

Having trouble viewing this email? [Click here](#)



1720 S. Bellaire Street, Suite 110
 Denver, Colorado 80222-4303
 Phone: 303.782.0166
 Fax: 303.820.3844
 Email: crew@wmrdenver.com
 Website: www.CREWDenver.org

February 2012 Newsletter

In This Issue

[A Note From the President](#)

[Glendale Riverwalk CREW Denver's Monthly Event](#)

[FirstBank Community Leaders Forum](#) | [CU UCREW Event](#)

[CREW Denver 2012 Annual Sponsorship Opportunities](#)

[Renew Your CREW Membership Now for 2012!](#)

[CREW Network News and Additional Chapter Info](#) | [Sponsors](#)



Letter from the 2012 President, Sara Croot

As we enter February, I want to send a quick reminder to get your CREW Denver membership renewal completed. CREW Denver members can renew their membership through CREWBiz by following the link on the CREW Denver homepage. While you're there, make sure that your CREWBiz bio is updated and that 8,000 CREW members have access to you! One of the many benefits to your membership is the opportunity to promote yourself and your business. Through your CREWBiz marketing page, you can let other members know what services and resources you can provide to their clients. Your CREWBiz bio may be the first impression you make on a potential client or employer.

And... just in case you are like me and formulating your bio gives you anxiety (I can't be the only one!), consider the following 'Tips for Writing an Effective Bio' provided to you by CREW Network.

'Tips for Writing an Effective Bio'
 CREW Network

[CREWbiz Bio Writing Tips](#)

As a general rule, your bio should outline, or summarize, your real estate, professional and educational background. It should provide the reader a clear outline of your accomplishments so they can determine whether you are a good fit for their project. Today's buyers want to hire specific experience for their specific needs.

Your bio should tell the reader three things:

1. What you do and the kind of person who needs to hire you (provide examples that fit their industry/area - hospital systems, investment advisors, tenants of high tech industry spaces, etc.
2. Why someone should hire you - the unique experiences and qualities that you will bring to their business. Be sure to provide specific examples of deals and projects you've completed, highlighting the experience/expertise you provided.
3. That you are a committed, trustworthy, can-do kind of person who excels in whatever you do. Make sure your bio conveys this commitment. Highlight examples that showcase your passion for civic and community causes, perhaps ways you have fun, and that demonstrate your commitment to ongoing learning and improvement.

Keep it short. Be concise.

Make sure your most relevant information is presented up front. The reader may stop reading after the first two paragraphs. Have you said everything you needed to say? The bottom line: What the reader really wants to know is how you can help them. The quicker you demonstrate that, the closer you will be to the sale.

Consider this:*Showcase expertise.*

- * Include a clear description of your recent work, including a good description at the deal level, which includes role and result.
- * Address client concerns head on by publishing regular articles, updates, and news on current and relevant topics. Publicize accolades, speaking and seminar activities and share presentation materials when appropriate.
- * Credentialing: The key here is to get quoted in the media, present at a seminar, write articles, etc.

Keep it current.

- * Do you have descriptions of recent examples of work?
If the most recent deals aren't in the bio, then it isn't helping to demonstrate how you can help a client who is perusing you.
- * Are links to your most recent articles and speeches included?
- * Remember, potential clients and referral sources (as well as search engine spiders) come to your Web site looking for specific information to support the belief that you might be the right fit for them - don't send them away empty handed.
- * Set a reminder to review your bio every 6 months at a minimum.

Differentiate yourself.

- * You have to break through the clutter to positively differentiate yourself from the field to get new clients. Highlighting your interests and civic involvement will help endear the reader to you, by giving cause for why the reader would be interested in working you.

[Return to Top](#)

CREW Denver's Monthly Event**Glendale Riverwalk****Tuesday, February 21, 2012****11:15 am - 11:45 am Registration & Networking****11:45 am - 1:00 pm Program****Maggianno's Denver Pavilions | 500 16th St. | Denver *New location!***

[REGISTER HERE:](#) Members \$55/Non-Members & Guests \$75 *Early Registration Closes at 5:00 pm on Friday, February 17, 2012.**

Brian Levitt of Integral Real Estate Development, Master Developer for the Glendale Riverwalk Development Project, will lead a panel discussion on this dynamic new project, which will become a premiere entertainment destination in Colorado. This will be the first time Brian Levitt will be presenting the Riverwalk project with concepts from the master development team to a professional association.

