



YOURHOMESOLD
GUARANTEED REALTY™
Our Name is Our Promise
THE WATSON GROUP

Brand Guidelines

About Us

Clients receive quality, family-grown service when working with our group. Serving our state for almost 40 years, Colorado is more than our market. It's our home.

When choosing a real estate agent, buyers and sellers want one that will put their needs first.

At Your Home Sold Guaranteed Realty - The Watson Group, we are committed to providing our clients with the best possible service. We are a family business ranked as one of the top agent / groups in the Denver Metropolitan Area. We attribute our success by always putting our client's first, above all else. We are passionate about providing an excellent level of service and care to each and every one of our clients.

We have several GUARANTEE programs in place, which take the risk out of selling or buying a home with us. We believe that by providing these guarantees, our clients will feel confident in working with us and know that they are our top priority.

We fulfill client's dreams through innovative and very personalized Real Estate services.

Core Values

We fulfill client's dreams through innovative and very personalized Real Estate services.

Service to Customers

It is our privilege to treat every customer like family, communicating proactively and exceeding expectations with one WOW experience after another. Our clients are sincerely grateful and anxiously recommend us to many others.

Team Relationships

We put 'team' ahead of self-interests yet genuinely trust, respect and view every team member as a source of pride to the rest of us. We are Vision-driven, have fun and help each other succeed.

Productivity

We plan carefully, employ state-of-the-art systems and work together as 'one team' to deliver extraordinary results seamlessly. We work hard, communicate proactively and have each other's back, both individually and collectively.

Image

We are known as a very unique, personable and hard-working team of professionals that gets things done. We are an indispensable resource to the rest of our industry and the 'go to team' for excellence as well as opportunity.

Profitability

We are careful stewards of all resources and responsibly advocate for resources needed to pursue our Vision. We are profitable in order to live up to our Values and reward all team members.

Growth & Innovation

We embrace change and relentlessly pursue the leading edge in real estate services. We are responsible risk-takers and learn from our mistakes as well as our successes.

*Wherever we go, whatever we do, whatever we say, we'll ask ourselves first . . .
"Is it good for Your Home Sold Guaranteed Realty - The Watson Group? Does it honor our Values?"*



Image & Appearance

How do you control the way clients perceive you and make a great first impression?

As a real estate agent, you are often the face of our company. When meeting with clients, you want to project an image of professionalism and competence. One of the easiest ways to do this is through your clothing choices.

Dressing in business attire conveys that you are serious about your work and takes pride in your appearance. It also shows that you are respectful of your clients' time and are ready to conduct business.

By dressing professionally, you can also help put potential clients at ease and build trust.

Remember, when representing our brand, you are an ambassador for the company. Dressing the part will help you close more deals and grow your business.

The Brand

We are all about making an instant connection with clients.

The power of branding is undeniable. Great brands build strong bonds with their audience by being consistent. They are instantly recognizable and invoke emotion.

Your Home Sold Guaranteed Realty - The Watson Group is a well-established name in the real estate industry, and we want to maintain our relevance by staying true to what makes us different.

We work hard on building lasting relationships by staying true at all times, no matter what the task may be. This means representing a common language across different mediums and being true to our roots when it comes down to the details such as design, brand guidelines are important for us so that we always know what's coming next!

Marketing Goal and Objective:

Create Direct Response, Retargeting/Remarketing trust based marketing designed to create a steady flow of direct responses back to our office of Sellers/Buyers. Thus redefining the role of the inside sales agent. Every marketing system we put in place needs to be in harmony with this.



Primary Logo

Your Home Sold Guaranteed Realty Group combination logo with The Watson Group is the primary graphic element that identifies our brand.

This trademark logo makes our print media, websites, social media, and other visual communications easily identifiable, enhancing our brand presence and professionalism. Since our logo plays a key role in making our brand recognizable and memorable, it is required to appear on all marketing and communication pieces.

Clear Space

To ensure legibility, allow enough space around the logo to keep it clear and uncluttered. This space isolates the mark from any other competing graphic elements that may conflict with, overcrowd, and ultimately lessen the impact of the mark.



Minimum Size

The smallest the logo should be represented is .75" high.

Exceptions

There are some instances, such as novelty items, where these dimensions will be too large. In such cases, please use your own discretion to determine proper size and clear space.

Secondary Logos

There are certain instances where the use of a secondary logo may be necessary.

Stacked

Use this version of our logo when you are using the logo as your profile picture on social media.



White

Use this version when you are printing the logo over a blue background, or if this logo would fit on your design piece better than the standard four color logo.



Black

Use this version only when the color or white logo will not visually work within your design piece.



Logo Dont's

A few rules are necessary for maintaining the integrity of the brand.

Maintaining the integrity of a brand's logo is crucial for a multitude of reasons. Firstly, a logo is often the visual face of a company, representing its identity and values. Consistency in its appearance across various platforms and media is essential for building and reinforcing brand recognition. Any adjustments to the logo can lead to confusion among consumers, as they may no longer associate the modified logo with the established brand they know. Secondly, a well-designed logo has been meticulously crafted to convey a particular message or emotion, and altering it could dilute its effectiveness. Furthermore, consistent use of a logo builds trust and credibility with customers, as it signifies stability and reliability. In essence, the rules regarding the non-adjustment of a brand's logo are in place to safeguard brand identity, maintain consumer trust, and ensure a unified and lasting visual representation of the company.

- A** Don't rotate the logo.
- B** Don't stretch or skew the logo.
- C** Don't enclose the logo.
- D** Don't add a drop shadow to the logo.
- E** Don't alter the color of the logo.
- F** Don't crowd the logo. Always leave white space around the logo.
- G** The size of the name of the firm must be greater than or equal to the size of the name of the Licensee.





Typography & Tone

Typography and tone are important elements of all real estate marketing materials.

In the world of real estate, first impressions are everything. That's why typography and tone are so important in creating marketing materials.

The right typeface can convey luxury and sophistication, or down-to-earth friendliness. And the tone of the copy should match the overall feel of the piece. If you're selling a high-end property, for example, you'll want to use language that is elegant and understated. Conversely, if you're targeting a more budget-conscious audience, a casual and friendly tone will be more effective.

By taking care with typography and tone, you can ensure that your real estate marketing makes the best possible impression on potential buyers and sellers.

Typography Overview

Used correctly, typography can evoke emotion or fit a certain style. Careful selection and consistent use of a typeface can be just as important as color and imagery when creating and solidifying a professional brand.

There are many benefits to using Montserrat and Rockwell as our typefaces. They are both widely used and well-respected for their readability, versatility, and stylishness. They are also very professional-looking, which can give our designs a more polished appearance.

Although they share some similarities, each typeface has its own unique strengths that make it well-suited for different applications. For instance, Montserrat is often used for body text because of its strong horizontal strokes and open counters, which make it highly legible at small sizes. Rockwell, on the other hand, is more commonly used for display purposes due to its thick strokes and geometric shapes, which give it a distinctive look that helps it stand out from the crowd. Ultimately, both typefaces are excellent choices that can be used to great effect in a variety of design projects.

Primary Typeface

Primary Font

Montserrat

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Secondary Typeface

Secondary Font

Rockwel

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Italic

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w x
y z

1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Text Hierarchy

48pt

The Watson Group

42pt

The Watson Group

36pt

The Watson Group

24pt

The Watson Group

18pt

The Watson Group

12pt Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

10pt Body

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Color Palette

A clear color palette is a critical element of any real estate brand identity.

Color is one of the most important aspects of any marketing campaign. The right colors can help convey the desired message, while the wrong colors can turn potential customers away. For this reason, real estate brands must carefully consider their color palette when creating marketing materials.

The colors should be chosen to reflect the brand's identity and target audience. They should also be complementary, so that they work together to create a cohesive look. When used effectively, color can be a powerful tool for attracting attention and driving conversions.

Our color palette is used not only to reinforce the cohesiveness of our brand, but also communicate a certain feeling. By using consistent colors across all our branding efforts this not only ensures cohesiveness but also creates an easily recognizable brand.



Primary Brand Color

The primary color in The Watson Group's brand identity is blue. This color is known to have a calming effect, evoking the tranquility of the sky and ocean. Blue also communicates qualities of trustworthiness, dependability, security, and a sense of responsibility.

4-Color Print (CMYK): C:76 M:47 Y:0 K:0

RGB: R:67 G:124 B:191

Hex: #437cbf

Pantone+ Coated: 660 C

Pantone+ Uncoated: 285 U



Secondary Brand Color

The secondary color within The Watson Group is black. Frequently utilized by businesses to exude a sense of classic sophistication, black symbolizes prestige, value, timelessness, and elegance.

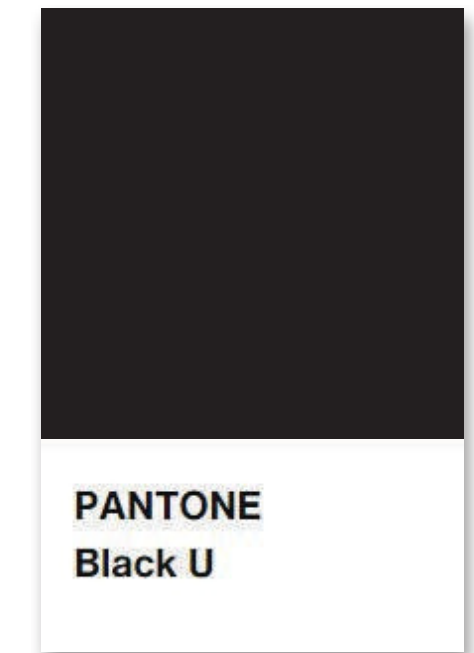
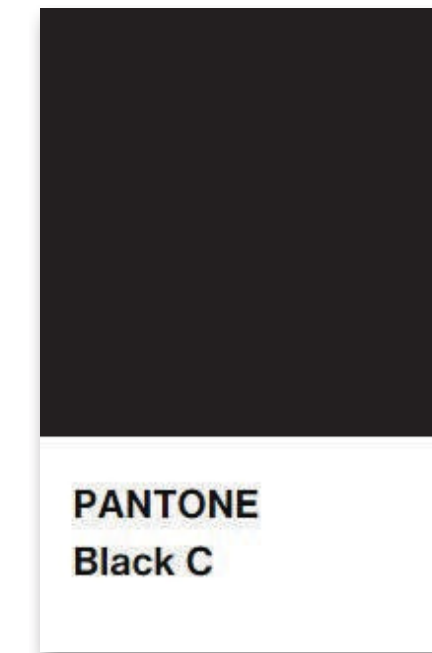
4-Color Print (CMYK): C:50 M:50 Y:50 K:100

RGB: R:0 G:0 B:0

Hex: #000000

Pantone+ Coated: Black C

Pantone+ Uncoated: Black U



Alternative Brand Color

While it's imperative to maintain the overall consistency of the brand's message, employing alternative colors to emphasize specific elements serves to generate contrast and captivate the viewer's attention. The color below is utilized in graphic elements, such as banners, arrows, and more.

4-Color Print (CMYK): C:0 M:96 Y:83 K:0

RGB: R:243 G:40 B:54

Hex: #f32836

Pantone+ Coated: 1788 C

Pantone+ Uncoated: Bright Red U



PANTONE
1788 C



PANTONE
1788 C

Alternative Brand Color

There are occasions when our brand will need to accentuate specific graphic elements and website URLs in our marketing materials.

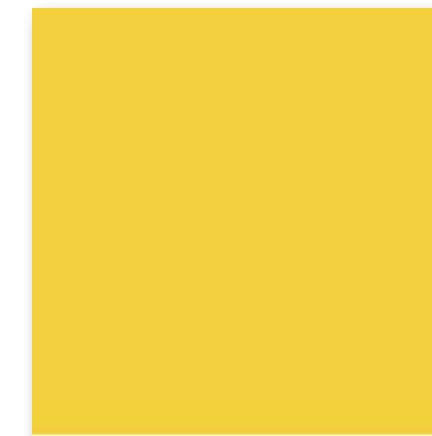
4-Color Print (CMYK): C:4 M:16 Y:87 K:0

RGB: R:246 G:207 B:63

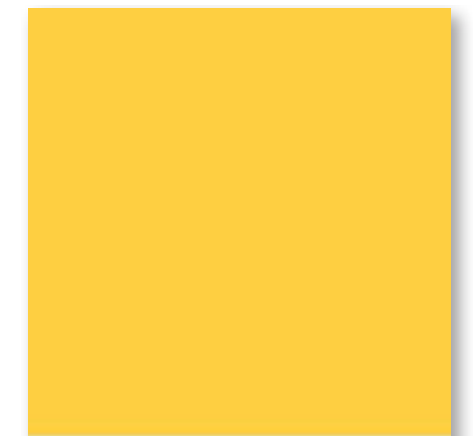
Hex: #f6cf3f

Pantone+ Coated: 129 C

Pantone+ Uncoated: 7404 U



PANTONE
129 C



PANTONE
7404 U

Alternative Brand Color

At specific instances, our brand may require the emphasis of particular graphic elements and text within our marketing materials, such as the text featured on our House Talk sign.

4-Color Print (CMYK): C:21 M:99 Y:95 K:12

RGB: R:177 G:32 B:41

Hex: #b12029

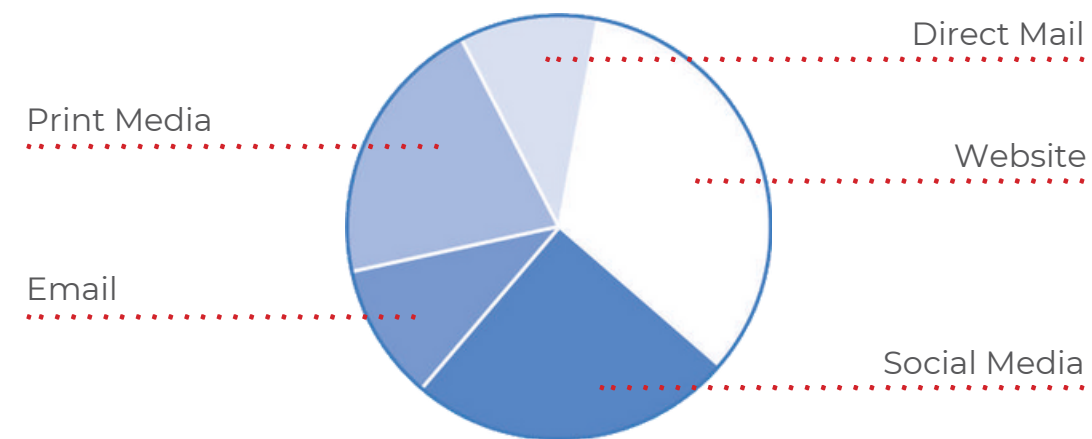
Pantone+ Coated: 7621 C



Cross-Media Marketing

The Watson Group uses a rigorous cross-media marketing system.

We employ cross-media marketing to engage with our clients and potential customers through a diverse array of channels, including social media, websites, landing pages, blogs, print ads, direct mail, newsletters, email, and more. Each of these channels operates independently, featuring its distinct marketing strategies and objectives.





Photography Overview

Photography is one of the most vital elements of our brand identity.

Good photography is an essential part of any real estate business. After all, potential buyers will want to see photos of the property before they decide whether or not to schedule a showing.

Even if a buyer is only looking at properties online, high-quality photos can make all the difference in whether or not they click on a listing. That's why it's so important to hire a professional photographer who knows how to show a property in its best light.

By taking the time to invest in good photography, our brand can ensure that our listings stand out from the competition and attract serious buyers. In today's competitive market, that can make all the difference.

Clear, Crisp Photography

Maintaining the quality and integrity of real estate photography is vital for accurately representing properties, creating a positive first impression, and ultimately facilitating successful real estate transactions. It's a fundamental aspect of effective real estate marketing and should be prioritized in all property listings and promotional materials.



Correct
Clear and crisp image highlighting the exterior front of the house.



Incorrect
Blurry, pixelated image with illegible details.



Correct
Clear and legible features of the kitchen.



Incorrect
Busy, stretched, or over-exaggerated image.

Purposeful Photography

Purposeful real estate photography is about providing potential consumers with the most informative and engaging visual representation of the property. It aids in decision-making, saves time, builds trust, and sets the stage for a successful real estate transaction. Careful selection and presentation of images, along with an alluring first photo, are vital components of effective real estate marketing.



Correct
Highlights the exterior of home and the patio area.



Incorrect
Unappealing view of patio shrubs, and exterior of home.



Correct
Calls attention to cozy breakfast nook and view.



Incorrect
Cluttered kitchen that doesn't highlight the usable cabinet space.

Matterport Overview

Matterport gives agents the ability to create an immersive, three-dimensional virtual tour.

A potential home buyer wants to know as much as possible about a property before making an offer, and providing a Matterport tour of the home is sure to stand out from the competition.

A Matterport tour is a three-dimensional virtual tour that allows the viewers to explore a property at their own pace, getting a feel for the layout and flow of the rooms. This is an especially valuable tool when viewing properties that are located in another city or state, as it eliminates the need to travel in order to see the property in person.

In addition, Matterport tours can be shared easily with friends and family who may be involved in the decision-making process, making it a powerful marketing tool for agents.



3D Home Tour

Engage your customer like never before! Potential buyers are shown to be 300% more engaged with a Matterport 3D virtual tour than they are with 2D imagery.



Dollhouse View

Allows potential buyers to view the home from every angle from an outside perspective.

They can rotate the home to view angles they may not otherwise see.

Inside View

One of the most interactive and immersive parts of this marketing enhancement is the inside view, which lets potential buyers freely take a virtual tour of the home.



Tools Panel

- View Dollhouse
- View Floor Plan
- Floor Selector
- Measurement Mode



Home Tour Overview

A video tour is an excellent way for our agents to showcase a property.

A video tour is an excellent way for potential buyers to get a feel for a property without having to physically be there. It also allows them to take their time and really see everything the property has to offer.

It also provides an opportunity to highlight unique features or selling points that might be missed in photos. A video tour can also generate interest in a property that has been on the market for a while.

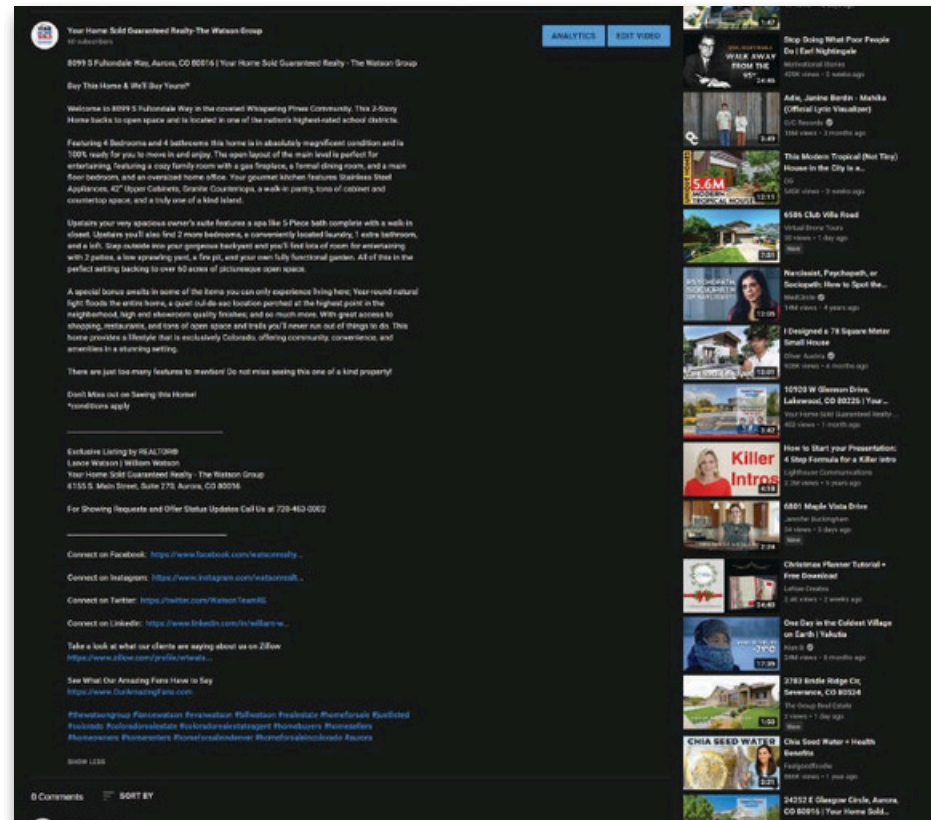
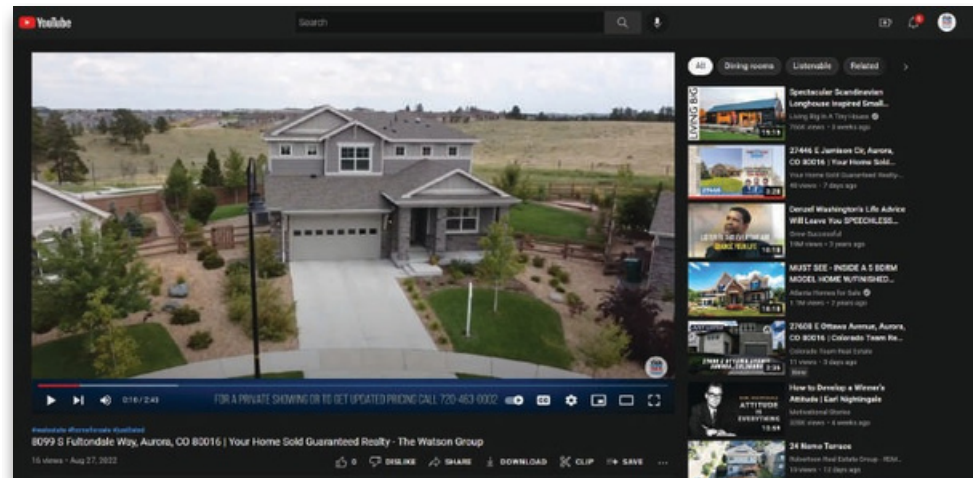
By giving potential buyers a new way to view the property, they may be more likely to schedule a showing.

