



The Distinct Advantage 2021

WELCOME

Our unmatched reputation gives our listings the best-in-class exposure they deserve locally and globally. It is this synergy between our sales team, our company and global brand that makes us the premier brokerage in the Roaring Fork Valley. That is our distinct advantage.



Maximize Your Local Exposure

As the largest local real estate brokerage, Aspen Snowmass Sotheby's International Realty internal network allows your property to get maximum exposure throughout the valley. We are a powerhouse firm with over 180 associates in 14 offices and 21 members of our support staff throughout the Roaring Fork Valley.

Almost two decades of strategic acquisitions, mergers and new offices represent our consistent growth. In 2012, Aspen market leader Morris & Fyrwald Sotheby's International Realty and Snowmass Village market leader Chaffin Light Real Estate merged, forming Aspen Snowmass Sotheby's International Realty. Roaring Fork Sotheby's International Realty was founded as a subsidiary within the company in 2015, and we opened the two offices in Glenwood Springs. In 2017, our colleagues at Frias Properties of Aspen joined the company, adding our 11th office. In 2019, Aspen Snowmass Sotheby's International Realty continued our success by opening a new office in Carbondale at the River Valley Ranch Barn. In 2020, we expanded again with a new office in Willits.

Over 50% of our transactions are closed in-house, a tribute to a unique culture of collaboration among brokers, and our established presence in every major area. Our brokers also provide services at the Sky Residences at the W Aspen, the Ritz-Carlton in Aspen Highlands, and the Timbers Club in Snowmass Village.



Mission Statement

- To lead the way with strategic innovation and provide unparalleled client service through our expert team of brokers and staff and provide irreplaceable value to our clients around the world
- To support our brokers and staff in a way that provides them with the tools and training necessary to excel at the highest level possible
- To be the number one real estate firm in the Roaring Fork Valley as measured by sales, community and philanthropic involvement and as a place to work for our brokers and staff

Values

- ALWAYS put the client first
- Constantly strive to provide the best resources and education for our brokers
 - Focus on being the place to work in the Roaring Fork Valley and beyond
- Show up prominently in our community through philanthropy and involvement
 - Promote strong ethics, commitment and integrity

ASPEN SNOWMASS SOTHEBY'S INTERNATIONAL REALTY

From sales success to philanthropic significance, we put our heart into everything we do and are proud to support many local charities. In the last 5 years, we donated more than \$560,000 to causes in our Valley including the following:



Mountain Rescue
Roaring Fork High School
United Way Battlement to the Bells
5 Point Film
Aspen Hope Center
The Buddy Program, Inc.
Aspen Youth Center
Roaring Fork Outdoor Volunteers
Glenwood Springs Youth Hockey Assoc.
Basalt Education Foundation, Inc.
Family Resource Center - RF

The Buddy Program, Inc.
ABOR Heldman/King Scholarship Fund
Waldorf School Roaring Fork
World Cup Dreams Foundation
Challenge Aspen
Aspen Education Foundation
Valley View Foundation
St. Stephen's Catholic School
Disabled American Veterans
Basalt Education Foundation, Inc.
Aspen Hope Center

Response
Healthy All Together
Aspen Education Foundation
Lift Up
Aspen Homeless Shelter
Pathfinders
ACES
Alfred A. Braun Hut System
Habitat for Humanity Roaring Fork Valley
Pathfinders
Thunder River Theatre Co.

Aspen Community Theatre
Colorado College
WindWalkers
Youth Zone
Early Childhood Network
Aspen Community School
Roaring Fork Valley Soccer Club
COVID-19 Community Relief
The Arts Campus at Willits
Lift Up
Basalt Education Foundation, Inc.

Aspen Waldorf Foundation
Food Bank of the Rockies
Colorado Fourteeners Initiative
Chris Klug Foundation
Aspen Valley Land Trust, Inc.
Operation Underground Railroad
Aspen Valley Ski and Snowboard Club
Independence Pass Foundation
Aspen Community Foundation
Roaring Fork Mountain Bike Association
Aspen Community Foundation

Aspen Valley Hospital Foundation
Chris Klug Foundation
Aspen Valley Land Trust, Inc.
Roaring Fork Outdoor Volunteers
Habitat for Humanity Roaring Fork Valley
The Buddy Program, Inc.
Aspen Homeless Shelter
Aspen Hope Center
Aspen Junior Golf Foundation
Aspen Junior Hockey

Meet My Team

at Aspen Snowmass Sotheby's International Realty

This elite lineup of local experts and experienced, highly skilled professionals are available to ensure that our clients receive unparalleled customer service.



