



# SILVER GROUP

A LUCIDO DIVISION



**BOB LUCIDO TEAM**

OF KELLER WILLIAMS INTEGRITY

*When you or the people you love are ready to move, you need more than just an agent. You need a team you can trust.*

**+ *WHY LUCIDO?***



**THE #1 TEAM IN THE NATION ACROSS ALL  
BROKERAGES.**

**THE #1 KELLER WILLIAMS TEAM IN THE WORLD.**

*Ranked #1 by volume in 2018 per REAL Trends and published in The Wall Street Journal. Ranked #1 in the world by volume with Keller Williams Realty, the #1 real estate company globally by agent count.*



**OUR TEAM HAS ALSO BEEN AWARDED:**

*Top Workplace in Baltimore 2018, 2017, 2016, 2015, 2014*

*Howard County's Best Real Estate Agent 2019, 2018, 2017, 2016, 2015, 2014*

*Baltimore Best Real Estate Agent 2018, 2017*

*Annapolis Best Real Estate Team 2019, 2018*



**+ *WHY SILVER GROUP?***

*Silver Group is Bob Lucido Team's unique division dedicated to providing specialty services to address the challenges associated with a Senior move.*



# VICTORIA HATHAWAY

*Director of Silver Group,  
REALTOR*

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CSA - Certified Senior Advisor

CSHP - Certified Senior Housing Professional

SRES- Seniors Real Estate Specialist

Certificate on Aging, Johns Hopkins University

*Past President of the Coalition of Geriatric Services*

*Advisory Board, Aging Studies, Johns Hopkins University*

*Advisory Board, National Association of Senior Advocates*

*Neighbor Ride Senior Volunteer Ride Program*

*Board, Maryland Gerontological Association*



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# GERI ANDERSON

*REALTOR, ABR, CDPE*

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ABR, Accredited Buyers Representative  
CDPE, Certified Distressed Property Expert  
Neighbor Ride; Senior Volunteer Ride Program

*I bring energy and enthusiasm to every new endeavor and have a passion for everything Real Estate. I am also a certified ABR®, