

**Your Home SOLD
for the highest price.**

NO EXCEPTIONS. NO EXCUSES.



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www.BrianSOLDit.com

real

Brian Mayer

Since 2009, Brian has dedicated his life to the real estate industry. He spent the very beginning of his career as a mortgage loan officer which has served him tremendously with his clients. His passion for client service is truly inspiring as Brian has made it his mission to provide such an amazing experience for his clients buying or selling their home that they have the confidence and comfort required to refer him to their friends and family members who are also looking to make a move.

Brian's experience and proven results for his clients have landed him much recognition through his awards for outstanding performance. In 2019, The Mayer Group was named "Best Realtor In Calvert County" by an online poll for the local paper. Year in and year out, Brian continues to be awarded in the Top 5% of Realtors in Maryland.

When interviewed about his philosophy on client service and helping families get their home sold, he said, "I believe in treating our clients like family. Family doesn't always agree on everything however I would NEVER let my family get anything but the best. When a client chooses us over every other Realtor, we return that loyalty with a strong feeling of obligation to get results"

Brian continues to build his business as a Top Agent, and his team has been designed to help homeowners maximize their equity when selling their home. With his emphasis on marketing, leadership, and commitment to client service, Brian believes his team has only just begun. His goal is to provide the very best options to consumers who are thinking of selling their home by focusing on three things; selling the home for the highest price; ensuring clients walk away with the most money in their pocket; and providing an experience that is superior to anything else available in the marketplace.

Brian | **MAYER** | **SOLDit**
BrianSOLDit.com



brian mayer RESUME

OVER THE PAST 12 MONTHS I HAVE INVESTED OVER 30K
INTO MY CLIENTS LISTINGS

I SELL 95% OF HOMES LISTED

ON AVERAGE I SELL HOMES LISTED IN <12 DAYS

ON AVERAGE I GET >98% OF ASKING PRICE

I SELL 7X MORE HOMES THAN THE AVERAGE AGENT

OVER 80% OF MY CLOSED SALES COME FROM REFERRALS



REALTOR, Listing Specialist
*Real Broker LLC *CURRENT*

REALTOR, TEAM LEADER, TRAINER
eXp Realty 2019-2025

REALTOR, TEAM LEADER
REMAX ONE 2014-2019

MORTGAGE LOAN ORIGINATOR
C&F Mortgage 2011-2014

**TEAM LEADER ENTERPRISE WEB
HOSTING (IT)**
VERIZON BUSINESS 1999-2011

Certified Home Selling Advisor



If all real estate agents were created equally, then every agent would be able to get you a top dollar amount when selling your home. Unfortunately, there's a huge chasm that exists between the traditional real estate agents and the Certified Home Selling Advisor® **The difference is, a Certified Home Selling Advisor® can get you up to 18% more for your home.**

The National Association of Expert Advisors® conducted a nationwide study over the past two years that revealed a proven, repeatable system to sell your home for up to 18% more money than the methods of traditional real estate agents. What was revealed in the controversial report has been highly guarded by the real estate industry for over 105 years.

Let's start with some shocking statistics you may not have known about the real estate industry, and why up to 46.2% of homes that go on the market, fail to sell.

- The average real estate agent only sells 5.9 homes per year.
- In MD to be a licensed agent, it only requires 60 hours of training to begin selling real estate.
- The average real estate agent spends less than \$150 per month in marketing and promotion of their business.
- The average accepted offer an average agent will negotiate is up to 11% below your original asking price.

Brian's Certified Home Selling Advisor Process Includes Applying The Following 7 Laws To Sell Your Home For Top Dollar:

- LAW OF EXPERTISE
- LAW OF DIFFERENTIATION
- LAW OF EXPOSURE
- LAW OF COOPERATION
- LAW OF BUYER ACQUISITION
- LAW OF NEGOTIATION
- LAW OF EXECUTION

Brian Uses A Proven & Repeatable Process Designed To Sell Your Home Sold For Up To 18% More Than The Methods Used By Traditional Agents.

