

	Policy Title		
	<b>REAL ESTATE MARKETING POLICY</b>		
	Adopted/Amended Date	Effective Date	Policy No.
	November 29, 2018	January 1, 2019	ES-03
Administered By			
Emergency Services Department			

1. **Purpose and Administration.** This Policy establishes procedures for listing real estate for sale in the Village, admitting real estate brokers and potential buyers to the Village, and the conduct of open houses and other real estate marketing activities in the Village. This Policy will be administered by the Emergency Services Department (**ES**).
2. **Background.** The Village is a gated community with controlled access through five entry and exit gates. The security afforded by this controlled access is one of the advantages of living in the Village. At the same time, the Castle Pines Homes Association wishes to facilitate real estate marketing activities within the Village. This Policy balances our residents' expectation of security with the need to allow reasonable access for marketing purposes.
3. **Listing.** A listing broker or homeowner wishing to sell real property in the Village must register the proposed sale with ES using a **New Listing Form** (see [Exhibit A](#)). The listing broker must also provide to ES a business card with current contact information and other information as requested by ES.
4. **Marketing.**
  - 4.1 **Signage.** "For Sale" and similar signs are strictly prohibited in the Village. Except as authorized in Section 4.3 below or other applicable governing documents, the only permitted signage is a plaque, which is available for purchase with a deposit (check or cash) at the Homes Association Office, 688 Happy Canyon Road, Castle Rock, Colorado 80108. Not more than two plaques may be placed at the property. If the property has a mail box post or bollard light, the plaque must be attached to the post or bollard. If the property does not have a mail box or bollard light, the plaque may be affixed to the top of an unfinished 4" x 4" cedar post extending no more than four feet above ground and placed no closer than four feet to the nearest road surface. After use, plaques in good condition may be returned to the Homes Association for a refund. Prohibited signage or improperly displayed plaques will be confiscated by ES and may subject the listing broker or selling homeowner to fines or other sanctions.
  - 4.2 **Showings and Tours.** If the property is being sold by the homeowner without a listing broker, the selling homeowner may admit brokers or prospective buyers in the same manner as other guests. If a broker wishes to show the Village or one or more listed properties to prospective buyers, the prospective buyers must accompany the broker and (if not already cleared into the Village by the homeowner) the broker may enter the Village between 8:00 am and 6:00 pm by presenting to the gate officer a photo ID and the broker's business card or real estate license. Upon entry, the broker and prospective buyers are free to drive by any listed property and to

view the Village and its amenities. The gate officer will provide a map of the Village and other available information about the Village. Note that the Castle Pines Golf Club and the Country Club at Castle Pines are private clubs and are not open to the public.

**4.3** Open Houses. Open houses are permitted in the Village subject to compliance with the following:

- (a) A listing broker or homeowner may arrange for an open house by contacting ES at (303) 688-6447 at least 72 hours prior to the desired start of the open house and may register the open house by providing the information requested by ES. Unregistered open houses are not permitted.
- (b) Registered open houses may be held on each Sunday of each month (unless it falls on a national holiday) for any desired duration during the hours of 11:00 am to 4:00 pm. There is no limit on the number of open houses that may be scheduled on a single Sunday and no limit on the number of times an open house may be scheduled for a single property.
- (c) The listing broker or homeowner may identify the open house by placing on the property on the day of the open house only, an approved "Open House" sign (see Exhibit B). Directional signs and other unapproved signs advertising an open house within the Village are prohibited, will be confiscated by ES, and may subject the listing broker or homeowner to fines or other sanctions. Douglas County prohibits the placement of signage on Douglas County roadways outside the Village and posting of any such signs will be considered a violation of this Policy.

ES gate officers will provide open house visitors with a Village map identifying the addresses of homes registered as open houses and other available information about the Village.