



Rick JANSON
LUXURY PROPERTIES

The Future of Luxury Real Estate

EXCLUSIVELY DESIGNED FOR EXCEPTIONAL CLIENTS



Welcome

THE FUTURE OF LUXURY REAL ESTATE HAS ARRIVED.

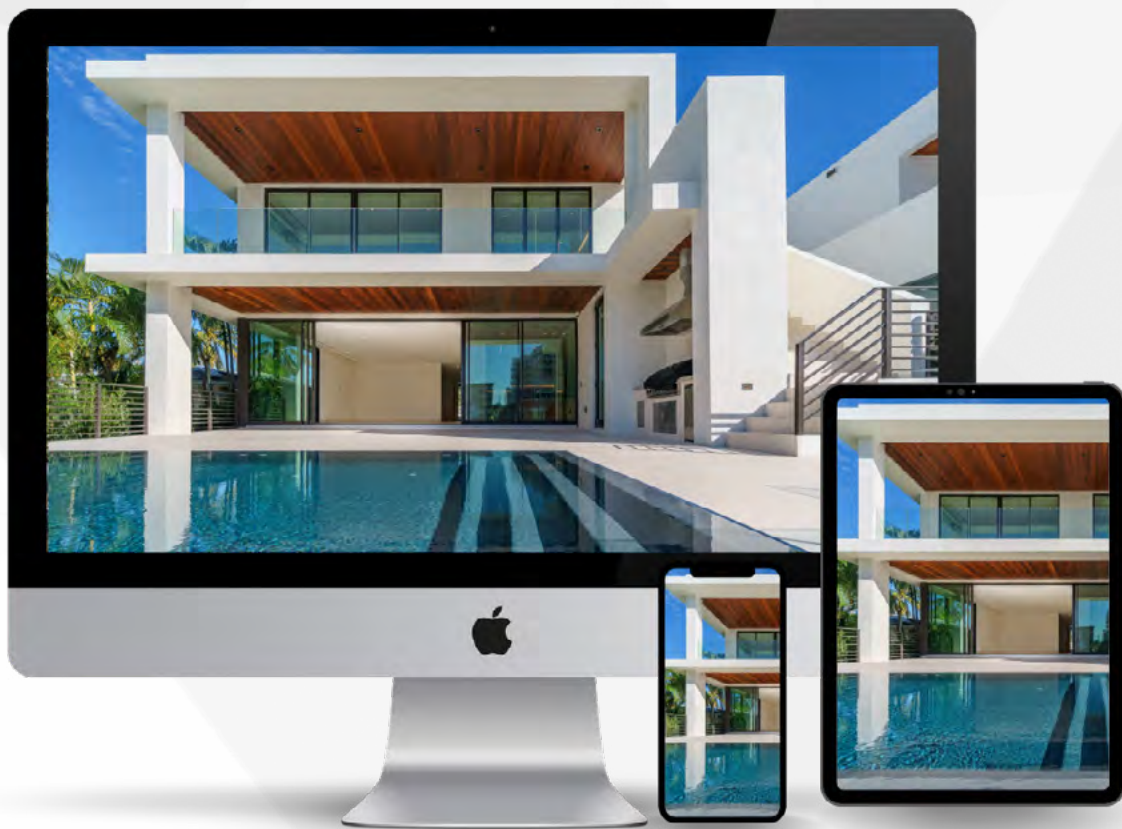
When you choose to be represented by our exclusive luxury real estate program, you gain access to a robust suite of resources, tools and training designed to differentiate the marketing of your property in the luxury market. As part of our select group, your property is positioned to stand out as you will be represented by a trusted advisor who brings both local market expertise and valuable global connections to you as our most valued client. The future of luxury real estate can be found anywhere in the world, and we represent that future in Colorado.

Exclusive Marketing Benefits

REFINED. GLOBAL. AND EXCLUSIVELY FOR YOU.

Our comprehensive program benefits place your property front and center, meeting the luxury buyers where they are.