Brian **IMAYERI** **SOLDit**
BrianSOLDit.com



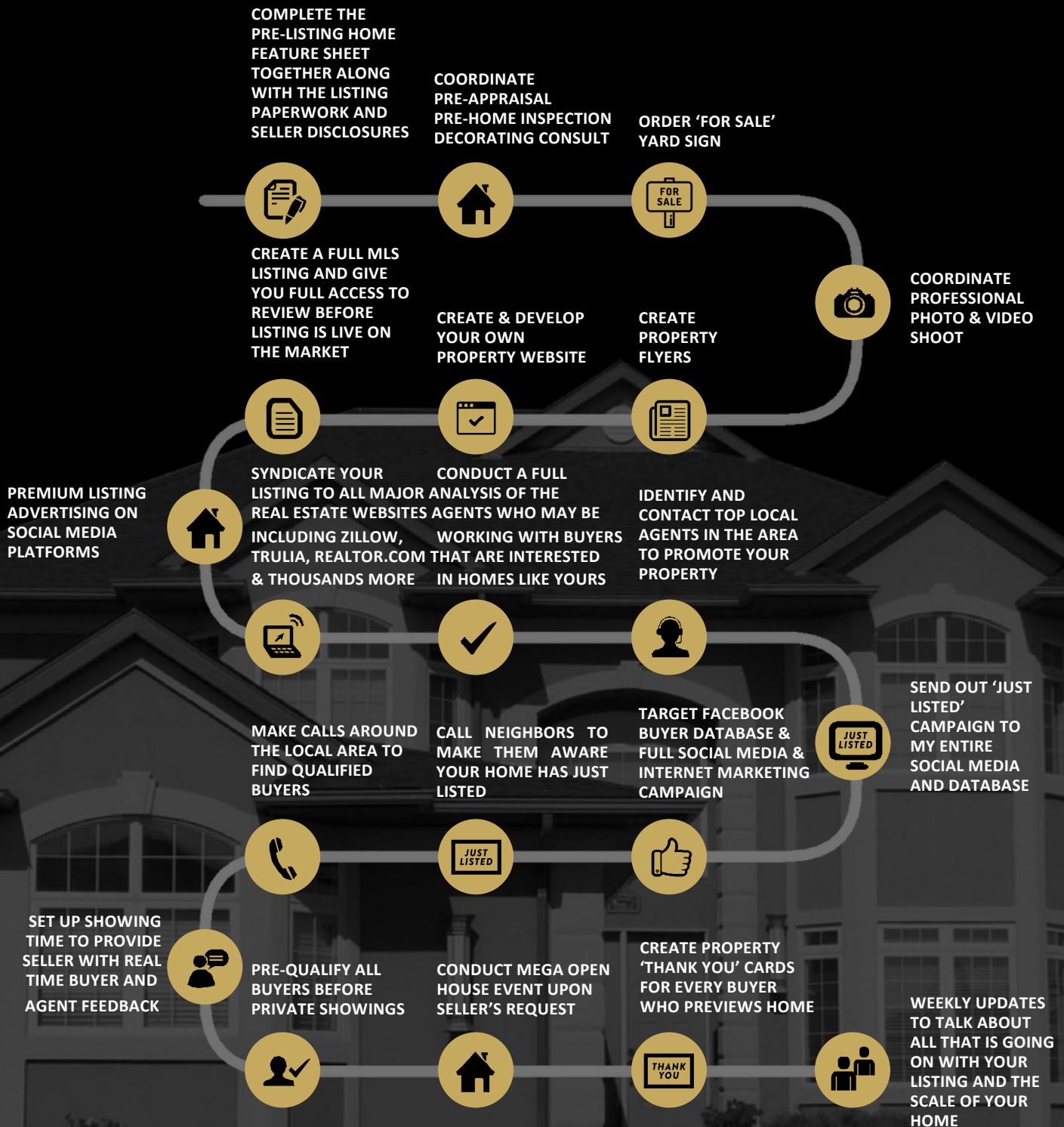
MY COMMITMENTS TO YOU

- 1. I will always provide you with expert advice and consulting so that you're able to make the best decision for yourself and your family.**
- 2. I will always be 100% forthcoming about the price of your home, its condition and what it will take to get it sold.**
- 3. I will always give you the truth regardless of the situation.**
- 4. I will always do what is right for your best interest. I will**
- 5. fight to ensure you get the most for your home in the right amount of time.**
- 6. I will always use the most effective strategies to market your home.**
- 7. I will always communicate with you proactively.**
- 8. I will always return your phone calls, e-mails, and text messages with urgency.**
- 9. I will proactively spend every day aggressively searching for qualified buyers for your home.**
- 10. I will never lock you down to a long-term contract.**

MISSION STATEMENT

It is my mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. I believe that working hard at something you love to do, with people you trust, is one of the greatest experiences in life. As a result, I provide some of the most professional, loyal, and dedicated service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships, and earning the referrals of the people my clients care most about.

MARKETING PLAN OF ACTION



PHOTOGRAPHY

In today's market, the first showing takes place online. The better photos you have online, the more buyer interest you'll have. If an agent takes their own photos with their phone or their camera and doesn't have a professional photographer, that should throw up a red flag immediately.



POOR EXAMPLES vs OUR EXAMPLES



**STUDIES SHOW HOMES WITH
PROFESSIONAL PHOTOGRAPHS
SELL 32% FASTER
& FOR MORE MONEY**

VIDEO

When you want to tell a story, nothing beats video. Brian talks about what makes your home special, why someone would want to live there, and then broadcasts it to the world.

Brian shot his first video in March 2010 and since then has created thousands of videos of his listings, how-to videos, and lots of tips and tricks for selling houses for top dollar.

Using ad spend, Brian Has generated hundreds of thousands of targeted views for his listings. We recently sold a waterfront house to a buyer who was not even in the market. His daughter saw the video and called him...



