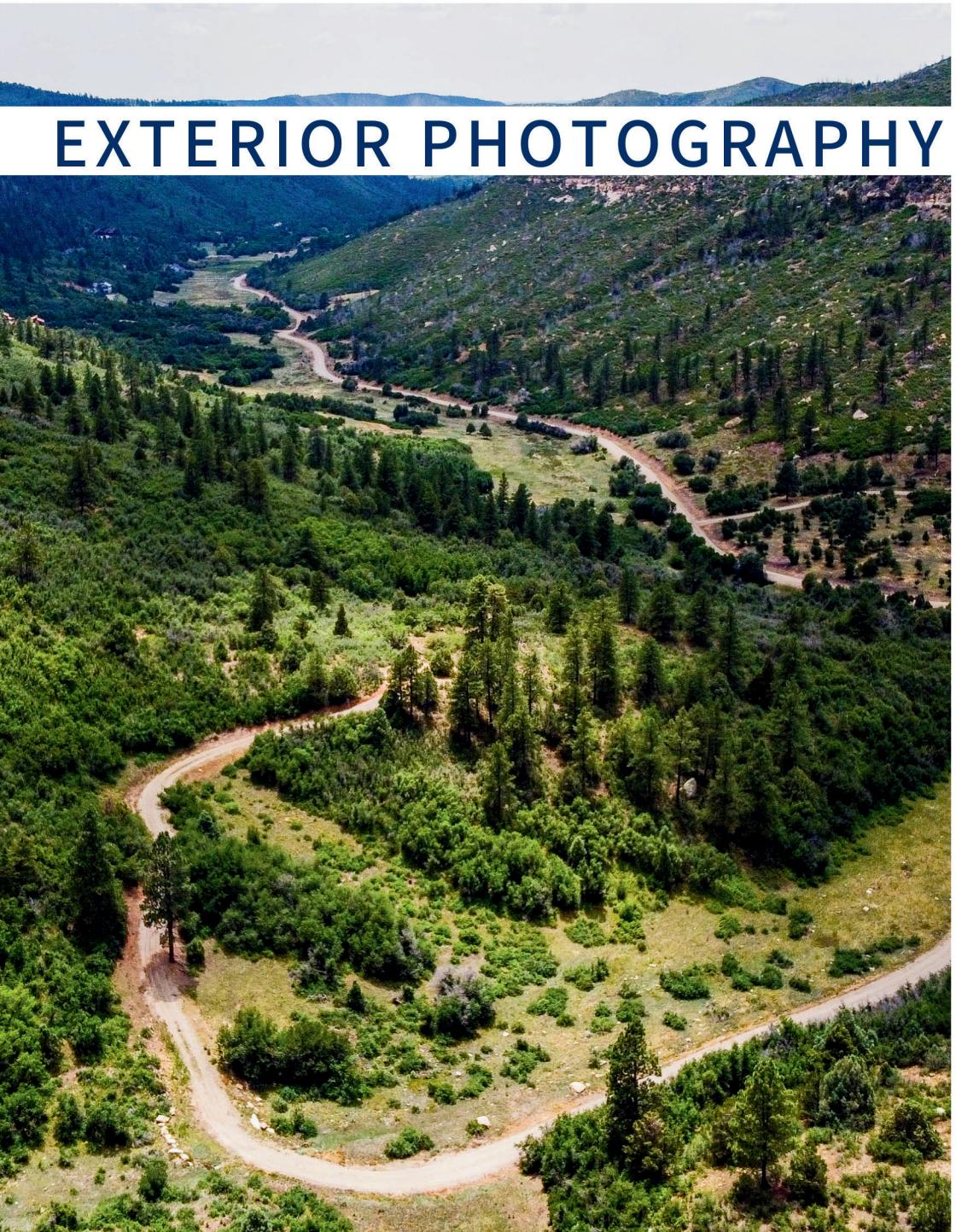
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# INTERIOR PHOTOGRAPHY





## EXTERIOR PHOTOGRAPHY





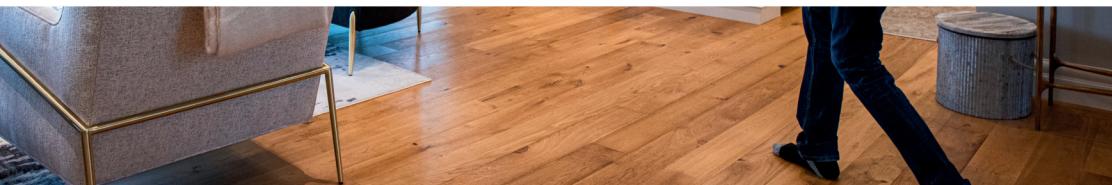
## THE IMPORTANCE OF STAGING



A staged home allows potential buyers to visualize themselves living in the property, inspiring their imaginations and helping them to connect emotionally with the space. This emotional connection and its subsequent influence on buyer decisions makes home staging a key differentiator in today's real estate market.



## VIDEO & VIRTUAL TOURS



## 3D MAPPING



The internet has revolutionized the way people search for and buy property. Online property listings and virtual tours provide a comprehensive overview of a property, allowing people especially moving to a new state to identify their favorite homes before they physically visit them.



I utilize a topographical mapping tool that can help a buyer become more acquainted with your property. The mapping tools can show elevations, potential building sites, summits and gaps nearby and much, much more. We've found this tool to be quite beneficial in the selling process!



## RECENTLY SOLD



559 BEAVER CIRCLE  
DURANGO CO      \$1,950,000



128 COLONIAL DR  
DURANGO CO      \$1,124,687



7318 CR501  
BAYFIELD CO      \$1,270,000

## ACTIVE LISTINGS



381 COLORADO DR  
BAYFIELD CO      \$3,700,000



TBD E US HWY 160  
BAYFIELD CO      \$1,650,000



40671 E US HWY 160  
BAYFIELD CO      \$1,100,000

## MARKET DATA

WE UTILIZE DATA-DRIVEN INSIGHTS TO HELP DEFINE MARKET VALUE



HOMES SOLD IN YOUR AREA



MEDIAN SOLD PRICE



DAYS ON MARKET



REAL TIME MARKET UPDATES



PRICE PER SQ FT



## HOME EVALUATION TOOL



Use your phone camera on this QR code to access our home evaluation tool on our website and find out how much your home could be worth in today's market.

Home prices have seen a significant increase in the past few years.

Find out how much equity you have gained.

The only thing it will cost you is an email address! Unsubscribe anytime.

## LEIGH HOLMES - BROKER ASSOCIATE

Born in the UK, specifically Wales, Leigh's adventure began by moving to Malta at a very young age. Raised on the Mediterranean island, Leigh's professional path evolved from seven years in Event Coordination to the dynamic realm of Real Estate.

Leigh worked with investors, finding their perfect vacation rentals and secondary homes. The year 2019 unfolded a new chapter as Leigh crossed the Atlantic to the US, choosing to transform his passion for Real Estate into a full-fledged career.

Now based and licensed in Colorado, Leigh is a versatile professional acting as a Listing agent, a buyer's agent, a skilled real estate photographer, a graphic designer, and most importantly has garnered expertise in digital marketing.

In his free time Leigh enjoys escaping to the majestic mountains and desert of SW Colorado, reveling in the excitement of snowboarding, trail running, mountain biking, and hiking.



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# THANK YOU FOR READING

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