In addition, a video tour can help agents stand out from the competition.

YouTube Video Home Tour

Promoting a property through Video Home Tours is an essential step in the marketing process.

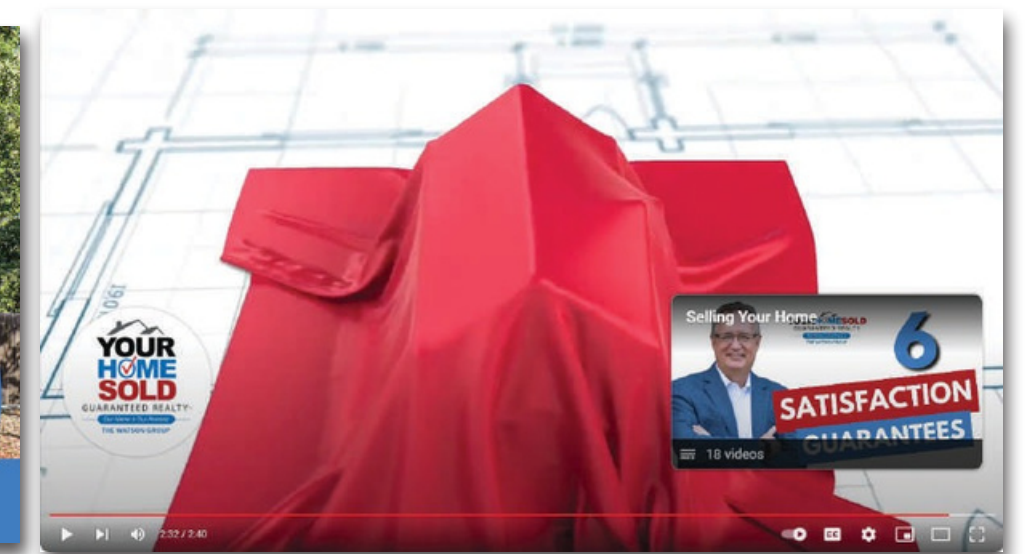
Our YouTube channel is used to host a detailed video home tour for all the properties that we have on the market for sale. These videos give prospective buyers an immersive experience and allow them to take a virtual walk-through of each property. We also use the description section to cross promote.



Video Branding

Establishing a brand identity is critical for the success of your brand.

Our YouTube channel branding includes a striking property thumbnail, as well as our stacked logo showcased throughout the video. At the end of each video, you'll find an outro that features our logo plus contact information. Additionally, we have added an end card with a subscribe button and playlist for continued viewing options.



Website Overview

A website is essential for any business that wants to build credibility.

A website is an essential tool for any business, and real estate is no exception. In today's digital world, potential home buyers will often go online first when they start their search. A well-designed website can help a real estate agent to stand out from the competition and attract more leads.

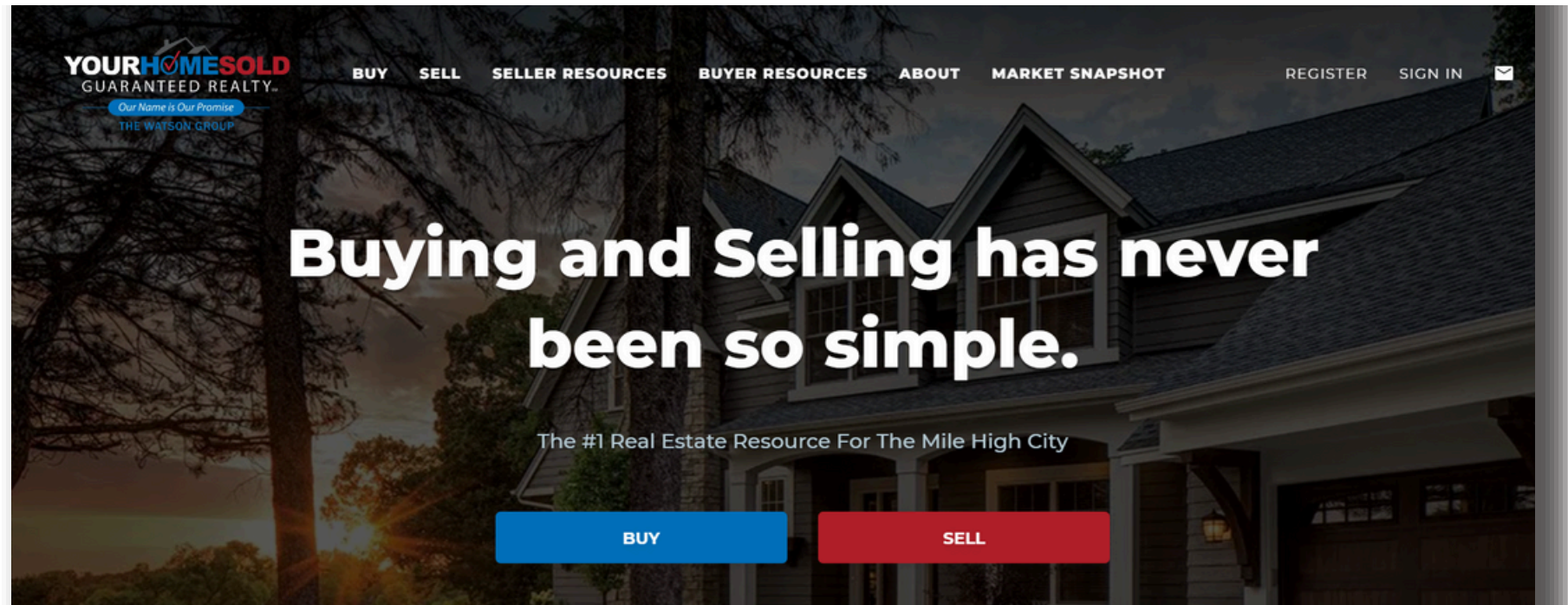
Furthermore, a website provides a convenient way for clients to view listings and properties, schedule appointments and learn more about our brand.

In addition, a website gives us an opportunity to rank higher in search engine results, making it more likely that potential clients will find us when they are looking for someone to help them buy or sell a property.



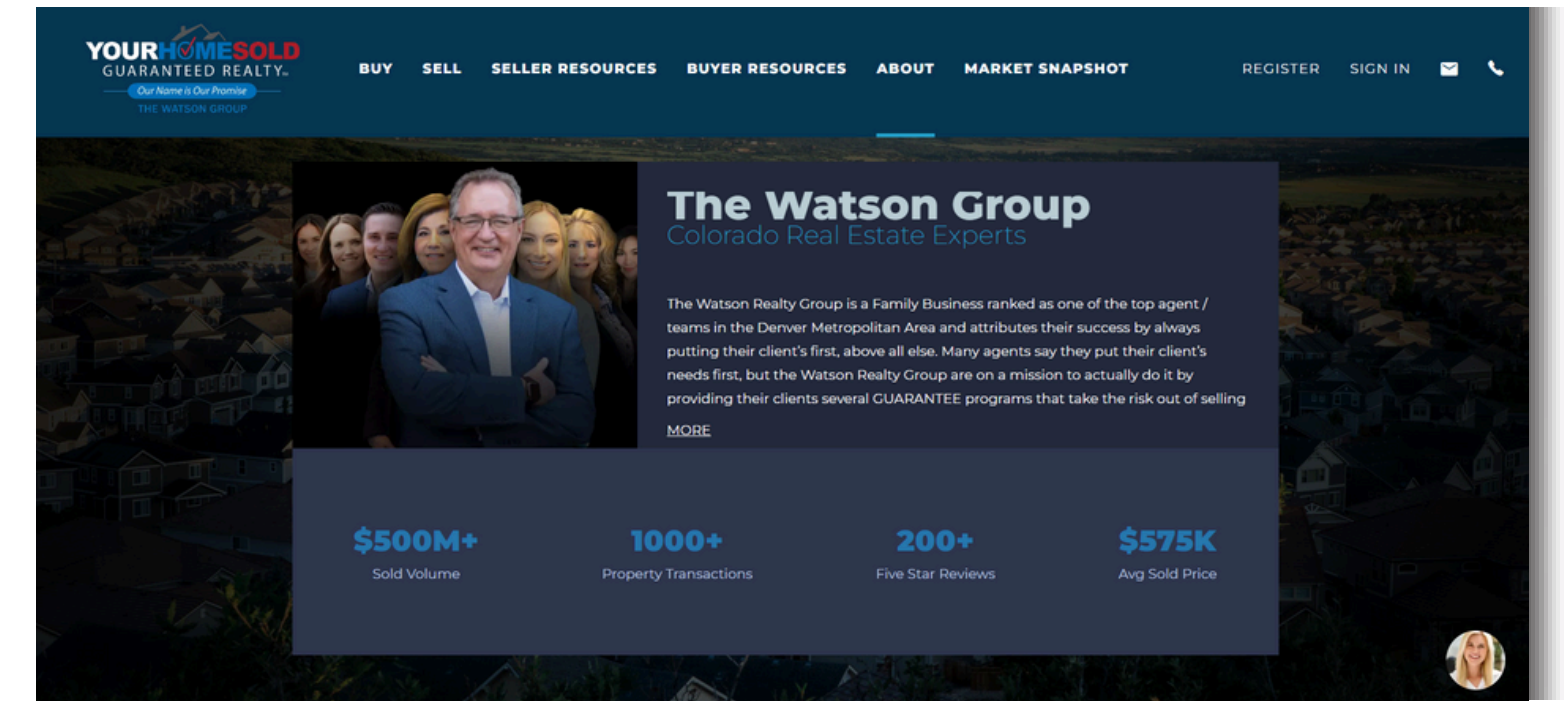
Templated Website

Our company has been utilizing the power of digital marketing for many years now. We have a website that is built on a template format through Success Website, giving us a presence in the virtual world for decades. To further strengthen our online presence, we use Engage platform to capture leads and manage customer relationship management (CRM). This combination allows us to maximize our potential in digital marketing and create an even more powerful web presence.



Custom Website

Our custom website is a reflection of our brand identity and mission. Here, our blog provides interesting insights into the home buying and selling process, as well as a wide variety of free resources to support people through their journey.





Blog Overview

A blog can be a valuable tool for a real estate agent.

By sharing industry news, insights, and tips on our blog, we can build trust and credibility with potential clients. An updated blog also helps to keep an agent's name top-of-mind, making it more likely that potential clients will reach out when they are ready to buy or sell a property.

In addition, a blog can be a great way to connect with other professionals in the industry, such as loan officers, home inspectors, and title companies. By establishing these relationships, an agent can make the home buying and selling process smoother and simpler for their clients.

One of the most important benefits of real estate blogging is to boost our search engine ranking and to drive traffic to our site.

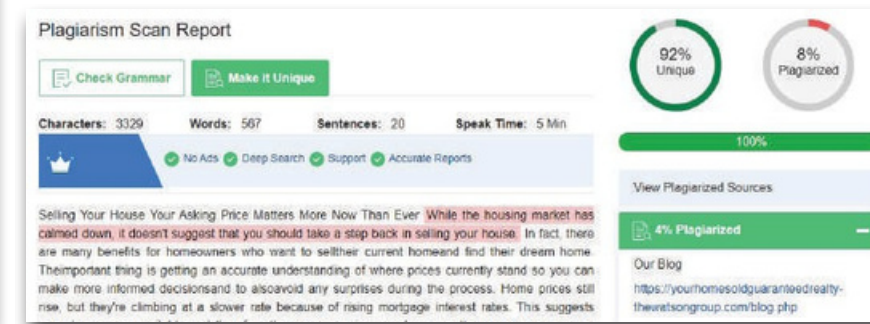
Blog Posts

We are committed to providing unique and authentic content that will rank high on Google's search engine results page.



We want our blog posts to be as original and engaging for our readers. We strive to provide high-quality content but also ensure its uniqueness.

We work hard to create content that stands out from the crowd, without compromising on quality. Every post goes through a rigorous process of plagiarism scanning before it even gets published online.

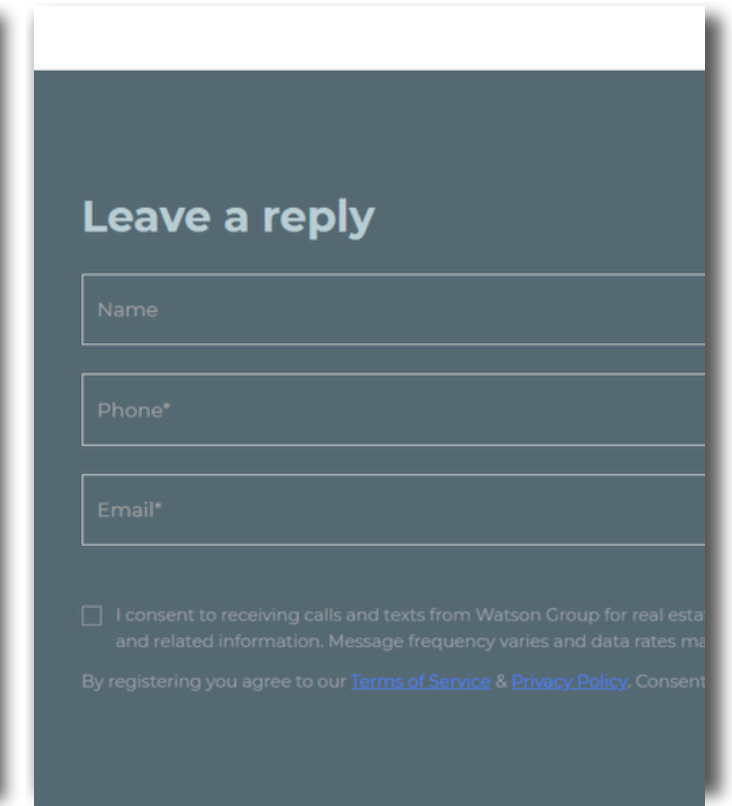


Blog Images

Blog posts are more engaging when they include images that relate to the content in the blog.

We use images that are high quality, relate to our blog content and either royalty free or from paid stock image sites. This ensures that we do not have any copyright issues.

For this blog topic of “selling” we chose to use an image of a couple holding up a for sale sign outside of a home. This directly relates to the topic of our blog post and creates just enough context for our readers.



Business Cards

A well designed business card will help you stand out in the crowd.

First impressions matter and our business cards are a crucial part of our brand and increasing brand awareness.

Not long ago, business cards were one of the few options available to get connected with prospective clients. These days, online marketing is rapidly replacing traditional, paper-based marketing.

Business cards are easily distributable and can help you capitalize on any in-person interactions you have with potential clients. They're essentially micro-marketing resources and serve as instant calls to action for any prospect conversations.



Group Business Card

Our team's business card template serves as a powerful tool for highlighting our branding, showcasing our group's identity, and presenting multiple calls to action. It plays a crucial role in our marketing strategy, particularly when included with our expired listing mailers. By consistently presenting our brand and offering clear calls to action, we aim to create a lasting impression and encourage prospective clients to engage with our team and services. This comprehensive approach reinforces our commitment to client service and maximizes our outreach efforts in the competitive real estate market.

Front of Card



Back of Card



Agent Business Card

Our agent business card template is designed to accentuate our distinctive branding, showcase individual agents, and offer a range of compelling calls to action. These cards serve as a valuable tool in our marketing efforts, enabling us to establish a strong presence in the real estate industry. They not only convey our brand identity but also empower our agents to connect with potential clients and provide them with meaningful options for taking the next step in their real estate journey. These cards are a fundamental aspect of our strategy to build client relationships and drive successful transactions.

Front of Card



Back of Card





Tri-Fold Brochure

Stand Out in the Community: The Importance of Homebuyer and Homeseller Tri-Fold Brochures

In the competitive world of real estate, it is essential to have effective marketing materials that can attract and engage potential homebuyers and homesellers. Homebuyer and homeseller tri-fold brochures are among these marketing tools for The Watson Group. These brochures provide an overview of the services offered, the benefits of working with us, and the unique advantages we offer.

Overall, having strong homebuyer and homeseller tri-fold brochures is a game-changer for The Watson Group. They can help attract new business, build brand awareness, and differentiate our company from competitors. By investing in high-quality marketing materials, we can set our real estate company up for long-term success in a highly competitive industry.

Homebuyer Tri-Fold Brochure

Our homebuyer tri-fold brochure is a powerful marketing tool meticulously crafted to cater to the needs of potential homebuyers. Within its pages, it offers in-depth insights into how prospective buyers can unlock substantial savings on their home purchase. By delving into the intricacies of home pricing, it effectively outlines the advantages of wisely priced properties and, just as importantly, elucidates the pitfalls of homes that are overvalued. This informative resource serves as an invaluable guide for individuals navigating the real estate market, empowering them to make informed decisions and secure their dream home while optimizing their financial resources.



Homeseller Tri-Fold Brochure

Our homeseller tri-fold brochure is a tailored marketing gem, designed to cater to potential home sellers' needs with precision. It serves as a comprehensive resource, offering a wealth of detailed information about the art of strategic pricing, backed by data-driven insights. Within its pages, it expertly highlights the numerous advantages of accurately priced homes and provides a discerning look into the perils of overpricing. Furthermore, it offers a strategic roadmap on how to achieve the price you both want and need for your property. This indispensable guide empowers home sellers with the knowledge and tools to make informed decisions, optimize their property's value, and embark on a successful and lucrative selling journey.





Property Brochure

A Real Estate agent's property brochure is one of the most important marketing tools.

A property brochure is an essential tool for any real estate agent. It provides potential buyers with a comprehensive overview of the property, including its features, amenities, and location. It also helps to create a sense of excitement and anticipation about the property, which can encourage potential buyers to make an offer.

By providing potential buyers with all of the relevant information upfront, you can save time by avoiding having to answer the same questions over and over again.

In addition, a property brochure can be a valuable marketing tool, helping to generate leads and interest in the property. For all these reasons, it is important to have a well-designed property brochure that accurately reflects our branding and the listing.

