

TELLURIDE REPORT

Volume II - 2011

EXCLUSIVE AFFILIATE OF
CHRISTIE'S
INTERNATIONAL REAL ESTATE



TREC'S PA GOMO AND CASCABEL SELECTED FOR CHRISTIE'S EXCLUSIVE BESPOKE MARKETING PROGRAM

Christie's International Real Estate believes that extraordinary properties deserve very special attention. Its new Bespoke Marketing Program delivers high-value, customized, marketing strategies to selected properties totaling less than 1.5% of its inventory of \$10,000,000-plus properties. Christie's utilizes valuable exclusive marketing channels to promote these listings to the world, including highly targeted mailings utilizing its 1,000,000 art auction clientele list that generates over \$1 billion in sales annually and dramatic exposure in its auction houses in cities such as Hong Kong, New York, Dubai, London, Milan, Geneva, and Paris. A Private Placement service within the Bespoke Marketing Program employs a confidential, discreet, and personalized approach prior to a public marketing launch, with a privileged introduction to targeted Christie's clientele hand-selected according to their interests and buying tendencies.



These special properties are also featured in the Christie's International Co-Op Advertising Program in such publications as *The Wall Street Journal*, *The Robb Report Collection*, *Robb Report Exceptional Properties*, *Variety*, *Christie's Interiors*, *Financial Times*, *International Herald Tribune*, *Country Life*, *Wall Street Journal Asia / Europe* and *Luxury Properties Asia / China*, to name a few. The program also electronically features "Bespoke Properties" on its highly trafficked website, podcasts and affiliated websites (WSJ, Robb Report, Country Life, Luxury Properties and others).



For detailed information on these exquisite properties, please contact your TREC broker.

TREC ROLLS OUT NEW MARKETING INITIATIVES

As Telluride's Market Strengthens, TREC Is Poised With New Tools For Buyers and Sellers

We are pleased to announce that we are implementing several exciting new listing and selling marketing tools as Telluride's real estate market gains strength over this summer and beyond. We are enthusiastic about the production of these new tools and believe that with the significant adjustment of prices throughout our market, this summer and fall will be very active and productive selling seasons.

This summer, we will roll out a complete redesign of TREC's website, www.gotelluride.com. We are updating the look, substantially improving the ease of navigation and updating all data, charts and graphs. Most important is that all of our listings will feed directly from the MLS and will therefore appear instantly on the site. TREC already owns a significant inventory of high-quality photography for the website, however we are also upgrading the appearance of the listings pages and associated photography. We have retained the renowned firm Telluride WebSmith for the redesign.

As previously announced, the region's most comprehensive buyers' guide, our digital Collection, is now completely updated and can be viewed at its new dedicated website: www.TheTellurideCollection.com. This guide serves as a vast source of information on real estate in Telluride and the region in general.

Completing the digital Collection allows us to go to the next step of publishing a 100+-page high-quality magazine version of The Collection, which will be displayed on magazine racks and in our offices this summer. Contact your TREC broker for more information or a copy of our newly updated Collection.

Last December we showcased our partnership with the most powerful website domain name for our region, Telluride.com. We are the exclusive real estate brokerage partnering on this high-traffic website and this is another of our efforts to keep our leading presence in the regional real estate market.



TELLURIDE AIRPORT EXTENDS WINTER OPERATING HOURS

Travel Into And Out Of The Telluride Airport Just Got A Little Bit Easier

In May, the Telluride Regional Airport Authority (TRAA) voted unanimously to extend the year-round operating hours at the airport from 6:00 AM to 9:00 PM for commercial and private aircraft. This followed a lengthy public process that started over 14 months ago when the Telluride Montrose Regional Air Organization (TMRAO) made a formal request of TRAA to extend the operating hours of the airport to help accommodate additional commercial airline flights coming into Telluride in the evening (after dark in the winter months). Major hub airports such as Denver and Phoenix have large banks of flights that arrive between 4:00 PM and 6:00 PM. With the Telluride Airport closing as early as 5:15 PM in the winter, it was not possible for many passengers to connect to a flight into Telluride in the same day.