Thank you to our luncheon sponsor:



[Return to Top](#)

Free Community Event

2012 FirstBank Community Leaders Forum

Thursday, February 23, 2012

7:00 am - 9:00 am

Arapahoe Community College Dining Hall | 5900 S. Santa Fe Dr. | Littleton

Please join FirstBank and the other members of your community in a discussion about opportunities and challenges for 2012. Panelists include Mayors of Littleton, Centennial, Englewood, and Lone Tree, as well as a representative from the Highlands Ranch Metro District. This is a free event for the South Metro Denver Community.

Please RSVP to Marilyn@manningbizsolutions.com to attend.

[Return to Top](#)

Save the Date!

CU UCREW

Thursday, February 23, 2012

12:30 pm - 2:00 pm

Boulder Campus | CU Real Estate Center Leeds School of Business

Koelbel Building | Office 210-F

Contact Andrea Ackerman for more information: Andrea@TomaWest.com.

[Return to Top](#)

CREW Denver 2012 Annual Sponsorship Opportunities

Deadline extended for sponsorships renewals!

The **CREW Denver 2012 Annual Sponsorship** Opportunities are now available and for 2012, there are even more opportunities to participate in CREW Events, including a **new, exclusive CREW Denver Title Sponsor** opportunity available for only one company. Please see the brochures on the website that explain the new 2012 CREW Denver Annual Sponsorship Opportunities and call now to sign up your company as a CREW Denver Sponsor.

[Click here for more information!](#)

[Return to Top](#)

CREW Denver's March Monthly Event **SAVE THE DATE**

Tuesday, March 20, 2012

"The Logan Residences," presented by Developer Red Peak Properties.

Stay tuned for more information.....

[Return to Top](#)

Renew Your CREW Membership Now for 2012 - Deadline Extended!

The deadline to renew your 2012 Membership and to take advantage of member only events has been extended to **February 14th**. This is also a perfect opportunity to complete your profile on CREWbiz, take advantage of national exposure to all CREW members nationwide, and to access great resources on the site. There is contact information in the Network e-mail if you need assistance with renewal, or you can contact the [Membership & Networking Committee](#).

[Return to Top](#)

More News & Info...

CREW Network News

Several newsworthy announcements were made during the 2011 CREW Network Convention & Marketplace including the introduction of the 2012 CREW Network Board of Directors, Impact Award winners, CREW Network scholarship recipients and the winner of CREW Network's top honor, the Achievement of Excellence Award. Click on the links below for all the details and to access the Achievement of Excellence Award winner.

[2012 CREW Network Board of Directors](#) [2011 CREW Network Impact Award Winners](#)
[2011 CREW Network Scholarship Winners](#)
[2011 CREW Network Achievement of Excellence Award Winner](#)




[Return to Top](#)

Helpful Links

[About Us](#) [Board of Directors](#) [Committee Information](#)

[Membership](#) [Sponsors](#) [Upcoming Events](#)

View our profile on 

[Return to Top](#)

Newsletter Contacts and Material Deadlines

The deadline to submit newsletter articles or website updates for March 2012 issue is **February 17, 2012**. Please send requests to: [Lisa Meireis](#) PH: 303.293.5608.

THANK YOU TO OUR 2012 SPONSORS*:

PLATINUM: Otten Johnson Robinson Neff & Ragonetti PC
Perkins Coie, LLP - KeyBank Real Estate Capital
First American Title Insurance Company
BBVA Compass Real Estate Group

GOLD: Franke Greenhouse LLP - FirstBank

SILVER: Rothgerber Johnson & Lyons LLP - Snell & Wilmer L.L.P.
Colorado Commercial Real Estate Professionals Inc.

BRONZE: Chicago Title Insurance Company - Assured Title Agency, LLC

PREMIER: CenterPoint Integrated Solutions, LLC - Robinson Waters & O'Doriso, P.C.
Catamount Constructors - Urban Villages, Inc. - Mortenson Construction

Business: TD Ameritrade - Ryley Carlock & Applewhite, Attorneys at Law

Try CREW for One Year: BGL Facilities Consultants

Media: Colorado Real Estate Journal

For additional information about CREW Denver Sponsorship, contact [Lisa Meireis](#), ph: 303.293.5608 or [Karen Hertz](#), ph: 720.530.3593.

* Paid as of 1.31.12

[Return to Top](#)

[Forward email](#)



Try it FREE today.

This email was sent to crew@wmrdenver.com by crew@wmrdenver.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

CREW Denver | 1720 South Bellaire Street, Suite 110 | Denver | CO | 80222