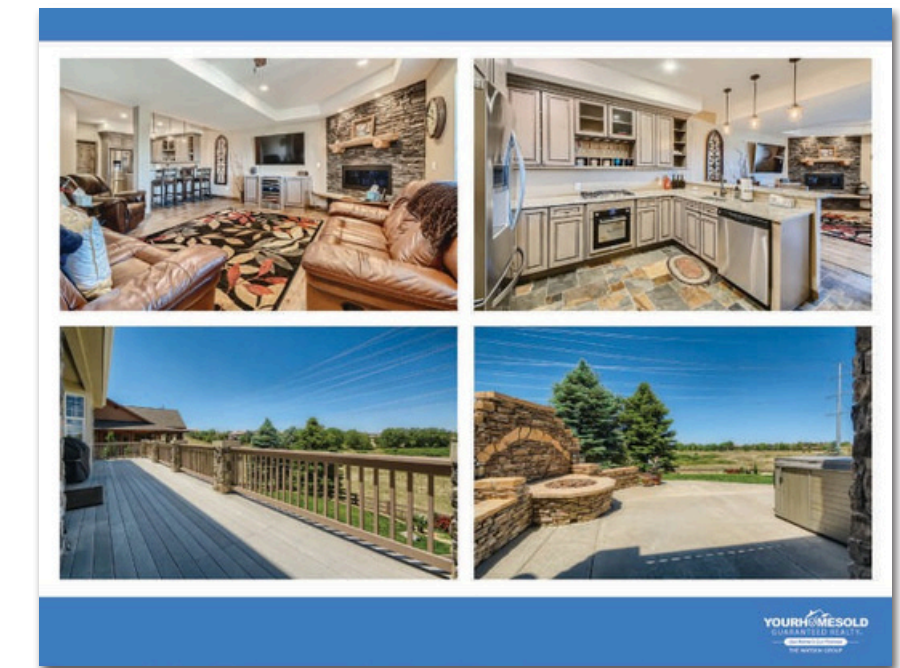
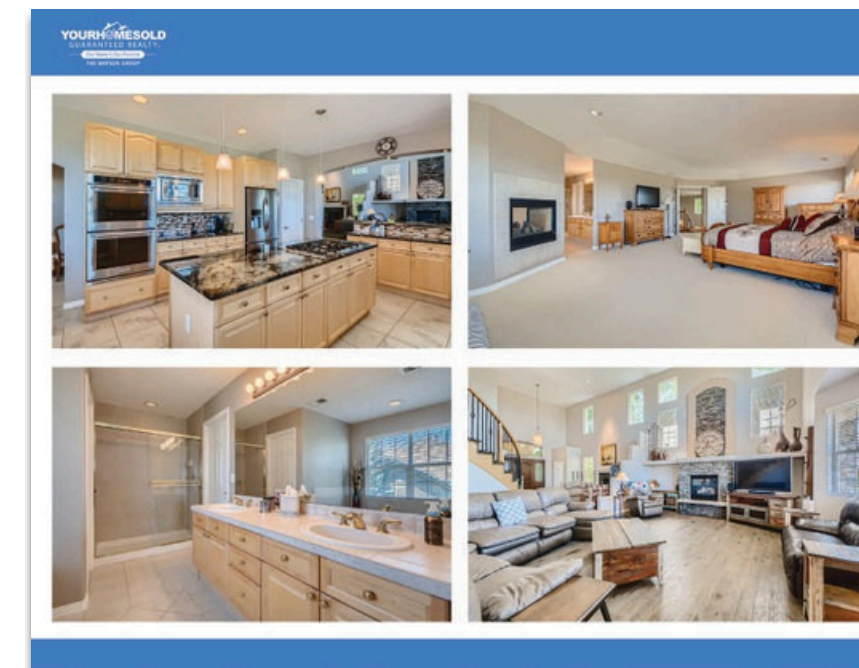
4-Page Property Brochure

Our brochure is designed to provide essential information about the property, including videos, descriptions, and contact details for the agent. It also provides a wealth of additional information such as community info and links to reviews. The front of our brochure showcases the property with its House Talk ID and QR Code along with other pertinent details. On the back, you'll find more detailed information about the property including photos, description, and contact details for the agent. With all this in one place it's easy to get an overall view of what's available when considering a purchase.



4-Page Property Brochure Inside

Our brochure not only provides detailed information about the features of our properties, but also showcases stunning images that bring them to life. The interior pages feature additional photos taken from different angles and perspectives that further highlight the amazing qualities of our offerings. These visuals will help potential buyers get a better view of what they could be investing in and make an informed decision. With clear imagery, prospective customers can visualize themselves living in one of our properties before even stepping foot inside it!



Social Media

Social media provides agents a way to connect with their audience.

In the past, real estate agents have relied heavily on word-of-mouth and print advertising to promote their properties and brand. However, with the rise of social media, there is a new tool at agents' disposal that can help them reach a wider audience of potential buyers.

Real estate social media allows our agents to share photos and information about their listings with a large number of people in a relatively short amount of time.

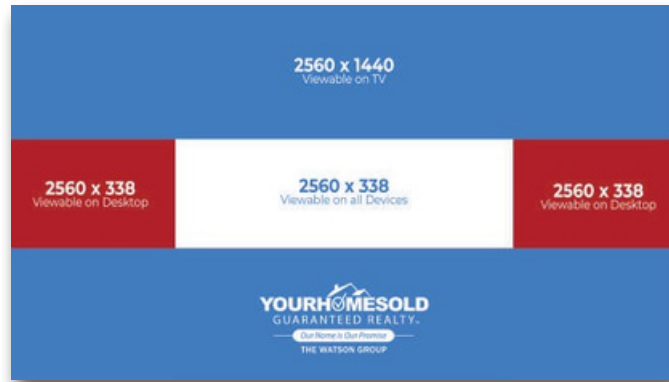
In addition, social media provides a way for agents to connect with potential buyers and build relationships with them. For example, we can share photos of a recent open house on Facebook, Twitter, LinkedIn, or Instagram, and then follow up with any interested buyers who inquire about the property.

By using social media effectively, we add another layer to our marketing efforts and reach more people than ever before.

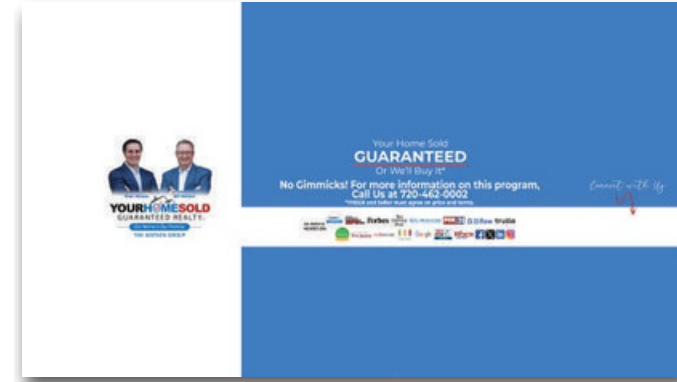


YouTube Branding

Using a YouTube banner is an important way to create brand awareness and engagement on your channel. A well-designed banner should be eye-catching and include several calls to action, such as phone numbers, social media links, or website addresses.



Banner Template
Example of banner template with safe zones for our design.



Final Banner
Example of what the banner looks like live on YouTube.

LinkedIn Branding

Having a consistent and attractive presence on LinkedIn is key to creating an effective professional network. One way of achieving this is by customizing your profile with images that reflect your brand.



Banner Template
Example of banner template with safe zones for our design.

Size
1584 x 396 pixels



Final Banner
Example of what the banner looks like live on LinkedIn.

Facebook Branding

We use the same message on our Facebook profile, but with a couple of changes. Our logo design swaps out to feature the group logo in place of our company logo, and we also use a stacked version as the profile picture. This allows us to stay consistent across all channels while still conveying the right message for each platform.



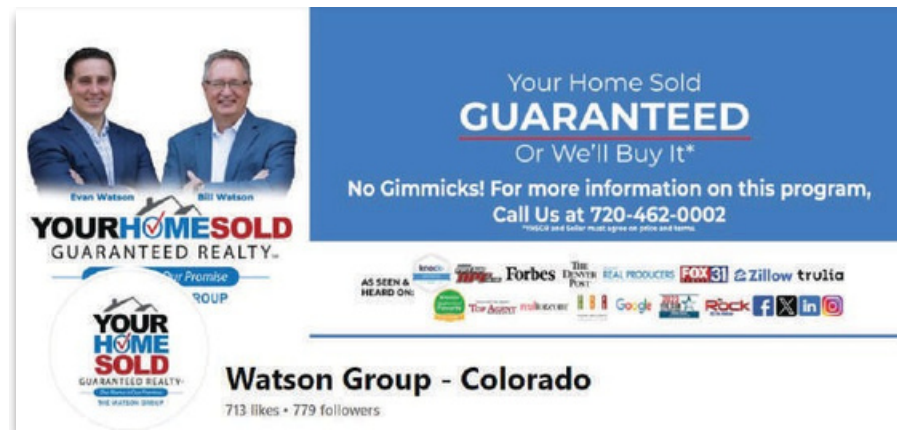
Banner Template

Example of banner template with safe zones for our design.

Size

820 x 360 pixels

Final Banner
Example of what the banner looks like live on Facebook.



X Branding

Having an effective X profile is essential for connecting with potential customers and building your brand. To help make sure our message stands out, we use the same message on our X profile while altering the logo design in order to give space for a profile picture. This ensures that our followers are immediately aware of who they are following and what we stand for.



Banner Template

Example of banner template with safe zones for our design.

Size

1500 x 500 pixels

Final Banner
Example of what the banner looks like live on X.



Pinterest Branding

Our story pin designs feature a unified message that is integrated with our branding colors, ensuring a consistent visual identity across all of our Pinterest profile content.

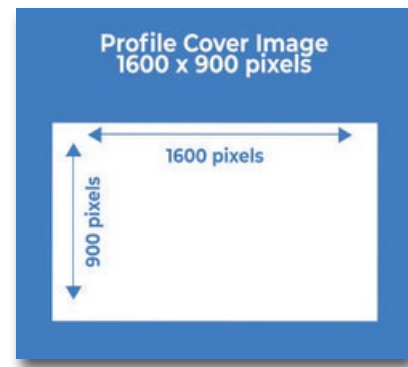
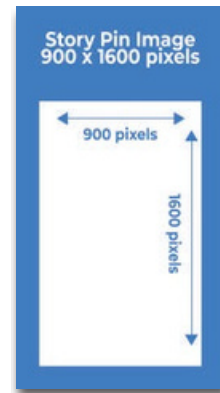


Banner Template

Example of banner template with safe zones for our design.

Size

1600 x 900 pixels

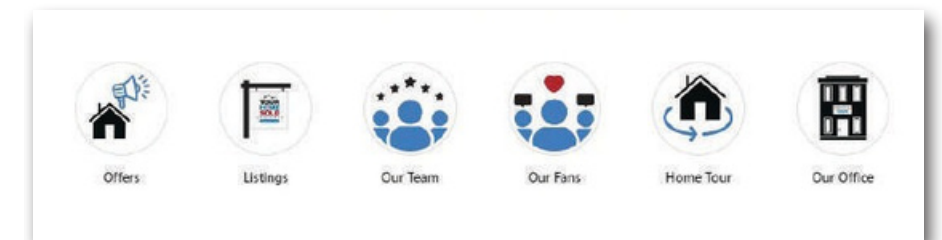
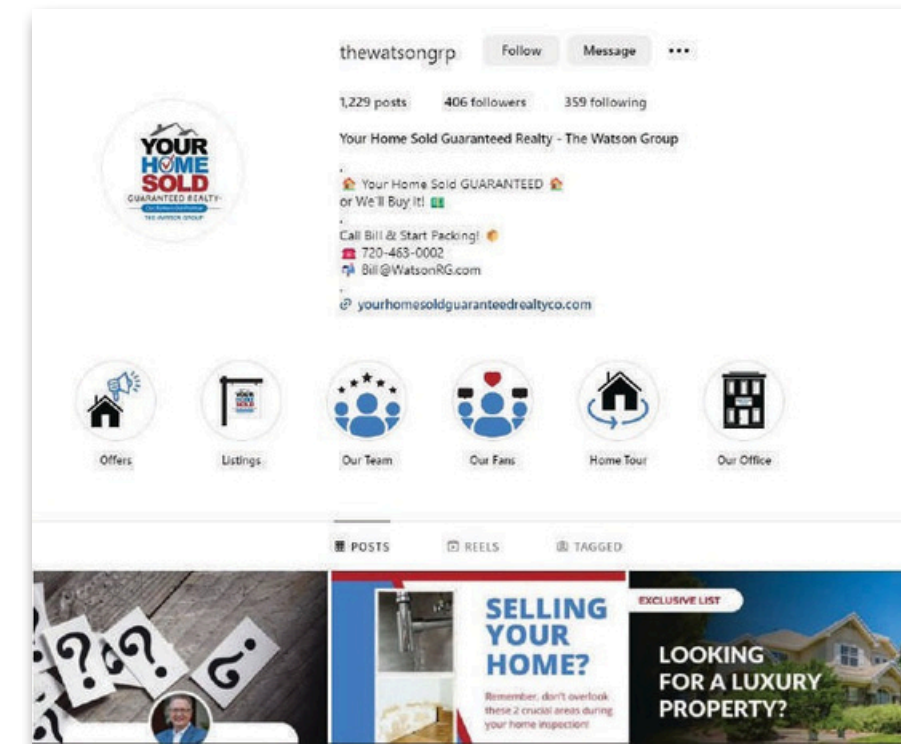


Final Banner
Example of what the banner looks like live on Pinterest.



Instagram Branding

Our Instagram feeds are equipped with custom-crafted icons, and our content showcases a range of vibrant social media templates - all to create a unified brand image.



Highlight Icons

Example of our custom designed highlight icons.

Final Profile Design
Example of what our profile looks like live on Instagram.

Coming Soon | Open House

Our upcoming open house and pre-listing social media templates bring our brand, agents, and listings to life! With the open house template providing an image of the home along with event details, and a coming soon post featuring a visual of the property exterior plus its address.

Just Listed

Our “just listed” social media templates provide a wide selection of templates that are designed to help promote our real estate business. Our templates feature our branding and agent information while also providing clear calls to action for potential buyers or sellers.

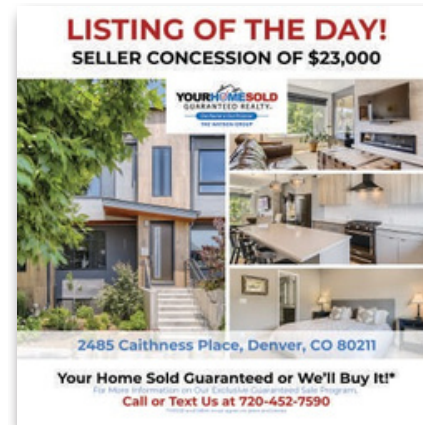


Best Buy of the Day | Week

Our weekly top picks and daily listing social media templates are created to help spread the word about our outstanding properties. Our listings are easy to share, and our weekly top picks are designed to give potential buyers a glimpse of the best of what we have to offer.

For Sale | Upgrades | Reduced

We understand how important it is to showcase our listings in the best light possible. That's why we use a variety of templates to show off all the details and features that come with each property for sale. Our templates include information about any upgrades or renovations made to the property, as well as any price reductions that may have occurred since it was first listed. By using these different templates, we make sure potential buyers get a full picture of what they're getting when they purchase one of our listings.



Under Contract (Just Sold)

With our professionally designed social media templates, our agents can showcase their expertise and individual branding while highlighting the property under contract. Our templates include clear calls to action that engage potential buyers and make the process of finding a new home easier.



Sold

Our "sold" social media templates are designed to showcase our brand, agent, and properties while providing clear calls to action. Plus, they keep followers informed of the progress of all of our listings.



Employment | New Team Members

We offer a variety of social media templates to highlight our branding, available positions and key points for specific opportunities. Our goal is to provide candidates with all the information they need to make an informed decision about their future career path.



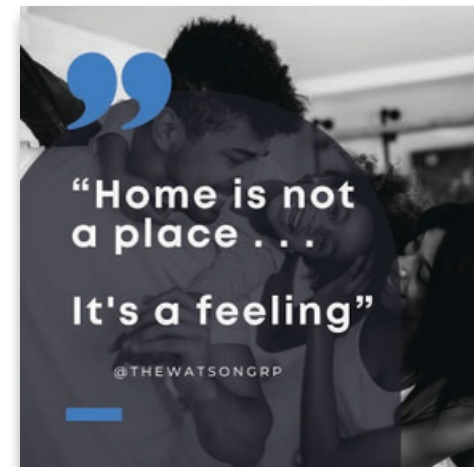
Testimonial | Client Review

Our testimonial social media templates are designed to showcase our five star reviews, highlight specific agents, and provide a link for additional reviews.



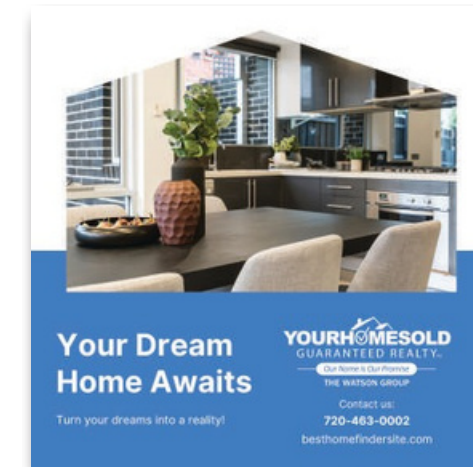
Quote / Inspirational

Our templates feature eye-catching graphics and engaging quotes that will captivate our followers. Whether they're looking for motivational, inspirational or real estate related quotes, we have something for everyone.



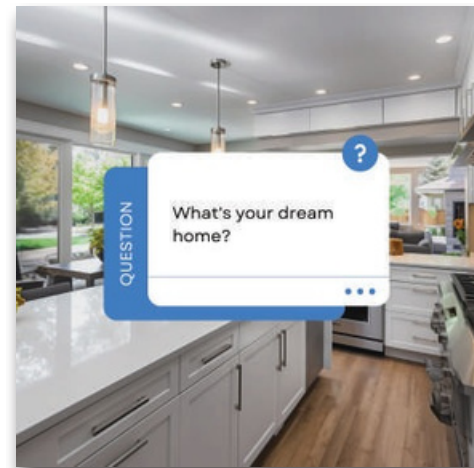
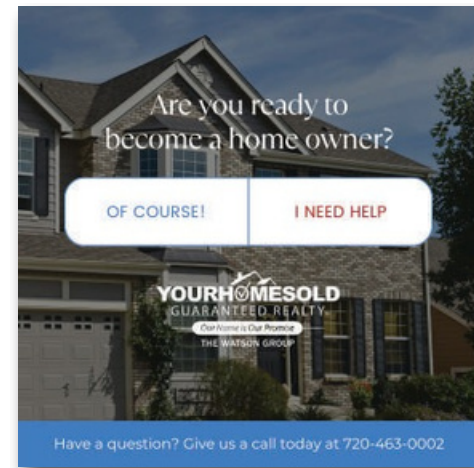
Evergreen

Our evergreen templates are an invaluable resource to help us reach our audience and boost engagement. We create high-quality content that will remain relevant throughout the year. This ensures that customers remain engaged with our brand and informed about services we offer, showcase our team, and highlight valuable resources.



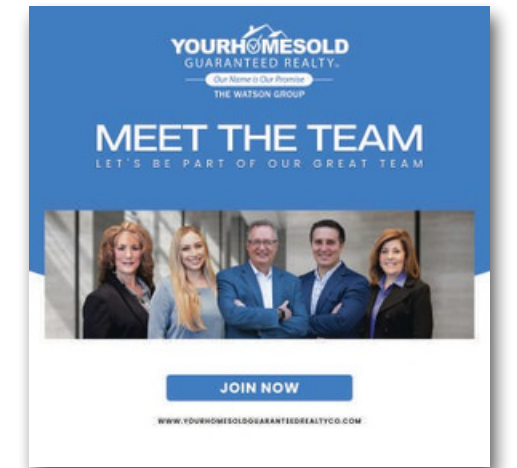
Ask

Asking questions is a great way to engage with our audience and encourage meaningful conversations. That's why we created ask templates - to help create a visual relationship with our interesting, thought-provoking questions in order to spark conversation and engagement.



Connect

Our connect templates are a great way for us to offer tips and tools to other agents in order to build positive relationships and gain authority. We also use them to capture our audiences attention while providing invaluable resources they may need in order to make an informed decision about buying or selling real estate. While some posts may introduce our team and highlight specific recognitions.



Informative / Educational

We strive to provide informative and educational content that is useful for our followers. Through engaging posts and eye-catching visuals, we aim to spread awareness of our YouTube channel which contains a plethora of helpful educational videos.

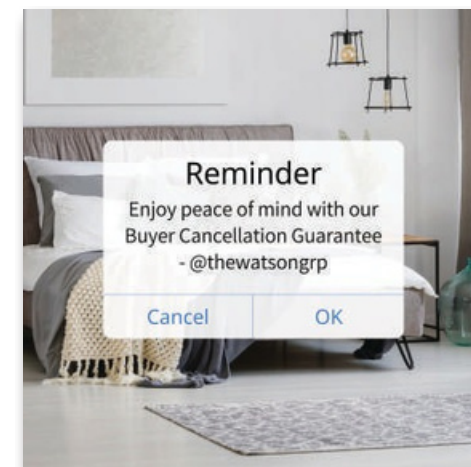
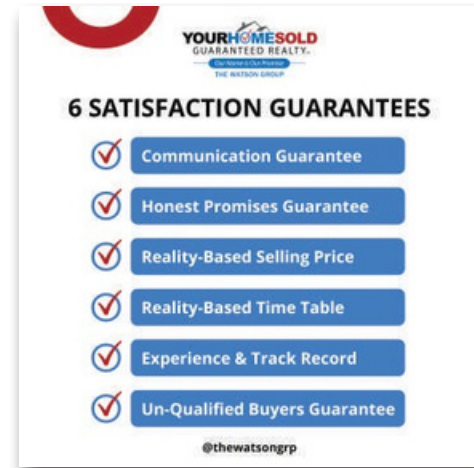


Blog Update

Our blog update social media templates allow us to craft engaging posts that feature eye-catching visuals as well as headlines that draw attention to our content. We include a link in our descriptions so that readers can click through directly from the post and read our latest articles.