MY NO BULL LISTING PROCESS



PARTNERS IN THE PROCESS

There are no magic tricks to getting a home sold for top dollar and gimmicks are just that. I am not buying your house or paying you the difference if it doesn't sell. My listing process is 100% transparent, effective, and honest.

Selling a home for top dollar comes down to managing a process. There are 127 factors that determine if a home sells at the top of the market, bottom of the market, or fails to sell at all. At the end of the day YOU set the price, determine what condition to present your home in, and decide what offers to accept. My job is to show you what you could and should do to get top dollar.



SMART SELLER PROGRAM

For a lot of people, they would still like the option of selling their own home and saving money or realtor commissions if they can. My Smart Seller Program allows you to market your own home. If you find the buyer, you'll pay 1% to have me process the entire transaction for both you and the buyer. I believe this is a win-win scenario for you.

FLEXIBLE COMMISSION PROGRAM

1%

YOU FIND THE
BUYER & I HANDLE
THE ENTIRE
TRANSACTION

5.5%

I PAY FOR: APPRAISAL
HOME INSPECTION
DECORATING
CONSULTATION
PROFESSIONAL
PHOTOS
VIDEO
SOCIAL MEDIA ADS

7%

← I PAY FOR
EVERYTHING
+FINANCE REPAIRS
& UPGRADES
(WITH SIGNED
AGREEMENT)

How Do I Get Paid?

When you enlist me to guide you through selling your home, you tap into a wealth of expertise and market knowledge. I am compensated through a commission model tied to the successful sale of your home. While initial consultations and marketing efforts are essential, most of my work occurs between the time your home is listed and the closing. Here's how it works.

Commission-Based Payment

Aligned with Sale Success: My compensation is typically a percentage of your home's final sale price, known as a commission. This model ensures your agent is motivated to achieve the highest possible sale price, aligning their success with yours.

Customary Practice: It has been customary in the real estate industry for the seller to pay a commission, which is then allocated between the seller's and buyer's agents. This rewards both agents for their roles in a successful transaction. Seller and buyer agency fees are always negotiable.

Negotiated Terms

Flexible Agreements: The commission rate is negotiable and agreed upon in the listing agreement, providing clarity and assurance about your financial commitments. This agreement outlines my services, from listing your property to negotiating offers and overseeing the closing process.

Comprehensive Services: I cover all aspects of the sale, including marketing, staging advice, showings, negotiations, and coordination of inspections and appraisals—ensuring your home is presented in the best possible light to buyers.

Beyond the Transaction

My role extends far beyond listing your property. From providing in-depth market analysis to navigating offers and ensuring a smooth closing, my support is designed to make your home-selling experience seamless and profitable. This compensation model supports my extensive work, benefiting you from professional expertise without upfront costs.

Why This Model Works for You

Perfect Alignment Of Outcomes: My role is that of an advisor, I do not sell anything except my services. You set the price and you accept or reject any offers received. My role is to advise you on any and all aspects of my home sale process designed to net you the most profit and market your property to attract the highest offer.

The Goal: To net the highest profit while keeping the home sale process as stress-free as possible.

PAST CLIENT TESTIMONIALS

★★★★★

Jeff L.

I've bought and sold 8 houses prior to meeting Brian. As a seller we all want the most from the sale of our house and typically go with the agent with the highest listing price. That is not Brian. Brian's knowledge of the local area is top notch with a vast network of professionals that can assist with refreshing your house to sell or fix up your newly purchased property.

Brian is light years better than any agent I have ever used. If you have the opportunity to work with him I would strongly recommend speaking to Brian prior to making your choice.



★★★★★

W. Kelly

We originally placed our home on-the market, in June 2022 with another realtor. The home did not sell within 90 days and I severed ties with that realtor. That realtors pictures were so horrible that I didn't recognize my own house. Brian was the only realtor who told me what I wanted and needed to hear. Brian told me what was wrong with our property. He made four videos of the exterior & interior of the property, so I could see what was neglected or damaged since I relocated. Everything that he recommended, we did. Brian hired a professional photographer, who captured our home as it really is; so much so that I became homesick scrolling through the photos. Brian sold our house in THREE DAYS. It would've been one day but it was over a weekend. Brian provided comparative videos of comparable homes in our area and his explanations were detailed.

★★★★★

Christine R.

Brian is very knowledgeable and helped us understand the current market and our options. He helped us sell our home and purchase an amazing waterfront home! Brian was responsive and attentive to our questions and needs. He made suggestions to help us sell our home at a premium price. I would highly recommend Brian to anyone looking to sell or purchase a home.

★★★★★

Kimberly M.

Brian is an amazing agent to work with, and being prior military, we have worked with quite a few! From the very beginning his process was just different. He met with us for about an hour and asked us questions no other agent had ever asked. He also had our house appraised AND inspected prior to listing so we knew what we were working with. He sold our home in three days and for over asking price! I can't recommend Brian enough! You are guaranteed to have an amazing experience working with him!