

Sheridan Brokers Northstar Real Estate Effective Marketing Strategies

Sheridan Brokers Northstar Real Estate is a group of six full time professional Brokers and sales associates specializing in the sale of properties at the Northstar California resort. Our sales team is second to none in client service and knowledge of the Northstar market. Our Northstar office is conveniently located with plenty of parking and easily accessible at the corner of Northstar Dr. and Hwy 267 at the entrance to the Resort. Brokers are 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.

Sheridan Brokers Associates are all full time and knowledgeable in all aspects of Northstar. 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 an outstanding sales record. Associates maintain 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 30 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 Brokers 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. Kevin has negotiated more sales contracts for the successful sale of more properties at Northstar than any other real estate agent.

Kevin currently serves as a director on the Tahoe Sierra Board of Realtors. My experience and continuing real estate education reaps great benefit for my clients. I am constantly taking classes to keep up with real estate law, disclosure and contract changes. I believe that continuing education is very important for avoiding the many pitfalls that real estate can offer. My negotiation skills, understanding of real estate contracts and years of Northstar experience have all contributed to a long list of satisfied and well represented clients.

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.

Web Presence and Prime Search Engine Placement

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 our Northstar specific company website (SheridanBrokers.com), Kevin’s website (NorthstarRealEstate.com) and our individual Broker websites we have an extremely strong internet presence.

Our company website, www.SheridanBrokers.com has several unique features that set it apart from 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 several years, rental income information, maps, floorplans and of course, all properties for sale, complete with 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 shares 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 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.

Avoiding common listing pitfalls: Without a doubt, one of the most important and often overlooked first steps in the preparation to sell a property is the inspection phase. Buyers of your property will have it thoroughly inspected by professionals. Though sellers may not have knowledge of defects or problems with their property, any issues will likely be exposed during these inspections. Smart sellers who preemptively inspect and effect repairs will avoid unpleasant surprises during the escrow which can lead to losing their buyer and/or costly repairs after they have settled on a sale price. Properties for sale in Northstar are typically expected to be in good working order. During the escrow is not the time to discover issues that can be dealt with prior. Well maintained properties instill buyer confidence.

Mobile Website: Northstar Real Estate is also available as a Mobile website. With the explosion of smart phones and internet tablet usage, we believe it is especially important to provide a mobile friendly interface to allow people to easily research real estate information on their iPhones, iPads, and Android devices. None of our top competitors utilize this technology.

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 listed on Realtor.com, the #1 search website for real estate in the nation.

Print Advertising

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

--“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 property owners at Northstar and surrounding luxury property developments such as Martis Camp, Lahontan, Old Greenwood, and Grays Crossing as well as a very large yet select group of high income professionals.

--“Tahoe Quarterly”

Another “coffee table” magazine widely distributed throughout the Lake Tahoe area and many of the hotels in the Truckee, Tahoe and Incline Village areas.

--“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.

Open Houses

Open houses are an effective marketing tool at Northstar. Kevin’s associate, Paul Purchard is a fully licensed Real Estate Broker. Kevin, Paul and our other Sheridan Brokers agents all host a number of “open houses” each week and are available to answer questions and provide sales and marketing information. This marketing tool captures those exploring the Northstar area as well as neighbors that may have friends and associates interested in purchasing at Northstar.

Brochures & Sales Information

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.

I look forward to the opportunity to represent you in the sale of your Northstar property and will do my very best to make the complex process as stress-free and as efficient as possible. 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.

Thank you for your interest.



Kevin J. Sheridan – Broker/Owner
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