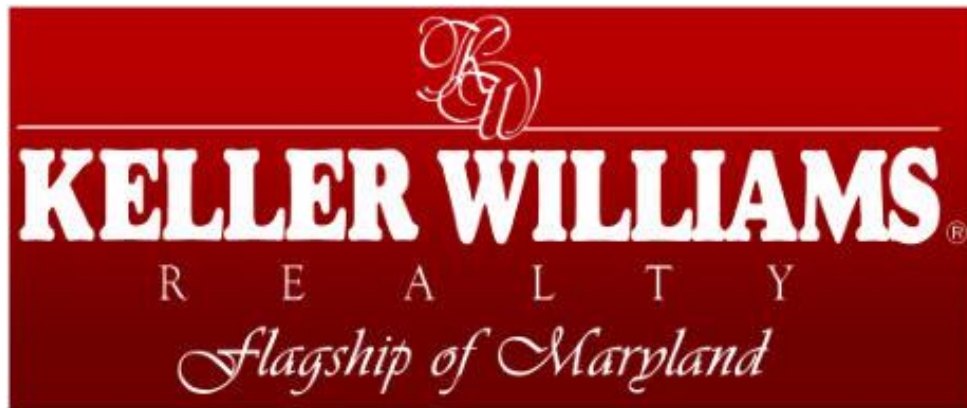


The Roskelly Team



Meet The Roskelly Team



Laura Roskelly, Realtor ABR, GRI, ASR, E-Pro & Navy Wife

Accredited Staging Professional

Mobile Phone (410) 507-2495

E-Mail Laura@theroskellyteam.com

With over \$100 million in sales since 2000 I'm a member of the prestigious Platinum Club, the Distinguished Sales Achievement Club and the Women's Council of Realtors. But numbers and designations don't tell the whole story. I *really* love what I do and my customers tell me that is reflected in how I do it. I *truly* share in the joy with you, from selling your home for more than you expected, to getting the best possible contract terms when you buy. I'm right there with you every step of the way!



Thomas Roskelly, Realtor & Navy CPO Retired

Mobile Phone (443) 871-4903

E-Mail TWRoskelly@aol.com

With over 20 years of military service and "PCS" moves I understand the challenges of both military and civilian transfers and having to relocate every few years. Buying or renting a home can be an easy and fun process if you have someone guiding the way and taking care of your best interests. There's always a little "stress" involved, but there should never be pressure! I take pride working in and understanding the "real world" of real estate and living by the "Golden Rule". Whether you're pre-qualified for \$200,000 or two million, everyone deserves the same professionalism, respect, and service.



Jessica Ballas, Realtor & Navy "Brat"

Accredited Staging Professional

Mobile Phone (443) 623-4523

E-Mail Jessica@theroskellyteam.com

As a listing specialist I work closely with my mother and real estate partner Laura to attend to all the details of your home listing. I coordinate staging and marketing events such as broker open houses and print advertising. I have been in the industry for 8 years and licensed for 6 years. I am dedicated to customer service and satisfaction!



Tanea Granlund, Client Services Mgr. & Navy Wife

Mobile Phone (410) 721-6694

E-Mail Tanea@theroskellyteam.com

I work hard to make sure your home is properly prepared and marketed on-line and to assist you with general questions and paperwork.

Why choose **The Roskelly Team** to market your home?

Sales Statistics Anne Arundel County

For homes that we listed and staged!

The Roskelly Team Averages

Calendar Year	Average Days on Market	Average % of List Price to Sold Price
2004	5	103%
2005	8	102%
2006	35	99%
2007	73	97%
2008	69	97%
2009	43	94%
2010	47	92%
2011 (YTD at 7/22/11)	43	97%

County Averages

Calendar Year	Average Days on Market	Average % of List Price to Sold Price
2004	39	97%
2005	38	97%
2006	70	94%
2007	107	93%
2008	135	90%
2009	133	91%
2010	119	89%
2011 (YTD at 7/22/11)	125	89%

* *When you compare our average to the county average, you could say we pay for ourselves!*

Our sales statistics place us in:

The top 3% of agents in the state of Maryland based on the volume of units sold

The top 2% of agents in Anne Arundel county based on the volume of units sold

The top 1% of agents in the state of MD based on list price to sale price

And while numbers don't tell the whole story, we think ours go a long way in demonstrating our track record of success.

