

# COLORADO

## WOMEN IN BUSINESS

**As Seen In... Forbes, September 15, 2008**

## Knowledge Is The Competitive Edge in Luxury Home and Divorce Real Estate Transactions

**RC**  
**ROGLIANO**  
Real Estate Group

2 West Dry Creek Circle, #100  
Littleton, CO 80120  
303-667-5485

[www.roglianorealestategroup.com](http://www.roglianorealestategroup.com)  
[joan@roglianorealestategroup.com](mailto:joan@roglianorealestategroup.com)

To learn more about workshops, workbooks, individual consultation and the Bouquet social networking series, visit [www.wildflowergroup.net](http://www.wildflowergroup.net).

### A Competitive Edge in Denver's Luxury Home Market

Denver Realtor® Joan Rogliano has built one of the most successful real estate agencies in Colorado, Rogliano Real Estate Group, by making her clients the most informed people in the room as they make purchasing decisions, negotiate financing and make some of the largest investments in their lives.

Information can be more important than your credit score when buying or selling a home. Rogliano's experience and performance in the luxury market qualified her to complete the CLHMS training offered by The Institute for Luxury Home Marketing. "I chose to pursue the CLHMS designation to meet the demands of affluent homebuyers and sellers," she explains. "The luxury home market is specialized and challenging. Buyers and sellers need customized tools, market insights and luxury agent contacts throughout the U.S. and internationally. The CLHMS designation provides those tools and that network."

### Women in Transition

Anyone can search the Internet for available homes, but Rogliano's clients have the advantage of working with one of the nation's most highly trained and experienced realtors. Recently, the 25-year veteran of the field became the only agent in the U.S. to hold select certifications as both a Certified Real Estate Divorce Specialist and Certified Luxury Home Marketing Specialist (CLHMS). A Graduate of the Real Estate Institution (GRI), Rogliano also holds a Council of Residential Specialist (CRS) designation, an accomplishment only 4 percent of agents in Colorado have attained. "You can't teach if you are not continually learning yourself," she says.

According to Rogliano, Real Estate Divorce Specialist training covers details that prepare her to assist divorce lawyers. "During a divorce, you need a team of professionals to help you see the whole financial picture," she says. "A Real Estate Divorce Specialist joins your lawyer, accountant and other advisors to become a part of your divorce team that guides you through the web of tax and legal implications resulting from dividing or liquidating real estate. If you have the right information, it is often possible to



**Joan Rogliano, CRS, CLHMS, Earns Dual Designation in Luxury Homes, Divorce Real Estate**

diffuse conflicts so both parties end up more satisfied."

Having gone through a divorce herself, Rogliano understands the pain, fear of financial insecurity and concerns all women have about their future and those of their children. She established The Wildflower Group to help women in transition due to divorce or the death of their spouses.

"The middle of a breakup or periods of mourning may not be the best time to put your home on the market," says Rogliano, a nominee for *Denver Business Journal's* 2007 Outstanding Women in Business Award. "Women, especially those who have not worked outside the home or have little credit history, often feel that selling their family home is inevitable. But frequently there are viable, workable options."

Whether in the luxury home market, women in transition or individuals buying their first homes or move-up homes, Rogliano's clients respond to personal attention and customized care. Ninety-five percent of her business comes from repeat clients and referrals.

"Homes are being bought and sold even in this tough market," she says. "I am committed to taking the time to answer questions, find financing and put clients in the strongest possible position during negotiations."