

George B. Macleod

Like his two partners at Christopher Group, LLC, George MacLeod has a broker's license and years of experience marketing unique Maine properties. MacLeod graduated from the University of Maine, and between 1976-1980 he was the land use and community development consultant for several mid-coast towns. His innovative system for municipal planning was promoted as a model by the state planning office in 1978.



MacLeod has purchased, developed, and successfully operated several commercial properties during his career, including the landmark MacLeod's Restaurant in Bucksport. He co-founded the Bucksport Bay Area Chamber of Commerce and served on numerous boards including the Blue Hill Hospital, Liberty School and the Natural Resources Council of Maine.

He accepted several gubernatorial committee appointments, and in 1995, he was cited by the state legislature and the Maine Commission for Historic Preservation for organizing and leading the statewide campaign to save Fort Knox, Maine's most-visited state historic site.

Prior to joining the Christopher Group partnership, MacLeod was top producer at one of Maine's leading waterfront and luxury real estate brokerages.

MacLeod thinks depiction is critical to marketing special properties. Floor plans and topographic maps are indispensable, he says, but the buyer's initial judgment will turn on the right photograph or a few well chosen words, and often that first impression will decide the deal. Getting that photo and choosing those words usually requires numerous site visits under various seasonal and weather conditions. The job may entail aerial reconnaissance, paddling an unmapped stream or snowshoeing remote boundary lines. MacLeod researches each property's history, its legal and physical characteristics, and he routinely consults with architects engineers, and site evaluators in the process.

But according to MacLeod the most important step in the process is often just listening to his clients. That personal input may include hidden details that can be critical to the property's appeal. Taking the time to listen is critical to understanding and appreciating his clients' goals and expectations. MacLeod says focusing on the individual needs of clients and the unique aspects of their properties instead of acquiring territory or building gross sales volume is the key difference between the Christopher Group and most competitors.

Memberships and affiliations:

National Association of Realtors
Maine Association of Realtors
Hancock-Washington Board of Realtors
Maine Real Estate Information System
Downeast MLS
Member Great Pond Mountain Conservation Trust
Co-founder and member Bucksport Bay Area Chamber of Commerce
Life member Natural Resources Council of Maine
Advisory committee member Bucksport Healthy Community Coalition
Member Maine Farmland Preservation Trust

