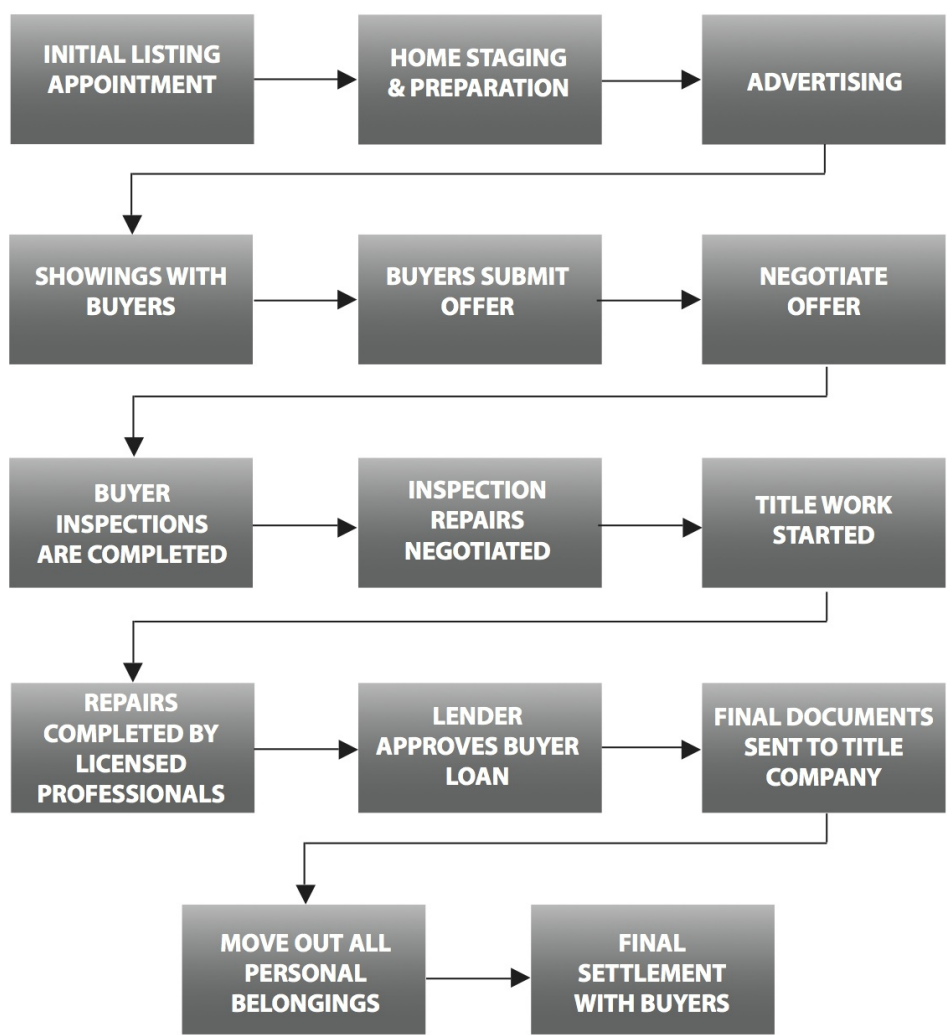


Ready to Scale Back?

THE LIFE CYCLE OF A LISTING

We know it's a difficult decision when it comes time to downsize or move to assisted housing after spending 30, 40, 50 years in one place. Rob is a Certified Senior Adviser who can help take out the sting of change. Here's what you need to know about the life cycle of listing your home.



First, competitively price your home. This will guarantee the most activity from agents and buyers (see pg 2).

Next, optimize the condition and viewing of the home. Follow our Home Enhancement Checklist on page 3-4 to ensure you cover all your bases.

Once your home is ready for viewing, prepare and submit accurate information to real estate listings. You may need the help of a realty professional to access sites like the the Multiple Listing Service (MLS).

