

---

# Sales Strategies

Goal: Lead > Prospect cultivation > turned into buying customer.

- &bull;Competitive advantage
- &ndash;Alliance with DJforay Development LLLP and superb database spending over 40 years cultivating
- &bull;Use strategic alliances to locate listings and market information
- Our network consists of the best developer/builders along the Front Range and in the Nation
- &bull;Access to most major market events before they occur
- &bull;Approach brokerage as if we were developing/building ourselves
- &bull;4 generations of local presence
- &bull;Top producing agents
  
- &bull;www.Salesforce.com
  
- &ndash;Sales Pipeline
  
- &bull;Competitive environment
- &bull;Sales tracking system
- &bull;Accountability and follow thru.
  
- &ndash;Customer Relations Management
- &ndash;Synchronizing multiple users with online contact database accessible from anywhere.
  
- &bull;Capturing Vertical profit layers: &ldquo;Cross Sales&rdquo; - keeping great relationships with customers that entices them to use us for future deals.
- Upsales: adding features to already existing purchase. For example: Selling platted land, selling developed land, then selling built-out property. We have the ability to follow a project from concept to conclusion with a "soup to nuts" understanding of annexation, zoning, entitlements, permitting, horizontal and vertical construction, and market strategy (sale to the end user).
  
- Offer on going market information and consultation.

- Property Management
- Customer Advisor Board
  
- Focus group of 4-8 customers meeting once every 3 months to gain input.