

Listing Proposal

222 South Oak Street
Telluride, Colorado



TELLURIDE
PROPERTIES

On Top of Telluride

*Exclusively
Prepared
For*

Oak Street
Investments, LLC
October 2014

by

Mike Shimkonis, Director
970.708.2157
shimmy@tellurideproperties.com
237 South Oak Street
Telluride, Colorado 81435
tellurideareahomes.com

MARKETING PLAN

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MIKE SHIMKONIS, DIRECTOR

.....

MIKE SHIMKONIS'S STRENGTHS

.....

MIKE'S LOCAL ADVERTISEMENTS

.....

MIKE'S TOWN OF TELLURIDE SALES

.....

TELLURIDE PROPERTIES

.....

SIGNIFICANT SALES

.....

PREMIER LOCATIONS

.....

CAPTURING BUYERS ONLINE

.....

INTERNET PRESENCE

.....

LUXURY NETWORKS

.....

TRULY TELLURIDE

.....

ADVERTISING

.....

PERSONAL TESTIMONIALS

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MARKETING PLAN



Brochures

2-page, 4-color marketing brochure and 8-12 page detailed, 4-color brochure for serious inquiries, as well as periodic e-blasts

Web

Property specific website to monitor activity, plus comprehensive presence on trulia.com, zillow.com, realtor.com, tellurideareahomes.com, luxuryrealestate.com, tellurideproperties.com, searchtelluriderealestate.com

Photography & Cinematography

Professional photography for advertising and brochures, professional cinematography for a 2-3 minute property video

Window Display

Brochure displayed in window at Telluride Properties' highly visible Oak St office

Select Local Advertising

Daily Planet, Telluride Watch, Shelter, Telluride Magazine, Truly Telluride, Telluride Visitor's Guide

Communication

Frequent communication (once every 2-3 weeks) of market updates and showings

Mailing

Mailing to current owners in the neighborhood informing them of latest property details

Open Houses & Networking

Broker and public open houses when appropriate, tracking of showings with timely follow-up of relevant information, utilize reverse marketing techniques

Suggested Asking Price

\$4,900,000

Target Sold Price

\$4,200,000

Commission: 7%

Term: 1 year

MIKE SHIMKONIS
D I R E C T O R



Sales Highlights: In 2010, 2011, 2013, & the First Half of 2014 Shimkonis was involved in 7% of countywide sales and 28-30% of all company sales.

After growing up surfing the beaches of Florida and graduating from Stetson University, Mike Shimkonis decided to give higher ground a try. Settling in Colorado in 1987, he first lived in Vail before migrating to Telluride over 20 years ago. Mike has extensive experience in the ski and snowboard industry being involved in major events, spearheading marketing efforts, and travelling the world as an ambassador for

skiing in Colorado.

As a broker with Telluride Properties since 1999, he has closed over \$200 million in sales ranging in scale from affordable housing for locals, to luxurious alpine get-aways and ranches for part-time residents. Mike transacted the most expensive residential transaction in the history of San Miguel County and nearly \$60 million in sales in the Town of Telluride alone. His team consists of a personal assistant, Charlene Abuton, marketing manager Wendy McKeever, photographer Whit Richardson, and cinematographer Brett Schreckengost.

Additionally, Mike finds ample ways to give back to the Telluride community. He used his skills to complete a fundraising program involving the Trust for Public Lands, which transformed 10 acres of land into open space with the proceeds donated to a local non-profit. Mike has served various leadership roles in the community and with Mountainfilm in Telluride. With the latter, he first served as a volunteer, then its executive director for one year, past president and treasurer for several years, and chaired several committees including strategic planning, finance, and audit. Mike also served on the board of the Telluride Association of Realtors, was on its Professional Standards committee, and acted as the driving force behind formulating the association's First Time Homebuyer's Fund.

Mike and his wife, Jennifer, have been married 18 years, having met while Jennifer (an Annapolis native), was residing in Aspen. The two enjoy traveling the world and have covered close to 30 countries. When home, Mike and Jennifer love getting out into the mountains with their son, Nicolas, their daughter, Ava, and border collie, Mesa, as much as possible. Summers are spent hiking and winters are broken up between alpine and Nordic skiing.