Omnipresence

Our social media omnipresence is strategically designed to create a consistent presence of our brand across all social media platforms. This involves a comprehensive and well-managed online presence that extends beyond just a single platform, ensuring that our message and brand are visible and engaging across all social media channels.



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THE WATSON GROUP

Exclusive Cash Offer Program
No Gimmicks! Call us Today!

- Get an instant cash offer
- No showings
- Make no repairs, sell as is
- Move on your schedule
- Super convenient
- You decide when to move

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On Your Home Today!
At a Price Agreeable to You!

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www.GetCashOnlyOffer.com

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- Buyer Satisfaction Guarantee
- Cash Savings Guarantee
- Buyer Cancellation Guarantee
- Seller Cancellation Guarantee
- 6 Part Satisfaction Guarantee

Condos from \$285K

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HOMES FROM \$481K

Basement 4 Large Bedrooms 3 Bathrooms

Bill Watson
(720) 463-0002
Bill@WatsonRG.com

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WWW.YOURHOMESOLDGUARANTEEDREALTYCO.COM

3 MISTAKES HOMEOWNERS MAKE

yourhomesoldguaranteedrealtyco.com

AURORA DETACHED SINGLE FAMILY HOMES FROM \$650 - \$800K

For more information :

- 720-452-7590
- Bill@WatsonRG.com
- YourHomeSoldGuaranteedRealtyCO.com

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HOMES UNDER \$645K

EXCLUSIVE OFF-MARKET HOME ACCESS

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CALL NOW

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SELLING YOUR HOME?

Remember, don't overlook these 2 crucial areas during your home inspection!

- Defective Plumbing
- Decay in Wooden Structures

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HOME MORTGAGE MISTAKES

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Existing VS New Construction

Save time and money on finding your dream property	Utilize space creatively with novel floor plans
Move in with minimal design or renovation projects	Benefit from modern energy efficiency and warranties
Enjoy established features like custom landscaping and mature trees	Customize your home with options and upgrades to your liking

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Priority ACCESS

Did you know that 50% of homes sold last year were off-market?

Get Exclusive Access to Off-Market Properties

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SELLER CANCELLATION GUARANTEE

We prioritize your satisfaction and offer a unique guarantee

- No Penalties**
Terminate the contract without repercussions
- No Obligations**
Cancel your listing agreement at any time
- Risk-Free**
Ensure a risk-free way to list your home

YourHomeSoldGuaranteedRealtyCO.com

SOLD

Your Home Sold
GUARANTEED
Or We'll Buy It*

www.yourhomesoldguaranteedrealttyco.com

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GUARANTEED REALTY.
THE WATSON GROUP

SYSTEM TO SELL FAST & HIGH

7 Key Takeaways

STAGE	PRICE	MARKET
It's not just about decorating; it's about strategically showcasing the property's best features.	It breaks through the traditional method of setting a price and enables sellers to achieve a higher price.	Creates an engaging and consistent presence on multiple platforms to maximize visibility.

What are the other 4?

www.yourhomesoldguaranteedrealttyco.com

Tour of Homes
THIS SATURDAY

TOUR SIX PROPERTIES
SATURDAY

Carousel Post Example

YOUR HOMESOLD
GUARANTEED REALTY.
THE WATSON GROUP

Ready to Step Into Home Ownership?

1

Define Your Needs

Embarking on the journey to find your dream home begins with a crystal-clear vision of what you truly desire. To make the process smoother, start by creating a list of your must-haves and deal-breakers. This thoughtful approach will guide you towards the perfect home that perfectly aligns with your needs and preferences.

Luxury
TOWNHOMES
EXCLUSIVE OFF-MARKET LISTINGS

6

Mistakes to Avoid When Trading Up to a Larger Home

- Upgrade with Confidence
- Protect Yourself from Dual Ownership

yourhomesoldguaranteedrealttyco.com

CITY-WIDE HOME BUYERS' AGENT NETWORK

LOOKING TO SELL YOUR HOME QUICKLY?

Your Home Sold **GUARANTEED**
Or We'll Buy It*

Do Your Research

Understanding the market you're exploring is vital. By exploring various options, you gain valuable insights into what's available, ultimately guiding you to discover the ideal property that perfectly suits your needs.

2

Work with a Professional

Partnering with a seasoned real estate agent is a game-changer! Their expertise not only saves you time but also expedites the process of finding your dream home. With access to exclusive listings and in-depth knowledge of various neighborhoods and properties, they offer valuable insights that make all the difference in your home search.

3

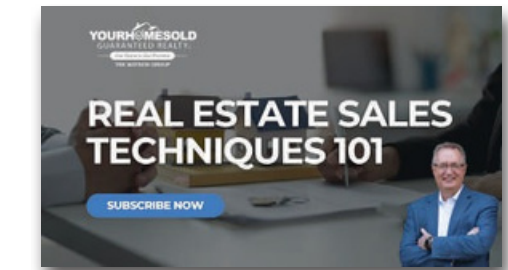
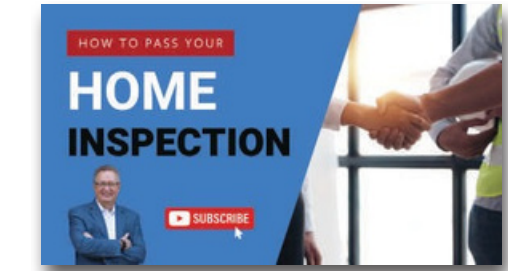
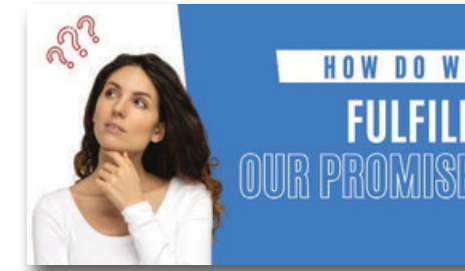
Need More Tips?

LIKE SAVE
COMMENT SHARE

FOLLOW FOR MORE

YouTube Thumbnails

Our YouTube channel serves as an excellent platform for presenting our exclusive deals, delivering essential insights to both buyers and sellers, and spotlighting our currently available properties. Here we don't just share our offers, but aim to provide valuable information that empowers both buyers and sellers throughout their real estate journeys. Our meticulously designed video thumbnails not only reflect our branding but also serve as the initial hook, enticing viewers to explore our content further.



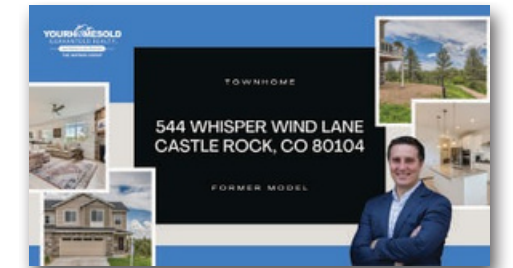
YouTube Thumbnails

By combining visually appealing content with a wealth of information, our YouTube channel is not just a platform for real estate promotion; it's a valuable resource for anyone interested in the real estate market.



YouTube Thumbnails Listings

Additionally, our YouTube channel is a window into the world of our listings. We go the extra mile to showcase the unique features of each property, giving potential buyers an immersive experience.

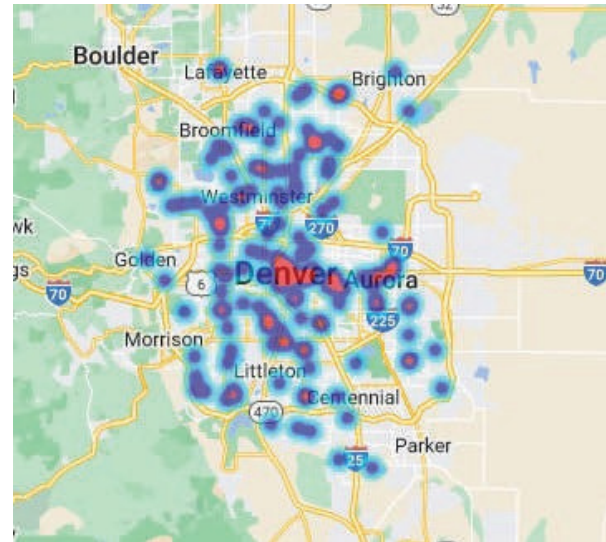


Geofencing

Geofencing: A Powerful Real Estate Marketing Tool to Target Prospective Buyers

Geofencing is an effective marketing tool that can be used to target potential buyers in the real estate industry. By using geofences, a business can create virtual boundaries around areas of interest and then serve up tailored ads or content to those within these boundaries. This allows businesses to focus their efforts on prospects who are likely interested in what they have to offer, such as property listings for sale or rent. Through geofencing, businesses can increase visibility and gain more eyes on their brand by serving targeted advertisements directly to users' mobile devices based on location data.

Geofencing is a powerful way for us to reach customers with tailored messages about our properties and services. It works by drawing a digital border around certain locations - like our office, properties for sale, new home developments, etc. - so that when someone enters one of these "fenced-in" zones they will receive notifications or alerts from your business through apps. Geofencing also allows us to track the movement patterns of people within these predetermined geographic area so we can better understand who our audience is and how they behave while in various areas near our office or property listings.



Office / Property Ads

Your Home Sold
GUARANTEED
Or We'll Buy It*

YOURHOMESOLD
GUARANTEED REALTY™
Our Name is Our Promise
THE WATSON GROUP

Located in Southlands Mall
6155 S. Main Street, Suite 270
Aurora, CO 80016
720-463-0002

Check Out What Our Clients Have to Say!
OurAmazingFans.com

Get a **GUARANTEED CASH OFFER**
On Your Home Today!
At a Price Agreeable to You!

Exclusive Cash Offer Program
No Gimmicks! Call us Today!

- Call an instant cash offer
- No commission
- No closing costs
- No repairs, sell as is
- Make on your schedule
- Right to purchase
- Your choice of payment

Call or Text "OFFER" to 720-477-6902

YOURHOMESOLD
GUARANTEED REALTY™
THE WATSON GROUP
www.GetCashOnlyOffer.com

Office Geofencing

We use both 300x200 and 300x600 ad size for a 5 mile radius. Our ad runs Fri/Sat 12-7pm and Sun from 12-5pm.

SATISFACTION GUARANTEED!
We Put Our Promise in our Name

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THE WATSON GROUP

Your Home Sold
GUARANTEED
Or We'll Buy It*

Call Evan and Start Tracking 720-463-0002
www.OurAmazingFans.com

Property Geofencing
We use a 300x600 ad size for a 20 mile radius. Our ad runs Fri/Sat all day and Sun from 6am-10pm.

Open House Geofencing
We use a 300x200 ad size for a 20 mile radius. Our ad runs Thur/Fri all day and Sat from 9am-2pm.

OPEN HOUSE!
Sept 30th from 1pm to 2pm

7693 S Duquesne Way, Aurora, CO 80016

Buy This Home and We'll Buy Yours!
For Detailed Information on This Home
Call or Text Us Today 720-452-7590
*Offer and Seller must agree on price and possession.

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Buy This Home and We'll Buy Yours!
For Detailed Information on This Home
Call or Text Us Today 720-452-7590
*Offer and Seller must agree on price and possession.

1249 S Algonquian Street, Aurora, CO 80016

YOURHOMESOLD
GUARANTEED REALTY™
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Check Out What Our Clients Have to Say!
OurAmazingFans.com



Email Marketing

Email marketing is a critical component of any real estate business.

In a competitive market, it is essential to keep our name in front of potential clients and stay top of mind when they are ready to sell their current home or to make a purchase.

Email marketing allows us to cultivate relationships with leads, nurture them through the sales process, and turn them into lifelong clients. It is also an efficient way to stay in touch with past clients and referral sources.

It's an extremely cost-effective way to reach a large audience. By sending monthly newsletters, announcements, and listings, we can maintain regular communication without having to pick up the phone or meet in person. In today's digital world, email marketing is a key part of our real estate business.

Email Newsletter

One way we keep ourself at the top of potential clients' minds is by staying in active touch with them via our email newsletter.

Email Newsletter

Our newsletter features several calls to action and value propositions along with useful information for both buyers and sellers.

The Watson Group
SERVICE FOR LIFE

Evan Watson Bill Watson

Your Home Sold GUARANTEED or We'll Buy It!
For More Information on Our Exclusive Guaranteed Sale Program, Call Us at 720-463-0002.

Dear Lisa,

Welcome to this month's edition of our newsletter, where we delve into a variety of engaging topics designed to empower you as a homeowner. In this issue, we'll explore some unintentional habits that could be depreciating your home's value, alongside innovative strategies for passive home cooling. We'll also shed light on the evolving landscape of mortgage rates and equip you with insights to navigate the current housing market.

Before we dive into these exciting topics, we would like to take a moment to express our gratitude. Your friendship and the trust you place in us through your referrals mean the world to us. We appreciate your support and remain dedicated to providing valuable insights. Enjoy the read!

Warmest regards,

Bill Watson
President / Managing Broker

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The Watson Group

6155 S Main Street, Suite 270
Aurora, CO 80016
720-463-0002
bill@watsongroup.com
www.yourhomesoldguaranteedorweillbuyit.com

SELL YOUR HOME FAST and for TOP DOLLAR! Get this FREE Report that Reveals 27 Tips to Give You the Competitive Edge! www.Don27The.com

A Heartfelt Message to our Special Clients and Friends

A Heartfelt Message to our Special Clients and Friends ...

It is our pleasure to extend a warm welcome to all of the new clients we have had the honor of working with recently, and also offer special thanks to our Referring Partners.

Kyle Beattie
Doreen Strough
Brenda Chidress
Rick & Corei Weisop
Robert & Cheryl Kistler

Our business would not be where it is today without your trust!

The Watson Group
Going Above and Beyond for Homebuyers and Homesellers

At Your Home Sold Guaranteed Realty - The Watson Group, we pride ourselves on making the process of buying or selling a home as seamless and stress-free as possible. Our team of seasoned real estate agents will guide you through the intricacies of the real estate market, helping you find your dream home or secure the best possible price for your property. Our unique selling point lies in our buyback and satisfaction guarantees. These offers provide buyers with confidence, knowing that if their new home doesn't meet expectations, we'll buy it back within 12 months.

Our 5 Star Reviews

Get a CASH OFFER
On Your Home*

Receive Multiple Cash Offers on Your Home Today!

Get a CASH OFFER
On Your Home*

Receive Multiple Cash Offers on Your Home Today!

No Waiting To Receive An Offer
No Home Propping For Sale
No Strangers In Your Home
No Open Houses

Don't wait any longer - sign up now and start receiving multiple cash offers!

www.GetCashOffer.com

Things that Make Your Home Look Scattered

Designing your home's decor is an art that calls for intentional planning and purposeful selections, rather than a mere focus on the monetary value of possessions. Avoid common pitfalls like oversized sofas, clutter, wrongly sized rugs, mass-produced decorative wood art, flippack furniture, inconsistent flooring, poor-quality lighting, excess furniture, and complete matching sets. Instead, adopt a minimalist approach, declutter your space, and enrich it with personal touches like photographs and locally produced art. When choosing rugs, ensure they're large enough to touch some part of each primary furniture piece in the room, like the feet of a bed, or both a sofa and coffee table.

MORTGAGE

MORTGAGE

FLEVATIONS

HIGHLINE EAST AT DAYTON TRIANGLE
Only 1 Home Remains!

The community has been meticulously crafted to redefine modern living, offering an exclusive blend of sophisticated architecture, considerate floor plans, and outstanding craftsmanship. With only one home left, Highline East stands as the ultimate residential destination for those who desire unparalleled comfort and wish to seize this final opportunity.

Available Homes

SELLERS Start Here **BUYERS** Start Here

Find out how this changing market has affected your home value! Your home may be worth more than you think. Visit www.AccountedLossOfValue.com or Call Us at 720-463-0002. This is a FREE service with NO OBLIGATION to list.

MORTGAGE

FLEVATIONS

AT MURPHY CREEK

Welcome to Elevations at Murphy Creek by Mortano Homes - the perfect place to call home! This central master-planned community provides easy access to DIA, Southlands Mall's gourmet dining and shopping options, and offers stunning views of one of Colorado's finest links-style golf courses.

Meet Our Team of Experts
Committed to Your Real Estate Success

Your Home Sold Guaranteed Realty - The Watson Group is composed of experienced and committed real estate agents dedicated to achieving your property goals. We address your concerns, answer your questions, and equip you with the knowledge necessary to make well-informed decisions. Setting us apart are our exclusive guarantees: our buyback guarantee underscores our confidence in the homes we sell, and our satisfaction guarantee promises you'll love your new home or we'll buy it back within 12 months. Choose us for a personalized, success-focused real estate experience.

Meet Our Team

MORTGAGE

FLEVATIONS

AT MURPHY CREEK

Welcome to Elevations at Murphy Creek by Mortano Homes - the perfect place to call home! This central master-planned community provides easy access to DIA, Southlands Mall's gourmet dining and shopping options, and offers stunning views of one of Colorado's finest links-style golf courses.

Now Selling from the High \$400's

SELLERS Start Here **BUYERS** Start Here

Find out how this changing market has affected your home value! Your home may be worth more than you think. Visit www.AccountedLossOfValue.com or Call Us at 720-463-0002. This is a FREE service with NO OBLIGATION to list.

The New Normal in Mortgage Rates: A Sellers Guide to Today's Housing Market

If you're contemplating putting your house on the market, understanding the current landscape of the housing market is essential. Recent trends have shown an interesting adaptation in buyer behavior, with potential homebuyers beginning to see today's mortgage rates as the new norm. The Trend of 30-Year Fixed Mortgage ...

Read More ...

SEARCH
Start Your Dream Home Search

Not Ready to Sell? Test your address to 720-605-1288 to find out what your home will sell for today. You will not receive a phone call, just a text!

Cool Your Home Passively

To maintain a cooler home without heavily relying on air conditioning, consider implementing these steps: start by opening windows in the morning to circulate cool air, but ensure to close them as the day warms up. Incorporate bamboo shades or external window treatments to mitigate sun-induced indoor heating. Keep blinds or curtains shut during the day and use a fan to promote air circulation. As dusk falls, open the windows again to introduce cooler air. Ensure that any gaps in windows and doors are sealed to prevent drafts from warm air. An additional tip is to position a bowl of ice water in front of a window fan, which will generate a cooling mist for an extra touch of refreshment.

Recently Sold Properties
by The Watson Group

Lower Highlands Sold for \$1,125,000!	Shenandoah Sold for \$650,000!
Willow Creek Sold for \$900,000!	Independence Sold for \$590,000!

Highline East
Sold for **\$625,000!**

Foxdale Condos
Sold for **\$275,000!**

FOR SALE
YOUR HOME SOLD GUARANTEED OR WE'LL BUY IT!
720-463-0002
OPEN HOUSE EVERYDAY
CALL US THREE

Real Estate Corner...

Q: Can I use a financial gift from a friend or relative as a down payment on buying a home?

A: Yes, one in four first-time homebuyers utilizes a gift to fund their down payment. As of 2023, tax laws permit gifts up to \$17,000 annually without incurring tax implications for either the giver or receiver (though this amount is subject to yearly adjustments, so it's advisable to check IRS.gov for the latest "gift tax" figure). Thus, one could receive a combined gift of \$34,000 from two separate individuals without triggering a gift tax. Such a gift can facilitate home buying, even for properties that aren't FHA-approved. Therefore, it's highly recommended to engage a knowledgeable REALTOR® early on and discuss this strategy before commencing your home search.

new american
HOME

Would you like to buy your next home for less and close faster without having to sell your current home first?

Get Pre-Approved Now

Email Newsletter

HOMeward Bound
THE GIVING IT BACK AND PAYING IT FORWARD REAL ESTATE NEWSLETTER | FEBRUARY 2024

Give Kids The World Village
81 CENTS OF EVERY DOLLAR WE RECEIVE GOES TO HELP CHILDREN AND THEIR FAMILIES FIND HOPE TODAY

YOUR HOMESOLD GUARANTEED REALTY.
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Evan Watson Bill Watson

QUOTE FROM A WISE FAMILY

Our need at Give Kids The World was very healing for him and for all of us. Watching him and the rest of the family playing in the Village and bonding in our little ball me in happy tears.

Wish child David's mom
2023 from Colorado

2,478 FAMILIES SERVED IN Colorado

The Giving it Back and Paying It Forward Real Estate Newsletter

Welcome to this month's exploration of a universally resonant topic: the importance of love. Far more than just a romantic emotion, love manifests in various forms - the familial bonds, friendships, compassion for strangers, and our connection with pets. These expressions of love significantly enrich our lives, offering emotional support, enhancing mental well-being, and fostering a deep sense of belonging.

IF YOU OR A FRIEND ARE THINKING ABOUT SELLING, MAKE SURE TO CHOOSE A REAL ESTATE COMPANY YOU CAN TRUST!

