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THE 3C'S OF REAL ESTATE

THAT'S WHAT REAL ESTATE AGENTS AND BUSINESS PARTNERS
JOHN SIMMONS AND JESSE LANER HONED IN ON WHEN FORMING
THEIR COMPANY, C3 REAL ESTATE SOLUTIONS.

Turns out Laner already owned the company name C3. "I asked Jesse, 'What does C3 mean?'" and he said it was the first truck he owned." Simmons laughs. "We decided to go with C3 and we incorporated our top three C's into the name and the logo." And there you have it.

Both Simmons and Laner cut their teeth at The Group Inc. and were top-producing Broker/Associates. "We learned a lot from our previous company. We went through Larry Kendall's Ninja Selling training, which is about listening to the client and helping them to achieve their goals. It's less about selling and more about relationships," says Simmons. "Our previous company's Philosophy, Mastery, and Rules of the Game will be carried with us forever. We have spent the last two years traveling and interviewing top producing real estate companies across America and we have adopted first class, innovative systems."

He goes on to talk about what people are looking for in a Realtor®. "They want a Realtor® who is going to work hard for them, whether they are buying or selling a home. Buyers want somebody who is going to help them understand and go through

the entire purchase process. Buyers need brokers who understand the market, have solid negotiation skills and know the contracts from front to back... In addition, the good homes are flying off the shelf the same day they are listed so buyers need an agent who can show homes now, not later. Sellers want someone who is going to aggressively market their property. When we get a listing, we market to every buyer, agent, and real estate company, locally, nationally, and internationally."

He continues, "Sellers are hiring agents who are committed to marketing properties properly. Because of the change in the market and internet, you will see many smaller local boutique offices opening."

Of course, C3 has built their success by hiring the right people. "Our staff is truly the best. They love what they do and are the heart of our company. They treat every customer and property with the utmost respect."

The team has grown from the original two partners to a company of 70 and growing. They currently have 3 offices, one in Loveland, one in Fort Collins, and one in

Greeley. In addition, they plan on opening in Windsor and Downtown Fort Collins the first quarter of 2015. They have ten talented staff members who possess decades of experience and they will collectively close over 1,000 families in 2014.

The company is run with a focus of balancing priorities of faith, family, friends, fun (work), finances, fitness and giving back to the community. "Jesse and I sit down with each agent and talk to them about their goals and then help them to develop a strategy to reach those goals. Maybe the agent is a single parent who only wants to close 10 transactions per year; maybe they want to close 100 or more. We base our decision on the person's values, ambitions and character. Quality has a greater emphasis than quantity. If a person is committed to being the best they can be," states Simmons, "we know they will be a great reflection of C3 and the clients will benefit."

Character, Culture, and Commitment is C3 Real Estate Solutions' winning combination for everyone.

"Jesse and I really struggled to find the right name," says John. "We toyed with Timberline, Front Range, Longs Peak, Elevations, a combination of our names - Simmons and Laner, Laner and Simmons, S&L, L&S... it had to be something that could grow with us and also work as a concept that can be franchised."