



Unapologetically Different

A guide to buying and selling
with Inleit Properties

inleit
PROPERTIES

COMPASS





Just over the threshold lies endless possibility. Let's find yours, together.

Welcome! We've been waiting to show you a better experience.

Blame it on my rebel side, but the words "unapologetically different," fill me up and fuel me forward. Inleit's approach is designed to be an affront to the average real estate agency because; average is not enough to make a lasting impact, home is more than an address, and you are more than a transaction.

Inspired by the powerful effect of home, we encourage you to seek more than four walls and a roof. With intuitive connection, perceptive guidance, and a proven process, we promise to partner with you to realize a vision of home that fulfills today's story and tomorrow's dreams.

If you're new to this, it's okay that you don't know what you don't know. If this isn't your first time, we encourage you to have higher expectations of us than of your previous brokerage. Our client experience is over twenty years and six hundred clients in the making. Still, Inleit needs to be right for you. The information in the pages to follow are designed to help you decide if we should begin a partnership. We're honored to share a process that is crafted with purpose and curated to meet your needs.

Thank you for considering us!



Stephanie Brook
Founder, Inleit Properties



AFFILIATIONS

National Association of Realtors®
Affiliated Agent

Colorado Association of Realtors®
Affiliated Agent

South Metro Denver Realtor® Association
Affiliated Agent

Pikes Peak Association of Realtors®
Affiliated Agent

AWARDS

5280 Magazine
5-Star Real Estate Agent

South Metro Denver Realtor® Association
Diamond Award Winner

Denver Real Producers
Rising Star

Forbes Magazine
Market Leader



Meet the Inleit Properties team

Our team runs the gamut in personality, talent, and experience — that’s why it works! We’ve structured our roles so that we each operate in positions that leverage our strengths. While we certainly have varied opinions about best travel destinations and favorite podcasts, we all love people and invest heavily in our clients, their stories, and their successes. We have each other’s backs, hold each other to high standards, and frequently laugh until we cry.

In post-closing interviews, many of our clients appreciate how our entire team was aware of what was happening with their transaction. They liked having multiple resources for support throughout their process. Here’s what you can expect from each of our team members:

AGENT

Negotiation and guidance

Your agent will be your primary point of contact through your real estate experience. No matter if you are buying or selling a home, your agent is there to provide you with expert guidance, negotiation skills, and market-savvy to help bring your vision of home to life.

For buyers, your agent will:

- Assist in prioritizing wants
- Guide wish-list refinement
- Coordinate showings
- Prepare the initial offer
- Negotiate to pursue terms that align with interests

For sellers, your agent will:

- Advise regarding repairs and upgrades needed to sell at top dollar without over-spending
- Schedule pre-listing inspections for higher cost repairs (i.e. roof and sewer line)
- Coordinate repairs and renovations
- Create a pricing strategy and marketing plan
- Solicit the strongest offer
- Minimize the costs associated with the buyer’s property-related objections

TRANSACTION COORDINATOR

Project management and support

Your transaction coordinator works alongside your agent to ensure your experience is as seamless as possible.

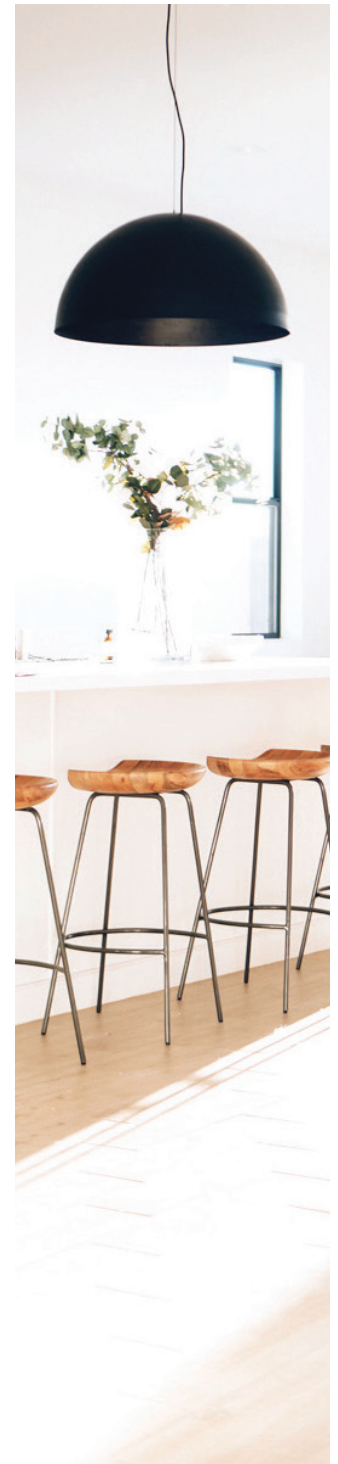
- Manages contingencies and key dates
- Ensures complete and accurate files as per regulatory guidelines
- Coordinates inspections, repairs, and closing appointments

MORTGAGE BANKER

Financing and planning

Your mortgage banker is dedicated to serving you throughout the loan and approval process.

- Identifies the loan option that best fits needs
- Boosts seller confidence in the presented offer
- Guarantees funds for closing



INLEIT’S MANIFESTO: THE WORDS THAT GUIDE OUR WAY

We believe nothing matches the power and possibility of home; it is the heart of our story, the setting for our most sacred moments. We believe people thrive on connection and home invites those opportunities every day, as a hearth to connect with others and a sanctuary to connect with oneself. We believe home must balance playful and practical to be an empowering place to leap from and a grounded place to return to.

We believe the impact of an individual inspires, but the power of a team — aligned in passion, talent and values — is a force to

behold. We believe missteps are not failures, but opportunities for a lesson and a new direction. We believe in meeting the dark with grace and grit, and the light with love and laughter. We believe in following the gut, leading the charge, seeing the big picture, and not sweating the small stuff. We believe actions define the person, and follow through is what distinguishes the genuine from the insincere.

Most of all, we believe everyone is deserving of possibility, and that possibility lies just across the threshold of home.

A different kind of real estate experience

Whether your goal is selling one home and moving into another, weighing your options during a transition period, or taking the first step toward building an investment portfolio, our strategic planning, buying, and selling services help you move toward your best possibility.

For each of these services — planning, buying, and selling — we have a consistent, yet adaptable, process that we'll tailor to suit your unique needs. Every element of how we serve clients has been designed intentionally to provide insightful guidance and unmatched protection. By asking better questions, providing the information you deserve, and executing a one-step-at-a-time approach, we aim to make you more knowledgeable and the process more manageable.

After closing, we'll remain your steadfast advisors. We may continue to pursue a bigger real estate strategy, if that's your plan, or we may simply keep tabs on your home's value and serve as a sounding board for decisions about upgrades and renovations. Whatever path you're on, we're there too.

OUR SERVICES

Buy a home

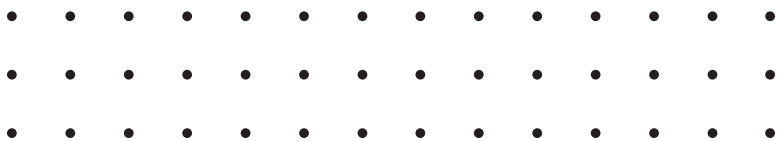
As the premier home buying partner on the Front Range, our partnership-focused approach is designed to help you choose the home that's right for you.

Plan for a home

We offer expertise, transparency, and big picture thinking to help you discover, plan for, and achieve your vision of home.

Sell a home

Our selling process is designed to attain your highest possible proceeds and ensure the smoothest transaction. We also offer services and expertise to quickly update and stage your home for elevated market appeal and a quicker sale.





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“Home is more than an address,
and you are more than
a transaction.”

Buy a home

There are many day-to-day and long-term considerations in determining what's right for you. Our satisfaction comes from discovering what you truly want — which sometimes includes helping you figure it out — and finding your ideal home to match.

As your agency, we're your biggest advocates. We take the time to listen and understand what's most important. We fiercely pursue scenarios and terms that align with your best interests, seeking to protect you above all else. We celebrate your victories and stand alongside you when things don't go according to plan.

Many real estate agents satisfy the bare minimum of required responsibility and stop there. Our partnership-focused approach far exceeds those requirements to help you choose the home that's right for you; we believe it's our responsibility to proactively guide you through every step of the home buying process — from finding "the one", to due diligence, to closing. As an Inleit buyer, you can expect a timeline to keep you on track, explanations and reminders for every deadline, and partners to be your sounding board as you evaluate the home. You'll feel cared for and well-protected as you take this exciting step across your own threshold.



ADDITIONAL EXPERTISE

Plan for a home

Not quite ready? If you're aiming to purchase or sell a home, or seeking real estate planning as a separate service, we take a no-pressure approach to understanding your circumstance. We'll partner with you to determine your goals and overlay the ideal timing and strategy to help you get there — it's never too early to start planning for home!



A proven process for a seamless transition

We've designed a process to help shape your vision of home and guide you through each phase of the transaction. Here's what you can expect as we begin this journey together.

PREPARATION *Typically 1 – 2 weeks*

STEP 1: LOAN PRE-APPROVAL

We connect you with knowledgeable lending professionals who share our values and work ethic. We will provide you with key questions to ask during the pre-approval process to ensure you're comfortable with the financing.

STEP 2: INTRODUCTORY MEETING

We use financing input and discuss what's happening in your life to create a tailored timeline and customized Purchase Plan.

SECURE A PROPERTY *Typically 1 – 4 weeks*

STEP 3: EXPLORATION

We provide guidance as you create your vision of the right home and neighborhood. We'll show you how to vet a potential community and provide a list of resources to help you conduct area research.

STEP 4: HOUSE TOURS

We take the preparation you've done and continually refine your search, shop on your behalf, and help you find the property that is most aligned with your wants and needs.

STEP 5: OFFER PRESENTATION

We combine our negotiation skills and knowledge of the current market climate to advise you on how to make a strong offer while advocating for your interests.