David Harris
Managing Broker



Petrina Disalvo
Co-Director of Operations



Michelle Dunn
Co-Director of Operations
& HR Manager



Jennifer Irwin
Broker Performance
Specialist



Sophia Jones
Marketing Director



Jon Lambert
Marketing Production
Coordinator



Lilly Thiemann
Marketing Assistant

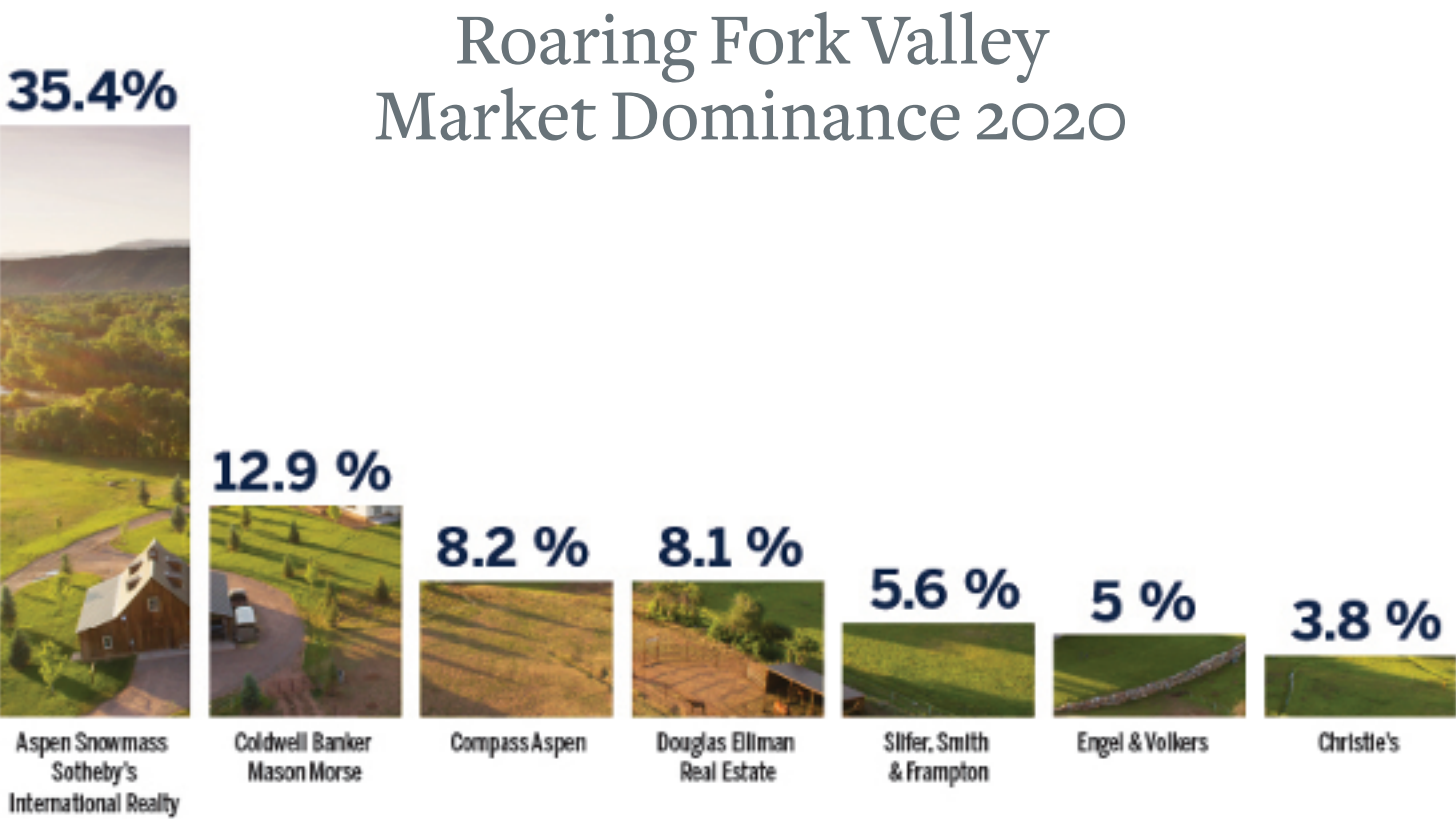


