



# JANN C. PITCHER REAL ESTATE STRATEGIC MARKETING PLAN



# WHY CHOOSE JANN C PITCHER REAL ESTATE?

## FOCUSED

We aren't the largest Real Estate Company in Pagosa Springs but we do more transactions per capita than any other company.

## NIMBLE

Our size allows us to swiftly tailor our business to meet our customers' diverse and changing needs.

## CREATIVE

We love marketing challenges and we are constantly innovating and growing.

## COOPERATIVE

We want our cooperating brokers to sell our listings, so we always treat them with respect and professionalism so they look forward to selling our listings.

## EXPERIENCED

Our 7 agents have over 100 years of experience between us. We know real estate!

## AVAILABLE

Our fabulous office is open 7 days a week with a large, friendly, trained staff to help you with all your real estate needs.



# WHO ARE WE?

## LOCAL

Number of JCPRE brokers who graduated from high school in Pagosa: 5

Number of our children that have graduated from high school in Pagosa: 5

Number of our children currently enrolled in Pagosa schools: 7

Number of collective years we have called Pagosa home: 244

## INVOLVED

This is our town. Here are a few of the organizations and the ways we serve our town.

Pagosa Springs Town Council, Youth sports coaching, Loaves & Fishes, PSAAR Board, Archuleta School District, Rotary, Rotary Youth Exchange, Pagosa Springs Center for the Arts, Pagosa Family School, Booster Club

## TEAM

We love working together and we love helping each other help our customers.

## HAPPY

We love our profession!  
We get to help dreams come true!

# MARKETING

Each marketing campaign is tailored to the individual property being sold.

# JCPRE DIFFERENCE

On Sight Team Listing Evaluations  
Professional Photography

# TRIED & TRUE

Yard signs & Flyer Boxes  
Email Blasts to Brokers  
Open House & Promotional Events  
Custom Flyers & Brochures  
Targeted Print Mailing

# ON-LINE

Custom Website  
Virtual Tours  
Targeted Marketing Campaigns  
On-line Multi-Portal Syndication

# SOCIAL MEDIA

Facebook, Instagram  
Pinterest, YouTube  
Parkbench

# PRINT ADVERTISING

Homes & Land, the Pagosa Sun, The PLPOA Newsletter, The Dining Guide, the Relocation Guide, the Visitor's Guide

# Experience the JCPRE Difference

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Personal, Professional Service Tailored to Your Specific Needs

Blue Pitcher Lindner, RENE Managing Broker



Raised in Pagosa Springs, Blue develops lasting relationships with her clients by listening to understand, paying close attention to details, and managing contacts effectively. Strong communication and the ability to find solutions put her in the top circle of agents for closed transactions every year. She currently serves on the PSAAR Board of Realtors.

David & Mary Helen Cammack, GRI Broker Associates



Pagosa Springs high school sweethearts, David and Mary Helen are all about their customers - exceeding expectations and going that extra mile. Their love of the Pagosa lifestyle is evident and they are experts at listing and selling river-front properties.

Kalei Pitcher, Broker Associate



Bringing a unique approach to the team, Kalei has steadily built a reputation as friendly and direct. He consistently impresses his clients with his vast Real Estate knowledge. As an expert in navigating difficult transactions, Kalei's problem-solving skills are an asset to the entire JCPRE team. Kalei has the uncanny ability to match buyers with properties - even when they aren't actively listed.

Nicole DeMarco, Broker Associate



Nicole DeMarco stumbled upon Pagosa Springs in the fall of 2009 and has come to embody the Pagosa lifestyle. An astute listener, she can help guide sellers and buyers through the intricacies of a real estate transaction with confidence and ease. Nicole is comfortable navigating the rules and regulations of our local governing bodies, and as an elected official herself, keeps a tight pulse on our changing marketplace.

Ivy King, RENE Broker Associate



Longtime local Ivy brings levity and creativity to every engagement. Not only is she friendly, positive, and approachable, she is diplomatic when facilitating transactions and is committed to fiercely negotiate a fair deal. Ivy has a broad range of expertise, extensive insight on our local market, and is continually striving to place every client in their perfect home.

Jann C. Pitcher, Founder



Jann founded JCPRE 20+ years ago. During her 25+ year career as a Broker Associate, Jann was voted "Best Realtor" by the community, and set a standard of excellence for Real Estate in Pagosa Springs. Her excellence in the profession has been recognized on the national and state level, including Colorado Top 50 Sales Associates, PSAAR Relator of the Year. Her services positions include President of the Board of Realtors, President of Rotary Club, and President of the Chamber of Commerce.

Lee Riley, CRS, GRI Broker Associate



With a career spanning 3 decades in Pagosa Springs Real Estate, Lee consistently leads the market when it comes to number of completed transactions. His "I Sell Pagosa" marketing campaigns and moving truck set him apart from other agents. His no-nonsense approach and aggressive negotiating tactics bring customers back to him year after year.



Blue Pitcher Lindner 970.946.1877

Kalei Pitcher 970.759.8165

Ivy King 970.946.2285

Lee Riley 970.946.3856

David Cammack 970.946.4597

Nicole DeMarco 970.903.2624

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Jann C Pitcher Real Estate agents have the support of a stellar staff to make your real estate experience a personal one.

Kathy, Jody, LisaAnn, and Allison

Contact us today 970.731.4065 | [janncpitcher.com](http://janncpitcher.com)  
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