When you have your listing, begin promoting the property through friends, family, local agents, and realty databases. Create maximum exposure for the property.

The chart on the left depicts the life cycle of a listing from start to finish.

Pricing Your Home



Pricing your property competitively will generate the most activity from agents and buyers. It is the most effective way to ensure a successful sale. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Many sellers are tempted to list their home with the agent who quotes the highest price. Please keep in mind, the agent doesn't set the price, the seller doesn't set the price – the market will set the price at which your home should be listed. **No amount of marketing can sell an overpriced home.**

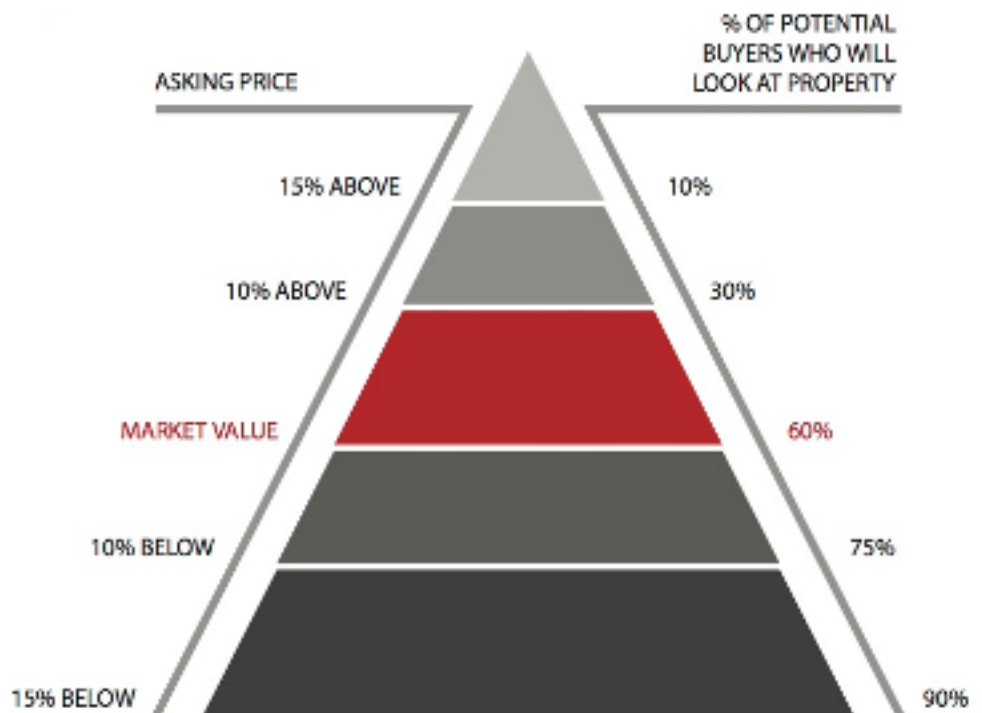
The value of your property is ultimately determined by what a buyer is willing to pay and a seller is willing to accept at that time. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

Factors that influence Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Condition of Your Home
- Buyer's Perception of Your Home

Factors with Little or No Influence on Market Value

- The Price You Paid for the House
- What You Expect in Net Proceeds
- The Cost to Rebuild the Home Today
- The Dollar Amount Spent on Improvements



Preparing Your Home To Sell



Home Enhancement Checklist

You've decided to sell your home!

When selling, it's important to look at your home from a different perspective... the buyer's perspective.

The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

Tidy Up!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

Patch Up!

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

Clean Up!

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: *Paint in the can is worth \$20, but it's worth \$1,000 on the wall!*

The Finishing Touch!

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

THE EXTERIOR

Tidy Up!

- Mow the lawn and trim trees and shrubs away from the house
- Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- Store tools and other equipment neatly in the garage

Clean Up!

- Wash windows, inside and out
- Sweep all sidewalks and driveways

Patch Up!

