

REDEFINING  
THE MEANING OF  
PROFESSIONAL  
REAL ESTATE BROKER

**T.D. Smith has lived and worked in the Telluride region since 1971 and is President and Managing Broker of Telluride Real Estate Corporation which he founded in 1981.**

*T. D. Smith*

*“T.D. and his team represented my luxury home in a sophisticated, aggressive manner and closed the transaction with efficiency and professionalism. His three-plus decades of experience proved priceless*

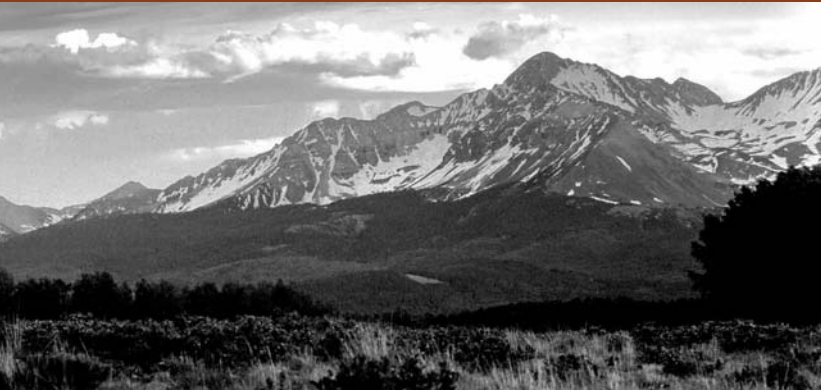


*when he diligently remedied a glitch in the subdivision map, through extensive negotiations with zoning officials. I have bought and sold many homes and have high standards for the sales person. T.D. is absolutely the best choice for the complex Telluride environment.”*

— Jack Kuehler  
Former President of IBM

## PHI-LOS-O-PHY

(n.) any personal belief about how to deal with a situation



**“ We build lasting relationships with our clients by identifying and sharing their desire to be involved in a mountain resort community, whether for leisure, investment, or both.”**

**— T.D. Smith & Team**

*T. D. Smith*

BUILDING PROFESSIONAL  
AND PERSONAL  
RELATIONSHIPS  
THAT LAST

**T.D. and his team not only respect and cherish the mountains that surround them, they are passionate about their environment and community. After all, Telluride is the place they call home, too.**

**above and beyond**

T.D. Smith and his team strive to create strong connections with every client, buyer or seller, performing at the highest level to assure meeting every individual's needs. Investing in real estate is a delicate and important endeavor and T.D. approaches each transaction thoughtfully and thoroughly. With an efficient team of three, T.D. is able to cover all bases at all times whether attending to marketing campaigns, personnel, networking strategies, or the intricacies involved in handling a closing. T.D. takes great pride in going above and beyond what one might typically expect from a real estate broker. He handles all matters in an efficient, competent and timely manner so that each transaction is a personal, professional and rewarding experience for everyone involved.

**lifestyle**

T.D. Smith and his team identify with what people are seeking when they come to Telluride. Beyond purchasing a home, condominium, or parcel of land, those attracted to the San Juan Mountains are seeking a unique lifestyle inherent to the region. As someone who appreciates that lifestyle himself, T.D. markets real estate as well as the adventure, glorious scenery, activities and culture that Telluride has to offer. Telluride's intrinsic beauty, found in its rugged mountains, fresh air, intimate community and thoughtful infrastructure, translate to a setting that is second to none. T.D. Smith embraces this lifestyle, making it the cornerstone of his business philosophy and that of his team.

## PER-FOR-MANCE

(n.) the act of doing something successfully using knowledge



**“ Sales in our 96-unit luxury hotel condo project in Mountain Village were virtually stalled. Through innovative marketing, in-depth market knowledge and constant communication, T.D. and his team turned the project around with 30 sales in 10 months.”**

**— Andrew J. White, Former Senior Vice President of ING Realty Partners**

*T. D. Smith*

ONE OF THE  
REGION'S  
TOP PRODUCING  
BROKERS

A superior level of professionalism, combined with over 35 years of experience, sets T.D. apart in Telluride's competitive marketplace.

**background**

As the founder, President and Managing Broker of Telluride Real Estate Corporation, established in 1981, T.D. Smith brings a superior level of expertise and an intricate understanding of his field to the table. He initially began his Telluride real estate career in 1971 and since then has displayed a true commitment to the industry. T.D. has unrivaled experience in handling the most upscale properties in the region, yet caters to a wide array of clients. And by continuously monitoring market activity, performing endless research and compiling data, he maintains a keen insight of the rapidly changing marketplace.

**the numbers**

T.D.'s marked knowledge of the region and the respect he has earned within his community contribute to his impeccable performance record and make him and his team an unequivocal choice when seeking the best in the business. In his three-plus decades in the Telluride real estate market, T.D. has corporately brokered over \$2 billion in transactions and personal sales figures put him at the top of local brokers. Year after year, T.D.'s sales numbers continue to grow keeping him and his team at the very top of their field.

## PER-FOR-MANCE

(n.) the act of doing something successfully using knowledge

### recent figures

In the past three years alone, T.D. closed over \$173,000,000 in transactions, a figure that exemplifies his proficiency at handling the finest and most elite properties in the market. Of that \$173,000,000, 52% of those transactions exceeded \$1,000,000, more than 11% exceeded \$3,000,000, and 5 sales were between \$5,700,000 and \$25,000,000.\* (\*per the Telluride MLS as of 8/2006)

### performance = production



*T.D. Smith*

A COMPREHENSIVE  
KNOWLEDGE OF  
ALL FACETS OF THE  
DEVELOPMENT PROCESS

**developments**

T.D. has exclusively marketed numerous regional developments and his involvement in such projects goes far beyond the role of a listing and selling agent. He participates in the due diligence processes prior to acquisition, subsequent planning and design decisions, government approvals, and marketing approaches. As a vital and inceptive influence behind Mountain Village's beginnings, T.D. has contributed personally and corporately to many of the budding community's instrumental developments. In essence, lending a hand in all facets of the development process is something T.D. and his team hold in the highest priority to ensure their clients are gaining the most from their investments.

**Telluride Real  
Estate Corporation's  
Mountain Village Projects**

Aspen Ridge  
Bear Creek Lodge  
Belvedere Park  
Blue Mesa  
Cabins at the Peaks  
Cabins at Gold Hill  
Courcheval  
The Crystal  
Dakota Place  
Double Cabins  
Elkstone  
Heritage Place  
Kayenta  
Lodges on Sundance  
Lorian  
Mountain Lodge  
Palmyra  
Pine Meadows  
Plaza  
See Forever Village  
Shirana  
Westermere  
Telemark  
Tristant  
Village Creek  
Winterleaf

## TELL-U-RIDE REAL ES-TATE COR-POR-ATION

(n.) the Telluride region's largest and most established real estate firm



“ TREC strives to provide  
an unrivaled experience  
for buyers and sellers  
from beginning to end  
and beyond — most  
TREC clients are  
clients for life.”

— TREC Mission Statement

*T. D. Smith*

AN ESTABLISHED  
BROKERAGE SERVING  
THE TELLURIDE REGION  
FOR 25 YEARS

TREC is a diverse  
group of experienced  
professionals who  
continuously work  
together toward a  
common goal.

### **the company**

For well over two decades, T.D. Smith has helped mold Telluride Real Estate Corporation into a widely respected agency that provides its clients with the expertise and professionalism demanded in an ever-changing, upscale marketplace. With six primary regional offices and approximately 50 licensed brokers and staff members — nearly half of whom have more than 15 years experience in the industry — TREC presents the broadest and most effective exposure for Telluride’s many real estate opportunities.

