

TELLURIDE REPORT

Summer 2009

Exclusive Affiliate of
CHRISTIE'S
GREAT ESTATES

TELLURIDE
REAL ESTATE
CORPORATION

A FEW NOTABLE SALES...

The 2009 real estate market has not been all gloom and doom. For several, the first half of this year has represented an opportunity and the time to buy in Telluride.

A few notable 2009 sales in which TREC agents have represented buyers and/or sellers:

January
West Meadows Lots 14 & 15 ~
Turkey Creek Mesa ~ \$5.25M

February
"Canyon Point", 851 Wilson Way ~
Gray Head ~ \$10.1M

March
Townhomes on the Creek at Tristant,
Bldg. 15 ~ Mountain Village ~ \$3.28M

May
232 Benchmark Dr. ~
Mountain Village ~ \$4.65M

304 Benchmark Dr. ~
Mountain Village ~ \$4.2M

June
126 Polecat Lane ~
Mountain Village ~ \$2.65M

121 Yellow Brick Road
~ Mountain Village ~ \$6.75M

TREC ANNOUNCES NEW AFFILIATION WITH LEADING REAL ESTATE COMPANIES OF THE WORLD

Despite being one of the oldest real estate brokerages in the Telluride region, TREC is dedicated to remaining on the cutting edge of marketing, technology, and competition. That's why, when recently invited to join Leading Real Estate Companies of the World as Telluride's sole affiliate, we jumped at the chance.

Initially formed in 1963 as a referral network, Leading Real Estate Companies of the World has evolved into the leading business affiliation for independent, non-franchised real estate companies. According to REAL Trends Top 500 survey, Leading Real Estate members led in total 2008

sales among the 500 highest-producing residential real estate firms in the U.S. who reported to the survey. Representing over 555,000 closed transactions, Leading R.E. closed 130,000 more sales than its closest national franchise competitor. Furthermore, Leading R.E. member offices were the market leaders in more markets than any other national brand. As noted by Leading R.E. CEO Pam O'Connor, "even in these challenging economic times, our strong locally branded brokerage companies continue to set the pace."

Of course, the luxury auction house affiliation model has proven to be highly successful, but we are now able to better serve our clients by expanding our reach even further through the addition of this new affiliation. Leading Real Estate Companies' website network receives more traffic than the network of our strongest local competitor, and is far-reaching with offices in 38 countries. In a U.S. market that has been experiencing huge growth in sales to international buyers, aligning ourselves with brokerage firms in other countries is more important than ever. The unique opportuni-

ty that has been offered to us to couple our Christie's Great Estates affiliation with that of Leading Real Estate Companies of the World affords us the opportunity to offer our clients unparalleled marketing of TREC listings on a global scale, as well as a referral network that spans the world with over 170,000 sales associates and 40,000 broker-to-broker referrals annually.

As a non-franchised independent brokerage firm, our affiliations provide a competitive advantage in the Telluride market with nationally franchised competitors. We are thrilled to be rolling out our new affiliation and look forward to offering its benefits to our clients. Look soon for all TREC listings to appear on www.RELOhomesearch.com and www.RELOdirect.com, both of which have exceptional web traffic. Additionally, please speak with your TREC agent should you find yourself seeking assistance in buying or selling a home in another area—with affiliations with both Christie's Great Estates and Leading Real Estate Companies of the World, we will be able to match you with an agent to suit all of your needs.



LEADING REAL ESTATE COMPANIES *of* THE WORLD®

PLEASE CONTACT YOUR TREC AGENT FOR A COPY OF THE SUMMER 2009 HOT PICKS LIST



SAVE WHEN YOU FLY TO TELLURIDE THIS SUMMER!



These special promotions are valid on summer season non-stop and connecting flights on American Airlines, Continental or Delta into Montrose Airport (MTJ). Montrose Airport is a scenic hour and 15 minute drive away from the Telluride region, along the northwest section of the San Juan Skyway. You can choose from a variety of ground transportation options including shuttle service, limo, or rental vehicle. Offer valid thru August 31, 2009 while supplies last.