- Repair doors and windows
- Repair major cracks in sidewalks and/or driveways
- Repair roof shingles, shutters, gutters, windows, siding and fencing
- Clean up the front/back yards with new sod, plants, flowers and mulch if needed

The Finishing Touch!

- Add a doormat at the entrance
- Add a potted or hanging plant
- Add new house numbers

Additional observation:

THE KITCHEN

Tidy Up!

- Clear extra gadgets from all kitchen countertops
- Remove all messages, pictures and magnets from the refrigerator
- Clear away any papers, mail or newspaper that may have accumulated on countertops
- Clear sink, stove and countertops of all dishes, pots and pans

Clean Up!

- Wipe down cabinets & polish sinks
- Clean all appliances, inside and out
- Wash kitchen floors
- Air out garbage area with a deodorizer and/or freshener

Patch Up!

- Repair any faucet/sink leaks
- Repair any broken appliances
- Repair any non-working kitchen cabinets and drawers
- Patch and paint walls and ceilings, if necessary

The Finishing Touch!

- Add a new throw rug
- Add a plant

Additional observation:

THE BATHROOMS

Tidy Up!

- Remove any unnecessary items from the countertops
- Organize linen closets, medicine cabinets, etc.

Clean Up!

- Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- Polish mirrors and bathroom fixtures
- Wash bathroom floor

Patch Up!

- Repair any faucet, sink and/or toilet leaks
- Caulk and grout tile, if necessary
- Patch and paint walls and ceilings, if necessary

The Finishing Touch!

- Add a scented candle
- Add coordinated towels and accessories
- Add a new shower curtain

Additional observation:

Preparing Your Home To Sell

THE LIVING AREAS

Tidy Up!

- Remove piles of papers and magazines from tables
- Rearrange furniture; discard worn furniture and store "extra" pieces
- Straighten bookshelves

Clean Up!

- Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- Polish all furniture
- Wipe down lighting fixtures, making sure all light bulbs are working
- Wash window treatments
- Clean fireplace, if applicable

Patch Up!

- Patch and paint walls and ceilings, if necessary

The Finishing Touch!

- Display linens on table
- Add fresh flowers, potpourri or a scented candle
- Rearrange pictures to highlight specific areas
- Add lamps if room is dark

Additional observation:

THE BEDROOMS

Tidy Up!

- Straighten children's play area and store extra toys
- Remove extra furniture and rearrange to define areas
- Make closets more appealing by storing seasonal clothes elsewhere
- Be sure all clothes are hanging up and not lying around the room

Clean Up!

- Clean and deodorize all carpet, spot cleaning where necessary
- Wash window treatments
- Wipe down lighting fixtures, making sure all light bulbs are working

Patch Up!

- Patch and paint walls and ceilings, if necessary

The Finishing Touch!

- Add decorative pillows to beds
- Add a plant

Additional observation:

THE BASEMENT & GARAGE

Tidy Up!

- Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- Box up and store or dispose of any unnecessary items

Clean Up!

- Sweep and clean floors
- Remove cobwebs from walls, window sills and ceilings
- Wash windows, inside and out

Patch Up!

- Make sure furnace, A/C and hot water heater are in working order

Additional observation:



CHOOSING A REALTOR

This Sales Guide gives you information on the step-by-step plan we use to get our homes sold. However, a guide can't take the place of a face-to-face interaction and a personal relationship with a knowledgeable Realtor.

Realty professionals can help you throughout the sales process. When seeking an agent or team to represent you, it is of the utmost importance to look for a service that will:

- Accurately price your home.
- Enhance your property so it looks its best.
- Provide detailed marketing with access to listing sites and networks that can increase exposure to your property.
- Ensure that you secure a qualified buyer.

WHY CHOOSE THE COMMODARI GROUP?

Should you choose The Commodari Group to represent you, you're hiring a team of experts with 40+ years of combined experience. And not just any experience—Rob Commodari is a Certified Senior Advisor specializing in downsizing in retirement.



Our commitment to our clients goes beyond sales. We believe the relationship between Realtor and client should last as long as the house you're selling or the new place you're buying. Our goal is larger than a single transaction and our job is to be there for you every step of the way. We know that doing things right the first time eliminates problems, conflict, and anxiety in the home selling process.

Our Mission

To love, care for and serve our clients in a way that gives them the best opportunity to fulfill their goal of either buying or selling a home.

The Results

- Over 1,000 homes sold in our 15 years
- Over \$210,000,000 in Home Sales
- Top 2% of Realtors
- 99% of our business is from referrals

LET US GIVE YOU SECURITY

When you decide to list your home with The Commodari Group, you will be met with a team of experts who are ready to provide you with a level of customer service above other realty groups.

It begins with a Competitive Market Analysis of your home and the surrounding neighborhood. This gives us an idea of what the market has been doing. As your realtor, I will bring this CMA with me to discuss its results with you during our in-person meeting.

I will come to your home for a face-to-face meeting and to get a feel of the property and its unique qualities. This is a great time to determine the house's strengths and weaknesses as seen by potential buyers. We will review the parts of your home that may need repair or change and discuss how that will make an impact on your price.

Once a listing agreement is signed, our team really gets to work. Based upon our agreement, we can determine the type of marketing that will best suit

your home and highlight its best qualities. This is where the benefits of staging and professional photography can come in. The listing details and photos are added to MLS and sent to you for reference. Print and digital marketing begin with the help of a yard sign, fliers, brochures, our website, monthly newsletter and various social media outlets.

When it comes to our marketing plan, we use 7 main steps to get the word out about your listing:

1. Competitively price your home
2. Optimize the condition and viewing of the home
3. Prepare and submit accurate information to the Multiple Listing Service (MLS)
4. Pro-actively promote the property to my database
5. Network with the best agents in the area
6. Create maximum exposure for the property
7. Tap into my National Referral Network



And over 70 more syndication sites

90% of all Real Estate purchases start with an online search.

Meet The Team



Robert Commodari - Associate Broker / Realtor

The owner and founder of The Commodari Group Rob has been in business for 15 plus years. Over that time frame Rob and his team have helped approximately 1000 families fulfill their dream of either buying or selling a home. He specializes in building relationships that last beyond the sale or purchase of your home. Rob takes a personal approach to conducting business as he applies a passionate and sincere interest in helping his clients achieve their goals.



Brenda Foulke - Realtor

Brenda is a licensed real estate agent who has been with the Commodari Group since 2012. Brenda buys and sells properties for our clients, interviews prospective clients, accompanies clients to property sites, discusses conditions of the sale and draws up real estate contracts. She assists with the preparation of an offer and is instrumental in the negotiation process of the final purchase price.



Kelli Beasley - Realtor

Kelli is a licensed Real estate agent and joined the team in 2016. Prior to joining The Commodari Group, Kelli spent 12 plus years working in various roles on government contracts. She understands the utmost importance of being in a position of trust and applies that everyday in her role as a Realtor. Kelli's responsibility is to show houses, negotiate contracts and guide you through the entire home buying and home selling process.



Stacey Adamski - Transaction Coordinator- Realtor

Stacey is a licensed real estate agent who has been with the Commodari Group since 2003. Prior to joining Rob's team, Stacey worked as a Human Resources Director for a residential/commercial development company and a retail chain. Responsible for coordinating all closing activities once a sales contract is accepted, Stacey will work with the lender, title company, inspectors, etc. to help ensure the success of the settlement process for our clients. Most importantly, she will provide frequent communication and updates to help our buyers and sellers feel comfortable and informed.



Dina Ulrich - Executive Assistant

Dina has been with The Commodari Group since 2014. Dina excels in customer service and her previous experience in property management and accounting aids in handling the day-to-day communications, scheduling and general office tasks. She assists in the creation of new home searches, creative market analyses, listing presentations and contracts.



