

## **Why Choose Kevin Sheridan and Sheridan Brokers Northstar Real Estate?**

Sheridan Brokers Northstar Real Estate is a group of five full time professional Brokers and sales associates specializing in the sale of properties at Northstar-at-Tahoe®. Our sales team is second to none in client service and knowledge of the Northstar market. Our Northstar office is conveniently located and easily accessible at the entrance to the resort. There are Brokers available to assist you seven days a week. Sheridan Brokers Northstar Real Estate is the only real estate resale office located at the entrance to Northstar and captures a large number of “walk-in” sales leads.

Our Associates are all full time and knowledgeable in all aspects of Northstar and can answer any questions that you might have. We pride ourselves on providing exceptional service to our clients. You can be confident that we are experienced in handling all aspects of real estate sales. Our team of real estate professionals has resulted in an outstanding sales record. Our Associates also have large databases of clients looking for properties in Northstar. Our client relationships and referrals are responsible for a large number of our sales.

### **Kevin J. Sheridan**

Kevin is the Broker/Owner of Sheridan Brokers Northstar Real Estate. He has been working full time in the Northstar real estate market for the past 20 years. Kevin moved to California in 1980 from Michigan, and is a graduate of Michigan State University. Kevin has consistently been one of the highest producing agents in Northstar and has developed a host of personal relationships and an extensive real estate client database. His direction, attention to detail, follow up and marketing strategies have contributed to the great success of our organization.

### **Proven Marketing Strategies**

#### ***Multiple Listing Service***

First and foremost, our listings are shared with hundreds of local REALTORS® as part of the Tahoe Sierra Multiple Listing Service. We offer commissions to any member that brings a buyer for our listings and fully cooperate with other members to make the sale happen. Our clients best interest is our first and foremost goal.

#### ***Direct Mail***

As an office, we mail all Northstar property owners with information on properties listed with our office. In addition to the regular office mailings, Kevin has mailed monthly for the last 13 years the “*Northstar Resort Report*” to all property owner’s in Northstar. This report features interesting real estate articles and a list of featured properties listed for sale with Kevin and generates many sales leads. Current homeowners and their associates are responsible for many of the property sales in Northstar.

#### ***Print Advertising***

Sheridan Brokers Northstar Real Estate advertises regularly in real estate publications that have extensive circulation within the North Tahoe and greater San Francisco Bay area.

### ***--“Luxury Homes”***

One of the area’s nicest and largest format magazines featuring luxury properties in the North Tahoe and Truckee areas. This magazine is direct mailed to all Northstar and Lahontan property owners as well as a very large yet select group of high income professionals.

### ***--“Northstar Living”***

Sheridan Brokers Northstar Real Estate advertises in the Northstar Property Owners Association magazine which is distributed quarterly to all Northstar property owners. Full page ads and smaller individual agent advertisements are purchased.

### ***--Local Northstar Advertising Materials***

We maintain a supply of flyer’s and information sheets at strategic locations in Northstar including our sales office, the Northstar Rental Office and the golf clubhouse which are accessible to Northstar visitors. We are the featured real estate office in all of the guest information books located in all of the Northstar rental homes and condominiums.

### ***Web Presence***

Our company website, [www.SheridanBrokers.com](http://www.SheridanBrokers.com) has several unique features that set it apart and above other websites dealing with Northstar real estate. Our “Hotsheet” is a very popular feature that keeps clients informed as to recent changes in the Northstar real estate market including new listings, price changes, properties in escrow and properties that have recently sold. Our website has a wealth of information available 24 hours a day, 7 days a week including comparable sales for the last 2 years, rental income information, maps, floorplans and of course, all properties for sale (including photos). No other website in the area is as comprehensive, as easy to use, and so full of valuable current information. Our website is updated daily and participates in the MLS IDX program which offers information about all listings in the Tahoe Sierra MLS.

Kevin has a website in addition to the company website, to offer detailed information and extensive photos on properties that he has listed for sale. This information can be found on [www.NorthstarRealEstate.com](http://www.NorthstarRealEstate.com) under the “Featured Listings” link. The website offers a listing notification service that potential buyers can sign up for. This service e-mails the potential buyer whenever a new listing becomes available that meets their specific criteria. This also, is a very popular program for prospective buyers.

### ***E-mail marketing***

Kevin also developed the “Northstar Weekly Market Update”. This is a program by which interested clients sign up for and receive via e-mail, a current list of properties for sale at Northstar, and a current “Hotsheet” which lists changes in the market that have occurred in the previous 7 days. This e-mail is sent out weekly every Thursday. This program has been so popular, we have had other brokers in the area sign up to receive our updates.

### ***Virtual Property Tours***

Many of our listings receive an enhanced benefit from our Professional Virtual Tours. These tours offer potential buyers the opportunity to “walk through” our listings from the comfort of their living room. This is especially important as most of our buyers live out of the area.

### ***Realtor.com Presence***

All of our listings are “featured and enhanced” on Realtor.com, the #1 search website for real estate in the nation. Research has shown that most buyers of real estate in today’s market, start their search on the World Wide Web. We continually work to assure prime search engine placement for all of our websites. Between Realtor.com, our Northstar specific company website (SheridanBrokers.com), Kevin’s website (NorthstarRealEstate.com) and our individual agent websites we have an extremely strong internet presence.

### ***Open Houses and Flyers***

Kevin’s associate, Paul Purchard is a fully licensed Real Estate Broker. Kevin and Paul both host a number of “open houses” each week and are available to answer questions and provide sales and marketing information. Paul & Kevin do not compete in the Northstar market, but work together as a team. It’s like getting 2 Brokers for the price of one. No other Broker in Northstar can offer this level of service to their clients. This marketing tool captures those exploring the Northstar area as well as neighbors that may have friends and associates interested in purchasing at Northstar.

Aesthetically pleasing and informative sales information flyers are made available at each of Kevin’s listings, in both sales offices and on the website helping both clients and other REALTORS® to become familiar with the properties. Professional photos are taken of each listing for use on the flyers, website and other advertising.

If you have any questions, or would like additional information, please contact Kevin Sheridan at (530) 546-5250 or via e-mail at [Kevin@NorthstarRealEstate.com](mailto:Kevin@NorthstarRealEstate.com).

Thank you for your interest.

A handwritten signature in black ink, appearing to read "K. J. Sheridan". The signature is fluid and cursive, with a large initial "K" and a long, sweeping underline.

Kevin J. Sheridan – Broker/Owner  
Sheridan Brokers Northstar Real Estate  
(530) 546-5250