### **brokers and clients**

With an energetic staff dedicated to the western outdoor lifestyle, TREC’s brokers strive to build relationships with buyers and sellers, making each transaction process a friendly, well-rounded and rewarding experience. Many such relationships are created with individuals who have spheres of influence with Fortune 500 companies, investment banking firms and the entertainment industry. Having connections with such an elite level of clientele has fostered “books of business” within TREC and enabled a level of service based upon built-in, synergistic marketing power.

## CHRISTIE'S GREAT ES-TATES

(n.) the world's largest international network of real estate brokers



**“ Bringing buyers and  
sellers together  
throughout the world  
to sell your important  
property with  
local expertise and  
international exposure.”**

**— Christie's Great Estates  
Mission Statement**

*T. D. Smith*

SPECIALIZING  
IN LUXURY  
PROPERTIES AND  
GLOBAL NETWORKING

Only those brokers who have met Christie's Great Estates' uncompromising standards are awarded affiliate status and may display the coveted brand.

**exclusive affiliate**

T.D. Smith's high level of professionalism effortlessly meets Christie's Great Estates stringent qualifications, which includes dominating the high-end marketplace as well as upholding a solid reputation for conscientious client service. Additionally, properties listed by T.D. are not only granted elite status and a prominent place in the luxury market, they are able to reap the widespread marketing benefits provided by the globally renowned corporation such as:

- Christie's Great Estates magazine, an upscale publication that is distributed internationally and showcases Christie's distinctive properties
- The company's thorough and interactive website, [ChristiesGreatEstates.com](http://ChristiesGreatEstates.com), which attracts thousands of unique visitors annually
- Elegant four-color property brochures that are displayed in affiliate brokerage offices and auction sale rooms in countries around the globe
- A network of 20,000 affiliate brokers in upwards of 650 worldwide offices who work together to promote premier properties

## MAR-KET-ING

(v.) the activities associated with buying and selling a specified commodity



**“ Marketing should be as specific as the property itself. As no two opportunities are exactly alike, thoughtful and innovative consideration is necessary to tailor an effective marketing plan.”**

**— T.D. Smith**

*T. D. Smith*

SUCCESSFUL  
MARKETING BEGINS  
WITH TARGETED,  
AGGRESSIVE EXPOSURE

T.D.'s team keeps clients abreast of a multitude of factors involved with selling property, including comparable sales and listings, feedback from showings and marketing strategies, and the market's ever-changing conditions.

**the web**

T.D. Smith's interactive website, [tdsmith.com](http://tdsmith.com), is a full-service resource for buyers, sellers, residents and tourists that includes property listings, market statistics, maps, property search tools, visitor information, regional history and more. By using a contracted traffic generator, also utilized by Christie's Great Estates, T.D. maintains prominent placement with the world's largest search engines, including AOL, Yahoo and Google, making [tdsmith.com](http://tdsmith.com) one of the most visited Telluride real estate sites. Currently the site generates approximately 215,000 hits, 42,000 viewed pages, 32,000 visitors and 2,900 return visitors on a monthly basis. For larger projects, T.D. creates specific websites such as [lodgemv.com](http://lodgemv.com) and [heritagecrossing.com](http://heritagecrossing.com).

**digital advertising**

T.D. advertises his listings on many high-end websites such as [FarmandRanch.com](http://FarmandRanch.com), [LuxuryRealEstate.com](http://LuxuryRealEstate.com). and [ChristiesGreatEstates.com](http://ChristiesGreatEstates.com). A full display of his listings is also on Telluride Real Estate Corporation's company site [telluriderealtors.com](http://telluriderealtors.com), as well as regionally in the Multiple Listing Service's search tools. In addition, T.D. links his site and displays his properties on many other upscale websites. With such a broad and developed outlet for online advertising, T.D. has increased his property information requests by roughly six to eight times what they were prior to his significant investment in cyberspace.

