

## *RESPONSIVE TO A NEED*

In an era when commoditization, simplification, and standardization are the tenets of most real estate brokerage operations, The Christopher Group LLC has chosen a different path:

We limit our services to a select client base in order to provide a level of service not available elsewhere.

Our individualized approach is specific to the goals of our clients, with in-depth analysis, targeted marketing plans, the finest collateral materials and uncompromised communications.

Not only are we brokers, but we are counselors, educators, and advocates for those we represent. It is only when all these disciplines are combined that the expectations of our clients can be exceeded.

Each of the partners of The Christopher Group, LLC brings a depth of business skills and assets unique in the Maine real estate market.

**George Macleod** is a top producing broker and successful business entrepreneur with professional experience in land use planning and community development.

**Dan Martinson** brings a corporate background in international sales and administration.

**Rona Gandy** brings over 26 years of specialization in coastal, investment, second home and vacation income property.

**Shirley Erickson** a lifelong educator, has 7+ years of experience specializing in Waterfront property.

**Scott Christopher** brings 35+ years of experience in institutional and investment real estate as well as brokerage management.

We invite you to learn more.



## OUR MARKETING PROCESS

### ***The Listing Interview***

We view our role as client counselors and advocates as much as salespeople. As such we conduct a complete review of the client's needs, expectations, timing and any other issues which the client may deem essential. We provide a complete market review for the client, detailing the comparables, absorption rates, financing options and candid marketing suggestions and opinions.

We also conduct our own due diligence on the property and gather the needed paperwork such as surveys, municipality documents and disclosures. We invite the client's input and perspective on special features, and unique property differentiators. We will research and locate other needed items if not in the client's possession. We discuss fees, contract terms and mutual expectations.

### ***Photography***

As it is likely that the majority of prospective buyers are located out of the area, our goal is to accurately and fully capture and convey the essence and aesthetic appeal of the property in photographs and other media.

We extensively photograph the structures, land, and other items of interest. If appropriate, aerial photographs are taken. We may also include virtual tours of the neighborhood and property with some of our listing presentations.

### ***Brochure Production***

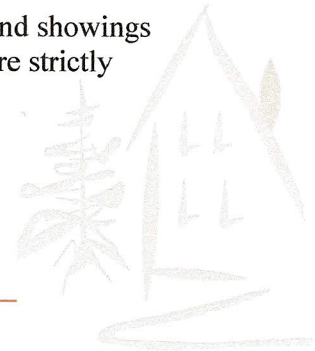
After the information has been gathered and the photography completed, we incorporate the material into a comprehensive brochure using both traditional print and digital/internet formats. As well as relating specific facts, the brochure attempts to capture the feeling and ambiance of the property.

### ***Brochure Dissemination***

Simultaneously with the placing of our advertising, we may also circulate the brochure to our prospect database and to qualified brokers, if appropriate. We welcome the marketing contribution of other professionals and freely cooperate fees and commissions with procuring brokers. Our broker referral network stretches throughout the US, Europe, and Central and South America.

### ***Prospect Qualification***

We use all reasonable efforts to qualify prospects. We discourage tours and showings without prior review of the property brochure. Advanced appointments are strictly required.



***Negotiation and Documentation***

After a qualified buyer is located, we handle the drafting of purchase documents, buyer due diligence inspections, closing preparations as well as post closing follow-up. We welcome the opportunity to work with the client's own accountant, attorney, or personal representative.

***Closing and Post Closing***

We will coordinate the closing and act, if client authorized, as "the quarterback" of the closing team. We will use all reasonable efforts to assure that the closing process proceeds in a timely and organized fashion.

We will follow-up post closing to assure that any open issues are resolved, from utility service terminations to transfer of alarm codes to change of address forms.