Over the last four decades of helping thousands of families sell their home and/or buy another, we have met some wonderful, loving, caring people. People like you! So your referrals, those you know considering a move, that will help - you can rest assured that not only will they get the award winning service we are known for and the guarantee to back it up, but that a solid portion of the income we receive from the transaction will go toward a very worthy cause.

OUR GUARANTEE to you, your friends, and family
For the month of February, anyone considering making a move that you refer to us, we will guarantee them in writing their home will sell or we'll buy it at a price acceptable to them.
We just need to agree on the price and possession date with the seller.

SOLD

Your Home Sold GUARANTEED Or We'll Buy It*

www.yourhomesoldguaranteedrealty.com

If you or anyone you know is considering making a move, we would like to offer them a **FREE No Obligation Market Analysis** that will give them a real idea of what they can expect to sell their home for.

YOUR HOMESOLD GUARANTEED REALTY.
Our Name is Our Promise
THE WATSON GROUP

www.OurAmazingFans.com

Exceptional Reviews Speak for Our Excellence

Our 5 Star Reviews

Newsletter Headline:
Give Kids The World Village is Making a Difference Today and Tomorrow

Give Kids The World Village is an 89-acre, whimsical nonprofit resort ne...

A Real Estate Company that Gives Back

Your Referrals Help The Kids!

Why we Support Give Kids The World Village

We grew up going to Disney, Universal and SeaWorld in Orlando, FL. We were able to take our kids their time and time again while they were growing up as well. Little did we know right around the corner existed in 89-acre whimsical nonprofit resort providing critically ill children and their families from your community and around the world with Magical week-long wish vacations at no cost.

We were introduced to kids The world by a fellow real estate broker who set up a business meeting at their facility. We watched as they made wishes possible at an accessible storybook home away from home, where the ice cream was as limitless as the opportunities for fun and adventure.

We were so moved, we rallied everyone at our business to pull together and go all in in supporting Give Kids the World Village facility. From life's simple pleasures to the stuff that dreams are made of, every wish family is treated to an all-inclusive experience including transportation, accommodations, donated theme park ticket, all meals and snacks, nightly entertainment, daily gifts and...

Your Home Sold GUARANTEED Or We'll Buy It*
Call Bill and Start Packing 720-463-0002
*Seller and Buyer must agree on price and terms.

AS SEEN & HEARD ON: **Forbes** **FOX 31** **Zillow** **trulia** **Google** **Rock** **f** **t** **in** **ig**

A real estate company with experience, proven results and a give-back philosophy!

Over the decades of helping families sell or buy the place they call home we have met some of the most wonderful, loving, caring people sharing the same Go Serve Big values we do!

Refer your friends, neighbors, associates or family members considering making a move:

1. You can pass along our business card to them. We have enclosed a couple here for that purpose.
2. You can go to <https://yourhomesoldguaranteedrealty.com/refer-a-friend.php> and enter their contact info online or forward the link to someone you know considering a move.
3. Of course you can always call us direct as well at 720-463-0002.

A Real Estate Company that Gives Back

Your Referrals Help The Kids!

Give Kids The World Village

Email Listings

One way we keep ourselves at the top of potential clients' minds is by staying in active touch with them via our email listings

The image displays four email listing templates for 'Your Home Sold Guaranteed Realty - The Watson Group'. Each template features the company logo and the names of Evan Watson and Bill Watson. The templates are:

- Just Listed:** Promotes a property at 8174 South Ider Court, Aurora, CO 80016. It includes a photo of the house and a call to action to discuss the sale.
- OPEN HOUSE!** Promotes an open house at 8174 South Ider Court, Aurora, CO 80016 on Saturday, January 27, from 1pm to 3pm. It includes a photo of the house and a call to action to buy the home.
- UNDER CONTRACT:** Promotes a property at 7427 S. Tempe Court, Aurora, CO 80016. It includes a photo of the house and a call to action to schedule a tour.
- JUST SOLD!** Promotes a property at 415 S. Maple Street, Aurora, CO 80017. It includes a photo of the house and a call to action to schedule a tour.

Email Listings

Our newsletter features several calls to action and value propositions along with useful information for both buyers and sellers.

The image displays a newsletter layout for 'Your Home Sold Guaranteed Realty - The Watson Group'. It features several sections:

- Property Listings:** Two listings are shown. The first is 'Whispering Pines' at 8888 S. Arapahoe Court, Aurora, CO 80016, sold for \$712,500. The second is 'Heritage Village' at 4488 S. Englewood Place, Centennial, CO 80110, sold for \$745,000. Both listings include photos of the properties and their features.
- Testimonial:** A section titled 'Exceptional Reviews Speak for Our Excellence' featuring a photo of the Watson Group and a testimonial from a client.
- Call to Action:** A large 'SEARCH' button with the text 'Start Your Dream Home Search' and a 'Get Pre-Approved Now' button.
- Navigation:** Buttons for 'SELLERS Start Here' and 'BUYERS Start Here'.
- Footer:** Social media icons and a copyright notice for 2024.

Direct Mail

EDDM Postcards are still one of the “foundation builders” for real estate marketing success.

Nothing really shares your ability to get the job done as a successful real estate marketing professional like direct mail postcards.

When someone is thinking about buying or selling a home, they want the agent on the job who has a track record of success. But how do you share that track record and communicate your ability to get the job done? Direct response postcards will achieve this goal.

Direct mail postcards are strong in terms of real estate marketing because they not only present the agent as the turn-to resource in a market area, but also successfully showcase the listing itself which engages the seller, shows potential listing clients that you are marketing on their behalf, and helps you create “buzz” in the neighborhoods you are targeting, giving you an opportunity to connect with other homeowners who are thinking about selling now or in the future.



Just Listed Postcard Front

On the front, our captivating branding sets the stage for an exceptional real estate experience. Introduces our dedicated team and a stunning property, and a glimpse of the opportunities we offer. Offers our value proposition and several ways to take action.

Your Home Sold Guaranteed or We'll Buy It!*
 For More Information on Our Exclusive Guaranteed Sale Program,
 Call or Text Us at **720-704-1393** and Start Packing!
*YHSGR and Seller must agree on price and terms.

Evan Watson Bill Watson

To Discuss the Sale of Your Home, call or text us today at **720-704-1393**
 or get a **FREE** special report that details this exclusive offer at **GuaranteedSalePlanCo.com**

JUST LISTED

4 BIG REASONS to Call Us to Sell Your Home

YOURHOMESOLD GUARANTEED REALTY. VS **MARKET AVERAGE**
Our Name is Our Promise THE WATSON GROUP

- We Sell Homes For More Money**
- Your Home is More Likely to Sell**
- We Sell Homes Faster**
- Our Database of Buyers in Waiting**
We Have Over 17,000. Your Home May Already Be Sold.

Home Tour **3D Tour**

7693 S Duquesne Way, Aurora, CO 80016

GO SERVE BIG! Find out how this changing market has affected your home value! Your home may be worth more than you think. Visit www.RealValueOfMyHome.com or Call Us at **720-704-1393**. This is a FREE service with NO OBLIGATION to list.

YOURHOMESOLD GUARANTEED REALTY.
Our Name is Our Promise THE WATSON GROUP

Just Listed Postcard Back

Flip the postcard to find our branding seamlessly carried to the back, reflecting our commitment to excellence. Highlights our five-star reviews from delighted clients and showcases our team's expertise. Showcases our offers and several calls to action.

Your Home Sold Guaranteed or We'll Buy It!*
 For More Information on Our Exclusive Guaranteed Sale Program,
 Call or Text Us at **720-704-1393** and Start Packing!
*YHSGR and Seller must agree on price and terms.

Evan Watson Bill Watson

Not Ready to Sell? Text your address to **720-605-1268** to find out what your home will sell for today.
 You will not receive a phone call, just a text!

See What Our Amazing Fans Have To Say
 Visit www.OurAmazingFans.com

The Watson Group at Your Home Sold Guaranteed Realty was absolutely wonderful! Before listing my home I personally interviewed 20 RE Agents in the metro area and I am happy I made the right decision. I also personally sold & bought numerous homes in CO, and by far this has been the best agent I've ever worked with. Their marketing/sales plan is genius. My home was sold in less than 2 days, with multiple offers, and above asking price! They were very responsive throughout the entire process. Such a wonderful experience I will never forget. I highly recommend him!
 ~ Keith Kirkpatrick

The Watson Group at Your Home Sold Guaranteed Realty set a new high in our SE Aurora Southshore neighborhood! Don't settle for less. Another local agent said go lower, and they proved her so wrong in just over 24 hours. From their marketing to getting us ready for market - they are simply the best. And, they patiently helped us find our new home on 40 acres - bringing great intel and knowledge to every tour. You simply can't find better agents or people for that matter. We are constantly recommending the Watson Group at Your Home Sold Guaranteed Realty to our friends and family.
 ~ Shaun & Patti Faulkner

Our family needed to relocate back to Texas. But we were concerned about selling our home in Aurora before buying a home in Texas. With the Knock Home Swap Program, the Watson Group was able to help us buy the home in Texas first and then sell our Aurora home after we moved out and we got \$34k over list price. We can't thank them enough!
 ~ Julio Valle

★★★★★

*****ECRWSS****

LOCAL POSTAL CUSTOMER

GO SERVE BIG! **SELL YOUR HOME FAST** and for **TOP DOLLAR!** Order this FREE Report that Reveals 27 Tips to Give You the Competitive Edge! www.Our27Tips.com
Not intended to solicit properties currently listed for sale / All information is deemed reliable but not guaranteed.

YOURHOMESOLD GUARANTEED REALTY.
Our Name is Our Promise THE WATSON GROUP

Under Contract Postcard Front

The front of our under contract card proudly announces another success story. It's a testament to our commitment and expertise in guiding clients through the real estate process. The property marked "Sold" speaks volumes about our capability to turn dreams into reality.

Only 1 Buyer was Able to Buy this Home!
There are Still Buyers Actively Looking to Put a **VERY STRONG Offer** on a Home **JUST LIKE YOURS!**

Evan Watson Bill Watson

To Discuss the Sale of Your Home, Call Us Today at **720-704-1393**
This is a **FREE Service** with **NO OBLIGATION** to Sell.

4 BIG REASONS to Call Us to Sell Your Home

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- We Sell Homes Faster**
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Home Tour **3D Tour**

7693 S Duquesne Way, Aurora, CO 80016

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You will not receive a phone call, just a text!

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Our Name is Our Promise
THE WATSON GROUP

Under Contract Postcard Back

On the back, our branding remains consistent, reinforcing our brand identity. Clients' testimonials underscore our commitment to excellence. Our experienced team is here to support every step of the way. Highlights our offer and provides several calls to action.

Your Home Sold Guaranteed or We'll Buy It!*
No Gimmicks! For more Information on this program,
Call or Text us at **720-704-1393**.
*YHSGR and Seller must agree on price and terms.

Evan Watson Bill Watson

See What Our Amazing Fans Have To Say
Visit www.OurAmazingFans.com

The Watson Group at Your Home Sold Guaranteed Realty was absolutely wonderful! Before listing my home I personally interviewed 20 R.E Agents in the metro area and I am happy I made the right decision. I also personally sold & bought numerous homes in CO, and by far this has been the best agent I've ever worked with. Their marketing/sales plan is genius. My home was sold in less than 2 days, with multiple offers, and above asking price! They were very responsive throughout the entire process. Such a wonderful experience I will never forget. I highly recommend him!
- Keith Kirkpatrick

The Watson Group at Your Home Sold Guaranteed Realty set a new high in our SE Aurora Southshore neighborhood! Don't settle for less. Another local agent said go lower, and they proved her so wrong in just over 24 hours. From their marketing to getting us ready for market - they are simply the best. And, they patiently helped us find our new home on 40 acres - bringing great intel and knowledge to every tour. You simply can't find better agents or people for that matter. We are constantly recommending the Watson Group at Your Home Sold Guaranteed Realty to our friends and family.
- Shaun & Patti Faulkner

I would refer Your Home Sold Guaranteed Realty - The Watson Group to my friends, family and associates for the following reasons. My house was on the market for over 120 days with no sale. We then finally decided to give The Watson Group a call and we are so glad we made that call. The house was sold within a week for more than the asking price. They got us to the net amount we were seeking. So, if you are looking for a quality agent, give them a call!
- James E.

*****ECRWSS****

LOCAL POSTAL CUSTOMER

Need to Buy Your Next Home Before Selling Your Current Home?
Call Us at **720-704-1393** About the Knock Home Swap Program!

Not intended to solicit properties currently listed for sale / All information is deemed reliable but not guaranteed.

YOURHOMESOLD GUARANTEED REALTY.
Our Name is Our Promise
THE WATSON GROUP

Sold Postcard Front

The front of our sold postcard is a celebration of success. It's not just a property; it's a testament to our unwavering dedication and expertise in the real estate field.

Get Multiple CASH OFFERS
On Your Home Today!
At a Price Agreeable to You!
No Gimmicks! For more information on this program, Call Us at 720-463-0002
*YHSGR and Seller must agree on price and terms.

Bill Watson

3204 Oakes Mill Place Sold in 2 days for \$630,000!

SOLD IN 2 DAYS!

YOUR HOMESOLD GUARANTEED REALTY.
Our Name is Our Promise
THE WATSON GROUP

VS

MARKET AVERAGE

1 We Sell Homes For More Money
102% vs 99.3%
YHSGR The Watson Group vs Market Average

2 We Sell Homes in 15 Days Which is Twice as Fast as the Market
15 DAYS vs 36 DAYS
YHSGR The Watson Group vs Market Average

3 Your Home is More Likely to Sell
10.5% MORE LIKELY!

4 Our Database of Buyers in Waiting
We Have Over 17,000, Your Home May Already Be Sold

Exclusive Cash Offer Program

- Get multiple cash offers today
- No showings
- Make no repairs, sell as is
- Super convenient
- You decide when you move

Scan to Learn More! Scan to Get Started!

www.OurEasyHomeSale.com

YHSGR statistics are provided by NAR and based on national Single Family homes for the time period of 6/30/2019 through 6/30/2024. Information is reliable but not guaranteed. If your home is listed this is not meant as a solicitation.

GO SERVE BIG!

Find out how this changing market has affected your home value! Your home may be worth more than you think. Visit www.RealValueOfMyHome.com or Call Us at 720-463-0002. This is a FREE service with NO OBLIGATION to list.

YOUR HOMESOLD GUARANTEED REALTY.
Our Name is Our Promise
THE WATSON GROUP

Sold Postcard Back

Turn to the back, and our branding remains a strong and consistent presence. Discover the voices of satisfied clients through their testimonials, showcasing our proven track record. And again our offers and several ways to take action.

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On Your Home Today!
At a Price Agreeable to You!
No Gimmicks! For more information on this program, Call Us at 720-463-0002
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Bill Watson

See What Our Amazing Fans Have To Say
Visit www.OurAmazingFans.com

PRSR STD ECRWSS U.S. POSTAGE PAID EDM DMS

*******ECRWSS*******

LOCAL POSTAL CUSTOMER

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~ Keith Kirkpatrick

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★★★★★
~ James E.

The Watson Group, (Bill Watson) are VERY professional, yet VERY personable. Always on task, and do exactly what they say they will do in a timely manner. As a client you NEVER need to wonder or worry how anything is going. They truly have your best interest as TOP priority! My wife and I have used them twice and could not nor would not use any other realtor. Quite simply, they are the best!

★★★★★
~ George & Marie A.

GO SERVE BIG!

SELL YOUR HOME FAST and for **TOP DOLLAR!** Order this FREE Report that Reveals 27 Tips to Give You the Competitive Edge! www.Our27Tips.com
Not intended to solicit properties currently listed for sale / All information is deemed reliable but not guaranteed.

YOUR HOMESOLD GUARANTEED REALTY.
Our Name is Our Promise
THE WATSON GROUP

Absentee Owner Postcard Front

Our absentee owner postcard offers our exclusive cash offer program on the front of the card. Bullet points explain how the offer is a pathway to a hassle-free home sale. Provides a QR code to scan for instant access and a number to call or text.



YOURHOMESOLD
GUARANTEED REALTY™
Our Name is Our Promise
THE WATSON GROUP

Exclusive Cash Offer Program
No Gimmicks! Call us Today



Bill Watson

Get a **GUARANTEED CASH OFFER**
On Your Home Today!
At a Price Agreeable to You!

Call or Text us at
720-477-6902



- Get an instant cash offer
- No showings
- Make no repairs, sell as is
- Move on your schedule
- Super convenient
- You decide when to move

www.GetaCashOnlyOffer.com

Absentee Owner Postcard Back

The back of the card encourages prospective clients to scan a QR code or text their address to a number in order to receive a value on their home. It also highlights our testimonials and provides a website address to learn more.



YOURHOMESOLD
GUARANTEED REALTY™
Our Name is Our Promise
THE WATSON GROUP

Not Quite Ready to Sell?
Find out how much you can sell your property for and how long it will take to sell.



Scan the QR Code or
Text your Address to
720-605-1268.

See What Our Amazing Fans Have To Say
Visit www.OurAmazingFans.com



Your Home Sold Guaranteed Realty - The Watson Group are the best in their busienns. We've bought and sold many homes over the years and they have been one of the best to work with. Highly recommend them if you are buying or selling.
~ Lynn Haueter

If your home is currently listed with another Realtor, please forgive my aggressive marketing!

Get a **GUARANTEED CASH OFFER**
On Your Home Today!
At a Price Agreeable to You!

Call or Text us at
720-477-6902

www.GetaCashOnlyOffer.com

PSRST STD
ECRWSS
U.S. POSTAGE
PAID
EDDM DMS

*****ECRWSS****

LOCAL
POSTAL CUSTOMER

VIP Home Finder Postcard Front

Our VIP home finder postcard introduces our Exclusive VIP Home Finder System and provides a gateway for prospective buyers to find their dream home. It also provides several calls to action.



HOMEOWNERS: Would You Sell Your Present Home if You Found Your Dream Home?
For More Information on this Awesome Program Call or Text Us Today at **720-704-1393**.

Our exclusive VIP Home Finder system helps Buyers find the PERFECT home.

We invest the time and marketing dollars to specifically target the neighborhoods you are interested in to find you the perfect home, including homes that are not yet listed for sale or available to the public.

This means you'll know about these unlisted homes before other buyers, allowing you to negotiate the best price possible. So, if you've considered a possible move, call to discuss our VIP Home Finder Service today!

For More Information on this Awesome Program
Call or Text Us Today at **720-704-1393**.
This is **FREE** Information with **NO OBLIGATION** to List Your Home!

Not Ready to Sell? Text your address to **720-605-1268** to find out what your home will sell for today.
You will not receive a phone call, just a text!
Not intended to solicit properties currently listed for sale / All information is deemed reliable but not guaranteed.

YOUR HOMESOLD
GUARANTEED REALTY.
Our Name Is Our Promise
THE WATSON GROUP

VIP Home Finder Postcard Back

The back of the remains consistent with branding and explains how our VIP Home Finder System works, making potential buyers home search effortless not to mention several calls to action.



HOMEOWNERS: Would You Sell Your Present Home if You Found Your Dream Home?
For More Information on this Awesome Program Call or Text Us Today at **720-704-1393**.

HOW IT WORKS:

- 1. BECOME A CASH BUYER** with the Exclusive Buyer Accepted Program with New American Funding. Compete with Cash Buyers and Win!
- We are experts at finding listed and unlisted homes that match our buyer's criteria. Simply tell us what you are looking for and we will find it.
- We will invest our marketing dollars to specifically target market the neighborhoods you are interested in and find you the perfect home.
- When we find a homeowner who may consider a sale (but not yet on the market) we will inspect the home to ensure it matches your criteria.
- If we feel the property is a match we will set up a private viewing for you, and if you love it and decide to make an offer, we would negotiate on your best behalf at no charge.
- Once the offer on your new home is accepted, we can help you sell your existing home.

For More Information on this Awesome Program Call or Text Us Today at **720-704-1393**.
This is **FREE** Information with **NO OBLIGATION** to List Your Home!

See What Our Amazing Fans Have To Say
Visit www.OurAmazingFans.com

**PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM DMS**

*****ECRWSS****

**LOCAL
POSTAL CUSTOMER**

Your Home Sold at 100% of Asking Price Guaranteed or We'll Pay You the Difference!
No Gimmicks! For more Information on this program, Call or Text us at **720-704-1393**.
*VHSCR and Seller must agree on price and terms.

YOUR HOMESOLD
GUARANTEED REALTY.
Our Name Is Our Promise
THE WATSON GROUP

Variable Data Postcard Front

We also use a postcard that includes variable data printing (VDP) in which we personalize the postcard with the home owners name and address for each recipient. This allows for a more individualized experience.



Variable Data Postcard Back

The VDP card highlights our exclusive cash offer program on both the front and the back along with QR codes and several calls to action. This card encourages engagement and response rates.





Expired Direct Mail

Sending expired direct mail is an effective lead generating resource for agents.