World-class Brand Advertising & Marketing | Luxury Listing Distribution | Powerful Partnerships | Extraordinary Presentations | A Powerful Community | Global Exposure



Extraordinary Representation

EXTRAORDINARY
 PROPERTIES DESERVE
 EXTRAORDINARY
 REPRESENTATION

Even before you list with us, you will see your home in a comprehensive, custom presentation that includes:

- 16-page interactive media kit with your home mocked up in all our online distribution outlets and live links, including
- Mobile-optimized website
- Video tour
- Branded e-brochure
- Weekly activity report
- Facebook & YouTube video posts

Going to the ends of the earth to sell your home...

I believe the finest homes deserve the finest marketing. That's why my advertising program is designed to go above and beyond anything offered by any other agent or broker in quality, sophistication and depth. I employ the latest technology to deliver perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

LUXURY & INTERNATIONAL ADVERTISING

Your home will be featured in prominent global media brands including The Wall Street Journal, Robb Report, MarketWatch and Unique Homes. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

STYLISH, SOPHISTICATED PRESENTATION

We'll create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video and stunning aerial animation. Nothing else compares—but don't take our word for it, check it out for yourself!

LOCAL, SOCIAL & MOBILE

Your home will benefit from cutting edge social media technology and robust exposure on sites like Facebook and YouTube. Our showcase listings reach potential local buyers on every type of computer, smartphone and tablet, in addition to intensive local print, mail and signage.



Richard Daskam
 eXp Realty of California
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YOUR HOME DESERVES WORLD CLASS

ELITE ADVERTISING

Your home will be featured in prominent global media brands including:

- NEW YORK TIMES
- WALL STREET JOURNAL
- ROBB REPORT
- L'ESPRESSO
- MANSION GLOBAL
- MARKETWATCH



PERFECT PRESENTATION

- Dedicated Website
- Live Video Tour
- Google Earth Aerial Flyover
- Mobile + Social

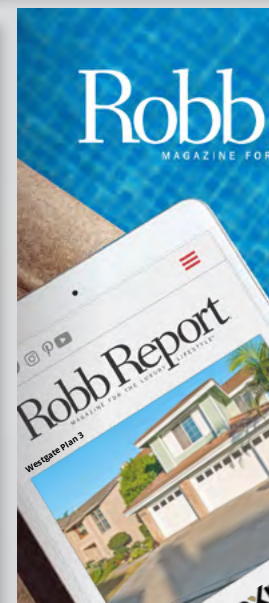
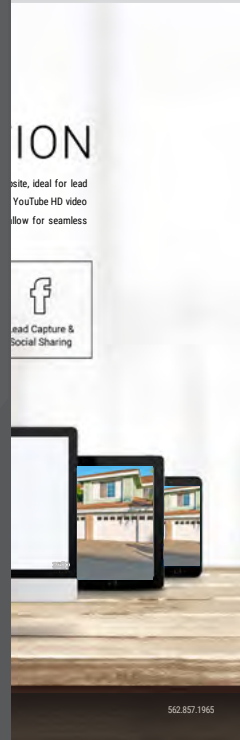


LOCAL VISIBILITY

- Elegant Brochures
- Distinctive Signage
- Direct Mail
- Targeted Local Ads



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 Westgate Plan 3



World Class Marketing Plans

You will see your own stunning, custom-branded presentation for your home showcasing the full power of our Marketing Plan Creator. We've combined static listing presentation pages with customizable marketing plan pages because your home, your listing, deserves more than promises, you need to experience - touch, see and feel - the future of real estate marketing NOW.



Luxury Listing Distribution

No other real estate company commands the digital space like eXp Realty.

That's why as an eXp Luxury member, I will showcase your home with our impressive portfolio of luxury digital advertising and presentation materials, worth approximately six figures - but because you are choosing to work with me, it's all included in our marketing of your home at no extra cost. We will present your home to an affluent audience through 90+ world-class, international media outlets including The Wall Street Journal, Robb Report and many more.

MANSION GLOBAL
ONLY THE EXCEPTIONAL

Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers and sellers. It's a premier digital marketplace where the most important decisions are made.

2.3 million unique users

50% of users are millionaires

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of agents.

100+ International Sites

70+ Top Ranking Countries

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

MarketWatch

MarketWatch is a website that provides financial information. It's a premier digital marketplace where the most important decisions are made.

