

# THE HELM WEAVER HELM DIFFERENCE

Helm Weaver Helm represents Denver's luxury market and its most discerning buyers and sellers. Helm Weaver Helm's accolades, proven track record, unmatched reputation, extensive connections, and exclusive access to off-market properties make them the "go-to" real estate team in Denver. Partners Patti Helm, Libby Weaver, and Pamela Helm formed Helm Weaver Helm 6 years ago and lead a professional team with the addition of Broker Associates, Michelle Warner. Together, this dynamic team provides its clients with the highest level of personalized attention, representation, and expertise.



MW  
**MICHELLE**WARNER  
Helm Weaver Helm Team

COMPASS



# Your Real Estate Team

Helm Weaver Helm brings a fresh new approach to traditional real estate. This all-woman team understands that customer service, hard work, perseverance and attention to detail, are key to this complex industry. They believe residential real estate is a lot more than just buying a home. It's a lifestyle.

This well-connected team makes sure that no detail is overlooked. Each member brings a unique talent and skill set to the team. They are market experts and understand how to stage your home, price your property, perfectly time your launch and successfully market your property.

Their cutting-edge and innovative marketing tools completely set these brokers apart. With their media products that range from scripted video tours to drones to 3D doll house tours, they simply do it all. Let Helm Weaver Helm open the door to a brand new era of real estate, and show you what the power of three can do for you!

**#1 Team at Compass**

**Awarded DMAR Top Producing Team 2018-2020**

**2020 Denver Top 1% Real Estate Producer**

**HELM • WEAVER • HELM**



# THE HELM WEAVER HELM FOUNDING PARTNERS



## Patti Helm

Patti is a member of the Denver Metro Association of Realtors®. She earned her Bachelor's Degree in Marketing and Fashion from the University of Arizona and spent more than 20 years in the apparel industry with Jones Apparel Group as Regional Director for the Western United States. Patti has lived in Cherry Hills for the last 16 years, raising four children, and has been actively involved in the Cherry Creek School District, National Charity League, and Young President's Organization. Real estate is in Patti's blood as she follows a long lineage of family members who are managing brokers and owners of franchises. Patti actively supports the Children's Hospital, Judi's house, and Excelsior Youth Center.



## Libby Weaver

Libby is a familiar name and face in Colorado... having anchored the evening news for FOX 31 for 13 years with Ron Zappolo, she made the decision to retire from the news so she could spend more time with her three children, Elle, Scotty, and Nick. A few years later, she started her new career in residential real estate with partners Pam and Patti. Libby brings the same work ethic and enthusiasm she had in her 21 years of broadcasting to the real estate world. She loves helping people buy or sell what often times is their most important asset. Libby is upfront and honest and isn't afraid to negotiate on behalf of her clients. Libby has deep roots in the community and is involved in many charities. The closest to her heart being the Alzheimers association, having lost her mother just a few years ago to the disease. When Libby isn't working, she enjoys skiing, golfing, and traveling.



## Pamela Helm

Pam Helm brings a rare combination of both commercial & residential real estate experience together, thus creating a powerful, one-of-a-kind package for her clients. Pam represents both buyers & sellers, offering unmatched market knowledge & top-notch creative marketing. real estate "Vision" is a special trait Pam possesses to help her clients identify the unique characteristics & true potential in every property. Pam's combination of experience in real estate and design gives her a competitive advantage when marketing or reviewing a property for sale. Pam earned a Bachelor's Degree in Business Marketing with a minor in Design from Iowa State University. Pam has over 25 years of experience in the Commercial Real Estate Industry, starting with Lincoln Property in Dallas, Texas, then as an Executive Board Member & New Business Manager for Frederick Ross International (one of Denver's largest & oldest commercial real estate firms) and then co-founder of The Design House.





