



Pre-Listing Package

Dan Spahr Signature Seller's Program





Our Mission and Commitment to Excellence

"Integrity. Knowledge. Communication. Perseverance. These are the principles by which our team was founded. By combining Strong Traditional Values, Relevant Expertise, and Leading Edge Technology, we aim to deliver superior solutions and build long-term relationships with our clients."

Many agents believe it is their job to simply get the sale closed. I believe this is the minimum requirement for staying in business. I believe that in order to achieve long term success, we must also educate and empower our clients throughout the transaction and ensure we provide the most professional service possible to all parties involved. My team and I are continually working to improve our systems and processes in order to provide our clients a level of service above-and-beyond the standards set for our industry.

As you open your guide, you will discover valuable facts about the services we offer in our Guaranteed Sales Program. From our 'Service Guarantee' and innovative marketing programs to the dynamic approach we take to pricing your home, I believe we have developed a special process that will achieve maximum results for our clients.

We are relentless in our pursuit of customer satisfaction. Our goal is to make you so satisfied that you listed your home with us that you will gladly refer us to your friends and family for years to come.

Dan Spahr Signature Seller's Program

- **Full Service / Full Time Marketing**

We have developed an industry leading marketing program designed to sell your home for the most amount of money in the least amount of time. Our agents work relentlessly to get your property sold and our websites bring in buyers from all over the country around the clock.

- **Service Guarantee**

If you are not 100% satisfied with us for any reason, just let us know. We promise to address the issue within 24 hours and if we do not remedy the situation in 7 days, we will release you unconditionally from the listing agreement.

- **No advanced fees of any kind**

We only earn our commission if we procure an offer that is acceptable to you.

- **“No Pressure” presentation**

We will never allow you to be “pressured” by the buyer’s agent. All offers will be submitted to our office and I will personally present the offer to you over the phone or in person so that you can make your decision privately.

- **24/7 Showing Feedback**

Access showing history and showing feedback 24 hours a day /7 days a week

- **Competitive Commission Schedule**

We offer commission schedules that are some of the most competitive in the industry. Our flexible commissions vary depending on your situation, whether or not we are selling or buying your next home, and current market conditions.

WHO WE ARE

Who is Dan Spahr?

- **Licensed in Maryland**
- **6 years of Real Estate transaction experience in Montgomery and PG County, Maryland**
- **Multi-Million Dollar Agent with transactions throughout Montgomery, Prince Georges, Anne Arundel, and Howard County, Maryland**
- **Realtor® designation**
- **Real Estate Investor**
- **B.A. in Economics from the University of Maryland, College Park**

Dan became a licensed Real Estate Agent, and a member of the Ricker Realty family, in 2005 in order to pursue his passions for Real Estate and Community service. But don't let the short tenure scare you- Dan brings over 10 years of experience in the local residential Real Estate market having built a successful Real Estate investment group with holdings throughout Montgomery and Prince George's Counties.

Dan Spahr, born April 8, 1978, grew up in the Washington DC area and currently resides in the Cameron Hill community of Downtown Silver Spring with his wife Stephany Spahr. Dan graduated with a Bachelor of Arts degree in Economics from the University of Maryland in 2001 and joined his family's manufacturing company, CCI Inc., successfully overseeing the marketing and sales division, becoming a minority owner in 2005.

While developing his business and marketing skills at the corporate level, Dan built up a successful Real Estate investment group on the side and made the decision to set out on his own full time in 2005 with the goal of delivering Innovative Real Estate Solutions to the local market. Dan currently sits on the Board of Directors for the Cameron Hill Homeowners Association and is an active member of the community.

About the Spahr Group

The Spahr Group was created to bring innovative Real Estate Solutions to the local marketplace. By combining Strong Traditional Values, Superior Expertise, and Leading Edge Technology, we aim to produce superior results for our clients.

The Real Estate marketplace has changed dramatically over the last 10 years. We have seen an unprecedented rise in home prices and the internet has empowered buyers and sellers like never before. Buyers now have the ability to search for homes through the MLS system, Sellers have the ability to obtain unlimited information on home prices, and Agents are now able to market to more buyers and associates than ever before.

The Spahr Group understands this new paradigm and has built a World-Class system that embraces these changes and, combined with traditional tried-and-true practices, provides maximum results to our clients.

Will you work directly with Dan?

I will be intimately involved through every step of the transaction including all negotiations and closings. In addition, if there is work that needs to be done prior to a property going on the market, I will personally coordinate with and meet the contractors at your property so you don't have to. I will also communicate with you on a weekly basis to update you on the progress of the transaction. Oh, and in case that's not enough, I am available on my personal line 24/7 for all clients.