40 million unique users

78% of subscribers use MarketWatch to make personal investments

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

INTERNATIONAL REACH

Real Estate will gain international exposure in over 200 countries and 100+ million affluent buyers. It's a premier digital marketplace where the most important decisions are made.

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

UNIQUE

Discover the most unique and high-end properties in the world. It's a premier digital marketplace where the most important decisions are made.

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

LUXURY HOMES

Discover the most unique and high-end properties in the world. It's a premier digital marketplace where the most important decisions are made.

SEE IN ACTION

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THE WALL STREET JOURNAL

Wall Street Journal has an elite global audience of 42.4 million digital readers per month who seek the news and information of global to their business and personal lives.

#1 Most Cited Publication

Highest Rank of Executive Management Leadership

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

BARRON'S

Barron's is an American weekly financial newspaper. It's a premier digital marketplace where the most important decisions are made.

99% of subscribers use Barron's to make personal investments

SEE IN ACTION

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UPMKT
HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, leading communities and more. And a lot more.

SEE IN ACTION

PETENOV@REALTY.COM 888.264.8176

PERFECT PRESENTATION

Your home will be featured on its own dedicated property website and URL, available for lead capture and social sharing. The presentation includes a stunning Google Earth aerial flyover and Virtual Video Tour. The dedicated mobile and iPad tours allow for seamless viewing on any device.

SEE IN ACTION

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A POWERFUL COMMUNITY

When you elect to be represented by Rick Janson Luxury Properties, you join a community of like-minded home owners who are passionate about receiving the best possible representation and luxury marketing available in Colorado, including:

- The industry's most advanced A.I. powered social media
 - 3D Matterport tours
 - Architectural Floorplans
 - Drone video and images
 - Outstanding photography
 - Single property websites
 - And so much more
-

Global Exposure

At eXp we are breaking the mold as the most agent-centric real estate company in the world. This means we will leverage eXp's global network to sell your home, showcasing it to buyers on over 90 international real estate search sites in key markets around the globe. We are bringing the future of luxury real estate directly to you to maximize the exposure of your home, which will yield the highest price the market is willing to pay.





THE TOP 100 MAGAZINE

The Official Publisher of Top 100 and Top 40 Publications

SQUARE ONE

MAGAZINE

THE A LIST

PERKS

ABOUT

REACH OUT



Rick Janson, JD/MBA



Denver, Colorado—The Mile High City. It is a place where metropolitan elegance meets outdoor adventure. Where there are 300 days of sunshine, a thriving cultural scene, and a diversity of neighborhoods and people. This is the glorious, picturesque city where Rick Janson founded the fittingly titled real estate brokerage, Denver Lifestyle®.

Denver Lifestyle®, powered and brokered by the international real estate enterprise eXp Realty, LLC, and helmed by the capable and charismatic Rick, serves the seven counties of Denver and the ski towns in Summit and Grand counties. Rick's eXp revenue share group serves 17 other states, Canada, and Brazil. Despite their tremendous growth since 2004, Rick has managed to maintain boutique-style standards, finding homes to suit the unique lifestyles of each and every client. It is a pledge to quality service that Rick established



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him to provide the attention, expertise, and five-star service he built his company, and his name, on. And he's not resting on his laurels.

Currently, Rick's global revenue share group has 50+ experienced agents, who all enjoy the supported of Rick at eXp. By the end of 2022, he plans to expand that to 100 agents and then, ultimately, to a massive 500 agents. It is an inspiration motivated by the example of his eXp mentors, Tim and Julie Harris, who grew to over 2,500 agents in three years. Still, these numbers pale in comparison to Rick's preeminent objective—to continue building his client base one successful transaction at a time. It's a strategy that has served him well, with the majority of his clients resulting from referrals. Supported by his legendary work ethic and extensive social and professional network, Rick has a reputation of excelling at helping clients achieve their objectives. He has helped countless home buyers and sellers, from first timers to seasoned investors, and from modest properties to luxury estates. Clients are in capable and wise hands with Rick as their broker.

For these reasons and so many more, we sat down with Rick to learn more about his journey, how he manages to differentiate himself within such a competitive arena, and some of his distinctive achievements.