Barbara New
Marketing Assistant



Valerie Forbes
Rental Manager

Our Success is Backed by Our Numbers



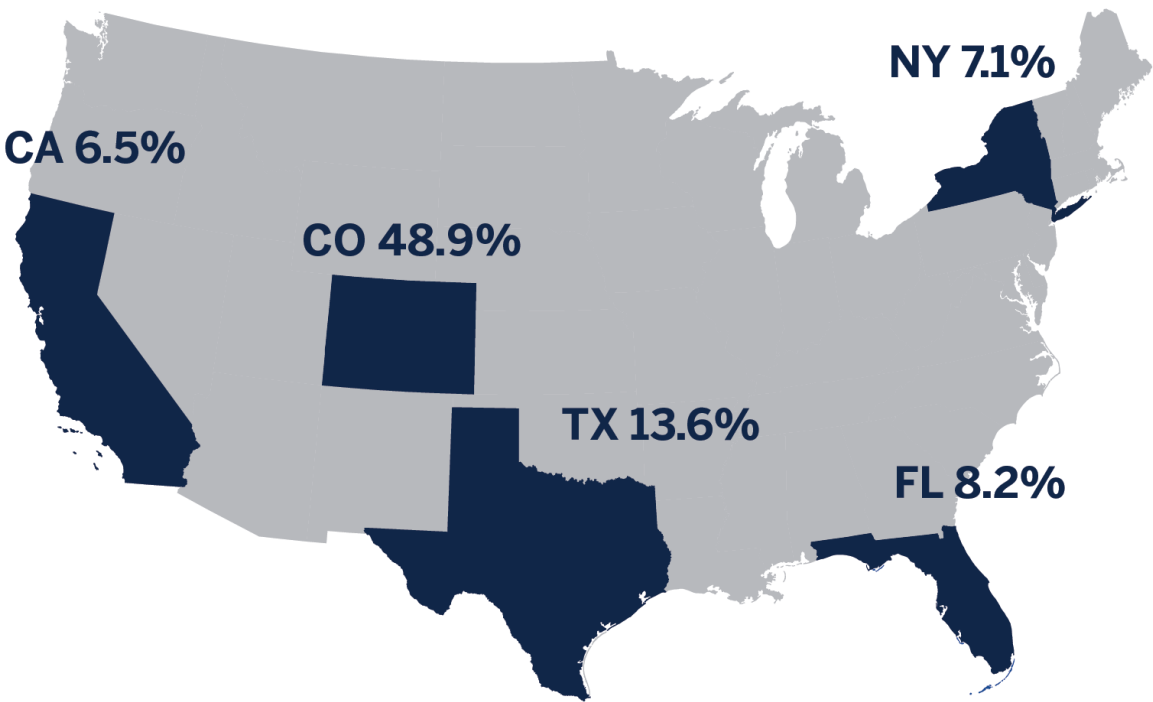
All closings from January 1 through December 31, 2020. Information is deemed to be reliable, but is not guaranteed. Source: Aspen Board of Realtors Multiple Listing Service

Our Three Year Sales Volume is

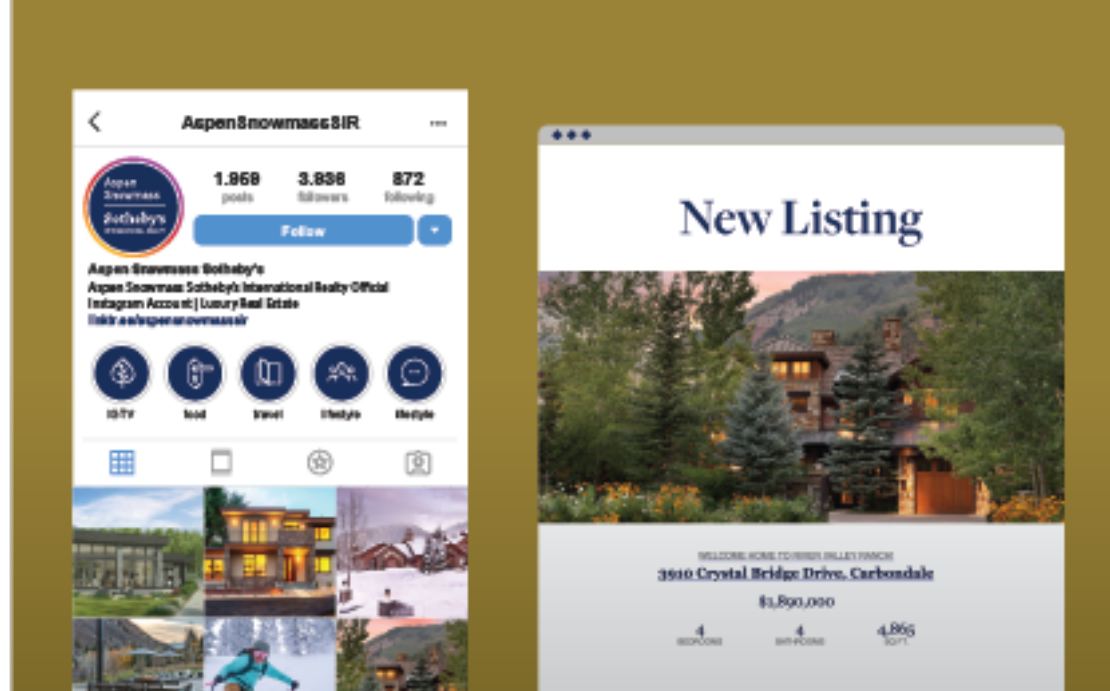
2.7X
OUR #2 COMPETITOR

4.3X
OUR #3 COMPETITOR

We Have the Buyers: Our Top Five States



In-State	48.9%
Roaring Fork Valley	67.7%
Front Range	15.6%
Other Areas in Colorado	16.7%
Out of State	51%



ASPEN SNOWMASS SOTHEBY'S INTERNATIONAL REALTY

Our Local Leverage

We will cover all the basics of listing your property locally by starting with professional photography and listing it available for sale in the Aspen-Glenwood multiple listing service. From there, our in-house marketing team and support staff produce fundamental marketing materials, including professionally printed property brochures and a detailed broker to broker email announcements sent to the entire Aspen Board of Realtors. Our listing exposure in the local newspapers is unparalleled, guaranteeing that all listings are rotated in our full-page company ads once every 4 - 6 weeks. We are the exclusive real estate advertiser at the Aspen Pitkin County Airport, capturing the attention of visiting guests and residents through our large display ads and property videos visible at all gates, screening, baggage claim and lounge. Our 14 offices are located in high foot traffic areas where your property will be displayed in our windows and on Apple TV to potential buyers.

