

# Telluride Properties

Founded in 1986, Telluride Properties is widely regarded as the premier real estate brokerage in Telluride, Colorado and the surrounding area. Its team of 25 brokers and associates is driven by a mission to offer their clients the most knowledgeable, experienced, effective and detail oriented real estate brokerage services in the Telluride region. All Proteus had to do was burnish their image and get the brokers to speak the same language.



proteus

**The Situation**

Surrounded by extraordinary 14,000-foot mountains, the town of Telluride, CO is one of the most beautiful in the United States. From a real estate standpoint, it's also one of the most expensive. A former mining town, Telluride still retains much of its 19th Century charm and personality. Telluride Properties has been one of the top real estate brokerages in the town for more than two decades. But by 2006, it was clear to President/Owner Albert Roer and members of his team that there was a gap between their vision of the company and how they were representing it.

**The Solution**

In its literature and on its web site, Telluride Properties describes itself as "the best of the best". Why then, we wondered, were they representing themselves with a logo and collateral pieces that failed to support the claims they were making.

One of our first activities was to redesign the logo and enhance other elements of their corporate identity. The logo we gave them drew on the image of the miner's pick that is a prominent part of Telluride's history. We created a series of ads that depicted Telluride Properties as consummate insiders – as knowledgeable of the history of the area as they are of the real estate market. The piece de resistance was a booklet called Truly Telluride that displayed the multi-million dollar properties they had in their inventory and provided information about life in Telluride, both past and present. It was an engaging and effective way to reach out to their affluent demographic.



**TELLURIDE**  
PROPERTIES



IN TELLURIDE, THE SAN JUAN MOUNTAINS SOAR TO 13,000 FEET. AT THAT HEIGHT, SKIERS SAY THEY GET A PRETTY GOOD GLIMPSE OF HEAVEN.

But then, isn't it in keeping with the character of Telluride to let things run free? The San Miguel river, which winds its way through Telluride and the Valley, is one of the only undammed rivers in Colorado.  
But then, isn't it in keeping with the character of Telluride to let things run free?

Telluride Properties | Telluride, Colorado 81435 | 970.728.0600 | tellurideproperties.com

EVERYONE FROM THE UTE INDIANS TO BUTCH CASSIDY HAS BEEN CAPTIVATED BY THE SPECIAL PROPERTIES OF TELLURIDE.

**NOW IT'S YOUR TURN**

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THE FIRST BANK BUTCH CASSIDY EVER ROBBED WAS THE SAN MIGUEL VALLEY BANK IN TELLURIDE.

*It*'D HAVE BEEN BETTER OFF JUST BUYING THE BUILDING.

Everyone from the Ute Indians to Butch Cassidy has been captivated by Telluride. Nobody can help you discover the character of this place better than the characters at Telluride Properties.

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