



MARK FRITSCHLE GROUP
CONDOMINIUM REALTY, LTD.

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



1.800.400.MARK (6275)

www.MarkF.com

CONTENTS AND OVERVIEW

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



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As the resort Real Estate market changes, you will need to find an experienced team that has a track record of producing in both up and down markets.

The MARK FRITSCHLE GROUP is a team of creative professionals guided by a shared desire to expand the possibilities of specifically marketing resort Real Estate. We commit our full resources to every project, listing, and sale we take on. We take time to understand your needs, your objectives, and your dreams - and develop a strategy that is right for you. The Mark Fritschle Group maintains a core team of professionals who are dedicated to identifying and crafting innovative solutions that will enhance each and every listing with which we come into contact.

The Strength to Achieve.
The Confidence to Lead.
The Experience to Sell.



HIRE THE RIGHT AGENT

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



Hire a REALTOR® based on his or her Package of Services, Experience and Production

MISTAKE #1

Hire the agent who quotes the highest list price or lowest commission.

SOLUTION #1

Hire a great agent. Great agents worry about high SALES prices, not list prices.

- Your home is your biggest investment, with hundreds of thousands of dollars involved.
- Just a 2% difference in sales price could mean thousands of dollars to you.
- Hire an Agent who provides 100% of available services.
- Hire an Agent who works with you to protect your investment.



A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY POSITIONING YOUR PROPERTY TO SELL



Selling Property in this Market is both a **Pricing War & Beauty Contest**

Pricing Figures are derived from a number of different important factors:

- Marketing Exposure
- Expertise of your Agent
- Your Level of Motivation
- Comparable Active Listings
- Comparable Sold Listings
- Location
- Views & Conditions
- Square Footage
- Amenities

There's more to selling a home than simply putting it in the MLS and hanging a sign.



PRICING YOUR PROPERTY

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



3 Things can happen when your Property goes on the Market

1. Priced too High

We have low to no showings. We have missed the mark, price wise, and we are in need of a significant repositioning.

2. Priced Above the Market

We have showings, but no offers. We need a minor price positioning and staging evaluation.

3. Priced Right

The property receives lots of activity, and offers will follow shortly.

Properly pricing your property could be the difference between selling in 4 weeks or 14 months.



MARKETING YOUR PROPERTY

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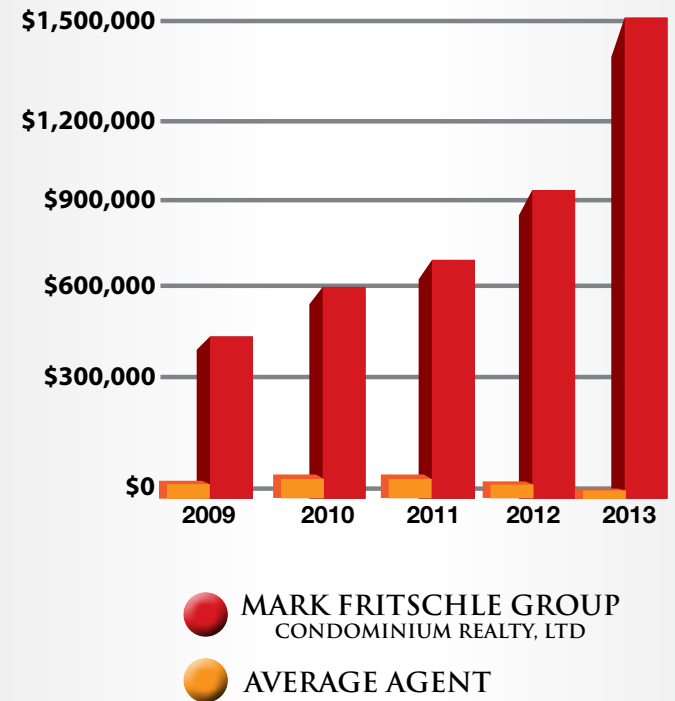


Every Listing gets our Complete Package of Selling & Marketing Services

Our in-house marketing department works with our sales staff, ensuring perfect consistency of messaging. With over 35 years of experience and a full-time sales group of over 40 agents dedicated to selling your property, our advertising campaign is the most aggressive in the area.