## MAR-KET-ING

---

(v.) the activities associated with buying and selling a specified commodity

### **networking**

T.D. and his team believe that remaining in frequent contact with their clients is paramount to successful marketing. With this in mind, T.D. utilizes his personal database in order to execute targeted emails to as many as 1,000 recipients at a time, keeping them informed of changing market conditions, new products to the marketplace, and new personal listings. T.D. also consistently communicates with clients over the telephone and travels to visit them in person when necessary. Additionally, T.D. and his team uphold excellent relationships with the Telluride brokerage community and collaborate with other real estate agents to maintain a broad-based knowledge of particular properties.

### **brochures**

T.D. Smith produces color brochures for each property, using professional digital photography and high-quality printing. Brochures are available in hard copy and in electronic format and are prominently displayed at his office, which is also the Telluride Real Estate Corporation headquarters, located on main street in downtown Telluride. Brochures are mailed out to prospective clients and upon request. In addition, all of T.D.'s listings appear in Telluride Real Estate Corporation's 100-page *The Collection*, the region's largest and most comprehensive real estate guide published semi-annually.



MARKETING REAL  
ESTATE BEGINS  
WITH THINKING  
OUTSIDE THE BOX

**print advertising**

In order to maintain maximum exposure for his clients, T.D. Smith advertises in numerous publications, local and national, using a full-page, color format. He stays abreast of print media forerunners and targets specific properties to specific publications, rotating his presence as a means of reaching a broader audience. T.D. also pursues as much editorial coverage of properties as possible, appreciating that such unbiased recognition is an incredibly effective marketing tool.

**direct mail**

T.D. takes great pride in the mailing lists he has compiled over the years and uses them diligently in order to reach an elite level of clientele through his direct mail campaigns.

**Local Publications**

Telluride Daily Planet  
Telluride Watch  
TellurideStyle  
Telluride Magazine  
Telluride Visitor Guide  
Community Event Publications

**National Publications**

Aspen Sojourner  
Architectural Digest  
Bucks Magazine  
Castles Magazine  
Christie's Great Estates Magazine  
Cowboys and Indians  
Estates West  
Hollywood Reporter  
Mountain Homestyle  
Robb Report  
Residence International  
Rocky Mountain Farm and Ranch  
Santa Fean  
Space Magazine  
Stratos



## PROP-ER-TY

(n.) real estate that is legally owned



experience in Telluride, understanding of how families enjoy Telluride, appreciation for this unique real estate market, practical, informed and focused approach to due diligence, and contacts and reputation in the market enabled us to invest in properties we love and have enjoyed, and experience appreciation in value along the way.”

— Brian Conway, TA Associates

*T. D. Smith*

T.D.'S EXCELLENT  
REPUTATION IS EXEMPLIFIED  
IN THE PROPERTIES  
HE REPRESENTS

T.D. has a wealth of  
experience in handling all  
types of properties, from  
grand alpine retreats to  
rolling ranch lands, and  
ski-in/ski-out condominiums  
to commercial developments.



**Depot Avenue  
Town of Telluride**



**JC Mesa Ranch  
Specie Mesa**



**Allegheny Lodge  
Mountain Village**



**Sundance Lookout  
Mountain Village**



**Courcheval Townhomes  
Mountain Village**



**Raspberry Patch  
Turkey Creek Mesa**

## TEAM

(n.) a cooperative unit or group organized to work together effectively

### **Jacqueline Boan**

Jackie is responsible for designing, scheduling and coordinating all of T.D.'s advertising and marketing materials for client properties. She has been in the real estate business in Telluride since 2000 and joined T.D.'s team in 2003. Jackie moved to the mountains of southwestern Colorado from New Jersey in 1998 with her son Brad. At home she enjoys hiking, exploring the wonders of the Southwest, and sunny days on slopes; when vacationing, a beautiful beach and spectacular sunset paint the perfect getaway. Prior to relocating, Jackie was the general manager, for 20 years, of a chain of 10 retail stores supervising 60 employees. Later, she worked for a land development company overseeing all permits and design specifications, as well as selecting all interior and exterior finishes for the firm's spec homes.



*T. D. Smith*

HIGH-QUALITY  
SERVICE, EFFICIENCY  
AND ATTENTION  
TO DETAIL

Despite technology driven real estate marketing, the industry is still first and foremost people driven. T.D.'s team, therefore, is his greatest attribute for unwavering success.

### **Chris Sommers**

A licensed real estate broker with Telluride Real Estate Corporation since 2001, Chris is T.D.'s senior associate, as well as the co-listing broker for all of their listings. He is skilled and equipped at attending to all buyer-client/seller-client requests and when T.D. is personally unavailable, Chris steps up to assist with any client need. Essentially, Chris is T.D.'s right-hand man, making him an integral part in handling the everyday communications that are conducted between



brokers and clients. Prior to embarking on a career in real estate, Chris was active in the travel industry. He is a member of the International Airlines Travel Agent Network (IATA) and consequently, is able to provide invaluable assistance with all facets of a client's travel needs. A Kansas native, Chris attended the University of Kansas and Emporia State University. He graduated with a degree in Business Administration and is an alumni member of the

Sigma Chi fraternity. Currently, Chris serves as President of the Fairway Four Homeowner's Condominium Association and has directed many innovative improvements during his tenure. He and his wife, Cynthia, live in Mountain Village and have called Telluride home since 1999. In his free time, Chris enjoys skiing, fly-fishing, golfing, traveling, scuba diving, sailing and, of course, just spending time in the mountains.

## T.D. SMITH

(n.) professional real estate broker in Telluride since 1971

### history

When T.D. Smith arrived in Telluride in 1971, the young, motivated entrepreneur embarked on his career in real estate. Still in a post-mining slump, the quaint mountain town was laced with boarded up storefronts and run-down buildings, but things were about to change. Talk of a ski area buzzed about the unpaved streets and in late 1972, it opened. T.D. realized that Telluride was a place people would come to love and became immediately committed to his profession. His first sales were dilapidated mining shacks and vacant plots of dirt, but in the three decades that ensued, he actively participated in the rebirth and development of the historic community, helping to ensure that its character and quality of life were never compromised. T.D. has watched Telluride mature over the years and in that time, his career has blossomed and grown increasingly more refined.



*T.D. Smith*

AN UNDYING  
PASSION FOR THE  
TELLURIDE REGION  
AND ITS COMMUNITY

In witnessing Telluride's transformation from ghost town to world-class resort, T.D. recognizes that it is the close-knit sense of community that drew him here and will never let him leave.

**corporate beginnings**

T.D. founded Telluride Real Estate Corporation in 1981 along with Ron Allred, Chairman of the Board of the Telluride Ski & Golf Company, the entity that developed the Telluride Mountain Village. Telluride Real Estate Corporation's initial focus was to market Mountain Village and from 1984 to 1993, the company netted more than \$200 million in Mountain Village land sales. In 1992, T.D., along with four partners, purchased the Telluride Ski & Golf Company's interest in the brokerage.

**personally**

T.D. and his wife Page have been married since 1982. They have a son, Alex, who they raised in the San Juan Mountains and who presently attends Pitzer College in Claremont, California. T.D. and Page reside within the historic town of Telluride and over the years have maintained an active involvement in numerous facets of the community. T.D. has held directorships on the board of the Telluride Alpine Race Team, Mountain Village Metro District, Affordable Housing Task Force, Board of Realtors (first elected president), Sheridan Arts Foundation, Ah Haa School for the Arts, Pinhead Institute and Fair Housing Committee. He is a graduate of Purdue University and alumni member of the Sigma Chi fraternity.



*T. D. Smith*

*Jackie Boan*

*Chris Sommers*