TMRAO has already secured an evening flight into Telluride from Denver on Great Lakes Airlines for the summer. This service leaves Denver three nights a week at 6:35 PM on Thursday, Friday and Sunday evenings and provides a return flight to Denver the following morning on Friday, Saturday and Monday mornings. To check specific flight schedules and fares, please visit www.flygreatlakes.com. This is important to our guests as well as our residents who fly in and out of Telluride for personal or business reasons. We expect the evening flights with Great Lakes to continue through the winter. TRAA is also working with TMRAO to secure additional airline service directly into Telluride, providing our community with additional air travel options without having to drive to Montrose. This change in operating hours allows us to provide more convenient service and be competitive with other ski resorts.

An added benefit will be the ability for charter and private aircraft to also land in Telluride up to 9:00 PM year round. This gives people the option to work a full day before heading off for a weekend of fun in Telluride. Or conversely, you can ski a full day before flying home. The Fixed Base Operation will be open from 7:00 AM to 9:00 PM every day. After-hours services can be arranged by calling the Telluride Airport at 970-728-5051. Telluride is a mountain airport located at over 9,000 feet in elevation. It is important for any pilot flying into Telluride to be familiar with mountain flying and the specific weather and wind conditions at Telluride. For more information, you can visit www.tellurideairport.com or call the airport at the phone number above.

Few people realize that the Telluride Airport is a self-sustaining community asset that is vital to our full-time and part-time residents, as well as our guests. Most airports in this country receive funding from cities and counties but the Telluride Airport does not. The Telluride Airport is run like a business without any tax revenue from our local governments. It is the goal of the TRAA to ensure that the airport continues to be self-sustaining while at the same time serving the community as a whole.

TELLURIDE'S FLIGHTONE CHARTER SERVICE ADDS A CITATION ULTRA

The 8-Passenger Jet Will Be Based In Telluride



FlightOne, Telluride's premier air charter company, announced the addition of a Citation Ultra, N560TP. This comfortable eight-passenger jet will complement their King Air B200 turboprop, which has been at the core of FlightOne's business for the past eleven years.

The Citation Ultra, one of the most versatile, proven and reliable light jets, is ideally suited for Telluride's high-altitude airport environment because of its excellent runway takeoff performance, low approach speed and extended range. Operating flexibility is the hallmark of this legendary Cessna Citation model. The Citation Ultra will be based year-round at the Telluride Regional Airport (TEX) and will be available for charter, serving the Colorado Western Slope and all Colorado ski resorts. The Ultra is capable of flying at altitudes of up to 43,000 feet, at cruise speeds of 480 mph, with a range of 1,700 miles.

FlightOne was established in 1999 and has become the region's most experienced charter operator, having logged over 14,000 flight hours. FlightOne's seasoned pilots all have extensive mountain-flying backgrounds. Having a Telluride-based jet allows them to provide arrival and departure reliability not possible for non-local companies. For more information, please visit www.FlightOne.com.

JUNE

4-5
5-11
10-12
14

Telluride Balloon Rally
Wild West Fest
Heritage Festival
Young People's
Theater Presents "A
Play in a Day"
Bluegrass Festival
Telluride Musicfest
Pinhead Institute's
"The Science of
Cocktails"
Wine Festival
Plein Air

16-19
22-7/3
22

23-26
28-7/4

JULY

1
2

4
4

9

11-17

14-17

20-23

22

25-29

Band-Aids and BBQ at
the Medical Center
SAF Presents Jason D.
Williams in Concert
Firemen's 4th of July
1st Annual "Telluride
Classic" Foot Race
15th Annual KOTO
Doo-Dah Day
Playwrights Festival
Yoga Festival
Americana Musicfest
Ah Haa Art Auction
Young People's
Theater Summer
Spectacular

AUGUST

5-7
11-20
12-14
18-21

Jazz Celebration
Chamber Music
Festival of the Arts
Mushroom Festival

SEPTEMBER

2-5
10
16-18
30-10/2

Film Festival
Imogene Pass Run
Blues & Brews
Tech Fest

NOTABLE LISTING



529 BENCHMARK DRIVE

A magnificent blend of bold, hand-crafted mountain architecture, refined finishes, awe-inspiring living spaces and contemporary comforts, all slopeside with enchanted forest-like private trails to and from the residence. An exterior of antique timbers and barn wood siding surround a motor court that welcomes guests and family. Four outdoor living spaces, nestled amongst old growth spruce, are located on 2.63 secluded acres. The main residence encompasses four masters, all with en suite luxurious baths, fireplaces of carved wood and glazed stone, a three-sided mezzanine with sitting room and full laundry, home theater, billiard/game room/wet bar, dine-in wine cellar, powder room and gallery hall. A "library-breezeway" joins the main residence to a two-bedroom/two-bath cottage.

TELLURIDE
REAL ESTATE
CORPORATION

DOWNTOWN TELLURIDE
232 West Colorado Ave.
970-728-3111

MOUNTAIN VILLAGE
567 Mountain Village Blvd.
970-728-6655

www.gotelluride.com

BAKED IN TELLURIDE TO REOPEN IN JUNE

With Rebuilding Nearly Complete, "BIT" Has Risen, Like The Mythical Bird, From The Ashes



After burning to the ground on a cold February night in 2009, Baked in Telluride, Telluride's iconic bakery, is slated for a grand re-opening in early June.

Jerry Greene, who has owned and operated the bakery for over 30 years, couldn't be happier these days: "It's a beautiful building, thanks in part to the Zolines who went above and beyond what they had to do in insurance."

The building is very similar to the old livery building, with the same red exterior color and beloved front porch that overlooks Fir Street, along with more seating inside. What makes Greene the happiest is knowing that three quarters of his previous 30-person workforce will be back to work at the bakery.

For more information (including "before" photos), visit www.bakedintelluride.com.

TREC GIVES BACK TO THE COMMUNITY

TREC Is Proud To Participate In Volunteer Programs

Telluride Real Estate Corp. prides itself as a company that volunteers and contributes to the Telluride region to make our community a better place to live and work. Some of the programs TREC is proud to be involved with include Habitat for Humanity and the First Time Home Buyers' Assistance Fund.

Along with the programs listed above, TREC brokers help the Town of Telluride keep the "River Trail," which so many locals and tourists frequent, clean. TREC brokers also volunteer in ongoing regional projects, including the cleanup of the Highway 145 Spur, the Senior Luncheon Program and Angel Baskets/San Miguel County Food Bank. In 2010 alone, the Telluride Association of Realtors has logged an estimated total of 191 volunteer hours along with \$23,705 in donations and TREC is extremely proud of these accomplishments, particularly during these challenging economic times.



Individually, TREC brokers assist in many more organizations. Some are hands-on, some are more grassroots, and some are at the board level. We're coaches for the kids in our community; involved with Search and Rescue; and participate as board members for the Town of Telluride and Mountain Village and other organizational entities, such as the Telluride Airport, San Miguel Power Association and the Telluride Adaptive Ski Program.

ONE DOOR CLOSSES AND ANOTHER OPENS

New Location And New Name, But Same Great Food For Telluride's Favorite BBQ Joint, Fat Alley

Telluride's favorite BBQ joint Fat Alley closed its doors last month after a successful 15-year run on South Oak Street. Owner Robbie O'Dell decided that with an impending remodel of the building it was a good time to move on. And move on he did. O'Dell is now the proprietor of Oak...The New Fat Alley, located at the base of Chair 8 and the Gondola on the ground floor of the luxurious Camel's Garden Hotel.



Locals, homeowners and tourists need not worry, Oak...The New Fat Alley will provide the same delicious ribs, pulled pork and sandwiches as Fat Alley always has, but many new menu items will be added. Now open, Oak...The New Fat Alley will take advantage of its large outdoor patio to offer a unique indoor/outdoor dining service and enhance the already fantastic culinary options we have in the Telluride Community.

For more information, visit www.OaksTelluride.com. 970-728-3985. 250 San Juan Avenue. Serving breakfast, lunch and dinner.