MARKETING SERVICES

Advertising Dollars Spent Per Year

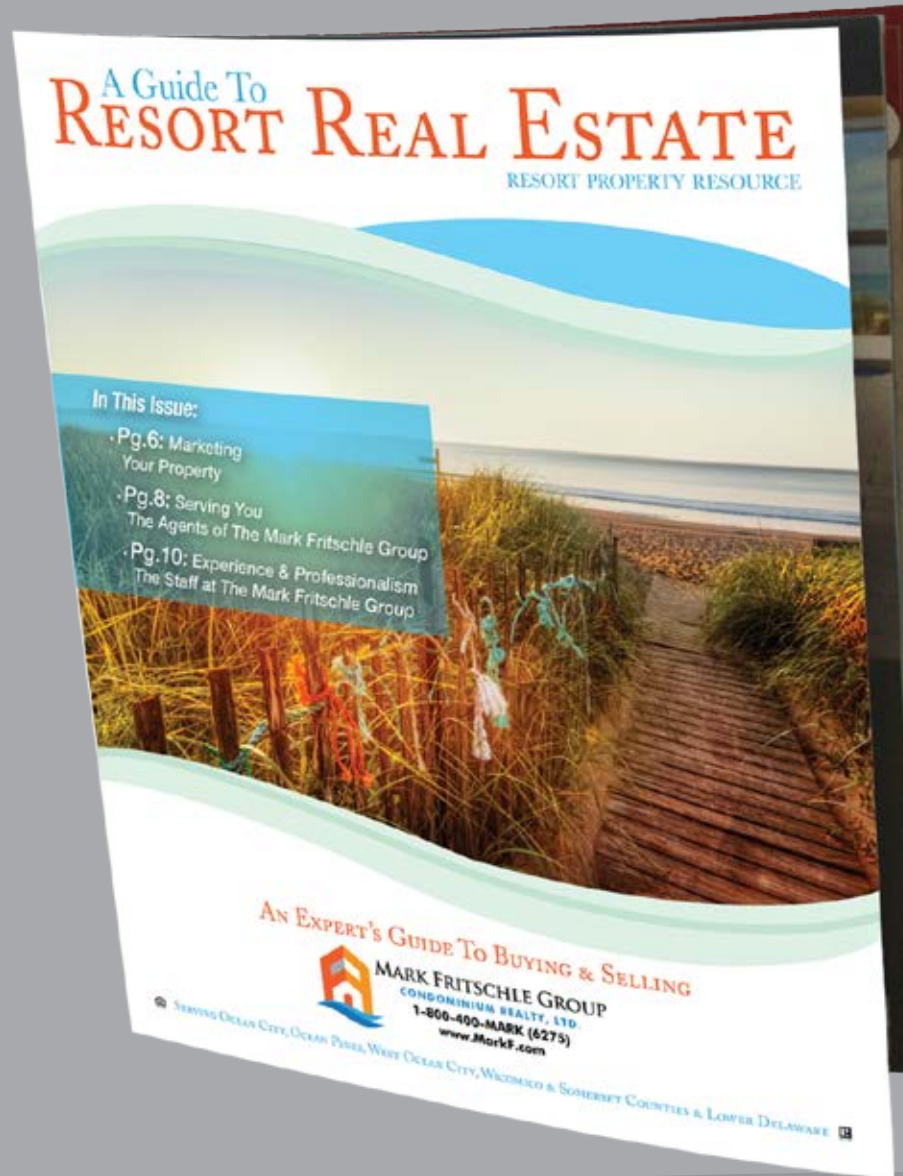


Hire the Agent who gives you the BEST chance for the MOST money



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RESORT REAL ESTATE GUIDE

A Guide To Resort Real Estate

We publish our own 48-page, full color, Sales Brochure. Your property will be featured in our very own publication. The Guide To Resort Real Estate is dedicated solely to the advertising of our clients' properties. It's the best way of getting your property in front of the buying public when they are in town or on line requesting a free brochure.

Positioning you in front of BUYERS when they are looking for Real Estate.



MARKETING YOUR PROPERTY

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THE REAL ESTATE BOOK

The Real Estate Book

We have the exclusive inside cover and 6 full pages in The Real Estate Book, a digest sized, glossy magazine. The Real Estate Book is dedicated solely to the advertising of Real Estate Properties and Affiliates. Your property will be seen by tens of thousands of potential buyers who are actively looking for Resort Real Estate...placing the odds of selling your property in your favor.

Positioning you in front of BUYERS when they are looking for Real Estate.





MARKETING YOUR PROPERTY

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DIRECT MAIL MARKETING



Customized Full Color Postcards

We will design a "Just Listed" postcard with professional digital pictures, enhancing the features of your property. It will be mailed to hundreds of surrounding property owners, as well as our own database of Buyer Prospects.

**The MARK FRITSCHLE GROUP
will mail approximately
2 million postcards annually!**

**Everything we do is IMPORTANT
because it increases YOUR chance of a
HIGHER SELLING PRICE!**



MARKETING YOUR PROPERTY

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Comcast Cable Postcards

Approximately 85% of the current Buyers already own property in the resort area.

Our exclusive relationship with Comcast Cable allows us to be in front of every property owner in the resort area on a monthly basis!

Our Job is to be your guide and advisor. We're here to help you understand the market, its trends, recent market indicators, and to be on the cutting edge... constantly seeking new tools to help our clients.

That's over 152,000 cards a month!

Because we know who your buyers are, we know how and where to target them.





MARKETING YOUR PROPERTY

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ONSITE MARKETING



Property Promotion & Enhancement

SIGNS

Our signs are the most highly recognized signs in the industry... ensuring that your property has a high visibility and name recognition.

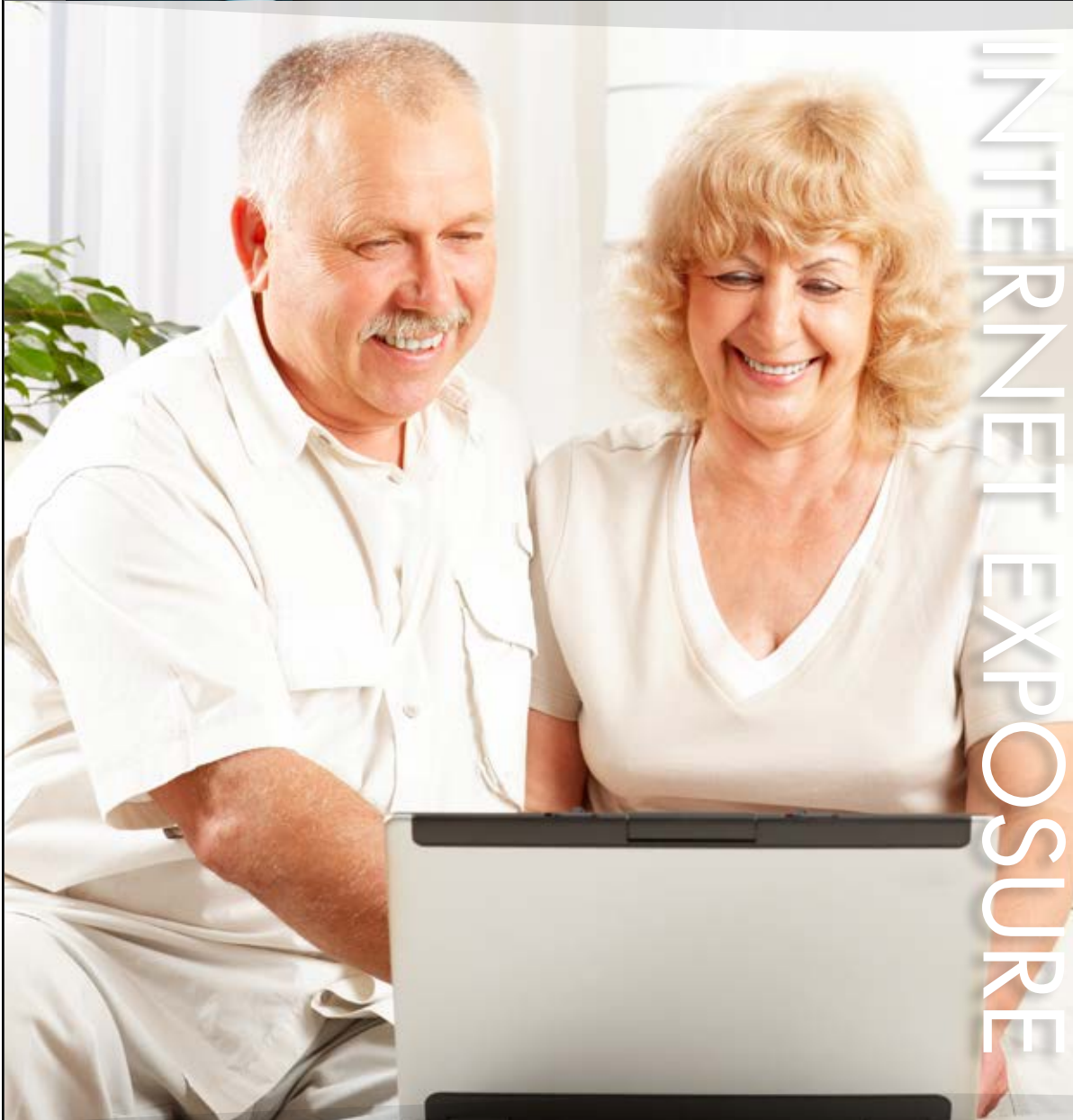
FLYERS

We will create a high quality brochure of your property. After viewing sometimes dozens of properties in a day, it's important that your property stand out in the buyer's mind.



MARKETING YOUR PROPERTY

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If you hire an agent without a dominant web presence, you could be missing out on up to 90% of the market!

90% of all Real Estate purchases start with an online search. The internet is constantly growing, and there is no better advertising medium. Imagine reaching millions of people interested in your property, 24 hours a day, 7 days a week. This powerful marketing tool is thoroughly embraced by the MARK FRITSCHLE GROUP. By using over 30 websites, combined with our Virtual Tours and our social networking sprawl, The MARK FRITSCHLE GROUP can give you the exposure that your property deserves.