Company History

Ricker Realty is a locally owned and operated Real Estate Brokerage, helping Maryland residents buy and sell homes since 1975. The company was founded by Thomas B. Ricker, Sr in 1975. Thomas Ricker turned over the daily operations of the business to his son-in-law, Dennis M. Skelly, Sr, in 1978 who is presently owner/broker. Under Mr. Skelly's leadership, the company has expanded both its research and technological capabilities and offers a complete turn-key solution to its clients. Ricker Realty has agents specializing in every major metropolitan area throughout Maryland.

Agents

The role of a real estate agent is to guide you through the buying or selling process, taking the time to make sure you understand every step of the transaction. Ricker Realty has licensed professionals in the office who are fully committed to the Real Estate business. Our Agents work closely on every major transaction to ensure our clients receive the full benefits of working with a World-Class organization. We will work together with you to ensure a pleasurable experience for everyone.

Office/Staff

Our office is fully equipped with an integrated network of computer and communication systems. We have instant access to all the Multiple Listing Services, the Public Record Searches, and other tools and services that our agents need in order to better serve you.

Summary of Services provided for our listings

- Guaranteed Sales Program (see below and call for more info!)
- Professional 'For Sale' Sign with Brochure Holder
- A Complimentary Staging Consultation
- Listing in the MLS
- Listing on multiple top-rated Real Estate websites
 - Including: Realtor.com, Homesdatabase, Craigslist, Zillow, HomeGain, Google, MSN, Yahoo, Trulia, Backpage.com, plus more...
- Featured listing on www.danspahrsales.com
- Advertising in local newspapers and home guides
- Professional photography and full-color brochure
- Online Virtual Tour
- Direct neighborhood mailers
- Direct advertising to our vast prospect audience
- Contractor Coordination (call for more info!)
- 24/7 access to showing reports and feedback on your property

Statistics show that less than 5% of all closings are a direct result of open houses and print advertising. Networking between Licensed Real Estate Professionals and targeted advertising are the real drivers in selling homes. Our strategies are designed to most effectively market your property using proven and effective techniques.

Service Guarantee

One of the biggest hesitations sellers have is making a commitment to lock up their property for an extended period of time only to realize that they are not satisfied with the level of service they are receiving. Our promise to you is that if you are not satisfied with us for any reason, we will let you out of the listing contract at ANY time. All we ask is that you raise any issue with us and give us 7 days to resolve it. This is fair, wouldn't you agree? If you are still not satisfied, we will terminate the agreement and allow you to move on. Why would we make such a promise? ***Because we are confident in our ability to deliver a superior service to our partners.***

MLS Listing

The Multiple List facilitates the exchange of information on individual listings throughout the Real Estate community. Listing your property in the MLS provides exposure to every licensed agent in the Maryland, DC, and Virginia areas.

Neighborhood Expertise

We eat, sleep, and breathe the local Real Estate market and make it our mission to be intimately familiar with the homes, market conditions, and local news in the communities we serve. We monitor, on a daily basis, all active listings, homes under contract, and homes sold so we know exactly where the market is and where it is headed.

- Visit our website and check out our '[Community Links](#)' to learn more about the communities we serve.
- We publish monthly '[Local Market SnapShots](#)' and distribute to all our clients.

Free Market Evaluation

We provide no-obligation Home Evaluations. **Call us today to receive your free evaluation or visit us at www.DanSpahrSales.com to request one online!**

Unlimited Exposure

In addition to marketing your property to every Agent within our geographical region and to our vast network of buyers we work with on a daily basis, we have also developed an extremely effective program for marketing your home to thousands more potential buyers through the internet. We partner with the largest online resources to ensure maximum exposure for your property.



Staging Your Home to Sell for TOP DOLLAR!

What more could you want than to get your home sold for top dollar in short order without any hassles? Just as stagehands set the stage for a production, you can do the same for a home. It can be made to look cozy, colorful and inviting, with a personalized look to make it stand out from the rest of the other houses on the market. We will provide a **complimentary** Professional Staging Consultation by a certified professional to offer tips and techniques for best presenting the home in the eyes of the buyer.

The Details

You need someone who will manage the details. This is where we really shine. There is a seemingly endless string of details that require attention from the weeks prior to listing your home through, and beyond, closing. WE MANAGE THOSE DETAILS FOR YOU!!! We pride ourselves on providing service that is second-to-none.