Choose from these two money-saving options:

- 1) Fly FREE this summer when you purchase three or more airline tickets and book a four-night stay with Telluride Central Reservations. Perfect for families seeking a unique mountain vacation where playing in the outdoors is the mainstay. Or, for groups of friends heading out for one of Telluride's 30+ weekend festivals or events.
- 2) New VALUE DAYS Offer! Receive \$50 OFF each air ticket when you stay at a participating property for at least a two-night stay. For couples and individual travelers who want the convenience of flying to Telluride, this newly added promotion saves you \$50 on each airfare purchased with no minimum quantity.

PARTICIPATING LODGING PROPERTIES

- Capella** – The newest property in town!
- Fairmont Heritage Place, Franz Klammer Lodge** – Buy 3 nights, get the 4th FREE or buy 5 nights and get two FREE
- Hotel Columbia** – Complimentary deluxe continental breakfast and free wireless internet
- Hotel Telluride** – All-inclusive with breakfast and get your 4th night FREE with a 3-night stay
- Inn at Lost Creek** – Boutique-Style Luxury
- Lumiere** – Save on one bedroom or larger units. Complimentary European breakfast, welcome amenity with wine and cheese and VIP treatment
- Mountain Lodge** – Save on 2-bedroom or larger units
- Telluride Resort Lodging** – Great selection of vacation rentals
- The Peaks Resort & Golden Door Spa** – 15% off your lodging
- Victorian Inn** – Get your 4th night FREE with a 3-night stay

SPECIAL DINING BONUS

You will also receive a \$25 Gift Card valid at these participating restaurants:

- Excelsior Café
- X Café
- Blue Point Grill & Noir Bar

Take advantage of these special offers and valuable savings listed above. You can reach a reservations agent at 888-355-7433.

*Conditions apply. Please call a Reservations Agent for more information.

THE FOURTH OF JULY 2009, BETTER THAN EVER

It happens every year. As the summer season gets into full effect, people hang up their stars and stripes and don patriotic outfits of red, white and blue to honor America. Only this year, one thing was clear - towns across the country were cutting down on Fourth of July festivities in 2009 — motivated by shrinking budgets, drying sponsorship monies and hard economic times.

Telluride, though, bucked the trend. In a town where the Fourth of July is a venerated event marked by quirky parade entrants, a huge public BBQ and thundering fireworks, the show was bigger and better in 2009.

“Actually we had an increase in fireworks,” said Jamey Schuler, Chief of the Telluride Volunteer Fire Department. The volunteer fire departments of Telluride and Placerville, which put on the bulk of the Fourth of July events each year, always fund-raise a year in advance. Capitalizing on the abundant generosity of locals and visitors alike over the course of 365 days clearly has an impact on the Independence Day Celebration, which seems to grow a little more each year.

And from the beaming smiles on the faces of adults and children alike, it seems everyone was pleased that Telluride could still do it up right. It is, after all, kind of a big deal to this little town.

A few staple moments of the Telluride Fourth of July Celebration included a low fly-over from a roaring plane overhead that marks the start of the parade each year and the annual convergence of the region's veterans who lead the festive procession. Bob Beer, a Vietnam veteran who has marched in Telluride's parade too many times to keep track, said it's always a special experience. Back when his generation was returning from war, he said, they

didn't always get a warm homecoming. “So it's really quite amazing that 1,000 people, when we march by, will give us a cheer,” he said.

After the parade, the crowd migrated to Town Park, where the Telluride and Placerville Volunteer Fire Departments hosted their annual community all-day event. The volunteer firemen, and their families, once again pulled off a huge feat; collecting donations and working hard to put together the midday barbecue, kids' games and fireworks display.

This year, the supportive volunteers served 3,500 meals of barbecued beef or chicken, corn on the cob, potato salad, beans, rolls and beer. The barbecue grill was lit early the day before the festivities and a crew stayed up all night long cooking to be certain the feast was ready on the Fourth.

Along with a belly-full of food, the barbecue gave way to an afternoon of kids' games like three-legged races, fish catches and pie eating contests.