MARKETING YOUR PROPERTY

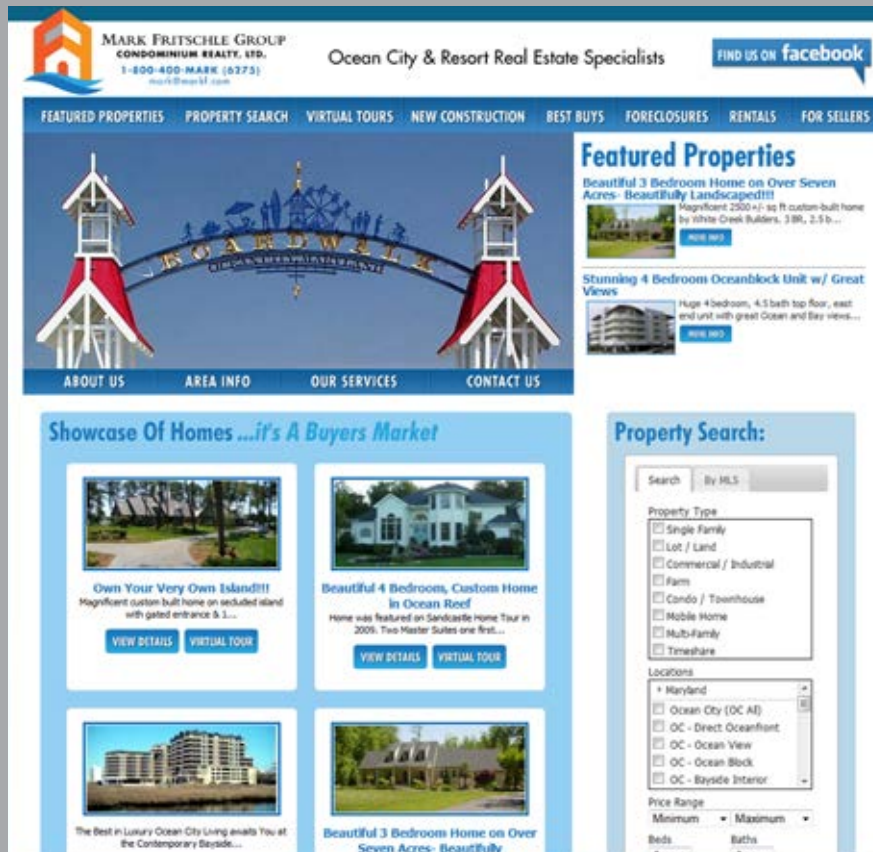
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INTERNET EXPOSURE

Nationally Recognized Websites

MarkF.com and **OceanCityMLS.com** have been featured in the technology section of the official magazine of the National Association of REALTORS® and are considered to be among the top Real Estate websites in the country because of their ease of use and exceptional content. Our site has recently been updated to make the experience even better for visitors. MarkF.com gets an average of 50,000 hits a day and just over 1,500,000 a month! Wouldn't you want your property to have that much exposure?





MARKETING YOUR PROPERTY

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INTERNET EXPOSURE

Join REALTOR.com in support of Habitat for Humanity

Join the Challenge

REALTOR.com Homes Rentals Mortgage Find REALTORS® Moving More

Home > Homes For Sale

FOR SALE RECENTLY SOLD NOT FOR SALE

Los Angeles, CA

\$ No min to \$ No max All Beds All Baths 3,834 Homes For Sale

Search by MLS ID Advanced Search

396 new listings 5,005 sold listings 242 open houses Last update 1 min ago

Recent Searches

You have no recent searches Start Searching now!

Recently Viewed Listings

Sign in or Sign Up to save your favorite listings & searches

How's the market in Los Angeles, CA? Get a Free Market Summary.

Recently Added in Los Angeles, CA

Sorry! No new listings have been added in Los Angeles, CA in the last two weeks.

State Farm Get discounts up to 40% on Auto with State Farm

Market Summary for Los Angeles, CA

Homes for Sale	3,836	Average Listing Price	\$228,687
Recently Sold	5,005	Average Sold Price	\$550,098
New Construction	22	Open Houses	242
Foreclosures	83	New Listings	396
Rental	951	Price Reduced	1,570

Support Home Ownership Sign up for the REALTOR.com® weekly Newsletter

Average Credit Score 680 Cost to See Your Score \$0

Get Yours Now

Nearby Cities around Los Angeles, CA

Get new listings when they hit the market. Sign up for free!

City Name	Distance (miles)
Deerfield, CA	1.3
Sanford, CA	1.4
University of Southern California	1.5

Exposure on the
#1 Real Estate
Website

REALTOR.com

We pay for Enhanced Listings and
Feature Property Ads.

**No other agent can give your property
this kind of internet exposure - the
exposure you NEED!**

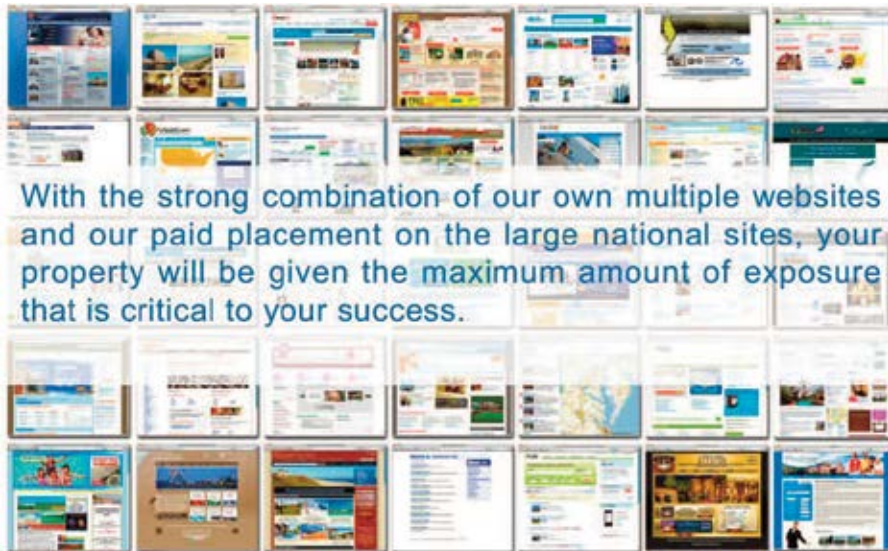


MARKETING YOUR PROPERTY

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WEB PRESENCE



With the strong combination of our own multiple websites and our paid placement on the large national sites, your property will be given the maximum amount of exposure that is critical to your success.

Exposure on Dozens of Websites

With the strong combination of our own multiple websites and our paid placement on the large national sites, your property will be given the maximum amount of exposure that is critical to your success.



MARKETING YOUR PROPERTY

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SOCIAL NETWORKING



Exposure on the Top Social Networks

Popular social networking tools like Facebook®, Twitter®, YouTube® and LinkedIn® will allow us to communicate with our network instantly and in ways we never have before.

So, we invite you to join us in one or all of these “virtual hubs.” Yet another way to connect with a network around the world!



We'll reach about 700,000 Virtual Tour viewings this year alone! That's 700,000 potential buyers.



MARKETING YOUR PROPERTY

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VIRTUAL TOURS



Virtual Tours

A virtual tour is like having an open house, 24 hours a day. This effectively allows buyers a chance to visit your property, via the internet, from the comfort of their own home! Statistics show that virtual tours are a proven method for obtaining higher sales prices for resort properties.



KEEPING YOU INFORMED

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IMMEDIATE ANALYSIS



1. Text Message & Email Notifications

Don't have time to make or take a phone call? That's OK! Electronic notifications are perfect for the busy homeowner. Easily confirm, decline or reschedule showings by text message or email. Don't need to confirm appointments but want to be notified of any and all showings? That's OK too! Sellers can be notified of just confirmed or cancelled showing appointments by text message and/or email as well.

2. Homeowner's Listing Activity Website

Every email notification includes a "Quick Link" that takes sellers directly to their personalized "Listing Activity Website". Here sellers can see all activity documented for their home such as showings, feedback and more! No need to remember a username and password, simply click the "Quick Link" provided within the email notification and you're in!

As a seller, what do I need to do?

Your agent and the ShowingTime Appointment Center will take care of bringing buyers to your home... all you need to do is prepare your home for showings.

Will I be notified when a showing is scheduled? Yes, you can receive emails, phone calls and/or text messages if you'd like.



GIVING YOU CHOICES

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COMMISSION RATES

Selecting your Commission

We charge a flat fee of 3% to service and list a property, which includes all of our services. What you decide to offer the co-broker (selling agent) is up to you. Option 1, 2 or 3?

Commission offered to Selling Agent:

1. Discount Package
2. Premium Package
3. Elite Package

You wouldn't hire a discount surgeon, would you? So why hire anyone but the best for your large investment?



WHAT DO OUR CLIENTS SAY

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



Testimonials

"I could not have been happier - first class - top professional...and the staff is absolutely TOPS!"

"We have bought and sold many homes in Maryland and other states... you are without a doubt the most thoroughly professional and pleasant agents we have ever worked with."

"We were very pleased with the Real Estate services provided... one of, if not the best agents we have ever worked with."

"You were great to work with, honest, helpful and always accessible."

"Our experience was wonderful, and we look forward to a continued friendship and more sales and purchases in the years to come!"

"From start to finish, it has been a professional experience working with you and your staff ... PERFECT"



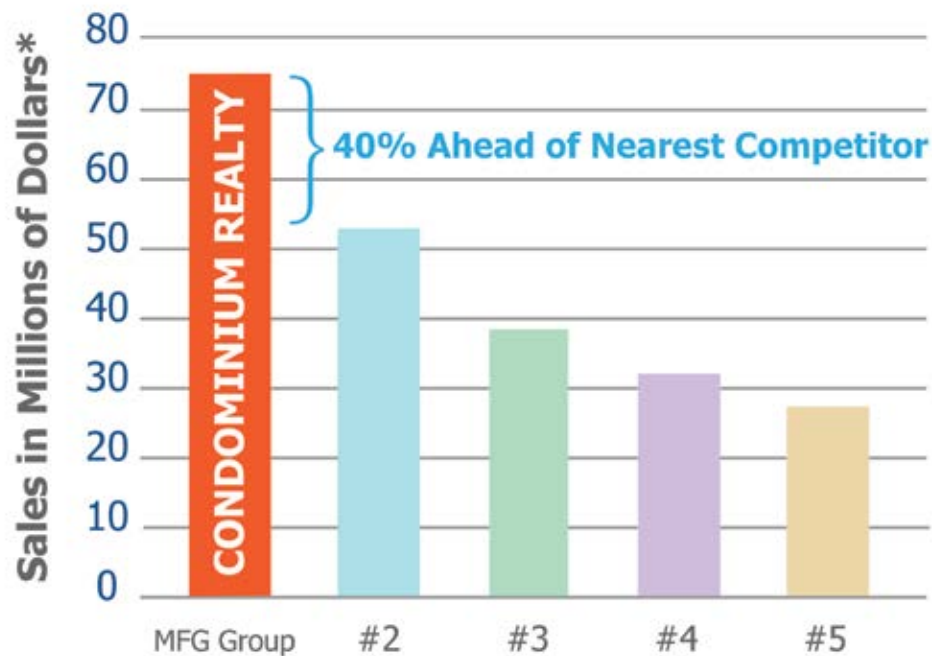
THE RESORT AREAS #1 REAL ESTATE OFFICE

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



2013 Sales by Office

(As of Dec. 31, 2013)



*Settled Dollar Value of Sales Per Coastal Association of Realtors Compiled Figures

We are #1 Because of
SERVICE to our Customers
and Agents!

Our Agents Are #1 In
Highest Sales Price and #1 In
Productivity!



LUXURY PROPERTIES INTERNATIONAL

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



Be Seen...
by everyone.

LuxuryPropertiesInternational.com

The most progressive luxury agents in the world.

We are a current affiliate of Luxury Properties International. A database of 2 million resort properties across the globe. The place to go for luxury property purchasing and rental.



MEET YOUR STAFF

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Experienced. Assertive. Professional.

A few words that describe your support staff at The Mark Fritschle Group. Here for you, 24/7.



Linda Borrer, REALTOR®
Listing Coordinator

Working hand in hand with your Fritschle Group REALTOR®, Linda Borrer directs the administrative staff and tends to the details of successfully marketing your property. Her responsibilities include the initial entry of the property in the multiple list system, coordinating the photography for the virtual tour, making sure signs and lockboxes are installed in a timely manner, preparing all advertising materials for print, over 30 websites and "take one" flyers and relaying howing instructions to the office staff and REALTORS®. Linda is available to share all of this information with the seller while the property is on the market until it goes under contract.



Cindy Eder
Administrative Assistant

Acting as the "behind the wheel" member of the Fritschle Team, Cindy visits each newly listed property to install the lockbox and signage, as well as taking all the photos for advertising and the virtual tour. To ensure that there is information available for interested buyers, she covers the area on a regular basis to fill flyer boxes. When in the office, Cindy creates and uploads virtual tours that appear on multiple websites, prints flyers and answers the phone.



Joanna Bunting
Administrative Assistant

When you walk through the front door of The Mark Fritschle Group offices, chances are that Joanna will be there to greet you with a smile. There is more to her than that pleasant smile and personality! Acting not only as receptionist, Joanna designs, creates, prints and mails over 1.5 million "Just Listed" and "Just Sold" postcards each year; coordinates meetings for REALTORS® and their clients; makes sure that all office equipment is ready for use; and ensures that supplies are available at all times.



Terry Littleton, REALTOR®,
Contact Processing Coordinator

As soon as your property is under contract, it goes to the capable hands of Terry Littleton. Having worked for Mark Fritschle for over 30 years, Terry goes above and beyond the call of duty to make sure that every transaction is completed as smooth as silk! She is the liaison between the seller, buyer, listing and selling agents, lender and title company. Her knowledge and contacts through experience in the industry, personal service, hands-on approach, and attention to detail have awarded The Fritschle Group with thousands of satisfied customers and clients.



Stephanie DiGristine
REALTOR®, *Contract Processing*

Stephanie joined The Fritschle Group to assist with the incredible volume of contracts that are processed each year. She also is responsible for all transactions for The Gateway Grand and Rivendell projects, reporting directly to the developers with sales information, coordination of settlement dates for all parties, handling escrow monies, scheduling the final walk-through and transferring utilities to the new owner.



Ryan Evans, REALTOR®
Administrative Assistant

Another member of the Listing Team, Ryan works the weekend shift answering phones, relaying showing instructions, taking care of disbursing information about new construction projects and open houses and handling any unexpected situations that may arise. He also assists with virtual tours, uploading property photos on MLS, assembling marketing plans, creating flyers and maintaining an inventory of signage for The Fritschle Group.

Not only does your property deserve full exposure, it deserves full support.



MEET OUR AGENTS

A COMPREHENSIVE GUIDE TO SELLING YOUR PROPERTY



“From all of us at The Mark Fritschle Group, we look forward not only to meeting your expectations, but to exceeding them!”



Mark Fritschle

Mark@MarkF.com
Has been helping Buyers and Sellers in the resort area for over 30 years in MD and DE.



Grant Fritschle

Grant@MarkF.com
Eldest son of Mark Fritschle. Has turned love of beach into love of resort real estate.



Lora Fritschle

Lora@MarkF.com
Came from development and financial background, with experience throughout MD.



Christina Ager

OCAger@gmail.com
3rd generation, award winning REALTOR. Real Estate is her passion.



PJ Aldridge

pjaldridgejr@gmail.com
P.J. Aldridge has been helping people buy and sell properties on the Maryland and Delaware Beaches for over 28 years. Please allow PJ to assist you in all of your real estate needs.



James Bacco

JBacco@MarkF.com
A REALTOR since 1984. With Jim it's all about service and communication



Jon Barker

Jon@MarkF.com
His financial background enables him to help clients buy and sell more effectively.



Billy Barr

Billy@MarkF.com
Experienced in all aspects of residential sales including marketing, 1st time buyer, short sales, foreclosures and investment properties.



Clinton Bickford

Clint@MarkF.com
Clint always had strong ties to Ocean City Including 9 years in the Ocean City Volunteer Fire Dept.

Get Mark. Get Set. Get **SOLD!**



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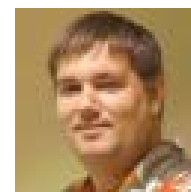
Nicolas Bobenko

ocnick55@gmail.com
Nicolas is a lifelong resident of OC. He is experienced and well versed across a variety of property types.



Dan Bunting

DCBunting12@yahoo.com
Dan is ambitious and motivated. He is anxious to use his vast knowledge of the area to help you find your new home.



Kevin Burton

KBurton@MarkF.com
A local eastern shoreman. Extensive knowledge of foreclosure market.



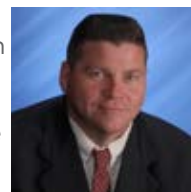
Annie Buxbaum

Annie@MarkF.com
former school teacher, local business owner, moved to ocean city in 1998.



Lindsey Correa

lindseycorrearealtor@gmail.com
An instinctive and enthusiastic entrepreneur, Lindsey is a 24 year resident of Delmarva. She looks forward to helping both buyers & sellers.



JF Cropper

JFCropper@gmail.com
Specializing Ocean City and surrounding areas, JF is a lifetime Ocean City resident and is available to help you 7 days a week.



Bud Cumberland

Bud@MarkF.com
Moved to the Eastern Shore in 2003. 35 years' sales and management experience.



Mitchell David

MitchellDavid06@gmail.com
Over 13 years of experience. He has a broad range of skills to assist you when buying or selling Residential or Rental properties



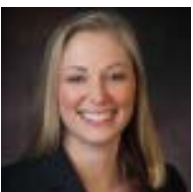
Ben Dawson

BenDawson@beachin.net
Joined The Fritschle Group after 20+ years' experience with resort area sales.



Kevin Decker

Kevin@MarkF.com
Award winning REALTOR who has lived in the resort area for over 15 years.



Sarah Delligatti

sdelligatti@gmail.com
A Salisbury native. Sarah is Licensed in MD and DE with a background in marketing. She understands the needs of her buyers & sellers.



Celeste Dodson

Celeste@MarkF.com
Celeste is a long time resident of Ocean City, with extensive knowledge of both the Real Estate and Mortgage industries.

Get Mark. Get Set. Get **SOLD!**



MEET OUR AGENTS

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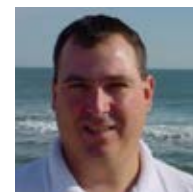
Tina Dorsey

TDorsey13@comcast.net
If your search is on the ocean, bay or in between, HER TIME IS YOURS!