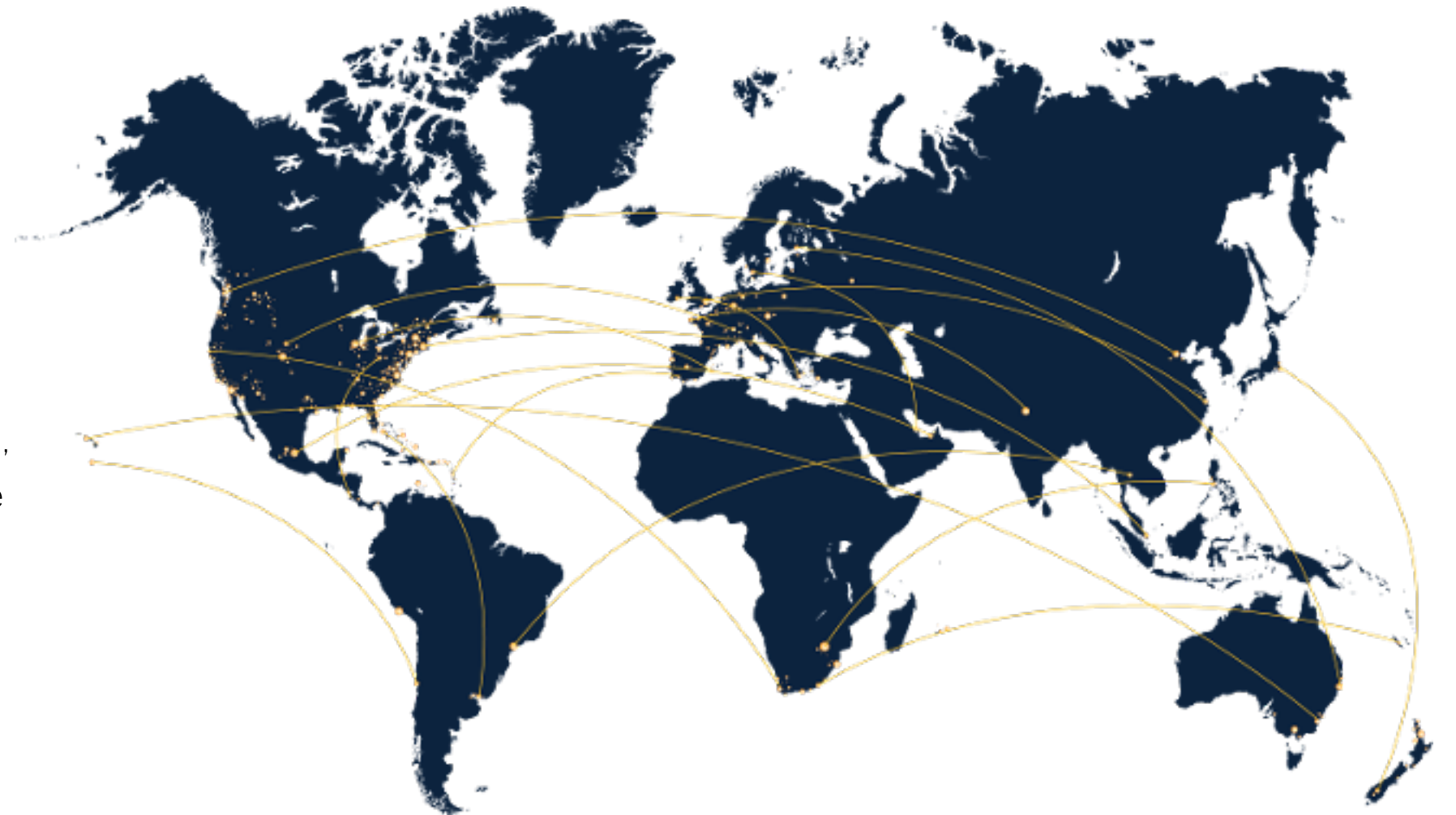


Our Global Leverage

Clients around the world turn to Sotheby's International Realty after considering one key question: "Who can do the most for me?"

Our brand, your advantage. The Sotheby's International Realty brand is built on the centuries-long prestige of the world's preeminent auction house. Our unmatched reputation gives our listings the best-in-class exposure they deserve. We are the only truly global real estate brand, with a network of residential brokerage companies in more than 70 countries and territories. We're local everywhere, allowing us to walk alongside our clients at every stage of their journey. We know they expect us to be the first and the best in exclusive property. We deliver.

Through our personal relationships, our sellers reach a highly qualified global clientele. The leader in premium real estate, we deploy intuitive technology to deliver a truly personalized, client-driven experience.



Virtual or Company Open Houses

View Our Homes from the Comfort of Yours.

As the first and only real estate brokerage in the valley offering virtual company-sponsored open house tours, Aspen Snowmass Sotheby's International Realty is leading the virtual change. Our Virtual Open House tours are advertised on both our Local MLS, Realtor.com, AspenSnowmassSIR.com and sothebysrealty.com. When our local order permits, we host public open houses weekly in season during the summer and winter, focusing on Aspen on Wednesdays and Snowmass Village on Thursdays. Our Downvalley (Basalt and Carbondale) open houses are on Tuesdays (summer only). These open house tours are advertised in our local newspapers, through the Aspen Board of Realtors e-list system, and online through our company social media.

During the current pandemic, I will be hosting *Weekly* Virtual Open House tours via social media and use a video I have previously recorded of your property or touring the home live or through a Matterport tour that I will have created as a part of our marketing plan.



The Voice of Luxury Real Estate



Source: Meltwater, January 1; 2020-December 31, 2020

SOTHEBY'S INTERNATIONAL REALTY PRESS SHARE OF VOICE

When it comes to high-quality real estate, we drive the conversation. Our public relations team fosters relationships with leading media outlets who generate awareness of the Sotheby’s International Realty brand and position our proprietary global network as the voice of luxury real estate.

ASPEN SNOWMASS SOTHEBY'S INTERNATIONAL REALTY PRESS SHARE OF VOICE

The exposure and worldwide reach of our listings sets us apart. In 2020, Aspen Snowmass Sotheby’s International Realty was featured in 20 top-tier publications, including Wall Street Journal, Business Insider, Architectural Digest, Mansion Global, Bloomberg, and more.





THE WALL STREET JOURNAL



MANSION GLOBAL



Bloomberg



FINANCIAL TIMES



The New York Times



PropGOLuxury



SOTHEBY'S INTERNATIONAL REALTY

Targeted Advertising

With an emphasis on exclusivity, the Sotheby's International Realty brand's advertising plans are driven by a consumer-centric approach targeting potential homebuyers and sellers at all stages of the real estate journey. Our robust digital and print strategy is aimed at showcasing homes to highly-qualified homebuyers.

Media Partnerships

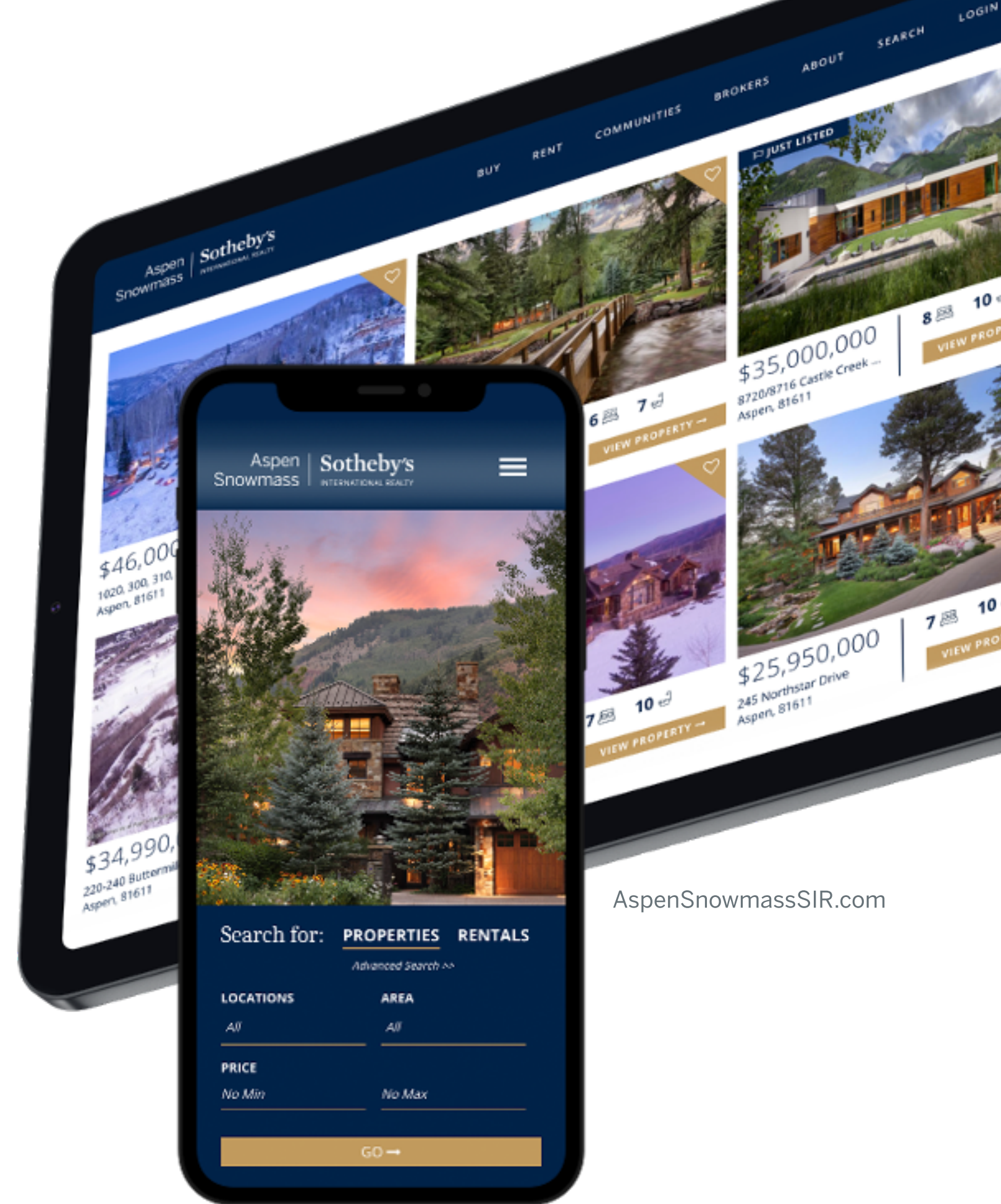
We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners' cutting-edge innovation, strategic positioning, and international impact enable the Sotheby's International Realty brand to successfully connect with a global clientele. We complement those efforts with targeted digital and print advertising plans that are often exclusive to Sotheby's International Realty®.