MIKE SHIMKONIS'S
STRENGTHS

Skills:

- Creative negotiator in complicated situations (i.e.: divorces, land trades, mining claims, wrap mortgages, contingency sales, pocket listings).
 - Astute observer of “reading” people.
 - Thoughtful and effective diplomacy.
- Direct and detail-oriented while focused on measurable objectives.
 - Extensive sales, marketing, media relations background.
- Adept in often overlooked aspects of real estate including 1031's, tax default properties, conservation easements, ranch operations, water rights.
 - The company's most accurate predictor of pricing and positioning.

Accomplishments:

- Transacted over \$200 million in sales in San Miguel County.
- Transacted the highest residential transaction ever in San Miguel County.
- One of three Directors leading Telluride Properties based on sales performance.
- Carefully crafted an international network of clients, prospects, brokers and affiliates through membership with Luxury Real Estate.
 - Mike is very discreet as people involved with 222 South Oak can attest.
- Mike has had several high ticket, low profile, under the radar transactions to his credit.
 - Transacted complicated multi-party sale of mining claims above Telluride pro bono.
- Currently involved as a real estate advisor in one of the largest land exchanges in the United States between private landowners and the United States Forest Service.
 - Served on several committees with various local organizations.
- Serving in a decade-plus leadership role as an officer of the board of directors for Telluride's second largest non-profit organization, Mountainfilm.
- Strong name recognition in the community based on numerous media interviews, long-time tenure (21+ years) and extensive community services/involvement.

Core Values:

- Married, devoted family man.
- Mindful steward of resources culminating in being a practical person and consumer.
 - Belief in fiercely protecting and promoting clients' interests.
- Commitment to innovation and excellence (unique ads, new websites, photo books, virtual assistants.)
- Fully dedicated & immersed in this market – I don't travel to do deals in other markets.

Business Model:

My business model is different. I do not solicit listings but rather get referred by past clients and other sources. It has worked very well and has been beneficial to my clients as well as me. I am selective and keep my attention focused on an important network of buyers and sellers.

If testimonials aren't enough, please call me for further references.



Mike “Shimmy” Shimkonis has brokered 18 properties in the past 16 months during the most difficult market conditions Telluride has experienced in at least 20 years.

What can he do for you?

Ask his clients...

“Thanks for all you have done for us, sincerely: You are the most upstanding, honest realtor we have worked with, and there have been quite a few. Looking forward to owning a place in Telluride! Thanks again.”

— Captains Brietta & Jason Walker,
U.S. Marine Corps, Camp Pendleton, California



TELLURIDE
PROPERTIES

On Top of Telluride

“Thanks for making us feel like you don’t have anything else to be working on except us – a good quality to have in a realtor!!!”

—Ted & Julie Rolfs, Wisconsin

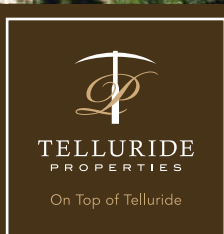
Shimmy@TellurideProperties.com | 970.708.2157

Mike Shimkonis, Broker | 237 South Oak St. | Telluride, Colorado 81435 | www.TellurideAreaHomes.com