How are we able to produce these results?

OUR MARKETING PLAN

Our marketing plan is simple. We **SELL** more because we **DO** more to earn your respect, your trust, and your business.

We consistently out perform the competition by investing more personally and financially in the marketing of your home.

In order to sell your home in today's market it must look its best, be priced right, and be advertised to reach the widest possible audience of qualified buyers. To do this we implement a full, multi-stage marketing plan with all services included in our commission.

Pricing your home

Pricing your home is one of the most important decisions you will make. We will complete a thorough walk-through inspection of your home and provide a comprehensive and detailed market analysis showing recent home sales in your neighborhood. We then compare the features of sold and competing homes including square footage, options like fireplaces, decks, luxury baths, etc. to give you an adjusted value range for your home so that you can make an informed decision as to pricing. We'll also provide you with a detailed net proceeds summary to show what you can expect to net from the sale of your home so there are no last minute surprises.

Preparing your home

Repair and Upgrade recommendations

We know what it takes to sell a home in this market. We see your home through the eyes of prospective buyers and will provide a detailed and *cost sensitive* list of recommended repairs or touch-ups if any are needed. We will also recommend local professionals who can help you with these repairs if needed and assist you with accommodating a repair schedule if needed by allowing access to your home while you are at work.

Staging Services

Staging is the latest "buzz word" in real estate but we've been doing it for years. In addition to our hands on experience we have completed an extensive training course to earn the *Accredited Home Staging Professional* designation. We will work with your existing furnishings, make recommendations on any purchases needed such as new bed linens, curtains, etc. and even do your shopping for you upon request. We also provide basic decorative accessories and silk plants to complete your look and make sure your home shows its absolute best. All of this is done with as little disruption to your schedule as possible. We generally do our staging while you are out so you can come home to see your new look after it is completed. Keep in mind that in many neighborhoods there are 10 or more homes available for sale. Buyers will see and compare them all. You have one chance to make a first impression and this is our best way to stand out in the crowd. Staging services are FREE with our full service commission and it can have a huge impact on the way your home shows to prospective buyers. Any supplies (if needed) such as new bath & bedroom linens are paid for by you on the budget you set...we'll even shop for you!

Targeting Military Buyers

Advertising your home on www.FortMeadeHomes.com

Your home will be a featured listing on FortMeadeHomes.com the number one website for Fort Meade on Google.com.

Military Base Advertising

The military bases in this area bring hundreds of families/home buyers to our market on an annual basis and those numbers will be growing with upcoming Base Realignment and Closure (BRAC) moves to Fort Meade.

We'll prepare and deliver a supply of color fliers (detailing the best features of your home) to the housing offices at Fort Meade, Curtis Bay Coast Guard station, and The Naval Academy bi-weekly. The housing office is often the first stop for military & government relocation buyers and provides us with great exposure for your home.

Military Web Site Advertising

Your home will receive premium photo ads on the following websites which market directly to military & government service members.

- Militaryforsaleforent.com
- MilitaryOwners.com
- Militaryrealtynetwork
- Militaryoff-basehousing.com
- Realestatemilitaryhousing.com
- REMilitary.com
- PCSRealty.net
- USmilitaryfsbo.com
- Militaryhousinglistings.com

Internet Marketing

Internet advertising

We recognized 11 years ago that the real estate market was turning heavily to Internet access and prepared ourselves by building and maintaining some of the best and most informative websites around with direct links to the local MLS. We also made sure that our websites could be found by using the most commonly searched keywords such as “Fort Meade MD real estate” in local cities and counties near the base. According to National Association of Realtor statistics, over 80% of all buyers now begin their search for a home on the Internet.