Rick, you've built an impressive brokerage, largely from the referrals of happy clients. What makes Denver Lifestyle® different from other brokerages in the area?

I think my background is definitely a part of what makes us, as a company, distinctive. I have a business side and a creative side. As a former attorney, I'm very analytical. As a business major with an MBA in marketing, I'm innovative. They may seem like very different aptitudes, but there's a synchronicity. I believe it inspires confidence. Clients want to know they're working with someone who has the experience to take them from contract signing to closing, and just being an "agent" isn't enough, especially when you have such a range within the market. I've been able to sell homes in two days that were previously listed and unsold for months because another agent couldn't entice a buyer.

I'm very approachable, so clients like me, but more importantly, they trust me because of my reputation. I think of every meeting as a potential relationship, and every relationship as one I'll have for life. I give the same attention to a client who's selling a \$300K home as I do to one who is listing a \$3 million property, and my agents do the same. We've built our name on delivering—delivering exceptional service, delivering outstanding results, and delivering the most modern and effective technology available. For every listing, we use drones, photography, video, 3D modeling, floor plans, single-property websites, and social media advertising. We pull out all the stops for every single home we sell. Upon request for our ultra-high-net-worth clients in all 50 States, we do our full Platinum creative package but restrict viewing to only UHNW buyers directly interested in the property type and location. These are called "quiet listings" and are done for a variety of private reasons when our clients don't want to make a sale public knowledge. We created a website for this, called www.TheQuietagents.com

What are some of your greatest professional accomplishments?

Being invited to join REALM – the most elite membership of real estate professionals ever assembled – has been a pretty prestigious honor. The fact that I am networked with the most successful agents in the world has certainly redefined my paradigm and reminded me that the opportunity is endless in this career. I am excited about what the future holds, and my business is being informed daily by thought-leaders that, like me, have a spirit of excellence.

My greatest accomplishments to date are the things that have put me on this trajectory to achieve even more in the future. For example, I know one day I will have 500 agents around the world in my revenue share group and still serve greater Denver with the same enthusiasm. I doubt I will ever lose the thrill of helping people achieve their dreams.

What do you enjoy most about your work?



Contact:

Rick Janson, JD/MBA
Realtor
Denver Lifestyle
Websites:

REALM™

POWERED BY HUMAN CONNECTION



Unlimited Clients & Client Profiles



Enhanced Client Information



Concierge Level Support



Unlimited Listings



Unforgettable Events



Unlimited Qualified Buyer Matches



Actionable Insights



Access to REALM Marketing Intelligence



Unlimited Prospect Searches

REALM is a collection of the most accomplished real estate professionals ever assembled. REALM members have exclusive access to real estate professionals who represent 100+ different brands around the globe.



REALMTM

FOUNDING MEMBER

A TRUE
GLOBAL NETWORK

NEW YORK	HOUSTON
PALM BEACH	JACKSON HOLE
LOS ANGELES	LONDON
CHICAGO	NAPA VALLEY
MIAMI	PHOENIX
DALLAS	LAKE TAHOE
BOSTON	THE HAMPTONS
SAN FRANCISCO	PARK CITY
WASHINGTON DC	TORONTO
SEATTLE	MAUI
SAN DIEGO	THE CARIBBEAN
ASPEN	BEVERLY HILLS
PHILADELPHIA	AUSTIN
MINNEAPOLIS	COSTA RICA

...AND MORE

238,900

Clients represented by the members of the REALM network.

\$28.9 Million

Average net worth of prospects in the Wealth-X database.

\$6.5 Billion

Amount of listings represented by REALM professionals.

\$2.5 Million

Average closed transaction of active REALM members.

*data provided by REALM and Wealth-X as of May 2021

THE MEMBERSHIP

One Half of One Percent

REALM™ members are individually selected by world-class real estate professionals with over 50 years of experience in the luxury industry. Each member is formally consulted and personally vetted through our executive team to confirm ethical standards, sales history, current inventory and other relevant membership requirements. Many REALM members are recognized year after year as having closed the largest volume of annual domestic luxury transactions in their markets, as well as many of the most significant estate sales worldwide. The level of membership REALM professionals represent equates to one half of one percent of all licenced real estate associates worldwide. Our goal in holding ourselves and our agents to these lofty standards, is to ensure your property receives the highest level of service and exposure to the proper channels around the globe.