Real estate expired direct mail is a powerful marketing tool that allows us to target homeowners who have recently allowed their listing to expire.

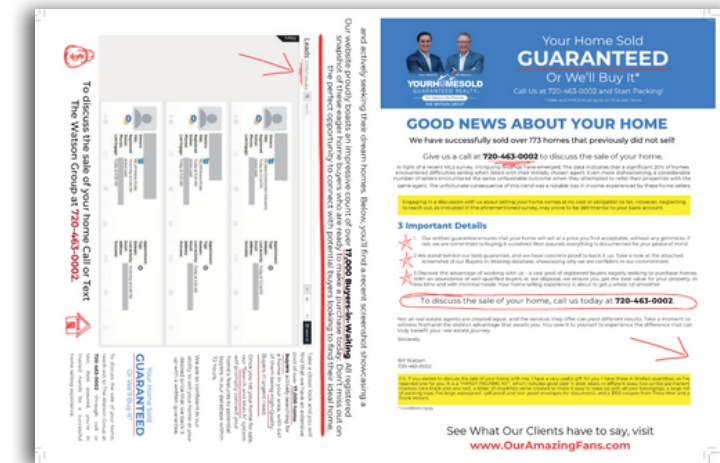
By reaching out to these homeowners, we can provide them with viable options for selling their home and potentially earn their business. When we regularly send expired direct mail to people in our target market, they'll remember our name when it comes time to list their property.

In addition, expired direct mail is relatively inexpensive, making it a cost-effective marketing strategy.

When used correctly, real estate expired direct mail can be a valuable tool for generating leads and expanding our business.

4-Page Mailer

In our comprehensive direct mailing strategy, each mailing package comprises our impactful 4-page mailer and includes a carefully selected insert. This well-thought-out approach unfolds over an 8-part direct mailing system, ensuring that our message reaches the intended audience consistently and effectively. The combination of our core mailer and the strategically chosen insert enhances the overall impact of our campaign, delivering a cohesive and compelling message to our target recipients throughout the campaign's duration.

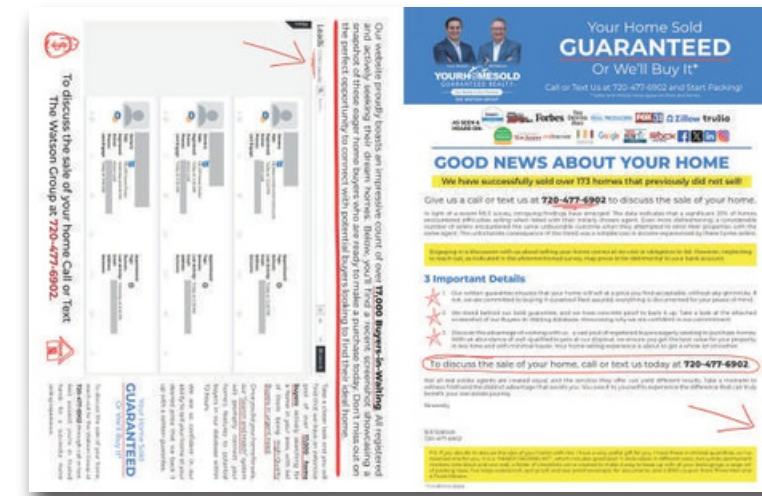


4-Page Mailer with Markup


What sets this approach apart is the inclusion of graphical, hand-drawn markups, which add a unique visual layer to the content. This curated combination of our core mailer, enriched with these personalized markups, is disseminated through an 8-part direct mailing system, ensuring consistent and engaging communication with our intended audience. This distinctive approach not only conveys our message effectively but also adds a personalized touch that sets our campaign apart, making it memorable and engaging for our recipients throughout the entire 8-part mailing series.

Day of Expiration

- ✓ 5 Days
- ✓ 10 Days
- ✓ 15 Days
- ✓ 30 Days
- ✓ 60 Days
- ✓ 90 Days
- ✓ 120 Days




Insert Options



Your Home Sold
GUARANTEED
Or We'll Buy It*

Call or Text Us at 720-477-6902 and Start Packing!
*Seller and WSGR must agree on Price and Terms.

AS SEEN & HEARD ON: 

The **BIGGEST** mistake a homeowner can make when interviewing agents.

You've heard it before: "Interview multiple agents, then choose one." But here's the million-dollar question: On what basis are you making that choice?

Most homeowners confess... they're not sure.

Imagine spending several evenings meeting different agents, only to realize you have no concrete criteria to select the one who will manage one of the most significant financial transactions of your life!

Think about it this way: When a top-tier company hires for a crucial role, they don't just go by gut feeling. They have a clear set of questions and criteria to evaluate every candidate. It's not about "liking" someone; it's about making a logical, informed decision.

Your home deserves the same meticulous approach.

Avoid the trap of "Blind Archery" when hiring an agent. Know what you're looking for. Understand what matters most to you. Is it the agent's success rate in fetching top dollar? Their availability? Their track record?

Flip this page over, and you'll discover four essential facts to guide your decision-making process.

Remember, the wrong agent choice can lead to unsold homes, prolonged listing periods, or even selling at a price far below its value. Equip yourself with the right knowledge, and make a choice that benefits you the most.

Your Home SOLD at a Price Acceptable to You, GUARANTEED, or We'll Buy It!*

To discuss the sale of your home Call or Text
The Watson Group at **720-477-6902**.

*Conditions Apply



Your Home Sold
GUARANTEED
Or We'll Buy It*

Call or Text Us at 720-477-6902 and Start Packing!
*Seller and WSGR must agree on Price and Terms.

AS SEEN & HEARD ON: 

Important **FACTS** to Selecting an Agent.

With Hundreds of Local Home Sales Under My Belt, I Know Precisely What It Takes to Achieve the Best Outcome for Your Property!

FACT 1: Effective marketing isn't just about visibility; it's about speaking directly to those most qualified to buy your home. The right words, in the right places, at the right times, can make all the difference. We don't leave this to chance. Our tailored advertising approach has built us a database of over 300 potential buyers, ensuring your home gets the attention it deserves.

FACT 2: Think a lower commission always means more money in your pocket? Think again. Real Estate consultant Bernice Ross debunks this myth, highlighting that maximum market exposure is key to fetching the highest price. Cutting corners on services for a reduced commission can end up costing sellers significantly more than what they "save."

FACT 3: Selling your home isn't just about a "Sold" sign; it's about achieving the best outcome. A solo agent can easily get overwhelmed, missing crucial details. I've been there. That's why, like top professionals in other fields, I've built a dedicated team. Our collective expertise ensures that every detail is handled, and you always remain our top priority.

FACT 4: Pricing your home too high can backfire, leading to a much lower final sale price. Overpriced homes deter potential buyers, making them wonder if something's amiss when the property lingers on the market. The eventual price drops can result in the home selling for far less than if it had been priced accurately from the outset.


In essence, a successful home sale is a blend of the right marketing, realistic pricing, and a dedicated team approach. Let's get it right together!

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*Conditions Apply

Insert Options



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GUARANTEED
Or We'll Buy It*

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*Seller and WSGR must agree on Price and Terms.

AS SEEN & HEARD ON: 

Who Hires The Watson Group?

Wondering who typically chooses The Watson Group and why? Let's delve into the profiles of our esteemed clientele:

CEOs, Executives, and Business Owners:
The Reason: These professionals operate within structured "Teams" in their businesses. They resonate with Bill Watson's Team System, understanding the efficiency of specialized roles. They recognize that a single individual can't master every aspect, and hence, a team approach is more adept at handling complex scenarios.

Sales Professionals & Marketing-Savvy Entrepreneurs:
The Reason: With a keen eye for effective strategies, these individuals instantly identify the advanced systems Bill Watson employs. They appreciate the multi-media, multi-step approach, recognizing it as a cutting-edge method in real estate transactions.

Medical Professionals - Doctors, Dentists, Hospital Administrators, & Nurses:
The Reason: Accustomed to the collaborative nature of their professions, they value the Team Approach. It's a system they're familiar with and trust.

Exceptionally Busy Couples:
The Reason: Convenience is key for this group. The Watson Group's methods prioritize minimizing client involvement without compromising results. Features like the everyday open house reduce the time their homes are publicly accessible, ensuring only genuinely interested parties view their property.

Those Unfamiliar with Real Estate Nuances:
The Reason: Mastery in one's profession doesn't equate to expertise in real estate. These individuals seek a seasoned expert to handle their significant financial transactions. They desire someone with a global reputation, vast experience, and proven success - they want the best.


Individuals with No Time for Mistakes:
The Reason: Bill's clientele often comprises those who prioritize efficiency. With a staggering success rate of nearly 100% in home listings, compared to the average agent's 80%, the choice becomes clear. They don't want the hassle of switching agents or compromising on their home's value. They want it done right, the first time.

In essence, if you're someone who values expertise, efficiency, and a proven track record, The Watson Group is your obvious choice in real estate.

Your Home SOLD at a Price Acceptable to You, GUARANTEED, or We'll Buy It!*


To discuss the sale of your home Call or Text
The Watson Group at **720-477-6902**.

*Conditions Apply



Your Home Sold
GUARANTEED
Or We'll Buy It*

Call or Text Us at 720-477-6902 and Start Packing!
*Seller and WSGR must agree on Price and Terms.

AS SEEN & HEARD ON: 

The Sellers Six Point 100% Satisfaction Guarantees

- 1. COMMUNICATION GUARANTEE:**
We commit to weekly updates on your home's sale progress. Plus, expect a return call from our team within 24 hours. **GUARANTEE:** Miss an update or a call? That's a \$500 cash reward for you.
- 2. HONEST PROMISES GUARANTEE:**
We're straight-shooters. We'll clearly outline what we can and can't do. Upon listing, you'll receive a clear Professional Service Agreement. **GUARANTEE:** Breach the agreement? You get a \$500 cash reward.
- 3. REALITY BASED SELLING PRICE RANGE:**
We aim for top dollar, and our record shows it. But, we won't lure you with unrealistic prices. **GUARANTEE:** For every \$5,000 below our agreed range, we'll reward you \$500 (up to \$2,000). Plus, we offer an option to buy your home at a pre-set price*.
- 4. REALITY BASED TIMETABLE:**
Our comprehensive marketing strategy comes with a step-by-step timeline. We aim to sell fast, setting a "target range" for your sale. **GUARANTEE:** If we exceed 59 days, you get \$100 weekly (up to \$2,000). We also offer an option to buy your home at a pre-set price*.
- 5. HONEST PRESENTATION OF EXPERIENCE AND TRACK RECORD:**
All claims about Bill Watson and the Team are in our "FACTS" brochure, backed by documentation. **GUARANTEE:** Find a false claim? Bill Watson donates \$1,000 to a charity of your choice.
- 6. QUALIFIED BUYERS GUARANTEE:**
We filter to find the best prospects for your home. We'll only show your home to prequalified, genuinely interested buyers. **GUARANTEE:** Sale falls through due to buyer's financial issues? You get a \$500 cash reward.

Your trust is paramount. We're here to make your home selling journey smooth, honest, and rewarding.

No other Real Estate Agent or Team will do more to sell your home for the most amount of money, in the shortest period of time and with the least hassles for you. Call or Text **720-477-6902** for a FREE "In Home Evaluation Analysis" now. Contact us today and start packing.

*Conditions: Cash Reward Certificates are paid to Sellers at the close of sale. Maximum paid is 50% of commission earned or \$20,000 whichever is less. Cash Reward Certificates are per closing. If a sale does not close, no cash certificates will be paid. Regarding Guaranteed Sale, WSGR and Seller must agree on price and terms.

Insert Options



Your Home Sold
GUARANTEED
Or We'll Buy It*

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* Seller and WHOG must agree on Price and Terms.



For those **READY** to Dive Deep into Selling: Is This Your Moment?

Consider partnering with The Watson Group if . . .

Commitment to Selling: You're not just toying with the idea of selling; you're genuinely committed. Whether you're looking to list your property immediately or foresee doing so within the next six months, you have a clear vision and timeline in mind.

Seeking Expert Evaluation: You don't want a cursory glance or a ballpark figure. You're after a professional, candid, and in-depth assessment of your home's market value and potential selling price, backed by data and expertise.

Open to Proven Strategies: While you appreciate traditional methods, you're not confined by them. You're open to embracing innovative, exclusive, yet time-tested and effective strategies that set your home apart in the market.

Understanding Market Dynamics: You're not a passive seller. You understand the intricacies of supply and demand and how they play a pivotal role in real estate. You recognize that the agent who can stir the most interest and demand for your property is the one who can command the best price.


Valuing Personalized Consultation: You're not looking for generic advice. You want a tailored strategy. You're interested in a personalized, face-to-face consultation at your home, where every question you have is addressed. You want to delve deep into The Watson Group's comprehensive selling strategy, understanding each step and its significance.

If these resonate with your aspirations and approach, it's time for us to collaborate and unlock the true potential of your property.

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GUARANTEED, or We'll Buy It!*


Call or Text The Watson Group at **720-477-6902**
for a private "In-Home Evaluation Analysis".
We look forward to hearing from you.

* Conditions Apply.



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GUARANTEED
Or We'll Buy It*

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About The Watson Group's Exclusive City Wide Buyers' Agents Network

Why Top Agents Prefer Collaborating with The Watson Group: A Seamless Experience Awaits

When it comes to real estate, the name 'Bill Watson' stands out, especially among top-tier agents. Here's why:

Unwavering Attention to Detail: Agents, especially those who predominantly represent buyers, trust homes listed by The Watson Group. They're assured that every meticulous detail has been attended to, ensuring a seamless transaction. With every 'I' dotted and every 'T' crossed, they know their buyers are in for a smooth, fail-proof experience.

Strong Realtor Relationships: Each member of Bill Watson's Team has fostered close ties with various Realtors. Intriguingly, even competitors of Bill Watson look forward to pairing their buyers with properties listed by The Watson Group. Their confidence stems from the knowledge that the transaction will be flawless, saving them time and ensuring their buyer's satisfaction.

Extensive Network Exposure: When The Watson Group takes on your listing, it's not just a listing; it's an event. An exclusive network of agents, representing thousands of potential buyers, is instantly alerted about your property. This vast reach ensures your home gets the visibility it deserves.


Ready to Amplify Your Home's Exposure?
For unparalleled visibility and to tap into a network of eager, qualified buyers, reach out to us. Call or Text 720-463-0002. Why wait for tomorrow when your home could be the talk of the town today?

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The Watson Group at **720-477-6902.**

* Conditions Apply.

Insert Options



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Or We'll Buy It*

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4 BIG REASONS To Ask The Watson Group to Sell Your Home

Experience Swift Sales, Top Dollar, and Peace of Mind with The Watson Group!

We will Sell Your Home **FAST!**
We don't make empty promises; we deliver results. Whether the market is hot or slow, in any neighborhood, The Watson Group is renowned for its lightning-fast selling speed.

"The Watson team was able to sell my home in 5 days for more than asking price after it had been on the market for 6 months with another agent. Bill Watson even offered to buy my home at my price if it didn't sell in 30 days. I couldn't believe how smooth the whole transaction was from start to finish. I would highly recommend the Watson Team if you're looking to sell your home quickly and for top dollar." - Michael Peters

We will Sell Your Home for **TOP DOLLAR!**
When it comes to fetching top dollar for your home, The Watson Group is the clear choice. Our success is driven by a multitude of reasons, ensuring you receive the highest possible price for your property.

"Your Home Sold Guaranteed Realty - The Watson Group were amazing to work with. They listened to what I needed from the sale of my home including the extra time in the home after close to actually move with the proceeds. They were able to get me 15k over asking on an as-is sale quickly and efficiently like I needed. I couldn't be more pleased." - Shantal Pacheco

You will Have **LESS HASSLES!**
We understand that the process of selling your home can be stressful. With The Watson Group, you can rest assured that every 'I' is dotted, every 'T' is crossed, and we make it our mission to minimize inconvenience for you.

"Working with Your Home Sold Guaranteed Realty - The Watson Group was thoroughly enjoyable from start to finish. Their service was 5 Stars the entire time. They were always available to answer any questions we had regarding the home purchase. We always felt that they had our best interest in mind as we proceeded through the transaction. Their close scrutiny of the closing documents saved us unnecessary expenses which pleased us immensely. If there is another home purchase in our future our first call will be to Your Home Sold Guaranteed Realty - The Watson Group - Brian and Pat Sue"

Your Home Sell is **SAFE!**
Your home sale with The Watson Group is not just safe; it's virtually foolproof. We leave no room for mistakes, overlook no details, and ensure you'll encounter no unpleasant surprises. In fact, there are over 72 potential pitfalls in a real estate transaction, and we navigate them all with precision.


"I have worked with Your Home Sold Guaranteed Realty - The Watson Group on multiple home purchases and home sales over the past 20 years. I have never been a high commission customer, however, I have always been treated as if I'm their best client. My best interest has always been top of mind for them. They have always made sure I have a thorough understanding of everything, and I always leave every transaction with confidence knowing that I received the best service possible. I have always felt that they truly care about me and they make sure that I am comfortable with every decision. Thank you all for taking such excellent care of me all these years!" - Rhonda Miller"

With The Watson Group, you're not just selling a home; you're embarking on a journey of seamless, profitable, and worry-free transactions. Get ready for a successful and stress-free selling experience.

Your Home **SOLD** at a Price Acceptable to You,
GUARANTEED, or We'll Buy It!*

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Or We'll Buy It*

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How Likely is it that Your Home will Actually Get **SOLD** by the Agent You Choose to Sell it?

It's a common belief that when you list your home, it's bound to sell—especially in prosperous economic times and 'hot' markets.

But take a moment to ponder this: I've posted a lottery ticket, and here's why. The truth is, the odds of most agents successfully selling your home aren't as favorable as you might think. It's not as extreme as playing the lottery, but it's still a gamble.

Consider this: In the past year, less than 20% of the properties listed found buyers at the asking price within 30 days. Now, contrast that with my track record: I've managed to sell 95% of my listings for 100% or more of the asking price, all within the same 30-day window.

The message is clear: Selling your home doesn't have to resemble a "crapshoot." You can roll the dice on an agent with a less-than-stellar batting average or one who shies away from disclosing it (in writing). Maybe they'll do better with your home—maybe.

Alternatively, you can place your trust in my 95% success rate.

While less than 20% of homes listed typically sell within 30 days at the asking price, even in 'hot' markets, I have consistently achieved the remarkable feat of selling 95% of my listings for 100% of the asking price in under 30 days.

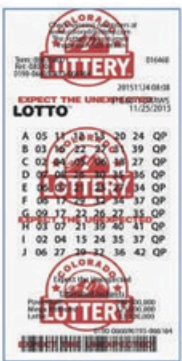
Ready to Secure Your Home Sale with Certainty?

Choose The Watson Group for a guaranteed path to success in selling your home.

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The Watson Group at **720-477-6902.**

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HOA Newsletter

HOA Newsletters are a classic outreach strategy of our marketing system.

There are several important reasons why sending our real estate inserts in the HOA newsletter is so important.

First of all, it ensures that our message reaches a wide audience of potential customers. HOA newsletters are typically sent to all residents of a community, meaning that our insert will be seen by many people who might be interested in buying or selling a home.

In addition, the newsletter provides an ideal opportunity to showcase our listings in a professional and eye-catching way. By including photos and other information about our properties, we can help to pique the interest of recipients and encourage them to contact us for more information.

Finally, sending our inserts in the HOA newsletter helps to build goodwill and credibility within the community. As a trusted source of information, we can help to establish ourselves as a reliable and reputable company.



Newsletter

Our HOA insert is thoughtfully integrated into the newsletters of seven distinct Aurora communities, each with its own HOA. This deliberate placement ensures that our brand remains a consistent and recognizable presence in the neighborhoods we serve.

- Blackstone
- Tallyn's Reach
- Tollgate Crossing
- Saddle Rock North
- Saddle Rock East & South
- Murphy Creek
- The Farm at Arapahoe County

Newsletter

Your Home Sold at 100% Asking Price GUARANTEED or We'll Pay You the Difference!*
 No Gimmicks! For More Information on Our Exclusive Guaranteed Sale Program Call or Text Us at **720-770-5382!**

AS SEEN & HEARD ON: **knoc! REALTY**, **Forbes**, **THE DENVER POST**, **REAL PRODUCERS**, **FOX 31**, **Zillow**, **trulia**, **Top AGENT**, **realtor.com**, **Google**, **Rock**, **f**, **X**, **in**, **ig**

ELEVATIONS AT MURPHY CREEK
 Experience the perfect home at Montano Homes' Elevations at Murphy Creek. This central master-planned community grants easy access to DIA, shopping, and gourmet dining near Southlands Mall. Not only that but it is situated next to one of Colorado's finest golf courses - a links style course! With its 3 bedroom Colorado Contemporary Paired homes, you can definitely call this place your own little paradise. Welcome home to Elevations at Murphy Creek by Montano Homes!