Jessica Smith - Marketing Coordinator

Jessica has joined The Commodari Group in 2016. Though she is new to real estate, she previously held 10 year career as a licensed Cosmetologist and has experience in property management. In 2012 Jessica took a break from working so she could be a full-time stay at home Mom. Now Jessica is responsible for our print and digital marketing and updating the web media outlets for The Commodari Real Estate Group, including our website, Facebook, Twitter, LinkedIn, Pinterest and Google+. Scheduling and organizing The Commodari Group events.

What You Can Expect From Us

Clear and Open Communication

- 1 You'll receive a copy of the MLS printout to review for accuracy
- 2 I'll call you weekly to report showing activity and give buyer feedback
- 3 We'll meet periodically to review market conditions & adjust our marketing strategy as needed to get your home sold



We know selling your home is a big life event and that it is most often more than “just a transaction”. We are here for you every step of the way. Our team is ready to help you get your home on the market, in front of qualified buyers and sold as quickly as possible. The knowledge and expertise of the local housing market and the process is why you have chosen us.

It begins with clear and open communication from The Commodari Group and you to ensure we are always on the same page. In order to get your home listed and buyers in to see it, we all need to complete the steps and tasks as quickly as possible. This may include taking photographs, receiving keys, delivering signs and flyers, signing papers, fixing defects and cosmetic issues or more. The sooner these items and tasks can be completed, the sooner we can get serious buyers looking at your home and making offers.

What You Can Expect From Us

Negotiating and Structuring the Sale

My promise to you:

- 1 Carefully review and present all offers for your consideration
- 2 Qualify prospective buyers and research their lending options to increase the likelihood that they can secure financing
- 3 Negotiate the strongest terms to create a solid transaction that will close on time without any surprises



Complete Transaction Management

I will:

- 1 Manage all the details of your real estate transaction on a daily basis
- 2 Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible

Transaction Checklist:

- ✓ Financing
- ✓ Inspections
- ✓ Vendor coordination
- ✓ Disclosures
- ✓ Title
- ✓ Appraisals
- ✓ Home Repairs
- ✓ Final Walk-Thru
- ✓ Eyalaw's
- ✓ Association Documents
- ✓ Moving Coordination
- ✓ And More



Our Results

- Over 1000 homes sold in the 15 years
- Over \$210,000,000 in Home Sales
- Top 2% of REALTORS
- 99% of our Business is from REFERRALS

The Client Appreciation Program

Service before, during & after the sale

- 1 Even after your closing, I'll be there to assist you with all your real estate needs
- 2 You'll be receiving valuable information in the mail on a monthly basis
- 3 Consider me your source of referrals for all types of businesses, whether related to a real estate transaction or not. I've partnered with competent professionals who would be happy to serve you.

Oh, by the way® ...
I'm never too busy for any of your referrals!

Thank you ...

re-invent your space

The recent volatility in the housing market has reminded us that modifying our current homes to accommodate changing needs and wants can be a practical solution. It is also clear that with more inventory to choose from, it has become increasingly important for sellers to ensure their homes stand out to potential buyers. Now is a great time to remodel, as many contractors are seeking new projects and can offer discounted rates. In addition, tax breaks increase the allure of making energy-efficient improvements sooner rather than later.

Midrange Projects		Upscale Projects	
Greatest ROI			
Entry Door Replacement-wood	135.0%	Batting Replacement-4bar cement	82.0%
Acid Bathrooms	82.1%	Acid Bathrooms	79.0%
Deck Addition-wood	80.6%	Window Replacement-wood	76.5%
		Window Replacement-wood	71.0%
		Grand Entrance-4bar	69.8%
Lowest ROI			
Refrigerator Replacement	59.2%	Subroom Addition	57.0%
Garage Addition	50.7%	Garage Addition	50.7%
Home Office Remodel	48.1%	Master Suite Addition	55.7%

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Once a client of The Commodari Group, you're always a friend. We love to keep in contact with our past clients. Whether you bought or sold with us, we strive to keep you a customer for life. We regularly hold family parties and gatherings for you to come and enjoy yourselves. And feel free to bring any friends or family that you think would benefit from our services. We always appreciate your referrals and we never forget them. In fact, we hold an appreciation dinner for our top referrers. We would love to see you there.

