



Christopher P Hoag

Making The Difference

Keller Williams Select Realty

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CHRIS HOAG

- YOUR REAL ESTATE MARKETING PARTNER

Buying or Selling real estate is a big decision and probably one of the biggest investments you will make all of your life. Having an informative, honest and reliable realtor by your side will make the buying/selling process easy and painless.

PROFESSIONAL BACKGROUND

Chris was raised in Syracuse, NY, received a BS from St. Lawrence University, and was a Captain, United States Army, Corps of Engineers. His experience as a Washington, DC major account management computer professional, his grasp of computer technology, and over ten years Multi-Million Dollar Top Producer experience in the real estate industry (top 2% nationally), gives him a professional, almost unfair, advantage over most agents.

Chris is a **Certified Residential Specialist** [CRS®] and **Shortsale Foreclosure Resource Specialist**, Chris has earned the designations that prove his professional ability and experience to assist distressed homeowners save their home and/or their credit history through Short Sales and other HR3648 programs.



ANNAPOLIS AND ANNE ARUNDEL COUNTY

Get informed about real estate in Anne Arundel County. Use the resources available to you on our website, www.hoagmarylandhomes.com, to find more information about buying and selling. We have free reports, features, and information for you, including:



- Local and State-wide listings,
- Financial partners, including Title, Mortgage, and Financial Services,
- Mortgage calculators, CMA, and Pricing Guides,
- Links to sports, recreational, and schools,
- Feature articles, and,
- Other general and specific information that we have found to be invaluable to our past and current clients.

Whether you are buying or selling a Maryland home, selling another area home, or investing in Maryland real estate, I can help. A real estate agent is a great source for finding out the status of the local housing market.

Don't hesitate to contact me with any questions.

Thank you.

Christopher P Hoag
Real Estate Consultant
Keller Williams Select Realty





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INTRODUCING - CHRIS HOAG

KELLER WILLIAMS SELECT REALTY



Founded in 1983, Keller Williams Realty Inc. is an international real estate company with more than over 600 offices located across the U.S. and Canada. The company began franchising in 1991, and following years of phenomenal growth and success, became the fourth-largest U.S. residential real estate firm in North America in 2006 and the only major company to increase agents in 2010.

Keller Williams Select Realty is a full service, Annapolis area, real estate company offering Residential, Commercial, Property Management, Leasing and Land acquisition. Our team of experienced real estate professionals provides unparalleled expertise in the unique qualities and demands of the markets we serve. At the heart of our approach is the belief that every client and property is special, and we are dedicated to providing careful counsel and personalized guidance throughout every real estate transaction.

The company has succeeded by treating its associates as partners and shares its knowledge, policy control, and company profits on a system-wide basis. The interdependent business model of Keller Williams Realty supports real estate agents and brokers working as a team to maximize results for our buyers and sellers.

PROFESSIONAL BACKGROUND



Chris was raised in Syracuse, NY, received a BS from St. Lawrence University, and was a Captain, United States Army, Corps of Engineers. After his military Service, he became a very successful National Account Manager for High Technology companies in Washington, DC, including: AM International, Digital Equipment Corporation, and Wang Laboratories, with a "Who's-Who" Fortune 500 client list including: NASA, DOD, USGS, FNMA, TRW, GE, MCI, COMSAT, and the Washington Post.

As a former computer professional, his grasp of computer technology is an important asset in the real estate industry and makes him a consistent Multi-Million Dollar Top Producer, ranking him in the top 2% nationally. His vast experience with computer systems and major account management, give him a professional, almost unfair, advantage over most agents.



He is exceptionally technically proficient, writes and publishes real estate newsletters and articles for local publications, and enjoys coaching youth sports and volunteering at local schools.

As a ***Certified Residential Specialist*** [CRS®] and ***Shortsale Foreclosure Resource Specialist***, Chris has earned the designations that prove his professional ability and experience to assist distressed homeowners save their home and/or their credit history through Short Sales and other HR3648 programs.





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PROFESSIONAL REAL ESTATE SERVICES

PROFESSIONAL REPRESENTATION

This is the cornerstone of a Realtor's stock in trade. We will always represent you to the fullest extent possible, protecting your interests, and gaining a clear market advantage.

- **FULL-TIME** Real Estate Professionals
 - 95% of Real Estate is sold by 5% of the agents.
 - 73% of all agents sell nothing ever.
 - 80% annual turn-over in agents nationally.
- **EXPERIENCED** and Successful Team
 - Mortgage, Title, Legal, and Repair services.
- **SINGLE AGENCY**, Comprehensive Representation
 - Not "Limited-Liability" Transaction Brokerage.



REALTOR

LISTING AGENT SERVICES

As your marketing partner, assisting you in the sale of your home, we strive to maximize your return using:

- **EMPIRICAL** evaluation of your home's
 - Fair Market Value vs. Current Market Price
 - Comparative Marketing Analysis (CMA)
- **MULTI-MEDIA** Advertising
 - Integrated Internet Solutions
 - Local & National Multiple Listing Service (MLS)
- **DYNAMIC** 5 Point Marketing Plan
- **SHORT-SALE**, HR3648, Lis Pendens, and Foreclosure Special Services



BUYER'S AGENT SERVICES

As your exclusive Buyer's agent, our goal is to find you the best home at the best price,



- **PROFESSIONAL COUNSEL**, to Explain EACH Step of the Process
 - Vast Experience on Valuation, Contracts, and Disclosure.
- **REFERRAL NETWORK**
 - Partnered with Top-Notch Legal and Financial Professionals
- **COMMUNICATION**, Negotiation, and Supervision,
 - Through All Phases of Inspections & Financial Benchmarks

Whether buying or selling, we will orchestrate it all together, address your concerns and needs, and make your real estate experience both memorable and profitable.





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FULL SERVICE LISTING & MARKETING PROGRAM

DYNAMIC 5 POINT MARKETING PLAN

Our marketing program is separated into 5 distinct phases. It is dynamic, ordered, and easily adaptable to changing market conditions to maximize your investment.

1. BEFORE THE SIGN GOES UP

- Single Agency Relationship
- Documentation
 - **Full Representation** Relationship Listing
 - Comparable Marketing Analysis, (CMA)
 - Good Faith Estimate, (Net Sheet)

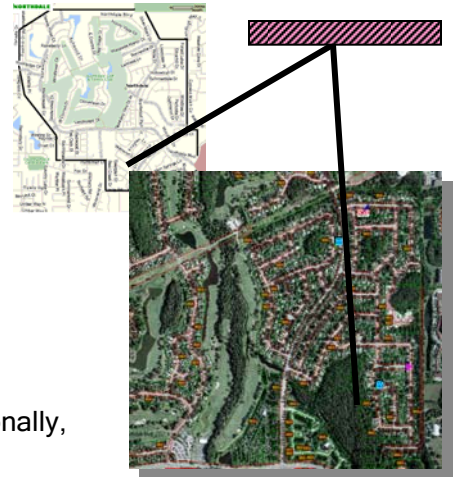


2. GETTING YOU & YOUR HOME READY FOR SALE

- Recommend Repair/Cleanup
- **Keller Williams** - Yard Sign
- Provide an Electronic Lockbox,
- **Coded** & Timed for Added Security

3. THE ADVERTISING CAMPAIGN

- **Major Internet/Website** Exposure
 - 50 Major Search Engines
 - Personal Website
- Multiple Listing Service (MLS)
 - Pictures, Descriptions, 360° IPIX



4. SELLING YOUR HOME

- Showings
 - **Only Pre-qualified Buyers**
 - WE Schedule ALL Showings Personally,
 - Obtain Agent/Buyer Feedback
- Offers
 - Present, Analyze, and Negotiate

5. CLOSING THE DEAL

- Coordinate the Contract
 - Buyer's Financing Status
 - Inspections & Repairs
 - Closing, HUD, & Title
- **Follow-Up** After The Closing





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ADVERTISING

Our Personal Commitment to ALL our clients is to:



- **EXPOSE** your Home to the Maximum Number of Buyers,
- **ENHANCE** the Presentation of Every Listing,
- **MAXIMIZE** the INTERNET via Sponsored Sites, &
- **CREATE** a High-Technology Advantage for You.

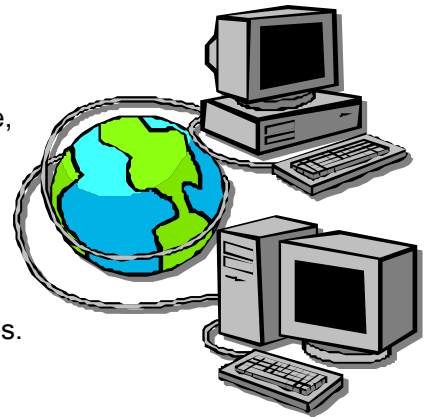
WORLD-WIDE WEB (INTERNET)

MORE THAN 80% OF ALL HOMEBUYERS UTILIZE THE INTERNET;

www.CHRISHOAG.net

To maximize your home's INTERNET exposure, ALL listings are uploaded to:

- HOMES.com
- Yahoo.com
- MSN.com
- Earthlink.com
- kw.com
- Real Estate.com
- Google.com
- Lendingtree.com
- **and** many other MAJOR Search Engines.



www.REALTOR.com

- All our listings are FEATURED on REALTOR.com, The ***MOST visited*** real estate website in the World,

MULTIPLE IMAGE PHOTOGRAPHY

Listings with multiple pictures get 90% more viewings than those with 1 or no pictures.

We utilize computer enhanced digital photography and panoramic views, which are combined into multiple image publications to best exemplify your home.





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INTEGRATED INTERNET SOLUTIONS

[WWW.HOAGMARYLANDHOMES.COM](http://www.HOAGMARYLANDHOMES.COM)

My website provides a "Virtual Window" for Buyers as they access the internet. After logging on to HOAGMARYLANDHOMES.com, buyers have instant access to ALL available listings, not only in Tampa, but in all of Florida, the US, and the World. All listings entered are "Data Synchronized" to Major Websites and Search engines, such as **MSN, Yahoo, and Google**.

Visitors can also financial & real estate information, such as:

- Mortgage rates, payment schedules, newsletters.

Finally, you can up-to-date information on sporting events, concerts, and other area entertainment venues, making HOAGMARYLANDHOMES.com, a true "CLEARING HOUSE" for all your Real Estate Information.