Our unique marketing plan targets this majority audience by providing a number of Internet listings with multiple photos. **Photos sell homes**, so your home is not just listed, it is listed with the maximum number of photos allowed by each site, or appropriate to the home (in most cases between 20 and 30 photos). **ALL of our advertising is designed to lead potential buyers to your listing on www.FortMeadeHomes.com where we have the best photos, description and information available for your home.**

- We provide a photo tour and front-page slide show exposure on our award winning websites.
 - www.FortMeadeHomes.com Over 150,000 visitors per year
 - www.HomeSweetHome4Sale.com Over 38,000 visitors per year
 - www.TheRoskellyTeam.com Over 40,000 visitors per year
 - www.PineyOrchardHomes.com Over 30,000 visitors per year

Our personal websites receive over **200,000 visitors per year** with almost 40% of all visitors clicking through to see “our featured homes” where your home will be featured with a custom photo slide show. Each listing also includes a mapquest.com link to map your home’s location, a “schedule appointment” link that e-mails your agent, a “print flyer” link, and a “tell a friend” link which makes it easy for anyone viewing our website to e-mail the information on your home to a friend or family member. To make sure your home is found on the Internet we partner with many major real estate sites including Google, Yahoo, and Overture

KW.com

Find homes for sale that are listed by Keller Williams agents as well as many listed by other professionals in the industry. Keller Williams won the JD Power and Associates best in customer service two years in a row and is poised to be the industry leader in real estate. This highly visible web site is supported with print, radio and television advertisements and is designed to get leads for your home to us rapidly via e-mail and text message. Your home is featured with an enhanced listing and direct contact links to your agents and FortMeadeHomes.com.

Virtual tour & Property website

Your home will receive an individual website all its own that we will use for marketing on our Facebook page and to promote within the search engines for keywords pertaining to your subdivision and neighborhood.

Internet Marketing cont.

Other Real Estate Company websites

Through our partnership with the MLS your home will also be featured on every major real estate website for all real estate companies including REMAX.com, LongandFoster.com and Champion.com.

Realtor.com Enhanced Listing

This is an expensive but worthwhile upgrade that we include in our commission. Your home will receive an enhanced listing on Realtor.com, a real estate web site that attracts potential buyers nationwide. Your listing will feature an eye catching yellow banner, customized text, additional photos, and a scrolling headline. We average over 30 views per day by prospective buyers on Realtor.com.

MLS Enhanced Listing

We don't just list you in the MLS, we provide an enhanced listing with up to 35 photos in slide show format. The photo tour is viewable by other agents and prospective buyers accessing your home through the MLS and Homesdatabase.com, a direct to consumer link of the MLS system. **On-line photos SELL homes!**

National Websites

Trulia – Featured listing

Zillow.com

House.info

Craigslist.com

4RealEstateClassifieds.com

Point2Agent.com

Activerain.com

StagedHomes.com

Frontdoor.com (HGTV real estate)

Google Base

Homescapes.com

Cyberhomes.com

Yahoo Real Estate

Homesdabase.com

Oodle Real Estate

AOL Real Estate

Trulia.com enhanced listing

RealEstateWebmasters.com

We add to and rotate this list regularly to make sure that your home is found in the search engines.

Print Advertising

“Just Listed” “Postcard

We'll mail at least 250 professional, laminated “just listed” postcards to other homeowners in your community as well as “feeder” communities (move up buyers) in the vicinity of your home. These are a great source of advertising your home to families that already live-in, know, and like your area. We also invite them to visit your home on-line for the photo tour and additional information about your home. If you'd like we'll also mail a copy to your friends and family list to let them know your home is for sale and enlist their help in finding a buyer!

Keller Williams Flagship office

Keller Williams Flagship has the most agents of any real estate office in Anne Arundel County. So getting in front of our team is key! Your listing will be highlighted at our weekly office meetings in front of our fellow agents and will also be featured on our KW TV channel in the lobby of our office for potential buyers to see.

E-mail Flyer

A color e-mail flyer will be sent to at least 400 local area agents determined by the zip code of their office. We maintain and update this database frequently to make sure we are able to stay in touch. The flyers announce the listing of your home and offer a description and color photos. We also use these fliers to advertise any open houses, price changes, and closing cost incentives, etc.

“For Sale” sign and website riders

We will install a yard sign with the office number, a “visit this home on-line” rider with our website address, and a rider with your agents name and mobile phone number to ensure every potential buyer has a way to reach us quickly for more information.

Property Information Flyer

We'll prepare and keep stocked a one-page color flier to be put in a “take one” box outside your home. These flyers include an exterior photo, and up to 8 interior photos as well as a brief description of the highlights of your home. We also invite potential buyers to view your home tour on-line at our web address. These flyers are also personally distributed to our fellow agents at RE/MAX Leading Edge.

Professional color brochure

We'll prepare a professional color brochure featuring 8 – 12 photos of your home, a highlight page listing your homes best or unique features, website contact information & more. We find that potential homebuyers are often touring homes without their co-buyer or spouse. These brochures are a great way of encouraging that second showing with both parties. They are also helpful in making your home stand out from the competition to potential buyers that may be touring many homes throughout the day.

Homebuyer's Journal or Homes Magazine print advertisement

Your home will receive a color photo ad in the Homebuyer's journal and/or Homes Magazine.

Pennysaver and Capital Newspaper

While print advertising in the local newspaper is not your best resource for selling a home if we aren't getting the traffic that we need we occasionally advertise in local publication.

Other Services

Personal Web Site

Keeping in touch is so important! We'll build a personal calendar website just for you. You can access your personal website 24 hours a day 7 days a week to view the marketing and sale activity on your home. All advertising activities and important dates are logged here in addition to our personal communication. You'll never have to wonder what your agents are doing to market your home. Your website is not intended to replace all other communication. **We're just a phone call a way 7 days a week to assist you!**

Professional Showing Service

All of your showings will be scheduled through Centralized Showing Service (CSS) which is also on-line at www.Showings.com. As a back-up we also keep showing instructions at our office in case of a CSS outage. CSS and our office are open Monday through Friday 9:00 to 8:00 and weekends from 9:00 to 5:00. Any showings that need to be scheduled outside of the office hours will be handled by one of your listing agents personally.

Buyer and Agent Feedback

We'll contact each agent who has shown your home via e-mail and follow up phone call to request their opinion of the condition and pricing of your home. We share this feedback with you via e-mail to make sure that we address any possible obstacles to a successful sale.

Electronic Lockbox

We value our customers and only use the most secure lockbox available to Realtors. Your lockbox is programmed to allow access beginning at 10:00 a.m. and turns itself off at 10:00 p.m. To access your home, Realtors must be a member of a local Board of Realtors and must obtain daily electronic access code updates. *Beware the agent offering a combination lockbox, they do not provide any security access to your home and family!*

Broker Open houses

We think broker open houses are an important marketing tool to get your home exposure with agents in the area that may already be working with your buyer! We will host a catered broker open at your home and invite local agents by e-mail, delivering a property flyer/invitation to local real estate offices, and faxing invitations to local agents.

Open houses

Upon your request, we'll have one of our licensed agents host an open house. Coffee, snacks and even home baked cookies can be served to open house guests. We also provide a Capital or Pennysaver ad announcing your open house. While this is not our best source for buyers we recognize that it may be important to you.

Condo or HOA Docs

We will order and pay up front to obtain your condominium association or homeowner's association documents and make sure they are delivered to your buyer quickly to release the contingency for this item.

General Information

Agent Assignment

You will be assigned two agents to assist with your home sale. This ensures you have access to an agent 7 days a week.

Getting you to closing

We will work with the buyer's agent, home inspector, title company, and Termite Company to make sure all necessary documentation is in place to close on time.

We will review your final HUD1 document to ensure there are no errors and attend the closing with you.

Expectations

A great marketing plan backed by excellent customer service does not happen by accident. We've worked hard to develop a plan that will work and continually find creative ways to improve the marketing of your home on and off the Internet.

Our goal is to **exceed** your expectations.

We know that you have a life to lead and a move to coordinate. We attend to ALL of the details of the sale for you and follow up to make sure your closing happens on time and with no "snags".

Our typical out of pocket investment to begin marketing your home is over \$1,200 which is included in our commission.

In order to implement our marketing plan we generally need 1 week's notice to place your home on the market.