One Way To Get Closer To Nature



Search all Telluride area real estate at
Shimmy.SearchTellurideRealEstate.com



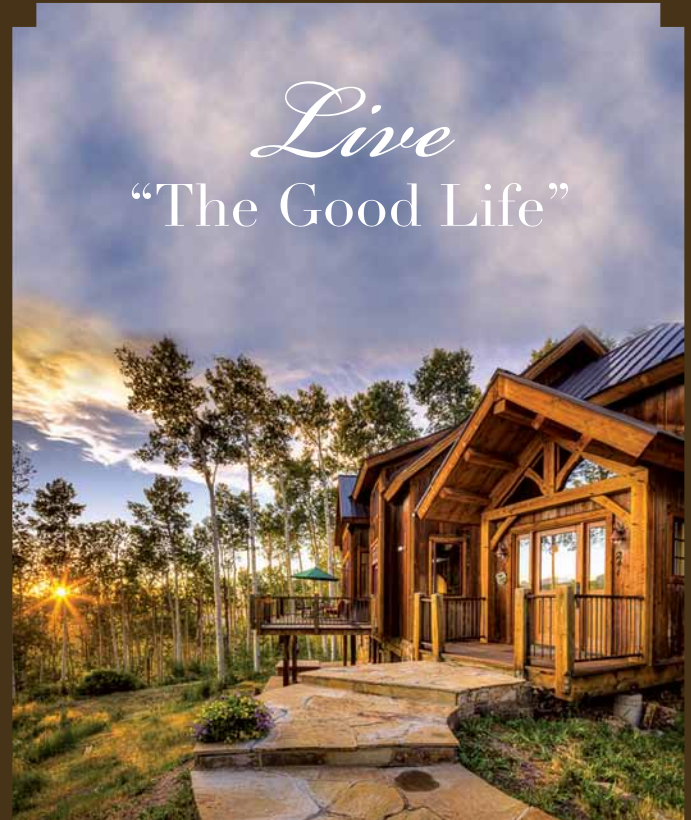
Mike Shimkonis, Director

shimmy@tellurideproperties.com
970.708.2157, Cell
237 S. Oak St. @ the Telluride Gondola



TELLURIDE PROPERTIES

On Top of Telluride



Live "The Good Life"

Telluride Real Estate Market Facts

- The average % off asking price for homes sold in Telluride from January 2013 - September 2014 was -8.9%; for condos in Telluride it was -6.6%; for homes in Mountain Village it was -10.6%; for condos in Mountain Village it was -6.3%.
- Property taxes in San Miguel County are among the lowest in the US. A \$1.5 million improved property in Mountain Village pays approximately \$6,200 annually.

**What would you like to know or own?
Shimmy.SearchTellurideRealEstate.com**



Mike Shimkonis, Director

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TellurideAreaHomes.com

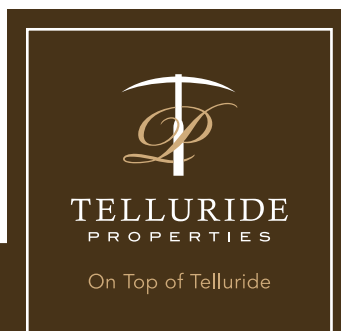
Ultimate Convenience, Stunning Views & Quality Craftsmanship



522 West Columbia Avenue, Town of Telluride

A deceptively unassuming front facade of this neo Victorian home newly constructed in 2009 belies the remarkably comfortable and spacious interiors. The property is thoughtfully planned with many spaces oriented to the sunny south facing views. The home is enriched with beautiful custom Ann Sacks tiles, antique timbers and chestnut wood floors, quaint bead board and perfectly placed brick accents throughout. A separate guest cottage and lush backyard offers even more privacy. The home is located in the most quiet quadrant of town.

\$4,300,000



Mike Shimkonis, Director

Mike Shimkonis, Director | shimmy@tellurideproperties.com | 970.708.2157, Cell | 970.369.5375, Direct
237 South Oak Street @ the Telluride Gondola | Telluride, Colorado 81435 | TellurideAreaHomes.com

Newly Listed

MOUNTAIN VILLAGE HOME TOUR

Thursday - October 2nd
11:30am - 2:00pm



120 Arizona Street Mountain Village

Perched on a discreet 1+ acre knoll top, this 3-bedroom timber frame, post and beam home has been further refined by the current owner, who has made lots of luxury improvements. The grounds are filled with aspen and wildlife along with an inviting hot tub to take in nature. Further expansion is possible.

\$1,555,000
mls#31881

HOMEMADE DESSERT!

114 Adams Way Mountain Village

A high-end 4-bedroom home that features 100+ year old hand-hewn timbers and antique barnwood siding, inspiring mountain views, located less than five minutes to the ski lifts, gondola, nordic terrain and golf course. On a quiet cul-de-sac. The property has never been rented and only owned by just two families.