# Michelle Warner

REALTOR®

M: 304.610.5377

michelle.warner@compass.com

Michelle Warner brings a competitive edge to the team with years of experience in the corporate world. She has an exceptional ability to connect and communicate with a wide range of clients due to her experience as a very successful pharmaceutical representative with Eli Lilly and Company where she led her team in sales for 8 consecutive years. From her impressive eye to her marketable style, she provides a quick and successful launch in today's real estate market. She knows that purchasing a home is one of the biggest investments, and she takes the job of finding a dream home for her clients very seriously. Michelle has been married to her West Virginia University sweetheart, Bobby, for 25 years. Together they have three children, Jackson, Riley, and Gage. She juggles the job as a full-time broker along with volunteering for Boys Team Charity, National Charity League, Cherry Creek High School lacrosse and football, and any other school-related opportunities that she can lend a helping hand with. She spent five years on the slopes of Crested Butte, so her happy place is climbing mountains on foot or skis with her family by her side. Nothing brings Michelle more joy than being a role model to her children. She is living proof that you can be a driven, goal-oriented woman in the business world while being a very present and dedicated mom and wife.

## COMPASS



Compass is a licensed real estate broker. All material is intended for informational purposes only and is compiled from sources deemed reliable but is subject to errors, omissions, changes in price, condition, sale, or withdrawal without notice. No statement is made as to the accuracy of any description or measurements (including square footage). This is not intended to solicit property already listed. No financial or legal advice provided. Equal Housing Opportunity. Photos may be virtually staged or digitally enhanced and may not reflect actual property conditions.



**MW**  
**MICHELLEWARNER**  
Helm Weaver Helm Team

“ Michelle facilitated one of the easiest home transactions I have experienced! From negotiating a quick close with favorable terms for me, the buyer, to managing the entire inspection process on my behalf, she went above and beyond to get me into my home quickly and eliminated the headaches I often associate with home buying. She is a warm, generous and caring individual who brings those qualities into her role as realtor and I couldn't be more grateful. I will come back to Michelle for any future transaction and can't recommend her highly enough!”

---

**Sarah B.**

HWH

The Game Plan

HELM • WEAVER • HELM



# Our Step-by-Step Plan



01

**Stage Home  
(if required)**

02

**Shoot  
Interior/Exterior  
Photos and  
Drone Footage**

03

**Design and  
Order Custom  
Brochure**

04

**MLS Online  
Launch**

05

**Social Media  
Advertising  
Launch**

06

**Contact "VIP"  
Broker List**

07

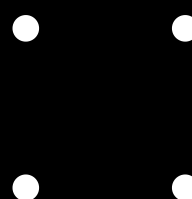
**"Just Listed"  
Postcard  
Mailer**

08

**Shoot Custom  
Video**

09

**Magazine Ad  
Placement**



**HELM • WEAVER • HELM**

HWH

Marketing Strategies

HELM • WEAVER • HELM

# Video

With video quickly becoming the new way to market real estate, Helm Weaver Helm takes it a step further...by uniquely and professionally filming each home, and highlighting the property's unique features.

## Helm Weaver Helm "Custom Video"

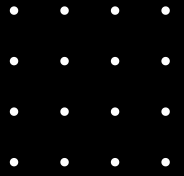
With our team's extensive background in television media, we are able to create one-of-a-kind video that no one else can match. This scripted video highlights certain features of a home (including what we refer to as our "hidden gem"). We believe every home has a story to tell and we are uniquely qualified to tell that story. We call it our "social media teaser" because that video is then pushed out to all our different social media platforms and channels. This cutting-edge marketing strategy has proven extremely effective in getting maximum & immediate eyes on a property.



HELM • WEAVER • HELM



# Professional Photography



We have the best in the business! Crisp, clean, clear pictures that capture a home in a way that makes potential buyers want to live there.

## Aerial Drone

Aerial drone adds value when showcasing your property and highlights the surrounds land and location.

## 3D Spotlight/Dollhouse Home Tour

ADD TEXT



HELM • WEAVER • HELM

# Social Media

Helm Weaver Helm maximizes your exposure on four different social media platforms



80%

of all home buyers are searching online

91%

of all realtors use social media to some extent... yet only 9% of realtors use social media to market their listings

40%

of all prospective buyers find virtual video tours to be very useful

Real estate listings with video receive

403%

more inquiries than those which do not

HELM • WEAVER • HELM



# Email Marketing

Communication plays a critical role in the swift and successful sale of your home. Compass pairs well-designed email design with data-driven targeting to ensure your listing arrives in precisely the right hands.

HELM • WEAVER • HELM

**Home has never been more important.**



4903 South Elizabeth Circle  
Cherry Hills Village

8 Bed | 11 Bath | 11,095 SQ FT  
\$4,150,000

**Browse Our 2021 Home Collection Online at**  
[www.helmweaverhelm.com](http://www.helmweaverhelm.com)

**Schedule A Private Showing Today!**



**Helm Weaver Helm**

**M: 303.548.1996**

**O: Enter Office Phone**

**[helmweaverhelm@compass.com](mailto:helmweaverhelm@compass.com)**

© Compass 2021 | All Rights Reserved by Compass | Made in NYC  
Compass is a licensed real estate broker and abides by Equal Housing Opportunity laws.  
All material presented herein is intended for informational purposes only. Information is  
compiled from sources deemed reliable but is subject to errors, omissions, changes in  
price, condition, sale, or withdrawal without notice. No statement is made as to accuracy  
of any descriptions. All measurements and square footages are approximate. This is not  
intended to solicit property already listed. Nothing herein shall be construed as legal  
accounting or other professional advice outside the realm of real estate brokerage.

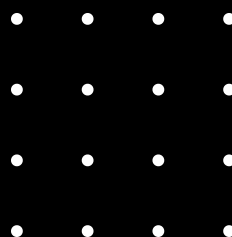
Our crisp, clean aesthetic beautifully frames your images and listing details.

## **Intelligent targeting**

A variety of layouts lends itself to both consumer-facing and broker-facing messaging.

## **Mobile optimization**

With so many buyers viewing email on their phone, our scrolls are designed for both platforms.



HELM • WEAVER • HELM



# Print Advertising

## HELM • WEAVER • HELM

NEW LISTING



155 Steele Street | 11th Floor Penthouse Residence at Laurel  
Cherry Creek | \$4,800,000

NEW PRICE



5350 S. Steele St.  
Greenwood Village | \$5,995,000

NEW BUILD  
OPPORTUNITY



1176 E. Layton Ave.  
Cherry Hills Village | \$3,995,000

NEW LISTING



4903 S. Elizabeth Cir.  
Cherry Hills Village | \$4,495,000

## We Sell The Villages

COMPASS



**Patti Helm**

720.201.6573

patti@helmweaverhelm.com

**Libby Weaver**

303.870.9930

libby@helmweaverhelm.com

**Pam Helm**

303.548.1996

pam@helmweaverhelm.com

2019 & 2018 DMAR TOP 10 TEAM | #1 PRODUCING REAL ESTATE TEAM AT COMPASS

VISIT [HELMWEAVERHELM.COM](http://HELMWEAVERHELM.COM)

Helm Weaver Helm is a team of real estate agents affiliated with Compass. Compass is a licensed real estate broker in Colorado and decides by equal housing opportunity laws.

## HELM • WEAVER • HELM

# Print Advertising

HELM • WEAVER • HELM



## Luxury Living at The Laurel

This 11th floor designer  
penthouse is available now!

COMPASS



### Patti Helm

720.201.6573

[patti@helmweaverhelm.com](mailto:patti@helmweaverhelm.com)

### Libby Weaver

303.870.9930

[libby@helmweaverhelm.com](mailto:libby@helmweaverhelm.com)

### Pam Helm

303.548.1996

[pam@helmweaverhelm.com](mailto:pam@helmweaverhelm.com)

2019 & 2018 DMAR TOP 10 TEAM | #1 PRODUCING REAL ESTATE TEAM AT COMPASS

VISIT [HELMWEAVERHELM.COM](http://HELMWEAVERHELM.COM)

Helm Weaver Helm is a team of real estate agents affiliated with Compass. Compass is a licensed real estate broker in Colorado and actively equal housing opportunity firm.