Troy Doyle

Troy@MarkF.com
Troy primarily concentrates on selling new construction homes in the OC area.



Joel Feldman

JoelFeldman780@gmail.com
Joel's sales model is very simple, "24/7/365!" He doesn't believe in the 9 to 5 philosophy. He is committed to his customers whenever they need him.



Steve Fraistat

sfraistat1@gmail.com
Over 9 years in real estate sales in the Ocean City and Ocean Pines area.



Ray Griffin

RayG@MarkF.com
An Eastern Shore Native, Ray is dedicated to helping buyers and sellers.



Bob Hammond

BobHammond13@gmail.com
Bob has built up nearly a 40 year reputation based on "great customer service."



Hazel Haney

Hazel@MarkF.com
Involved in Real Estate in Columbia Md in the 70's - a REALTOR in OC since 2004. Specializing in condos and single family homes.



Bill Harte

Bill@MarkF.com
Moved to the Eastern Shore in 2001. His focus is customer service - period.



Wes Hughes

HughesWes1@gmail.com
Wes has been a top selling real estate agent in the Ocean City area for 42 years. He is experienced in all facets of real estate.



Suzanne Jones

beachrealtor@comcast.net
A special love for the beach and real estate, she specializes in distressed properties.



Tim Jones

Tim@resortpalms.com
Tim is an Eastern shore local. He has an extensive background in building and developing property. He is excited to bring his knowledge of the area and his expertise in construction to his clients.



Kim Lucido-McCabe

YourIslandRealtor@comcast.net
A licensed full-time REALTOR since 1983. Licensed in both Maryland and Delaware.



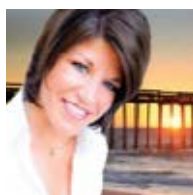
MEET OUR AGENTS

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Kelsey McCarthy

Kelsey@MarkF.com
Growing up on the Eastern Shore provides her local insight to the Ocean City area and the lifestyle it offers.



Mia McCarthy

Mia@MarkF.com
Quality customer service since 2004. Specializing in Digital Marketing and Negotiations.



Bob Miller

62mill@gmail.com
Over 28 years of experience in the Real Estate business in Ocean City.



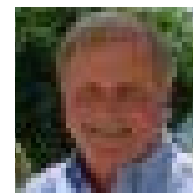
Rusty Molnar

Rusty@RustyMolnar.com
Handles all types of Real Estate Specializing in Commercial and Land.



Bob Nelis

BobNelis@yahoo.com
Has been a REALTOR on the Eastern Shore since 1997.



Bob Ott

BobOtt@markf.com
Joined The Fritschle Group after 30+ years' experience with resort area sales.



Wayne Phillips

OCWayne@gmail.com
Licensed expert REALTOR in OC since 1986. Has helped hundreds buy and sell.



Courtney Richardson

Courtney@MarkF.com
A lifelong resident of Ocean City who is an expert on the area communities.



Kevin Sasada

KevinS@MarkF.com
Joins The Fritschle Group after 5 years' experience with new home sales.



Leslie Smith

Leslie@MarkF.com
A life long resident of the area, Leslie is an expert with our local market. Licensed in MD & DE.



Sheri Smith

Sheri@MarkF.com
Concentration includes new homes sales and working with first time buyers



Joy Snyder

Joy@JoySnyder.com
Joy's real estate career spans over 40 years. She takes great pride in the quality of her work, going above-and-beyond "the norm".



MEET OUR AGENTS

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Jim Terrill

JimTerrill021@gmail.com
Over 11 years experience selling Residential and Commercial Real Estate. Jim enjoys giving his clients 24/7 service.



Andrea Thomas

AThomasBeachLink@msn.com
Graduate of Univ. of MD.
Licensed in both MD and DE.
Grew up visiting Ocean City.



John Volgelsang

John@MarkF.com
Over 14 years' Real Estate experience in Ocean City.
Strong business background.



Ed Wehnert

EWehnert@verizon.net
Settled over \$100 Million of Resort Property in recent years!



Dave Whittington

OCDaveW@gmail.com
Associate Broker serving Ocean City, Ocean Pines and Delaware beaches.



Joe Wilson

JoeWilsonSells@gmail.com
Joe strives to follow in his parents' footsteps and provide the highest quality of service to his buyers and sellers.



Katherine G. Wright Payne

KatherineGWright@aol.com
Katherine is a consistent multi-million dollar top producer. She is a full-time agent who enjoys working with both buyers and sellers.



Tracy Zell

Tracyzell14@verizon.net
Residing on the Eastern Shore with a background in Land Development has given Tracy the opportunity to live and work on the beautiful beaches of Ocean City, Maryland. Let her help you make the beach "Your Home!"