STEP 6: OFFER ACCEPTANCE

We explain the details of your agreement, answer your questions, and discuss your contractual protections.

INSPECTIONS & FINANCING *Typically 4 – 6 weeks*

STEP 7: DUE DILIGENCE

We advise you as we monitor the dates and deadlines of your contract and ensure that you take every opportunity to vet the property.

- Title Objection
- Document Objection
- Insurance Objection
- Inspection Objection
- Appraisal Objection
- Loan Objection

STEP 8: CLOSING

We verify the final figures and attend your paperwork signing to be certain that you understand the closing documents. We'll also be there to celebrate when you receive your house keys!

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“Feel confident
making the right decisions,
at the right time, for you.”





Sell a home

Our selling process is designed to attain your highest possible proceeds and ensure the smoothest transition. As certified Pricing Strategy Advisors, we're equipped to position your home to sell based on comparable sales, condition, and market trends.

We use careful analytics and expert advice to create a cost-effective improvement strategy that enhances your property's value. Then, we coordinate updates with a select group of skilled contractors who share our commitment to excellence. Finally, we integrate a customized marketing plan to ensure that your home is well-positioned for the best possible results.

After your home is strategically situated in the market, we shift into the role of expert negotiators to skillfully navigate sales price, repairs or concessions, and price revisions. Our knowledge of current market climate enables us to we boldly pursue terms that align with your best interests. We'll guide you through the entire process so you feel confident making the right decisions, at the right time, for you.

WE SELL HOMES DIFFERENTLY

A strategy-driven process

When you sell a home with Inleit Properties, you benefit from the distinctive partnership approach we're known for. Our process is strategy-driven to leave nothing on the table.

- We don't rely on website valuations.
- We coordinate and help manage repairs and remodels to get your home market-ready quickly, often within 14 days.
- We help offset the cost of improvements if funds are tight.
- We offer staging and take spectacular photos.
- We take the time to leverage buyer interest to get the highest and best offer.
- We don't stop negotiating until all the documents are signed at closing.

A proven process for a seamless transition

We've designed a process to guide you through every step of the transaction. Here's what you can expect as we begin our partnership.

PREPARATION *Typically 2 – 3 weeks*

STEP 1: PREPARATION

We start with a room-by-room tour of your home to create a comprehensive list of upgrades that will help sell your home for top dollar without overspending. We'll coordinate improvements, schedule pre-listing inspections for any higher-cost repairs — like roof and sewer line — and help ensure disclosures are completed accurately to protect against future litigation. While you work through your preparation tasks, we will oversee quality photography and prepare marketing materials to help present your home in the best light.

STEP 2: POSITIONING

Once your home is well-marketed and available for sale, we'll ensure extensive web exposure, coordinate showings, and conduct ongoing analysis of market feedback. Each week you'll receive strategy reviews and recommendations for targeting the right buyer.

SECURE A PURCHASE AGREEMENT *Typically 1 – 4 weeks*

STEP 3: OFFER SELECTION

When offers come in, we'll leverage market demand to secure the strongest offer and a back-up contract. We will present all offers, discuss your contractual obligations, and prepare any counteroffers to address terms that don't align with your goals.

STEP 4: ONGOING NEGOTIATION

After we've secured a contract, we shift into the role of expert negotiators to navigate concessions, repairs, and contract deadlines. We'll coordinate inspections, facilitate the delivery of critical documents, and navigate the buyers opportunities to terminate, all while pursuing terms that are in favor of your best interests.

CLOSING *Typically 4 – 6 weeks*

STEP 5: CLOSING

We verify the final figures and attend your paperwork signing to be certain that you understand the closing documents. We'll also be there to celebrate when you pass over the keys and begin your new chapter!

A good agent does more than open doors

We hear it all the time: the refrain of a client who has worked with an average real estate broker.

“My agent didn’t listen to what I wanted or needed.”

“My agent wasn’t very responsive.”

“My agent wasn’t terribly proactive.”

This is why we’ve been waiting to show you a real estate experience that is unapologetically different.

While many brokers are satisfied to deliver a status quo experience, we believe our clients deserve more — an attentive process, expert advocacy, and lasting partnership.

We know it’s our job to find a home that fits your needs, and to position your home to sell for the highest price. But, we also know that a good agent does more than open doors and prepare contracts. We are uniquely qualified to guide you through the iterative process of creating a home that’s right for you. That’s what truly makes us different — and we can’t wait to show you what that difference means for your home.

FROM CLOSING TABLE TO KITCHEN TABLE

Benefits beyond closing

Our partnership approach doesn’t end with the transaction — we develop client relationships that naturally evolve from closing table to kitchen table. You’ll gain friendships that you didn’t expect, and friendships are important when you need long-term advisors that you can trust. As an Inleith client, you’re part of our ever-growing family of homeowners, and that comes with exclusive benefits:

- Home value reports to help monitor your investment
- A referral network of preferred contractors for all projects and repairs
- Guidance as you choose the best projects to increase your home’s value
- Invitations to exclusive events — our client family is a real thing!
- Evaluations and site visits to discuss home updates
- Guidance for building an investment portfolio