Your Home May Be Worth More than You Think!
 Find out how this changing market has affected your home value!
 Your home may be worth more than you think.
 Visit www.AccurateHousePrice.com or Call Us at **720-770-5382**.
 This is a FREE service with NO OBLIGATION to list.

OPENING SPRING 2023

Thinking about Moving Up but Concerned about Interest Rates?
 Call us about our flexible interest rate programs to help you buy more house for less money.
Purchase Protection Plus - lock in your rate for up to 270 days while you shop for a home. Our float down option allows you to **lock in today** and if rates drop, you can secure the current market rate (conventional & FHA)
Buyer Accepted Program - buy your next home with cash, prior to selling your current home, potentially below asking price
Buydown - potentially lower your mortgage payment for the first few years.

Contact me Today!
 Deano Karavitas
 Loan Consultant
 NMLS # 1288490
 303-304-9385
deano.k@newamerican.com

newamerican
 REAL ESTATE FINANCING

Your Home Sold Guaranteed or We'll Buy It!*
 For More Information on Our Exclusive Guaranteed Sale Program, Call or Text "HOA" to **720-770-5382** and Start Packing!

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We Live Here, We Work Here, We are Here to Serve You!

SOLD
 8628 East Otero Circle, Centennial, CO 80112
 The Previous Agent Failed to Sell This Home at \$895,000. We Got it SOLD at \$900,000

NOW SELLING FROM THE HIGH 400s
ELEVATIONS AT MURPHY CREEK
 Call or Text Us at **720-639-7146**

What's My Home Worth?
 Find out how this changing market has affected your home value! Your home may be worth more than you think. Visit www.AccurateHousePrice.com or Call Us at **720-770-5382**.
 This is a FREE service with NO Obligation to list.

See What Our Amazing Fans Have To Say
 Visit www.OurAmazingFans.com

Get a GUARANTEED CASH OFFER on Your HOME Today!
 At a Price Agreeable to You!
 *Terms and conditions apply.

Top Stories in Real Estate
 Are you looking to stay up-to-date with the latest trends in the real estate industry? Our top stories are the go-to resource for all things real estate.

Would you like to buy your next home for less and close faster without having to sell your current home first?

newamerican
 REAL ESTATE FINANCING
 To learn more Call or Text Deano Karavitas at 303-304-9385

Contact me Today!
 Deano Karavitas
 Loan Consultant
 NMLS # 1288490
 303-304-9385
deano.k@newamerican.com

Your Home Sold Guaranteed or We'll Buy It!*
 For More Information on Our Exclusive Guaranteed Sale Program, Call or Text "HOA" to **720-770-5382** and Start Packing!

AS SEEN & HEARD ON: **knoc! REALTY**, **Forbes**, **THE DENVER POST**, **REAL PRODUCERS**, **FOX 31**, **Zillow**, **trulia**, **Top AGENT**, **realtor.com**, **Google**, **Rock**, **f**, **X**, **in**, **ig**

Find out how this changing market has affected your home value! Your home may be worth more than you think. Visit www.AccurateHousePrice.com or Call Us at **720-770-5382**. This is a FREE service with NO OBLIGATION to list.

JUST LISTED
 8628 E Otero Circle, Centennial, CO 80112
Willow Creek
 6 Bed, 4 Bath newly Remodeled

JUST SOLD
 3788 S Himalaya Way, Aurora, CO 80013
Mesa
 3 Bed, 3 Bath backs to Open Space

SOLD
 27446 E Jamison Circle, Aurora, CO 80016
SOLD in Blackstone Country Club
 for \$1,425,000

JUST LISTED
 14025 S Addison Court, Aurora, CO 80038
Murphy Creek
 4 Bed, 3 Bath on Golf Course

JUST SOLD
 8099 S Fullerton Way, Aurora, CO 80016
Whispering Pines
 4 Bed, 4 Bath backs to Open Space

SOLD
 24252 E Glasgow Circle, Aurora, CO 80016
SOLD in Tallyn's Reach
 for \$1,015,000

Not Ready to Sell? Text your address to **720-605-1268** to find out what your home will sell for today. You will not receive a phone call, just a text!

Thinking about Moving Up but Concerned about Interest Rates?
 Call us about our flexible interest rate programs to help you buy more house for less money.
Purchase Protection Plus - lock in your rate for up to 270 days while you shop for a home. Our float down option allows you to **lock in today** and if rates drop, you can secure the current market rate (conventional & FHA)
Buyer Accepted Program - buy your next home with cash, prior to selling your current home, potentially below asking price
Buydown - potentially lower your mortgage payment for the first few years.

Contact me Today!
 Deano Karavitas
 Loan Consultant
 NMLS # 1288490
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deano.k@newamerican.com

newamerican
 REAL ESTATE FINANCING

Publication

Newspaper Publications create brand awareness within our community and offer valuable information to our readers.

Having your own Newspaper Publication can be an effective way to increase your brand awareness. By creating a publication that is tailored to our target audience, we can ensure that the content is relevant and engaging. This helps to build trust with our readers and create a loyal following. Additionally, having a dedicated publication allows us to control the narrative around our brand and ensure that it is portrayed in the best light possible.

By creating a publication, we also have the opportunity to showcase our expertise and knowledge in the real estate field. We can use this as an opportunity to share valuable insights, tips, and advice with readers which will help them make informed decisions about their purchases. Furthermore, having a dedicated publication also gives us more control over how often content is published and how it is distributed. This ensures that readers are kept up-to-date on all of the latest news from our brand.



Newspaper

A comprehensive 12-page self-published newspaper offering valuable insights for both prospective buyers and sellers, featuring the latest real estate news and trends. Additionally, we thoughtfully incorporate exclusive offers and testimonials from our satisfied clients. This informative publication is widely circulated within the communities we serve.

- ✓ Blackstone
- ✓ Tallyn's Reach
- ✓ Tollgate Crossing
- ✓ Saddle Rock North
- ✓ Saddle Rock East & South
- ✓ Murphy Creek
- ✓ The Farm at Arapahoe County

Rocky Mountain REAL ESTATE NEWS

Your Home Sold GUARANTEED or We'll Buy It!
For More Information on Our Exclusive Guaranteed Sale Program, Call Us at 720-463-0002.

YOUR HOME SOLD GUARANTEED REALTY.
THE WATSON GROUP

27 Fast and Easy Fix Ups to Get the Best Price for Your Home

Home prep tips that will help you get the best price for your home. From landscaping to interior decorating, we provide a comprehensive list of 27 easy-to-implement fixes that can significantly increase your home's value and curb appeal.

What Homeowners Want to Know About Selling in Today's Market

By The Watson Group
If you're like most homeowners, you want to get the most money for your home when you sell. However, in today's market, it can be difficult to know when to sell or how to price your home. This article provides valuable insights into the current market conditions and offers practical advice on how to navigate the challenges of selling in today's market.

Discover How to Choose the Best Real Estate Agent When Selling Your Home

Choosing the right real estate agent is crucial for a successful home sale. This article provides a comprehensive guide to help you evaluate potential agents, understand their qualifications, and make an informed decision based on your specific needs and goals.

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DECEMBER 2022

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- ASK A REALTOR PAGES 4
- RECIPE OF THE MONTH PAGES 5
- COMMERCIAL PAGES 11

Newspaper

YOUR MONEY

4 TOP TIPS TO PROTECT YOUR PORTFOLIO AGAINST A RECESSION

By John Boyd
Financial survey

RECESSION AHEAD

As the economy continues to struggle, investors are looking for ways to protect their portfolios. This article provides four key strategies to help you navigate uncertain market conditions and maintain the stability of your investments.

DISCOVER HOW TO CHOOSE THE BEST REAL ESTATE AGENT WHEN SELLING YOUR HOME

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7 Things You Must Know Before Putting Your Home Up for Sale

By Bill Finner
Home prep tips that will help you get the best price for your home. From landscaping to interior decorating, we provide a comprehensive list of 7 essential fixes that can significantly increase your home's value and curb appeal.

IMPROVE AIR QUALITY ADD HOUSEPLANTS TO YOUR HOME

By Bill Finner
Indoor air quality is a growing concern for many homeowners. This article explores the benefits of adding houseplants to your home, including their ability to filter toxins, improve humidity, and enhance your overall well-being.

DISCOVER HOW TO CHOOSE THE BEST REAL ESTATE AGENT WHEN SELLING YOUR HOME

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ASK BILL WATSON

Q & A with the real estate expert

Bill Watson, a seasoned real estate expert, answers your most pressing questions about the current market, home buying, and selling. This section provides valuable insights and practical advice for both buyers and sellers.

WHY AM I PAYING TWO COMMISSIONS?

Understanding the complexities of real estate commissions is essential for a successful transaction. This article explains the various factors that can lead to double commissions and offers strategies to avoid this costly situation.

DISCOVER HOW TO CHOOSE THE BEST REAL ESTATE AGENT WHEN SELLING YOUR HOME

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tech Q & A

SOUND ADVICE: CONSIDER OLED TVs FOR BEST VIEWING ANGLE

by Dan Cusick

SAMSUNG

OLED

tech Q & A

Q We have a 2011 Samsung TV that we love. We were with plasma for the most part, but we've been looking at OLED TVs. We were with plasma for the most part, but we've been looking at OLED TVs. We were with plasma for the most part, but we've been looking at OLED TVs.

A OLED TVs are a great choice for anyone looking for the best viewing angle. They offer a wide range of viewing angles, making them ideal for living rooms and bedrooms. OLED technology also provides better contrast and color accuracy compared to plasma and LCD TVs.

Perfect block & vivid colors from self-lit pixels

IN THE HOME

tips and tricks

PAINTED FLOORS ARE HAVING A MOMENT

by Alex Caproni

It's not just the paint that's making painted floors so popular. It's the way they look and feel. Painted floors are having a moment, and for good reason. They offer a wide range of colors and finishes, making them a great choice for anyone looking to update their home's decor.

Painted floors are also easy to maintain and can last for many years. They are a great choice for anyone looking for a low-maintenance flooring option.

Painted floors are also a great choice for anyone looking for a unique and personalized look. They can be painted in a variety of colors and finishes, allowing you to create a look that is truly one-of-a-kind.

eco-design

DESIGN & DECOR

eco-design

SIMPLE, ECO-FRIENDLY CHANGES MATTER, ALL THE WAY DOWN TO THE TOILET SEAT

by Dan Cusick

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travel for two

KEEP EYE ON SWAMP

KEYS YOU IN WITH ITS PEACEFUL, HAUNTING BEAUTY

by Mary Anderson

It's a place where the water is so still, it's like a mirror. The water is so still, it's like a mirror. The water is so still, it's like a mirror. The water is so still, it's like a mirror.

Swamp Key is a beautiful and peaceful place. It's a great choice for anyone looking for a quiet and relaxing vacation. The water is so still, it's like a mirror. The water is so still, it's like a mirror.

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refresh your fitness

EXERCISE TIPS TO YOUR FITNESS

by Dan Cusick

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refresh your fitness

OUTDOOR WORKOUTS OFFERS HER BEST TIPS FOR TRAINING

by Dan Cusick

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refresh your fitness

HOW A DIVORCE AFFECTS WHAT TO DO ABOUT THE HOUSE

by Dan Cusick

It's not just the paint that's making painted floors so popular. It's the way they look and feel. Painted floors are having a moment, and for good reason. They offer a wide range of colors and finishes, making them a great choice for anyone looking to update their home's decor.

Painted floors are also easy to maintain and can last for many years. They are a great choice for anyone looking for a low-maintenance flooring option.

Painted floors are also a great choice for anyone looking for a unique and personalized look. They can be painted in a variety of colors and finishes, allowing you to create a look that is truly one-of-a-kind.



Signage

Real Estate signage is one of the most important tools within our marketing system.

While the real estate market hasn't been exempt from the rising tide of digital transformation, some old-school marketing tactics can still play into an effective real estate marketing strategy. More traditional media like print advertisements on grocery shopping carts, shopping mall signs, bus benches, bus shelters, and even the traditional for sale sign often provide a big boost in our marketing efforts.

Real estate signage is an important part of the marketing process, and by using a variety, we can ensure that our brand gets the attention it deserves.

By using signage within our marketing system, we can ensure that we are reaching the widest possible audience and increasing our chances of generating interest and obtaining possible buyer or seller connections.

Ice Rink Banner



Template
Example of ice rink signage for
Southlands Mall.

Size
96" x 34"



Building Exterior



Neon Sign
Example of exterior building
signage at Southlands Mall.



Shopping Cart Front



Template

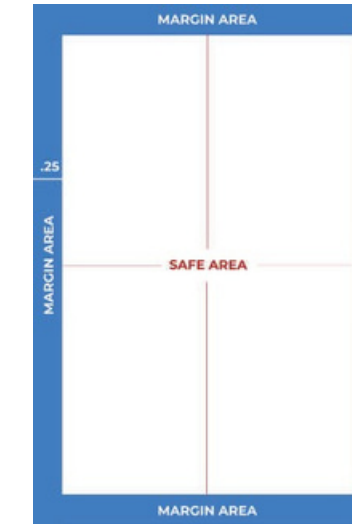
Example of shopping cart front template with safe zones for our design.

Size

10.69" x 7.75"
0.25" margin



Shopping Cart Directory



Template

Example of shopping cart directory template with safe zones for our design.

Size

5.187" x 7.75"
0.25" margin



Southlands Mall



Size
22" x 28"
1" margin



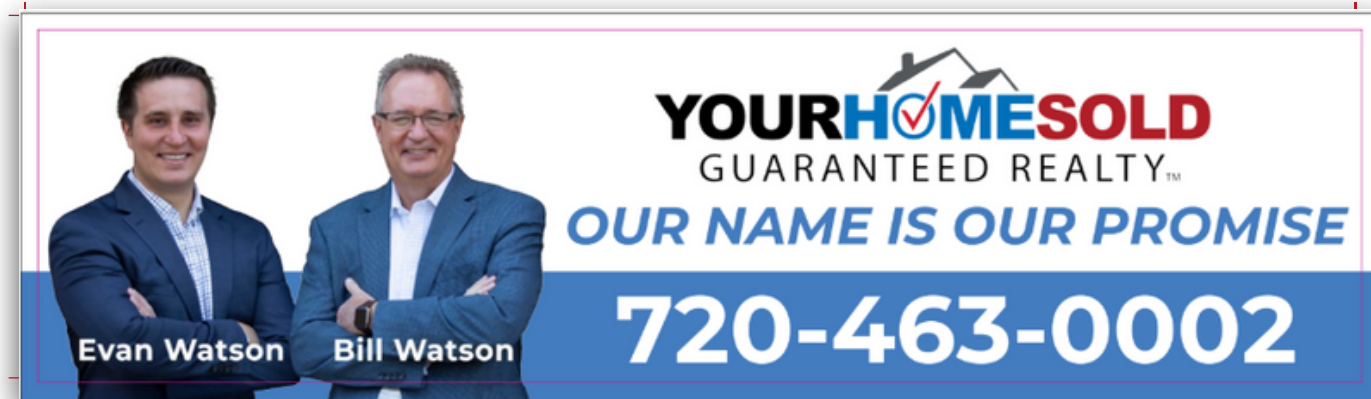
House Talk



Size
18" x 24"
0.50" margin



Bus Bench



Template
Example of bus bench template with safe zones for our design.

Size
Trim: 84" x 24"
Live: 82" x 22"



Bus Shelter

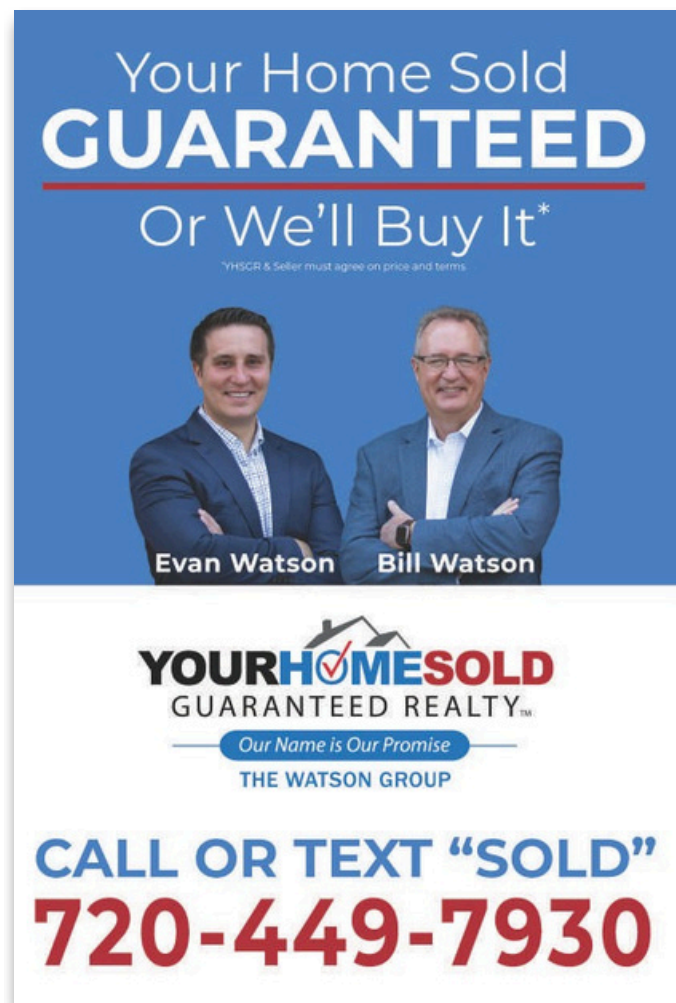


Template
Example of bus shelter template with safe zones for our design.

Size
Trim: 47.5" x 68.25"
Live: 44.25" x 65.25"



Bootleg



Template
Example of bootleg template.

Size
24" x 36"



For Sale Yard Sign & Sold Sign



Size
24" x 30"



Size
24" x 30"

Independent Agent Signage

FOR SALE

Template
Example of independent agent template.

YOURHOMESOLD
GUARANTEED REALTY®
720-463-0002
Our Name is Our Promise

Size
24" x 30"

Bill Watson
303-842-0836

OPEN HOUSE EVERYDAY
CALL FOR TIMES

FOR SALE

YOURHOMESOLD
GUARANTEED REALTY®
720-463-0002
Our Name is Our Promise

Claudia Diarte
720-837-4994

OPEN HOUSE EVERYDAY
CALL FOR TIMES

For Sale Independent Agent Signage

FOR SALE

Size
18" x 30"

CLAUDIA DIARTE
720-837-4994

YOURHOMESOLD **OPEN HOUSE EVERYDAY**
GUARANTEED REALTY®
Our Name is Our Promise
THE WATSON GROUP **CALL FOR TIMES**

Size
18" x 30"

FOR SALE

BILL WATSON
303-842-0836

YOURHOMESOLD **OPEN HOUSE EVERYDAY**
GUARANTEED REALTY®
Our Name is Our Promise
THE WATSON GROUP **CALL FOR TIMES**

Open House Sign



Template
Example of Open House signage.

Size
24" x 36"

Home For Sale Directional



Template
Example of Home for Sale directional signage.

Size
24" x 36"



Open House Directional



Template
Example of Open House directional signage.

Size
24" x 36"



Buy this Home Directional



Template
Example of Buy this Home We'll Buy Yours directional signage.

Size
24" x 36"



Video Ad Snippets



Template

Example of Seller's Report free ads.

Size

"1080 x1080"



Video Ad Snippets



Template

Example of Buyer's Report free ads

Size

"1080x1080"



Video Reels

Examples of our thumbnails to catch our target audience attention and gain views

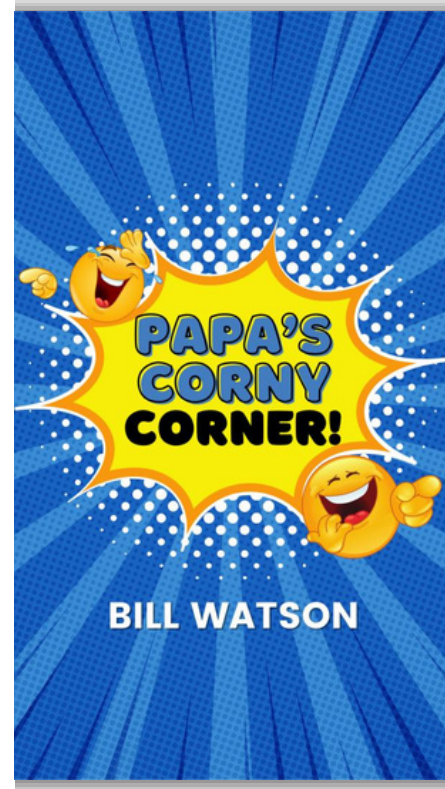
Size "1080 x1920"



Video Reels

Examples of our thumbnails to catch our target audience attention and gain views

Size "1080 x1920"



Service for Life Newsletter Print Version

Our 4 page service for life newsletter examples:



6155 S Main Street, Suite 270
Aurora, CO 80016
720-463-0002
bill@watsonrg.com
evan@watsonrg.com
www.yourhomesoldguaranteedrealtyco.com



DO YOU WANT MULTIPLE
CASH OFFERS
ON YOUR HOME FAST?
Exclusive Cash Offer Program
No Gimmicks! Call us Today!
• Get multiple cash offers today
• No showings
• Make no repairs, sell as is
• Move on your schedule
• Super convenient
• You decide when you move
Visit to get started:
OurEasyHomeSale.com

Service For Life!