\$1,840,000
mls#31826

Lunch by Brown Dog Pizza!

110 Double Eagle Way Mountain Village

Enjoy mountain living in a cul-de-sac setting. This 4-bedroom timber and stone home offers several living spaces and a large three-car garage. Adjacent open space in the backyard leads to a nordic and walking trail in the winter. Enjoy the sound of nature as cars rarely drive up the street. Located two minutes from skiing.

\$1,550,000
mls#31770

Visit all 3 homes & register to win a Fitzroy Pass for Mountainfilm 2015

MIKE'S TELLURIDE SALES
3+ MILLION



127 N. Oak St.
SOLD \$4,775,000



343 N. Oak St.
SOLD \$3,950,000



200 N. Aspen St.
SOLD \$4,500,000



Riverwatch #8
SOLD \$3,100,000



440 W. Colorado Ave.
SOLD \$2,975,000



522 W. Columbia Ave.
SOLD \$3,600,000



440 Depot Ave.
SOLD \$3,875,000



Element 52, River House B
SOLD \$3,453,325

TELLURIDE PROPERTIES



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On Top of Telluride

Telluride Properties has successfully brought Buyers and Sellers together since 1986. We are consistently one of the top producing real estate offices in the marketplace. Our real estate style & approach were born in Aspen and have become a proven real estate model for Telluride.

- 2 high-traffic, highly visible office locations in the Town of Telluride and Mountain Village display your property
- Sophisticated online lead generating and tracking software captures and nurtures potential buyers
- Prominent online search ranking and comprehensive exposure on hundreds of websites that display your property to millions of potential buyers
- Our 80-page Truly Telluride featuring your property is distributed by mail to targeted individuals, outside our office locations, and online at trulytelluride.com
- 16 full-time, experienced and proven brokers - Telluride Properties represents 9% of the brokerage community and we do roughly 1/3 of the dollar volume
- We educate the entire real estate community about your property, creating top-of-mind awareness for every area broker working with potential buyers
- Affiliation with the largest and most comprehensive luxury real estate network in the world - Who's Who in Luxury Real Estate
- Exclusive Telluride affiliate of Leverage Global Partners - global networking & marketing services in social media, search engine optimization, public relations, and communication
- In-house marketing and graphic design

SIGNIFICANT SALES

Telluride Properties Significant Sales



609 E. Columbia Ave.
Town of Telluride
Offered at: \$6,549,000



SOLD BY SHIMKONIS

200 N. Aspen St.
Town of Telluride
Offered at: \$6,000,000



SOLD BY SHIMKONIS

127 N. Oak St.
Town of Telluride
Offered at: \$5,000,000



SOLD BY SHIMKONIS

115 Aguirre Rd.
Aldasoro Ranch
Offered at: \$4,995,000



488 Tomboy Rd.
Town of Telluride
Offered at: \$4,995,000



232 Benchmark Dr.
Mountain Village
Offered at: \$4,750,000



118 Polecat Ln.
Mountain Village
Offered at: \$4,695,000



SOLD BY SHIMKONIS

522 W. Columbia Ave.
Town of Telluride
Offered at: \$4,500,000



SOLD BY SHIMKONIS

343 N. Oak St.
Town of Telluride
Offered at: \$3,950,000



1073 Elk Run Rd.
Elk Run
Offered at: \$3,950,000



239 N. Fir St.
Town of Telluride
Offered at: \$3,200,000

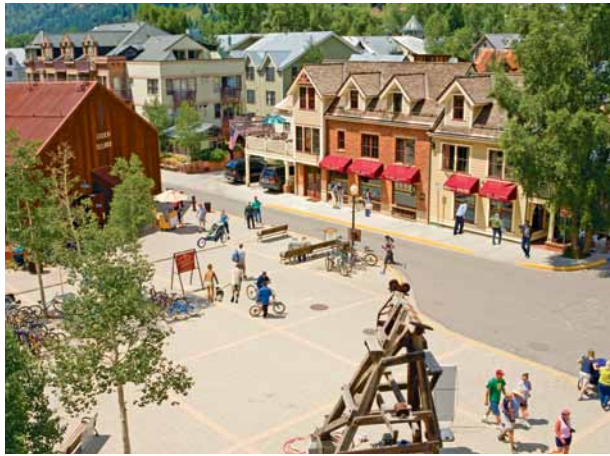


Element 52, W301
Town of Telluride
Offered at: \$3,195,000

*Telluride Properties participated in the listing/selling or both of the above properties.
Prices stated are offering prices. Information is deemed reliable but not guaranteed.*