And once darkness fell, the fireworks display commenced on Firecracker Hill just east of town park, streaming light across the sky and shaking home foundations. Once again, there was evidence that Telluride was not going to back down its July 4th Celebration but instead exceeded the expectations of everyone involved. Recession? Economic slump? Not in this town.





TELLURIDE REAL ESTATE CORP OFFERS MORE SERVICE AND LESS PAPER

With ever-growing movement to **Go Green** and save our world's energy and resources, TREC has made a bold statement this summer to support the cause. Their premier marketing piece, The Collection, is now available in a new and exciting digital format.

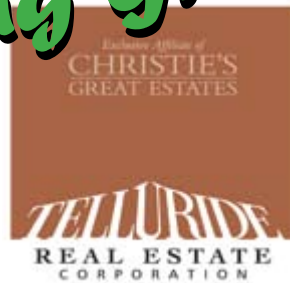
This move follows another made by TREC late last year - taking this newsletter to an electronic-only format in an effort to save paper and waste.

The digital epublication can be viewed at the following address, which can be copied into your web browser:

<http://www.turnpagepro.com/doc/Telluride/TRECCollection/2009070601/>

There is also a live link button on the TREC corporate website at www.telluriderealtors.com. We encourage you to go explore this cutting edge resource. It is your faster and easier guide to property in the Telluride Region and provides its viewers with current information on TREC listings and the Telluride marketplace.

Going Green!



Your faster, easier interactive guide to property in the Telluride Region.

A TASTE OF THE HIMALAYAS

Telluridians and visitors have always been fans of international cuisine, and beginning in June, a culinary journey to Nepal became as close as a walk down Pacific St. After an ongoing successful restaurant venture in Boulder, Vhim Rai partnered with former Nepalese five-star chef Prama Nakarmi to open the 'Himalayas' restaurant in the former Pac. St. Pizza space on W. Pacific Ave.



Serving a plethora of curries, tikka masala, naan bread and other favorites from N. India, Nepal and Tibet, Himalayas has already been welcomed to town with rave reviews from diners. The space is small and quaint (so get there early!), but the food is a journey to the other side of the world—all right here in our Box Canyon. For information, contact Himalayas at 728-1770.

JULY

- 6-14 Playwrights Festival, Sheridan Opera House
- 10-12 Telluride Yoga Festival, Elk's Park
- 10-12 KOTO Doo-Dah Concert, Town Park
- 11-12 Hardrock Hundred Endurance Run, Town Park
- 15 Sunset Concert Series, **Old 97s**
- 15-17 Buddhist Lexicon Conference, Library
- 22 Sunset Concert Series, **James McMurtry**
- 24 Ah Haa Art Auction, South Townsend Street
- 24-26 Rotary 4x4 Tour, Town Park
- 29 Sunset Concert Series, **Coco Montoya**
- 31 Cajun Festival, Colorado Avenue
- 31-2 Tech Festival, Sheridan Opera House

AUGUST

- 1 TCTV 12 Fundraiser, Conference Center
- 5 Sunset Concert Series, **Trombone Shorty**
- 6 Stronghouse Gallery Artist Opening
- 6 Art Walk, Galleries around town
- 6-16 Chamber Music Festival
- 7 KOTO Duck Race
- 12 Sunset Concert Series, **Dirty Dozen Brass Band**
- 13-16 Telluride Festival of the Arts, Mountain Village
- 14-17 Mudd Butt Mystery Theatre Troupe
- 19-23 Repertory Theatre, Sheridan Opera House
- 19 Sunset Concert Series, **The Avett Brothers**
- 20-23 Mushroom Festival
- 22 TCTV 12 Fundraiser Concert, Palm Theatre

SEPTEMBER

- 2-10 Telluride Film Festival
- 2 Sunset Concert Series, **Hill Country Revue**
- 3 Stronghouse Gallery Artist Opening
- 3 Art Walk, Galleries around town
- 12 Imogene Pass Run
- 14-17 Black Bear Awareness Week, Library
- 18-20 Blues & Brews Festival, Town Park
- 25-27 Writers in the Sky
- 26 Mountains to the Desert Bike Ride
- 26 Placerville Vol. Fire Dept Picnic, Placerville