HELM • WEAVER • HELM





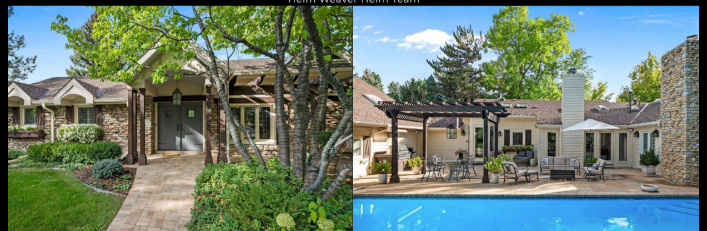
# Parties

Think outside the box! Helm Weaver Helm will consider any and all opportunities to drive potential buyers to a property...Whether that's teaming up with a charity or some other kind of event to showcase a home. No one is more creative or understands how to showcase your home and drive momentum, excitement, and interest to your property more than Helm Weaver Helm.

# Direct Mail Program

Prospective buyers could be existing neighbors...or someone moving to the area for a professional opportunity, in which case a direct mailing targeting a specific geographic area, membership or business could prove beneficial. This can come in the form of postcard mailings, letters, invitations, and brochures.

MW  
MICHELLE WARNER  
Helm Weaver Helm Team



7 Cherry Vale Drive, Cherry Hills Village  
\*Represented Buyer  
\$3,125,000

**JUST SOLD**

HELM • WEAVER • HELM



# Staging

When prospective buyers evaluate a home, they seek a space that they can make their own. A few simple shifts can dramatically impact your listing's perceived appeal



HELM • WEAVER • HELM



# Staging

before



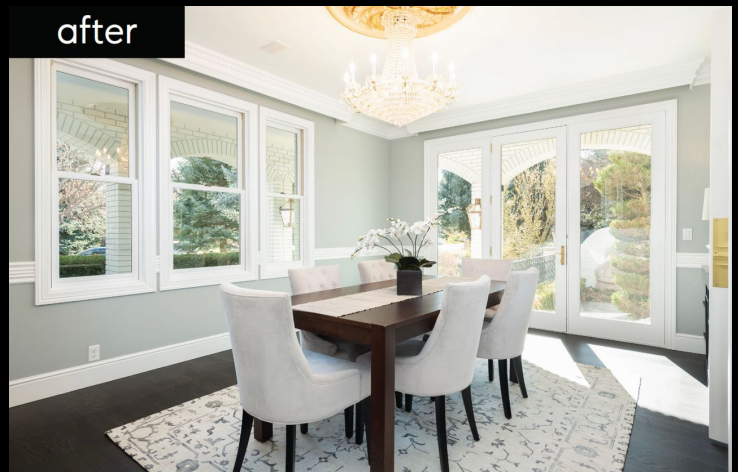
after



before



after



At Compass, we strive to deliver a modern, seamless sale. From providing a sophisticated search experience to targeting the right buyers, every one of our tools is designed to help your agent sell your home faster and for more money.

## 1. Collections

Collections lets you and your agent compare properties similar to yours—their size, neighborhood, amenities—in a visual workspace. Monitor market activity in real time, stay in constant contact with each other, and invite other collaborators to join in on the discussion throughout.

## 2. Compass Concierge

Would your home benefit from a few upgrades prior to listing? Your Compass agent can recommend and cover the upfront cost of services including painting, decluttering, lighting, and more to increase the value of your home, only recovering the amount spent upon closing.

## 3. Coming Soon

Listing your home on Compass.com as a Coming Soon property drives interest at the most opportune time possible—before it goes live. Give prospective buyers a heads up that your home is days away from hitting the market while you gather insights and capture leads for when you do officially launch.

- •
- •





## 4. Markets App

Curious how your home stacks up against similar listings? Wondering about historical trends in your neighborhood? Evaluate pricing trends, days on market, and more with your agent's help, straight from the Compass iOS app.

## 2. Compass CRM

Compass CRM is an advanced contact management solution that provides your agent with the intelligence and tools to network effectively and find your buyer faster.

What do you get when you pair these tools with your agent's expertise?

A swift and seamless sale that delivers the greatest return on your investment.



REcolorado

HELM • WEAVER • HELM



MW  
**MICHELLE**WARNER  
Helm Weaver Helm Team





COMPASS