Digital Marketing

Using our dynamic search bar on the homepage, buyers can easily find all properties in the MLS and narrow their search using intuitive search criteria. Our property detail pages display a large photo slide show, followed by a property description, a quick snapshot box and a form to contact the listing broker(s). High definition video and 3D virtual tours by Matterport make our property detail pages highly interactive and engaging.

Aspen Snowmass Sotheby's International Realty sets the online standard for all other local companies. Vigorous social media posts on Facebook, Instagram and Twitter are driven by stunning content: our listings. A monthly blog and newsletter feature local lifestyle and the latest real estate topics to engage local buyers. Our quarterly market report provides consumers with meaningful statistics for every major area – we are the top resource for the local real estate market. All of this is for one goal: to drive traffic to our website, where buyers begin or continue their property search online.

Follow Us Online:



AspenSnowmassSIR.com



SOTHEBY'S INTERNATIONAL REALTY

Digital Marketing

With over 37 million visits, and just under 52 million property detail page views, sothebysrealty.com — now in 14 languages/dialects — engages millions of buyers to immerse themselves in your home via high-resolution photography, 3D virtual reality tours and ultra high-definition videography. Listings from around the globe can be accessed seamlessly on any device and mobile users can directly text a sales associate from any listing page.

Social Media

We craft exclusive social media content for people passionate about fine living. We have a growing number of more than 850K followers viewing our content on Instagram, YouTube, Facebook, Pinterest, LinkedIn, Twitter, WeChat and our popular RESIDE® Blog.

Video has become the primary way in which people view content in any form and YouTube is the largest video site by far. Our award-winning YouTube channel has more video views and subscribers than any other real estate brand.

Follow Us Online:



LOCAL AND GLOBAL

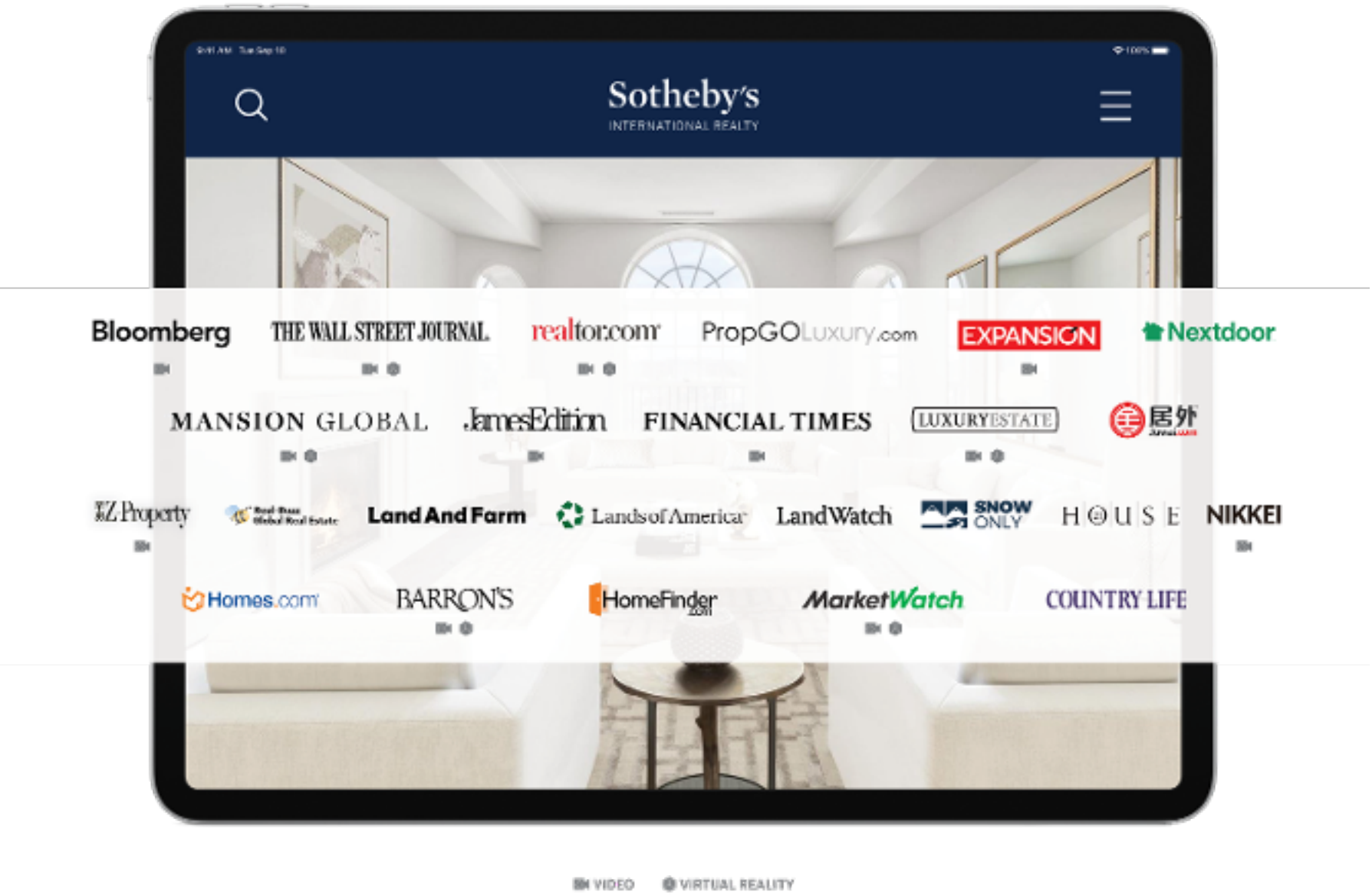
Unrivaed Online Property Distribution

Today’s buyers are searching for property online, our exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. In addition to your home being showcased on sir.com, it will also be exclusively marketed on more than 100 local Sotheby’s International Realty websites around the world.

Our global property marketing partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites. To measure our marketing campaign impact, you will be provided with a monthly ListTrac Report that shows you the analytics of your property.

Locally, we offer a secondary syndication for our listings through Aspen-Glenwood MLS and ListHub. The list is a sampling of those websites and is not all inclusive.

Your property videos will be distributed to YouTube and the Sotheby’s International Realty Apple TV app, and more than a dozen of our syndicated channels.



- ListHub Syndicated Channels:

 - WikiRealty
 - RealtyTrac
 - Homes&Land/The Real Estate Book
 - RealtyStore
 - The Land Network
 - BankingBridge
 - BreakthroughBroker
 - BrowsingHome
 - condo.com
 - DreamHomeList
- FindAPlace4Me by Paradym

 - Foyer
 - HomePriceTrends
 - HomeSpotter
 - HomeSteps
 - HomeWinks
 - Houses.net
 - HousesForSale
 - HousingNow
 - IdealEstate
 - LandSearch
 - LotNetwork.com
- LuxuryRealEstate.com

 - nest.me
 - NestReady
 - New Home Source
 - ParkBench
 - Point2 Homes
 - Properties Online
 - Property Shark
 - PropertyPath
 - PropertySimple
 - Rent.com
 - Rentberry