



RE/MAX[®] ALLIANCE REVIEW

I want you to know how much I appreciate you. I strive to build positive business relationships by working exclusively with people I admire and respect, and who value the service I provide.

Why I Work By Referral...



Relationships Are More Important Than Transactions

You may have noticed that many real estate agents take a transactional approach to sales—identifying clients, closing the deal, and then moving on to the next one. I choose not to work that way because I believe you deserve more from the professional you decide to work with. That is why I work by referral.

Since my primary source of new business is referrals from people who know and trust me, I don't have to spend precious time prospecting and promoting myself. I can dedicate myself fully to the activities that benefit you most, and always deliver truly exceptional service.

You Control My Business

I know that I must earn your future referrals, so I aim to exceed your expectations. I have a vested interest in making sure that you are completely satisfied at the end of our transaction together. I want you to be so "fired-up" that you can't wait to tell your friends and family about me and the fantastic service you received!

When you come across an opportunity, I appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide.

Service After the Sale

I devote myself to serving the needs of my clients before, during and after each sale. Instead of disappearing after the closing, you can expect me to keep in touch. I will be sending valuable information to you each month, and will also be calling from time to time just to check in and see if you need anything.

I hope you will turn to me for help with any of your real-estate-related needs because it is such a privilege to work exclusively with people like you who I admire and respect, and who value the service I provide.

Working by referral is all about trust. And let's face it, when we are seeking any service we are all looking for someone we can trust—someone proven who comes highly recommended and is already on our side.

ECONOMIC SNAPSHOT

A look at the current real estate market. *An information source provided by RE/MAX Alliance.*



That light at the end of the tunnel may not be another train coming this way. For the **Boulder County** real estate market that light may be the end to the darkness the area real estate market has experienced since the end of 2005.

For the past three years sales activity has been approximately the same. In 2009 there were 3,665 single family/attached unit sales across **Boulder County**. In 2010 that number was 3,660 and in 2011 the number was 3,539.

When comparing 2010 to 2011, here are some end-of-the year numbers: Active Listings – 1,353 vs. 1,121 (17% fewer listings); Absorption Rate – 189 days (6.3 months) vs. 157 days (5.2 months). (The Absorption Rate is the time it would take for the market to absorb itself assuming the sales rate stayed the same and no new inventory came into the market.) Based on these numbers, homes were selling at a quicker pace in 2011 than in 2010, and at the end of the year there was less available inventory.

Home mortgage rates continued at historic lows throughout 2011, with the traditional thirty-year fixed rate loan vacillating around 4%. New home builders took advantage of the reduced inventory of resale homes and began to build spec inventory; something that hasn't happened for the past few years as lenders have been wary of providing financing on homes that don't yet have a buyer in hand. Look for this element of the local real estate market to continue to expand in 2012 as builders develop land they purchased at rock-bottom prices during the lean years.

In the past, corporate relocation was an important aspect of the **Boulder County** real estate market. Local companies would search across the country (world) for qualified individuals to fill local positions. For the past few years, those positions (if there were any) were filled with qualified individuals who were already living here. Look for that to continue as the cost associated with relocating individuals and their families has become economically prohibitive for many companies.

Below is an overview of sales activity for the past two years for **single family homes** in the various **Boulder Valley** areas, courtesy of IRES – the Northern Colorado MLS.

| IRES STATS | Area | 2010 Solds | 2011 Solds | % Change | 2010 Average Price | 2011 Average Price | % Change |
|-------------|---------|------------|------------|-----------|--------------------|--------------------|----------|
| | Boulder | 623 | 615 | ----- | \$649,726 | \$663,911 | +2.18% |
| Louisville | 195 | 201 | +3.07% | \$440,176 | \$412,121 | -6.38% | |
| Lafayette | 228 | 244 | +7.01% | \$357,129 | \$373,017 | +4.45% | |
| Superior | 107 | 108 | ----- | \$426,358 | \$423,365 | -0.70% | |
| Longmont | 831 | 828 | ----- | \$256,084 | \$244,525 | -4.51% | |
| Sub. Plains | 450 | 408 | -9.33% | \$549,136 | \$553,996 | +0.88% | |
| Sub. Mtns. | 232 | 252 | +8.62% | \$412,176 | \$393,435 | -4.55% | |
| Broomfield | 343 | 349 | +1.75% | \$379,432 | \$354,616 | -6.54% | |
| Totals ... | ===== | ===== | ===== | ===== | ===== | ===== | |
| | | 3009 | 3005 | ----- | \$433,427 | \$425,719 | -1.78% |



Rely on My List of Pros

Consider me your source of referral for all types of businesses, whether related to a real estate or not. I have partnered with competent professionals who would be happy to serve you:



Transaction Related: Lenders, Legal Professionals, Closing Agents, Home Inspectors, Pest Control Services, Insurance Agents (home, auto, health), Movers



Other Business Professionals: Financial Planners, Tax Advisors, Doctors, Dentists



Home Repairs and Improvements: Handymen, General Contractors, Interior Designers, Roofers, Painters, Flooring Installers, Plumbing/Electrical/HVAC Specialists



Landscape/Maintenance: Yard and Pool Services, House Cleaners, Window Washers

If you need a referral to a provider that is not mentioned here, feel free to ask; I may know just the person you are looking for!

What Can I Do for You? Before, During and After the Sale

News You Can Use

I can provide you with up-to-date information and statistics on local market conditions. These can differ substantially from what you hear in media reports, which are often skewed to heighten drama.

Maximize Potential

Feel free to ask for specific advice on home maintenance, or suggestions for upgrades that will enhance your property's resale value

Local Insight

I'm always happy to provide information on community amenities such as parks, schools and trails, or even local special events.



Let's Talk Value

Request a market analysis when you need an estimate of your home's current value for a potential refinance or for insurance, estate planning or property tax purposes.

I'm also available to discuss issues or new developments in the community that could affect property values.

Across the Map

I can help you or your family member secure the services of a like-minded real estate professional in another part of the country.

There are many ways I can be of service to you outside of an active real estate transaction, so please don't hesitate to call.

The Value of Referrals

90% of consumers worldwide said they are most likely to trust the recommendations of the people they know, a figure that was well above any other form of advertising, according to recent market research conducted by The Nielsen Company.

Oh, by the way...I'm never too busy for your referrals.

THE RUMORS ARE TRUE!



Walnut Realty Inc has combined resources with RE/MAX Alliance

INTEGRITY | EXPERTISE | EFFICIENCY

After almost a year of diligence and careful consideration Walnut Realty Inc has decided to combine resources with RE/MAX Alliance to form a strategic merger that will result in a new company called RE/MAX Alliance on Walnut. RE/MAX Alliance on Walnut will be a boutique firm with international reach, delivering a brand of service based on integrity, informed by expertise, and practiced in efficiency.

Both leadership teams learned that not only is our consumer-centric approach consistent amongst the two locally owned firms, but our visions for the future are also well aligned with our goals of excellence. This merger will create a perfect blend of a local boutique firm backed by the most powerful set of tools, global marketing resources, transaction systems and support staff currently available in the industry.

The new company will reside in the same Downtown Boulder office that Walnut Realty has occupied since 1975 and will also maintain our current location on Baseline. Our leadership will remain the same as will our approach. We will continue to serve all of our clientele equally across the various sectors of the market but will be introducing an added emphasis on the luxury market in Boulder County.. The RE/MAX Collection.



"We are excited to introduce an added emphasis on the luxury market in Boulder County."

- Tom Kahn



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