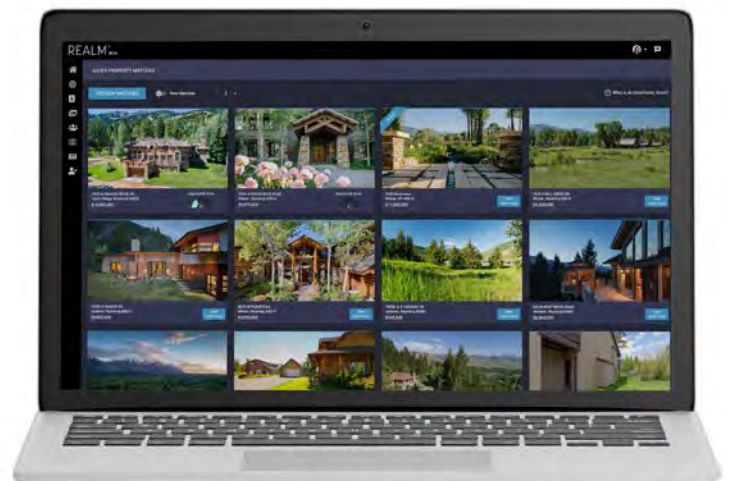
“REALM was built in service to the real estate professional operating at the highest level. Our purpose at REALM is to always be in search of new ways to enhance the relationship that exists between the client and their trusted advisor.”

JULIE FAUPEL
Founder | REALM

THE TECHNOLOGY

The REALM™ experience leverages the power of the global network to match qualified clients or buyers to services based on lifestyle and passion rather than criteria. A curated luxury lifestyle digital content platform exclusive and encrypted database fueled by, private, professional, and advisory data records.

REALM collects, secures, and repositions data feeds with best-in-class, highly secure solutions, improving the overall experience and showcasing your property globally to qualified buyers. Properties are introduced through another REALM-member agent ensuring that the confidentiality is never compromised and the integrity of the trusted advisor is maintained.



A NEW WAY OF MAPPING WEALTH

Strategic Wealth Partnerships

REALM™ has partnered with the leading members of wealth management, advisory and reporting in order to provide the most up to date and accurate data on HNWI and UHNWI available.

Our members have extraordinary access to the latest wealth reports, as well as exclusive access to wealth managers who oversee the largest family offices and assets of wealthiest individuals in the world.

REALM members also have access to dossiers which provide necessary answers for accurate wealth mapping such as: Who are HNWI / UHNWI working with? What markets do they live in? What philanthropic activities are they involved in? What securities are they invested in? How do they communicate?

Our data access and marketing intelligence profiles are designed to position each property at the apex for it's release in order to maximize exposure to qualified buyers, and minimize the time spent on market.



“The REALM community is comprised of thought-leaders and professionals who are defining the future of luxury.”

JULIE FAUPEL
Founder | REALM



Look For the Mark of A LUXURY- TRAINED PROFESSIONAL

Benefits of Working With A Guild Member

When you are buying or selling a luxury home, it is vital that you partner with a real estate professional who understands your needs and lifestyle.

Members of The Institute for Luxury Home Marketing are real estate professionals with the expertise to support your unique needs.

Institute Members specialize in the luxury home market, undergoing extensive training to achieve the skills and knowledge required for working with upper-tier clients.

Exclusive access to market insights, combined with cutting-edge tools and strategies, make Institute Members your best choice for buying and selling luxury properties.

**INSTITUTE for
LUXURY HOME
MARKETING**

DenverRealEstateOffice.com

Become A Member

We don't just view you as a client or a home to sell, we view you as a future member of our family.

Should you choose to partake, you will be invited to events with our other savvy home owners, investors and business partners.

We look forward to exceeding your high expectations for what a luxury real estate professional should do for you and yours.

SAY YES TODAY





LUXURY



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LUXURY PROPERTIES

The Future of Luxury Real Estate

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