"Insider tips For Healthy, Wealthy & Happy Living..."

You work hard for your money, so it's important to keep it as safe and secure as possible. In today's Service For Life! @ Free consumer newsletter, you'll learn how to keep your hard-earned money safe while still being accessible.

You'll also learn how to recycle your electronics, what your morning drowsiness or absentmindedness could be a symptom of, and – plus fun facts, and lots more!

Finally, I want you to know that you may call me for any reason. And please let me know if a friend, family member or neighbor needs a caring, competent real estate professional to help in buying or selling.

I truly appreciate your friendship and referrals. Enjoy your issue!

The Watson Group

Going Above and Beyond for Homebuyers and Homesellers

At Your Home Sold Guaranteed Realty - The Watson Group, we pride ourselves on making the process of buying or selling a home as seamless and stress-free as possible. Our team of seasoned real estate agents will guide you through the intricacies of the real estate market, helping you find your dream home or secure the best possible price for your property. Our unique selling point lies in our buyback and satisfaction guarantees. These exclusive offers instill confidence in our buyers, reassuring them that if their new home falls short of expectations, we'll step in and purchase it back within 12 months.

Protect Your Hard-Earned Money



You work hard for your money, and keeping it safe and secure — not to mention accessible — is certainly important. Aside from hiding your money in your mattress, there are better ways to keep both cash and online transactions more secure.

Whether you work with a financial advisor or manage your money on your own, here are a few ways that you can help to keep your money safe.

- Stay one step ahead of the scammers by setting up two-factor authentication with your bank and credit card companies. Once you sign into your account with your username and password, you will get a code via text message on your cell phone. Simply enter the code when prompted and you're all set. Remember: don't share this code! Emails or texts asking for it are probably scammers "phishing" for your information.
- If the money deposited in your savings account is just sitting there, consider investing instead in certificates of deposit (CDs) or money market accounts: money invested in either of these is guaranteed by the Federal Deposit Insurance Corporation (FDIC) and National Credit Union Administration. Your banker can help you determine which investment is best for you and your goals. Plus, your savings will start actually making you some dividends.
- Smartphone apps like Venmo and Paypal are terrific ways to transfer money to friends and family, but you may not want to leave a balance sitting in your account for too long — many cash apps are not insured, so if they disappear, so does your money.
- If you do decide to keep a large sum of cash at home, you may want to invest in waterproof and fireproof safe to keep it safe and sound.

A Heartfelt Message to our Special Clients and Friends . . .

It is our pleasure to extend a warm welcome to all of the new clients we have had the honor of working with recently, and also offer special thanks to our Raving Fans.

Cindy Hill-Ford
Nathan Krakover
Brittany Schwartz
Tiffany Johnson
Yokasto Beato

Our business would not be where it is today without your trust!

Do You Feel Drained After A Full Night's Sleep?



If you wake up in the morning after a full night's sleep feeling tired, or if your partner says that you snore overnight, you may want to take a look at your sleep patterns. Snoring and sleep apnea can quietly deplete your energy, and you may not even know you're suffering.

The Sleep Apnea Foundation says that 10 to 30% of American adults may have sleep apnea, and not even know it. If you're extremely tired during the day, experience morning headaches, or are told that you do snore, you may have sleep apnea. Sleep apnea is a condition in which people stop breathing, bringing them into a lighter state of sleep or even awakening them from five to 30 to more times an hour. Many tech gadgets like an Apple Watch or FitBit may indicate interrupted sleep patterns and clue you in to a sleep issue.

After talking with your doctor, they may have you take a sleep test. Depending on the severity of your case, you may use a device to help with air flow overnight (a CPAP). Less severe cases can be managed with weight loss, sleeping on your side and staying hydrated.

YOUR REFERRALS HELP THE KIDS! Keep them coming!

Who do you know considering buying or selling a home you could refer to my real estate sales team? Not only will they benefit from our award-winning service and iron clad guarantees but the kids at Children's Health Care of Atlanta will benefit as well. Just give us a call or pass our number on to anyone you know considering buying or selling. Our number is 720-463-0002.

Recycle Your Electronics

We've all been there. You get a new TV, computer, video gaming system, or smart phone, but don't know what to do with your old one.

Should you toss it in the trash or your recycle bin? The fast answer — NO.

Our electronics contain myriad elements that are not only precious, like gold, silver and platinum, but can be extracted and used again.

These tips can help you find the best way to recycle your electronics. Also, check with your city to see what options may be available. Some cities provide drop-off points for residents.

- **Clean It Up.** Most of our electronics these days contain private information you don't want to share if your hard drive goes to someone else. First, back up your drive to either the cloud or another drive. Then, read your owner's manual (you can find these online) and perform a "factory reset" before recycling or donating.
- **Return To Seller.** If you bought your electronics from a big box store like Best Buy, Apple, Staples, Walmart and more, you may be able to recycle them there, too.
- **Donate.** A lot of us like to have the latest and greatest when it comes to technology, but that doesn't mean our old devices are no longer useful. Check with your local non-profit organizations and institutions to see if they accept donated electronics, like domestic violence shelters for cell phones or old laptops. Thrift stores may be another option. **Computers with Causes** provides computers and tablets to those in need in all 50 states.
- **Recycle Sustainably.** If you do need to recycle on your own, be sure and find an organization recognized by the U.S. Environmental Protection Agency (EPA). [@Stewards](https://www.epa.gov/gadgets) can direct you to the electronics recycling center nearest you. [Call2Recycle Earth211](https://www.greenergeek.com/) and [GreenerGeek](https://www.greenergeek.com/) by the Consumer Technology Association are other recycling clearinghouses that may be able to help.



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- **Recycle Sustainably.** If you do need to recycle on your own, be sure and find an organization recognized by the U.S. Environmental Protection Agency (EPA). [@Stewards](https://www.epa.gov/gadgets) can direct you to the electronics recycling center nearest you. [Call2Recycle Earth211](https://www.greenergeek.com/) and [GreenerGeek](https://www.greenergeek.com/) by the Consumer Technology Association are other recycling clearinghouses that may be able to help.



Meet Our Team of Experts Committed to Your Real Estate Success

At Your Home Sold Guaranteed Realty - The Watson Group, our team comprises experienced and devoted real estate agents who are wholeheartedly committed to realizing your property aspirations. We listen to your concerns, provide answers to your questions, and empower you with the insights you need to make well-informed decisions. What truly sets us apart is our exclusive satisfaction guarantee that assures that within 12 months you'll adore your new home, or we'll resell it for free. Choose us for a tailored, results-driven real estate journey.

Refer your friends, neighbors, associates or family members considering making a move:

- 1 You can fill out the enclosed response card with someone you know considering a move and mail back to us
- 2 You can pass along our business card to them. We have enclosed a couple here for that purpose.
- 3 You can go to www.YourHomeSoldGuaranteedRealtyCo.com and enter their contact info online or forward the link to someone you know considering a move
- 4 Of course you can always call us direct as well at 720-463-0002



6155 S Main St # 270,
Aurora, CO 80016
720-463-0002

bill@watsonrg.com

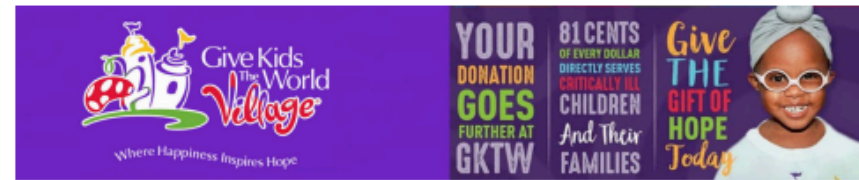
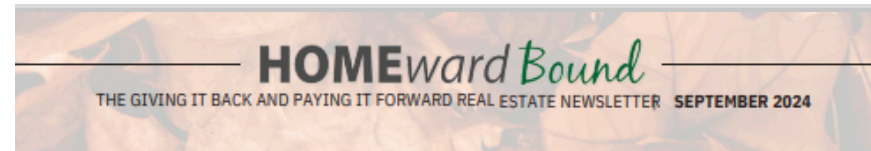
Visit us on the web at:
YourHomeSoldGuaranteedRealtyCo.com

Your Home Sold Guaranteed
or We'll Buy it*

*YHSGR and Seller must agree on price and possession

Homeward Bound Newsletter Print Version

Our 4 page homeward bound newsletter examples: The templates can be found through the coaching site



EVAN AND BILL WATSON



Selling Your Home and Getting Top Dollar! Call us TODAY for a free consultation. 720-463-0002



September: A Month of Transition and Renewal

As the summer heat begins to wane, September ushers in a season of transition and renewal. The days grow shorter, and the first hints of autumn start to paint the landscape with shades of gold and crimson. It's a time when routines shift back into gear, whether it's the return to school, the resurgence of work projects after the summer lull, or the anticipation of the harvest season. The crisp morning air and the scent of fallen leaves remind us that change is in the air, encouraging reflection and preparation for the months ahead.

September also brings with it a sense of quiet energy. Nature itself seems to exhale as the bustling days of summer give way to a more measured pace. Farmers markets overflow with the season's bounty, offering apples, pumpkins, and other fall delights. Communities come together for local festivals and fairs, celebrating the richness of the season. It's a month that beautifully balances the remnants of summer's warmth with the gentle approach of autumn, making it a time for both contemplation and activity.

Your Referrals Help the Kids!

Go Serve Big!!! Investing in the People of Our Great Community

A Real Estate Company that Gives Back!



Give Kids the World Village is Making a Difference Today and for Tomorrow

Now, let's cast an even bigger vision. We'd like to partner with you in an even more significant way to give a much-needed break to some children who are putting in a level of work that's hard to imagine. As part of our Go Serve Big mission statement, we are on a mission to raise \$10,000 for Give Kids the World Village, an 89-acre, whimsical nonprofit resort near Orlando that provides critically ill children and their families from your community and around the world with magical week-long wish vacations at **no cost**. From life's simple pleasures to the stuff that dreams are made of, every wish family is treated to an all-inclusive experience including transportation, accommodations, donated theme park tickets, all meals and snacks, nightly entertainment, daily gifts and more. Since 1986, Give Kids the World has welcomed more than 188,000 families from all 50 states and 76 countries to laugh together, play together, and create priceless memories away from hospital stays and medical treatments. We are committed to donating a portion of our income from home sales to this very worthy cause. Who do you know considering buying or selling a home you could refer to my real estate sales team? When you refer someone who is buying or selling a home to **Your Home Sold Guaranteed Realty**, everyone wins: those you refer will benefit from award-winning real estate service, and Give Kids the World will receive a donation that will make wishes possible at an accessible storybook home-away-from-home where the ice cream is as limitless as the opportunities for fun and adventure.

Just give us a call or pass our number on to anyone you know considering buying or selling. Our number is **720-463-0002**. In the same way that generations past worked hard in a way that eased your life, we hope our newsletter this month inspires you to pay it forward to ease the lives of other.

With all our appreciation,
Evan and Bill Watson
Your Home Sold Guaranteed Realty
720-463-0002

P.S. Talk about Pursuit of Happiness! Check out the story of this young person enclosed. The smile on their face says it all.

MAKING A DIFFERENCE
Give Kids the World relies on the generosity of donors and supporters like YOU to fulfill its mission to create joy, optimism and hope for wish families.

So when you hear me say, "YOUR REFERRALS HELP THE KIDS..." they really do!
When you put others first, you will never be second!



PHOTOS COURTESY OF GIVE KIDS THE WORLD VILLAGE

Go Serve Big!!! Investing in the People of Our Great Community



If You or a Friend are Thinking About Selling, Make Sure you Choose a Real Estate Company You Can Trust!

A real estate company with experience, proven results and a give-back philosophy!

How to HELP someone you know from the stress of hard work that may not pay off

Deciding to make a move to a new home carries with it a lot of stress. Not only are there hundreds of big and little details to attend to, not to mention a bucketful of emotions, there are also serious financial matters at stake. Will you get what you want and need when your home sells? With our experience of working with over 5,000 families over the last 40 years, we've developed a special program to help homeowners make their move Fast, For Top Dollar and with the Least Hassle!

For the month of September, share with those you know who are planning to make a move that when they list with us, their home is guaranteed to sell or we'll buy it at a price acceptable to them.

We know there's some risk on our part to make such an incredible guarantee, but we are selling just about every home we list for the market value price — sometimes even more — so there is no reason for area homeowners or your friends and family to fret about selling right now.

So, a little work on your part to share this important news with people you care about can save them a lot of hard work and stress.

If you or anyone you know is considering making a move, we would like to offer them a **FREE No Obligation to Move Consultation** to discuss just how they can make their move, get what they want and do it with the least hassle.

We are very happy we got to do business with you and we are confident that your referrals will be very happy with you for steering them in the right direction to help them get their home sold!

Continue to next page...

AND REMEMBER, YOUR REFERRALS HELP THE KIDS!



As you know, we love making guarantees! Like our Buyer Satisfaction Guarantee:

Love the home or we'll buy it back!

Or our Seller Guarantee: Your Home Sold or We'll Buy it! And we guarantee that a portion of our income WILL go to a very worthy cause like Give Kids the World a Village!

Call us today for a **free consultation**. We are here to help with your real estate needs. Bill and Evan Watson 720-463-0002 bill@watsonrg.com evan@watsonrg.com



Benefiting

Go Serve Big!!! Investing in the People of Our Great Community

YOUR HOME SOLD GUARANTEED REALTY
Our Name is Our Promise

6155 S Main St # 270, Aurora, CO 80016 720-463-0002

bill@watsonrg.com

Visit us on the web at: YourHomeSoldGuaranteedRealtyCo.com

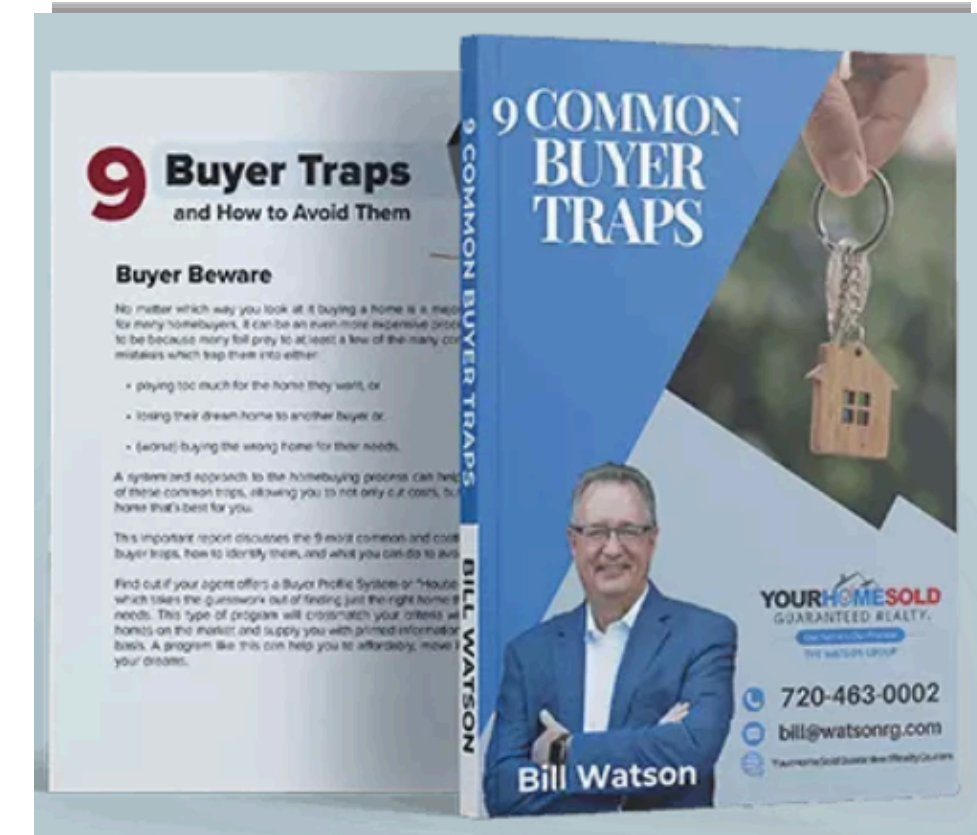
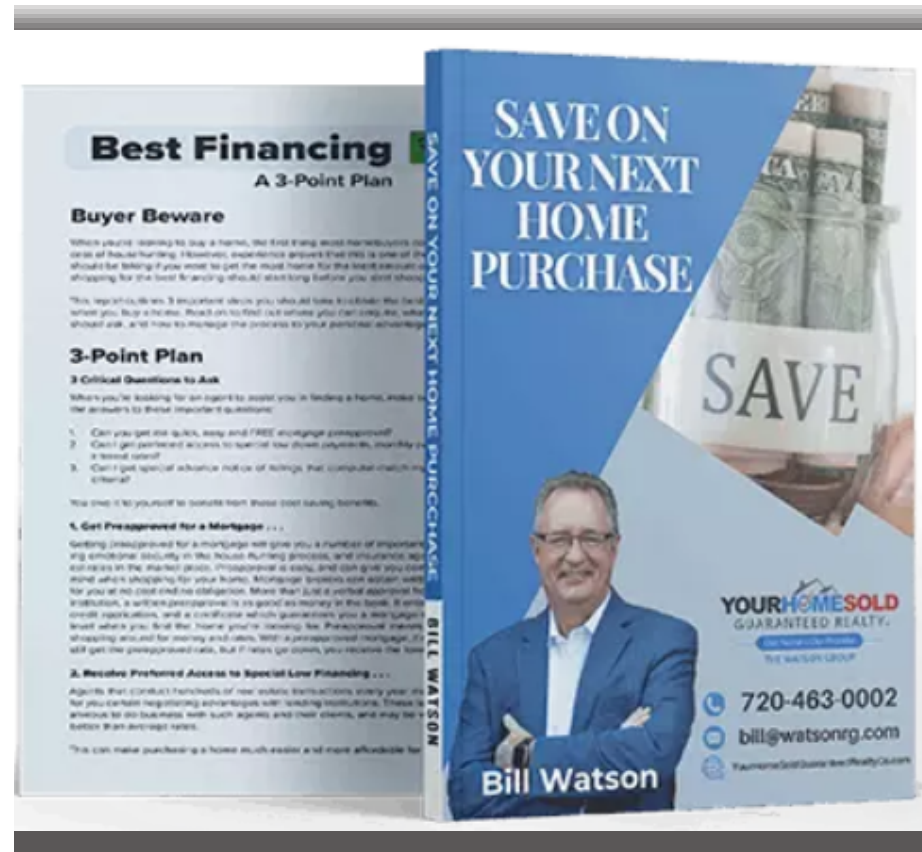
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- You can go to www.YourHomeSoldGuaranteedRealtyCo.com and enter their contact info online or forward the link to someone you know considering a move
- Of course you can always call us direct as well at 720-463-0002

Why I Support Give Kids the World:

We grew up going to Disney, Universal and Sea World in Orlando, FL. We were able to take our kids there time and time again while they were growing up as well. Little did we know, right around the corner, existed an 89-acre whimsical non-profit resort providing critically ill children and their families from your community and around the world with magical week-long wish vacations at no cost. We were introduced to Give Kids the World Village by a fellow real estate broker who set up a business meeting at their facility. We watched as they made wishes possible at an accessible storybook home-away-from-home where the ice cream was as limitless as the opportunities for fun and adventure. We were so moved we rallied everyone at my business to pull together and go all in on supporting Give Kids the World Village financially. From life's simple pleasures to the stuff that dreams are made of, every wish family is treated to an all-inclusive experience including transportation, accommodations, donated theme park tickets, all meals and snacks, nightly entertainment, daily gifts, and more. Since 1986, Give Kids the World has welcomed more than 188,000 families from all 50 states and 76 countries to laugh together, play together, and create priceless memories away from hospital stays and medical treatments. We are committed to providing outstanding results for our clients who are selling and buying the place they call home. We have discovered Give Kids the World Village shares similar commitments to the kids and families they serve. And since their services survive on sponsorships and donations, we are happy to donate a portion of our income to support them. We encourage you to visit their website at www.gktw.org and check out how they are making a difference in the lives of children and their families!

Cover designs for Buyers Reports

Examples:



Cover designs for Sellers Reports

Examples:

