



970-682-3122

383 W Drake Rd #204
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February 2018

Don't Pay for Something a Monkey Could Do

If you read our last newsletter (and let's be honest, you didn't), you know it's important to us to communicate well. And if you're married, or have ever had a friend or a dog, you understand the concept of a communication gap. It's not always easy to flesh out what you want to communicate, but even if you do, it's not uncommon for the other side to misunderstand. Take, for example, the listing/selling of a home. To do it well we believe we first need to know and understand our value, and second, we need to be able to articulate this value to potential clients. We believe we've bridged the "value gap," but communicating this value is admittedly difficult. Over these next few paragraphs, I will attempt to shrink the communication gap when it comes to our value when listing/selling a home.

We believe the steps taken to list/sell a home boil down to two categories - tasks and "everything else." Tasks are predictable and easily managed with a good system. The "everything else" category deals with the pieces of the transaction that are fluid; the bits that change with every sale. The completing of tasks, while critical, rate low on the value scale. The real value lies in the handling of the fluid parts of each deal.

The tasks that come with each transaction are easily explained and, given the proper attention to detail and monitored by the right process/system, easy to complete. It is, however, difficult to articulate our value in this part of the process... which is, again, because there is little to be had. For example, professional photography is undoubtedly vital, but having professional pictures taken is as simple as making a phone call. Another highly important task is making sure the listing makes it to all of the places buyers look (competitor's websites, Zillow, Realtor.com, Trulia, etc., etc.). The proper placement of the listing may not be quite as low on the value scale as calling a photographer, but it's not much higher. Don't get me wrong; we take every step seriously, and we understand the consequences of inadequate or incomplete work. But the collection of these tasks is not why you should pay us to list your home. If a trained monkey, or maybe Pauly's robot from Rocky IV, could do the job, it's probably not all that valuable.

If you accept my premise that little value is found in the parts of the listing process that can be systematized, then maybe it will also ring true when I suggest that, in the fluid parts of the transaction, actual expertise (and hence, real value) results when consideration and thoughtful strategy precede action. Every sale deals with properties, sub-markets, and personalities (buyers, seller, and opposing agent) that are different. It's these fluid pieces that require a combination of experience, creativity, understanding, and even a bit of psychology to properly navigate. These many and varied scenarios are where you want someone not just with experience, but someone with the right understanding. That is, if these situations are

viewed in the wrong light, opportunities will be lost, and obstacles will not be evaded but tripped over. We like and are good at the fluid parts of this business, and we have a keen understanding of how our willingness and ability to deal with these situations is vital to your (financial) success. Our clients benefit when we can anticipate and preemptively deal with problems, and when we take the time to react to each specific circumstance thoughtfully.

Agents are often picked based on how likable, and maybe even familiar, they are; we want you to choose us in spite of how much you like us. We want you to pick us because it is the most practical and self-serving decision. What I've written doesn't wholly explain our value, but I do hope, when the time comes, this article has piqued something in you to know more. We'd love the opportunity to fill in the gaps.



Devin A. Martinez



Angie Trybe

NAVIGATE
NOCO

NOCO EVENTS

Fort Collins

The Pond at Foothills If you haven't gone ice skating at the Foothills Mall, there is still time! The Pond will be open Wednesday through Sunday until the end of February. Enjoy a date night with your significant other or a fun afternoon with your family on the Pond! Skate rentals are available.

Washington's: The old Wash Bar (132 Laporte Ave) will be reopening in February as a music venue! Check out a list of shows already booked at <https://www.washingtonsfoco.com/>. What a fresh, new venue for Fort Collins!

Fort Collins Foodie Walk happens every third Friday. It's a free and self-guided tour of 13 culinary shops in Old Town. Walk around downtown and taste cheeses, spices, teas, chocolates and more. For participating stores, visit: <http://downtownfortcollins.com/?/events/foodie-walk>

Loveland

Head downtown between February 9-11th for the **Fire and Ice Festival**. You'll find fire sculptures, ice sculptures, live music, food trucks, fireworks & more! This Valentine's Day event is free and kid-friendly. Don't miss out, Loveland knows how to celebrate Valentine's Day!

What's Happening in February

Ditch the computer & phone on
Send a Card to a Friend Day - February 7th

Take a moment to appreciate the batteries in your
life on National Battery Day - February 18th

February 27th - Stop over-analyzing problems &
relax your brain today - it's No Brainer Day!



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Top 5 Favorite Places in Northern Colorado

Devin:

5. I suspect everything at **Matador Mexican Grill** is good, but my favorite meal in town are their **fish tacos**, made "Matador style."

4. **The Oval** at CSU holds many special memories for me. I've had classes overlooking the beautiful trees, and my family has enjoyed picnics and fun on the grounds. The Oval is one of my favorite spots to take guests, and one of my favorite things about Northern Colorado.

3. We have so much affection for **our neighbors on Concord Dr.** We have a neighbor who mows the lawn in pajama bottoms & no shirt (a man — this is a family newsletter); another has not only taught one of my daughters to fly cast but has also installed both a zip line & rope swing in our yard; and another continues to pass down great clothes and gear to my girls. We have everything from young families to a centenarian who served during WWII. Our neighbors are a special, and slightly eclectic, group.

2. My family loves riding bikes, and our favorite routes have always included some section of **Spring Creek Trail**. Not only is the trail beautiful & well-maintained, but it will take you so many places in Fort Collins.

1. My three girls have all gone to and loved **Olander Elementary**. Behind their great experiences are dedicated and loving teachers, a gifted counselor and the best front office staff & janitor around. In particular, Mrs. Sutliff, Mrs. Olbrys, Ms. Lauer, Mrs. Besanceney & Ms. Thompson have had lasting and profound effects on our girls.

Angie:

1. Located in Arapaho National Forest, **Poudre Canyon** offers something for everyone. From hiking, camping & mountain biking to white water rafting & fishing -- there is no end to the fun. I love driving through the picturesque canyon and the Colorado Marathon is one of my favorite races. Definitely one of the best spots in all of Northern Colorado.

4. **Old Town** - I know this is a favorite for many, but we really are lucky to have such a cool downtown. Anytime we have guests in town or something special to celebrate, Old Town is our spot. I love the shops, the restaurants, the ambiance, and the festivals in the summer. Old Town has so much to offer!

3. **Breweries** - I love a good beer, and I love trying new beer. Odell is my family's favorite, but there are many good ones in Northern Colorado. With two young boys, I particularly like how kid-friendly most breweries have become.

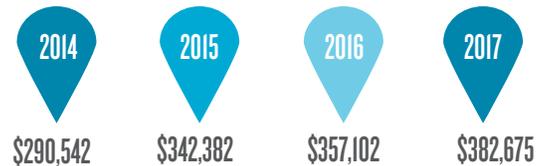
2. **Horsetooth Rock** - This is another place we like to take our guests! The hike is relatively easy, offers plenty of trees/shade along the way, and the views from the top are just beautiful.

1. **Long Pond**, our neighborhood lake, has become one of our family's favorite spots. Our summers are filled paddle boarding, kayaking and swimming on/in the lake, and barbecuing on the beach. We have so many fond memories of summers spent at Long Pond.

FEATURED NEIGHBORHOOD

Parkwood East

Average Price Per Year



- Centrally located in Fort Collins, Parkwood East is found west of Timberline Rd and just north of Drake Rd. This neighborhood is next to the Power Trail, which connects to Spring Creek Trail.

- Hop on a bike, or stroll over to EPIC, for swimming or ice skating, and Edora Park -- which features a skate park, playground, disc golf course, tennis & basketball courts & softball fields.

- Rigden Farm Plaza & Jessup Farm Artisan Village are also nearby -- where you'll find King Soopers, banks, restaurants and more.

- Residents of Parkwood East have the option of joining Parkwood pool (\$495/yr).

- You'll find Two Story, Split-Level & a few Ranch style homes -- built largely in the 1980's. Residents love the large/beautiful trees, quiet streets, proximity to trails, and easy access to anywhere in Fort Collins.