Client Testimonials

"I had the privilege of listing my house with Rob Commodari recently and the process and professionalism displayed by Rob was unsurpassed. During our first meeting he suggested a list of things be accomplished to "stage" my home. I followed his instructions and once completed, we listed the house at a reasonable, if not aggressive, price. In less than 9 days, we had 2 contracts. In less than 2 months, the deal was done and our home was sold. Rob knows what he is doing and he knows what the market will bear. If you listen to Rob, you will sell your house. I am proof of that."

- *Scott Grabner*

"Rob Commodari is truly a "professional" in every sense of the word. He is diligent in the service he provides as a realtor. Rob makes the process of selling a house an easy process from the point of listing the house to providing professional and personal support at settlement. He attends to every detail and provides "follow-up" to each call, email, and note. The professionalism of his support staff is evidence of the way Rob conducts his business. It is truly a pleasure working with Rob!"

- *Dr. Darlene Jewster*

"Rob was originally recommended to me by my previous agent who could no longer assist me because he moved out of state. I am very grateful for the recommendation. Rob has helped me sell a house and buy a house, and he also helped my mom buy a house when she moved back to Maryland. His endless network of contacts has also been extremely valuable when I needed emergency plumbing help and other household assistance. He has become more than an agent - he is a friend. I have and will continue to highly recommend his services."

- *Kelly Grafton*

Oakcrest Testimonials

"Rob is a tremendous real estate professional; his local knowledge of the market, high level of integrity and fantastic negotiation skills or characteristics that will immediately impress you as a customer. Rob and I conducted business personally when he sold my Mom's house. Now we have a very strong professional partnership as he supports the future residents of Oak Crest in selling their houses."

- *Lou Maranto, ERICKSON LIVING MANAGEMENT*

"In late August, 2009, we decided to move to a retirement facility, Oak Crest Village in Parkville, Maryland. This was a good time to move to Oak Crest as they were offering discounts and moving assistance, but a "bad" time to sell our home as the real estate market was in trouble. Oak Crest Village had a list of recommended real estate brokers, among whom was Robert Commodari of RE/MAX Elite Realty. Rob came to talk with us and explained the services he would provide. We accepted his offer and signed a contract. Rob and his staff pitched in, providing a steady stream of potential buyers until a family came along making a reasonable offer enabling us to complete the financial arrangements to settle with Oak Crest Village and move in. Without Rob's assistance in this crucial period, we would not have made it."

- *Bob and Beulah White*

View more recommendations on Zillow's Premier Agent page: www.zillow.com/profile/robertcommodari

Why Keller Williams?

Keller Williams is not your traditional Real Estate company. That is why it is not surprising that it is the fastest growing real estate company in North America and #1 globally. Our phenomenal growth is only part of the story:

- Largest independent real estate franchise
- A network of over 118,000 real estate consultants with a projected growth of 300,000
- 700+ offices in the US and Canada (50 major markets)
- Excellence in cutting-edge real estate training, real estate coaching and real estate education
- Most Innovation Real Estate Company – Inman News,

TECHNOLOGY

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites. KW.com boasts 2.6 million unique visitors a month.

Best of all, because Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly me to that I can follow up quickly on potential buyers for your property.

TEAMWORK

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client in the best way possible.

KNOWLEDGE

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

RELIABILITY

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

TRACK RECORD

I'm proud to work with the largest real estate franchise in the World by agent count. It's proof that when you offer a superior level of service, the word spreads fast.

