

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, while Scott Christopher brings 30+ 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.

Written Marketing Plan

We provide a written marketing plan detailing our proposed efforts, advertising venues, and other promotional activity.

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, our art department incorporates 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.



Client Updates

We feel broker/client communication during the marketing process is essential. We offer access to a private client website where clients can access a marketing log detailing all inquiries, efforts, and comments regarding any aspect of the marketing process.

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.



MARKETING & ADVERTISING EXPERTISE

The marketing and advertising of real estate is as much an art as it is a science. The partners of the Christopher Group, LLC have over 25 years experience in designing, implementing and administering successful real estate marketing programs.

Advertising penetration and effectiveness is constantly changing and evolving. This knowledge is critical in selecting suitable media. A recent study conducted by the National Association of Realtors (see graph) reflects the current sources of "Property Knowledge" for properties for sale.

It is interesting to note that the internet produces nearly 300% more yield than traditional print publications. This percentage continues to climb. We utilize these facts and trends in constructing our marketing budgets to assure maximum property exposure.

MLS Systems

As the graph indicates, real estate agents still are the largest source of property awareness. As a result, we subscribe to both Maine real estate multiple listing services, (MLS) and the international MLS for foreign real estate agents. Our Canadian offerings are featured in the Canadian MLS system.

Maine Real Estate Information System
Downeast MLS
World Properties
MLS.ca

Signage

Property signage still remains an extremely efficient form of advertising. We encourage property signage and design and create custom signage for large residential, commercial and development properties. In certain situations property confidentiality is important to our clients. We respect confidentiality concerns and augment other media resources to achieve the needed results.

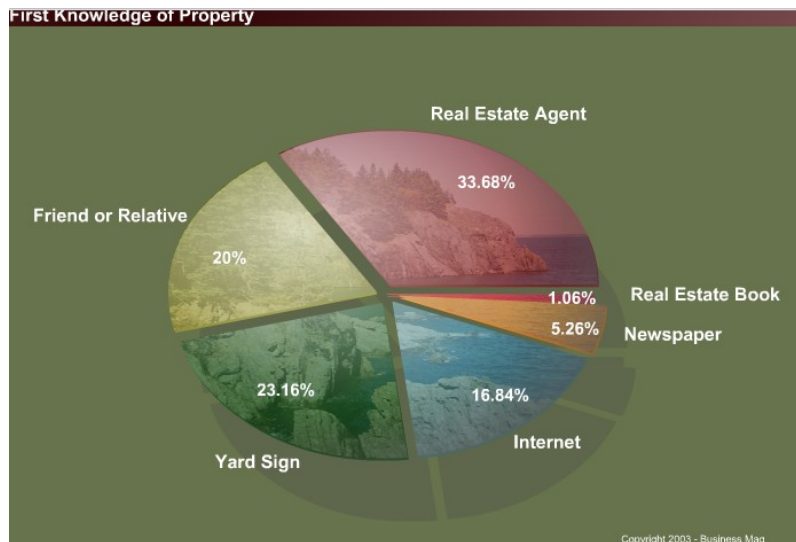
Internet Venues

Research has shown that the internet has become one of the most effective marketing tools for property advertising. We utilize a combination of internet assets from broad based portals to tightly focused "niche" sites with specific demographic targets.

We continually update, improve and evaluate our internet resources. Here is a partial list of current sites and linking relationships in our marketing inventory.

Realtor.com
MaineRealEstateBrokerage.com
Google
Yahoo
WorldProperties.com
Trulia
Zillow
RealEstateBook.com
BizBuySell.com

Areaguides.net
Bellsouth.net
Boston.com
Bobvilla.com
Homegain.com
IHT.com
NYtimes.com
Luxurycollection.com
Oodie.com



Loopnet.com
Lakehouse.com
Landbluebook.com
Homeseekers.com
Homepages.com
Mainehomes.com
Resortscape.com

Uniqueglobalestates.com
WSJ.com
VisualTour.com
Prudentialproperties.com
Home.com
Downeast.com
Landwatch.com

We also seek sites to gain access to a specific demographic. An example might be websites specializing in islands if we were offering an island for sale, or websites on fishing if we were representing a fishing lodge

Please note that not all properties will appear on all sites. We are constantly optimizing our web resources and links and sites are subject to change, update or cancellation.

Print Advertising

Print media remains a key component of any well balanced marketing campaign. We use a variety of publications depending on the specific property.

- **Downeast Magazine** is Maine's premiere lifestyle publication with a wide distribution throughout the United States.
- **Saltsapes** is Canada's lifestyle magazine of the Maritimes including New Brunswick and Nova Scotia. It enjoys excellent circulation in Canada as well as Europe. With the current US dollar weakness, and resulting Canadian dollar strength US properties are increasingly attractive to Canadians and Europeans.
- **The Real Estate Book** is a terrific publication for regional exposure of properties. It's available at no charge in hundreds of locations throughout the region and is viewed by resident and visitors alike.

We evaluate each property and select the appropriate publication to assure the best exposure. We often augment our print advertising campaigns with local and regional newspapers, sporting journals and other appropriate periodicals. Finally we utilize a media matching service to source specific magazines, journals and trade publications unique to the needs of the property.

Please note not all properties will be featured in all publications. Media selection is based upon a written marketing plan created in cooperation with the client.



Direct Mail

- Property announcement to property adjoiners and immediate neighborhood
- Quarterly newsletter Landlines
- Quarterly e-mailing "Resort Realtor Referrals" to Certified RSPS agents in the US
- Select mailing to brokers in key states:
 - New York
 - New Hampshire
 - Massachusetts,
 - Texas
 - Pennsylvania,
 - Connecticut
 - Florida,
 - California