PREMIER LOCATIONS

In a competitive marketplace, location and presentation are critical. Telluride Properties' prime office locations put your property on display where it can't be missed by potential buyers. Our Oak Street office is located on the highest pedestrian traffic corner in town, ensnaring potential buyers while they are still under the euphoria of Telluride.



237 South Oak Street

Town of Telluride

Sitting at the base of the Gondola and Lift 8, with approximately 1.9 million riders annually. Your property will be showcased in one of seven large, beautifully lit windows. Our property publication, Truly Telluride, has distribution points on Oak St & San Juan Ave that are refilled daily.



560 Mountain Village Boulevard

Mountain Village

Located adjacent to Lift 1 in Mountain Village in the Granita Building. In summer, The Sunset Concert Series brings in nearly 2,000 people every Wednesday night. In winter, thousands of potential buyers ski by each day on their way to Lift 1.

Our Oak Street office is staffed by professional Brokers from 9 a.m. until 9 p.m., 7 days a week, in season.

CAPTURING BUYERS ONLINE

www.SearchTellurideRealEstate.com uses lead generation software that is exclusive to Telluride Properties, no other company in our market can utilize it - providing a competitive advantage for your property not only by maximizing its exposure, but by capturing and nurturing potential buyers for it.

The screenshot displays the BoomTown! dashboard for a lead named Chuck Fleming. The interface includes a navigation bar with options like Dashboard, Leads, Listings, To-Do, Users, Craigslist, Email Marketing, Content, and Tools. The lead profile shows contact information (206-450-4766, 206-552-4132, forbes.obe@comcast.net), location (Lacey, WA), and a 'Log Call' button. A summary box provides statistics: Web Activity: \$5.4M, 10 visits, 24 properties, 0 favorites; Registered: Oct 19, 2012 (19 months ago); Source: ADWORDS for "Telluride Real Estate"; Realtor: Eric Saunders; Lender: Preferred Lender; Last logged in: 118 days ago. Below this is a 'History of Visits and Listings Viewed' section with a table of property details.

Property Details	Key Actions
7039 Last Dollar Road Grayhead, Telluride 81435 MLS# 29921 6 Beds 6 Baths 2 Hallbaths 8,362 SqFt 70.1 Acres	\$7,000,000 on Feb 6, 2014 Requested Showing: 1
3675 County Road 63 L Ptarmigan At Iillum, Telluride 81435 MLS# 30248 5 Beds 5 Baths 1 Hallbaths 5,801 SqFt 19.79 Acres	\$3,995,000 on Feb 2, 2014

ATTRACT: Driven by enhanced search engine optimization & pay per-click advertising, the site not only attracts targeted buyers, but maximizes your property's exposure through syndication on top search engines & real estate websites.

ENGAGE: The website itself is finely tuned to give buyers the info they seek & to build trust & loyalty over time. The sign-up rate beats the industry average tenfold.

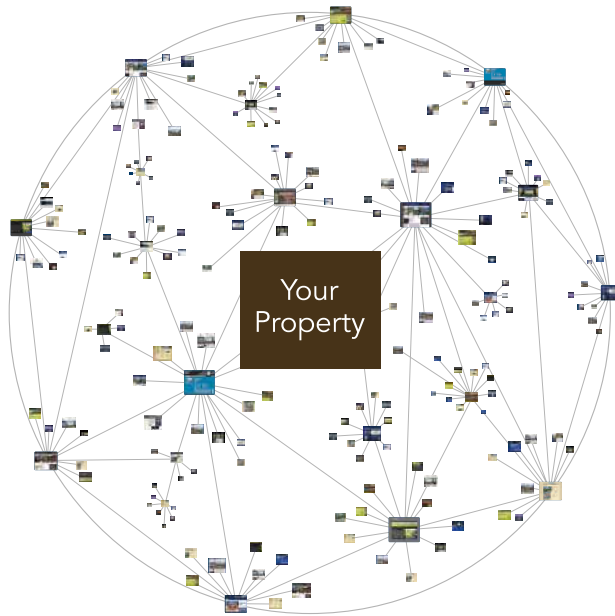
NURTURE: The relationship management dashboard tracks and analyzes all leads that sign-up through the website. Giving our brokers access to vital statistics such as: contact information, motivation level, what they are searching for, how often they are searching - so that they can nurture potential buyers for your property before they even get to Telluride.

CONVERT: This unique and exclusive lead generation website captures buyers early in the property search process, allowing our experienced brokers to build trust with fast, high-touch quality support. Creating a system that produces higher lead conversion rates than traditional marketing channels.

The website averages 65 new lead sign-ups each month and currently has 3,511 active users

INTERNET PRESENCE

Telluride Properties recognizes the internet as an integral part of marketing luxury real estate, with over 90% of buyers employing internet tools during their property search and 68% using mobile applications. Telluride Properties utilizes our national and international luxury networks to create a strong web presence and syndicate your property across hundreds of websites.



web syndication for your property

Your property is syndicated over hundreds of websites, nationally and internationally: including luxuryrealestate.com, searchtelluriderealestate.com, realtor.com, trulia.com, zillow.com, homes.com, yahoo real estate, and many many more.

luxuryrealestate.com

- The most viewed luxury real estate website in the world
- More than 4 million hits a month, with 200,000 unique visitors
- Mobile friendly

searchtelluriderealestate.com

- \$1,000 a month spent on pay-per-clicks
- Sophisticated control panel captures information, tracks and converts leads - currently 3,000 active users
 - Mobile friendly

tellurideproperties.com

- Over \$500,000 invested on the marketing, layout, and content
 - 2,000 page views per day

tellurideareahomes.com

- Nearly 1,000 visitors per month

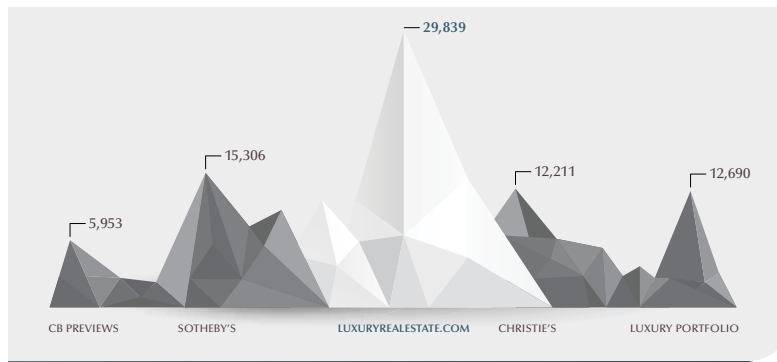
LUXURY NETWORKS



Known in the industry since 1986 as the Who's Who in Luxury Real Estate network, a global collection of the finest luxury real estate brokers in the world, this group of more than 130,000 professionals in more than 60 countries collectively sells in excess of \$190 billion of real estate annually.

LuxuryRealEstate.com, a Webby Award Honoree, has been voted 'Best of the Web' by Forbes magazine multiple times, praised by the International Herald Tribune, Town & Country, The Wall

Street Journal and has been ranked 'Best Website' by consumer surveys. Since its debut in 1995, LuxuryRealEstate.com has remained the #1 portal for luxury properties on the internet and has several times more \$1,000,000+ content of any near-peer.



Global Reach, Luxury Real Estate consists of 3,867 offices in 60 countries with 130,996 sales associates representing more than 52,000 properties. It is the most comprehensive luxury real estate network in the world.

LUXURY NETWORKS



Leverage Global Partners aligns the most prestigious independent real estate brokerage firms from around the world, creating a global network of professionals that serve the needs of buyers, sellers, and investors, regionally, nationally and internationally. We are their exclusive affiliate in Telluride.



Networking Tools, through a multi-faceted online presence and personalized service, Leverage Global Partners supports each affiliate by providing the tools to succeed on a global scale. From an active referral network and SEO strategy to a dynamic social media and digital marketing program.



TRULY TELLURIDE

Truly Telluride is our award winning, 80-page property publication. Published annually, this coffee table quality magazine features stunning photography and informative information on all our properties. The magazine also showcases articles that celebrate the unique spirit of Telluride and its residents.



Distribution

- 5,000 printed and distributed annually
- Mailed to clients, real estate professionals, and potential buyers around the world
- On display outside of our premier office locations
- Available online at www.TrulyTelluride.com

ADVERTISING

Telluride Properties doesn't just list your property, we position its sale through proven, targeted media. Professionally designed print advertisements with premium placement promote your property on a regional and national level.



Luxury Real Estate Magazine

The Robb Report

Wall Street Journal

Cowboys & Indians

DuPont Registry

Farm & Ranch Magazine

Winter Guide/Summer Guide

Telluride Magazine

Telluride Style

Shelter Magazine

Telluride Watch

Telluride Daily Planet

Telluride Visitor's Guide

Telluride Adventure Guide



PERSONAL TESTIMONIALS

Thanks as always for being candid about the market. I feel you always put our interests first and I really respect that.

~**Bob McIntosh (Aldasoro Ranch)**

Mike, your perspective was very thorough and exceeded my expectations. Much appreciated. I will definitely seek your service when I decide to move forward.

~**Steve Weightman**

Mike Shimkonis is an outstanding broker in the Telluride area. His knowledge of the area, pricing and insights are extremely valuable to any buyer. He showed us a variety of properties, including properties listed by other brokers and bank owned, highlighting his commitment to us, rather than sussing out the largest commission possible. He found us a beautiful lot at an amazing price. He also was able to track down soil testing, review covenants in the deed and act as our representative for the closing. We were extremely impressed by his commitment to due diligence. Clearly, our comfort and trust in him was evident as we did not attend the closing, nor did we hire an attorney on our behalf. Having purchased other properties before, this was a novel approach for us - one that we would not have been undertaken without such a broker. Thank you for everything!

~**Michael Davia, MD & Andrea Vambutas, MD (Lot 802 MV)**

Shimmy - It was a pleasure to work with you again in Telluride. You have become a good friend and adviser over the years. I would not consider doing another deal in Telluride without you in my corner. Thanks for everything!

~**Everett Coon, Dallas, Texas (Riverwatch)**

Thanks for making us feel like you don't have anything else to be working on except us - a good quality to have in a realtor!!!

~**Ted & Julie Rolfs, Wisconsin (522 W. Columbia)**

I enjoyed working with you and appreciate everything you did for me...you go above and beyond. I can only hope my clients feel as pleased with my service as I with yours! You always WOW me!

~**Allen Ginsberg, Flagstaff, Arizona**

As the former co-owner of Telluride Mountain Title Company, in business 17 years, my choices for a personal realtor were very difficult. In a small community where over 200 realtors competed and were my clients, choosing one to represent us was extremely difficult. The uniqueness of our home presented some special marketing challenges. Mike "Shimmy" Shimkonis immediately came to mind. While working with Shimmy professionally, he was consistently reliable, diligent, paid attention to detail, and determined in meeting his clients' needs. These attributes carried over as he represented my husband and me. We ultimately received our asking price, which is rare...especially in the current market. I feel that Shimmy's professionalism and compassion make him the ideal choice for anyone's real estate needs.

~**Sharon Helwig-Miller & Gregg Miller, Telluride, Colorado**

Shimmy! You have helped me with three transactions now and I totally appreciate everything you've done for me. Thank you once again for helping with the sale of my house. You can only imagine the calls from my friends back in Telluride. They were ASTOUNDED that it sold so fast and in such a difficult market. I am so glad that I had you to rely on. You're the GREATEST. Now, if only you could help me find a house out here in the San Francisco Bay Area.

~**Molly Silver, San Francisco, California (180 River Trail)**