- We arrange work that may be required before showings begin (carpet cleaning, painting, etc.) and meet the trades people at your home so YOU DON'T HAVE TO
- We guide you through contract negotiations with the buyer
- We meet appraisers and inspectors at your property
- We coordinate your settlement
- We carefully monitor the progress of the buyer's lender, to increase the likelihood of a timely settlement
- We arrange for home inspection items to be repaired and meet the trades people at your home
- We come to settlement to guide you through the closing process
- We handle details AFTER closing. Yes, after closing. I know it's hard to believe. Believe it.

Post Sale Support

Our job is not done with the signing of the closing docs. We will continue to work with you well after closing to ensure that your transition is as smooth as possible and to assist you in your future Real Estate needs. We see this not as the end of a transaction, but the beginning of a long-term partnership.

One last thing... If you're selling AND buying (including new construction) be sure to ask about our two-transaction discount!



Pricing your home. Economics, Market Conditions, and Communication.

One of the most important aspects in selling a home is price. Failing to accurately price your home to market values could have a serious impact on the value you ultimately receive from the sale of your home.

When your home is overpriced you help your competition. A technique sometimes used by real estate agents is to first show an overpriced home, then show a similar market priced home. This technique helps sell the market priced home since it is the better buy.

An overpriced home is often avoided altogether. By showing overpriced homes, an agent can jeopardize their relationship with the buyer. The buyer may think it's a waste of time, or wonder if the agent has their best interests at heart.

An overpriced home can remain on the market, become "shop-worn" and even harder to sell. The longer a home remains on the market, the harder it is to generate interest in it, and the eventual selling price can be less than market value. By listing your home at market value, you can generate the greatest amount of interest and competition for it, resulting in the best possible price.

We take a unique 2 stage approach to assist in pricing your home.

The first step in determining the asking price for your home is looking at a **Comparative Market Analysis**. The CMA is a report that we create that shows all of the real estate activity in your neighborhood for the past six months.

The first thing it shows is all the homes that are currently on the market (known as 'actives'), what their asking prices are, and how many days they have been on the market so far. We look at actives because they are your current competition.

The report also shows the homes that have gone on the market in the past six months that ended up expiring (known as 'expireds'). We look at these because it shows us what homes didn't end up procuring a sale.

Finally and most importantly, the CMA shows all of the homes that have sold in your neighborhood in the past six months (known as 'solds'). We look at what similar sized homes with similar features have sold for, and then we compare these homes to yours. That gives us a general idea of current market value which is incredibly important in determining how to price your home. If you have certain upgrades that need to be taken into account, the value of them will be added in and the current market value will be adjusted.

In addition to CMA's, we also employ what we call **Market Trend Pricing**. We constantly analyze the local, regional, and national real estate markets to identify trends in pricing that will affect your home 1 week, 1 month, 1 year into the future so that we can better position your home with optimal market pricing.

Once the current market value of your home is established, together we will come up with a pricing strategy based on your needs. If you need to sell very quickly, we can price it at or slightly below market value for a fast sale. If you don't need to sell quickly, we can start with a higher asking price and adjust it later if necessary. Whether we price your home above, below, or right at market value is your call - I'll simply give you all of the data you need about your neighborhood to make an informed decision.

**To learn more on the Selling Process and how we will sell your home, visit our website at:
<http://www.DanSpahrSales.com>**

TERMS AND CONDITIONS

Listing Agreement

We offer several creative listing packages tailored to meet a variety of client needs. Terms are negotiable and details can be provided upon request. Ask us for more details!

Net Proceeds

We will be happy to provide a free, no-obligation Net Sheet breakdown of all costs and proceeds for your review.

Thank you for considering myself and my organization in your decision to sell your home. I understand the magnitude and importance of this decision and, afforded the opportunity, I will go above and beyond to make help you achieve success in this endeavor!



Thank you for your interest in Dan Spahr and Ricker Realty. I hope you have found the information in this Package helpful. If there is anything we missed or any questions you may have, please do not hesitate to contact me on my direct line at 240-375-5217 or via email at dan@DanSpahrSales.com.

We specialize in representing Home Sellers and Buyers throughout Maryland and would love the opportunity to meet your needs. Please take an opportunity to visit us at our website for additional resources.

Visit us at <http://www.DanSpahrSales.com> for more information:

- A no-obligation Home Market Evaluation
- Search all available homes through the MLS System
- Free Buyer and Seller Reports
- Mortgage Calculators and Mortgage Rates
- Free Newsletters
- And much more...

We look forward to the opportunity to serve you!

Regards,

Dan Spahr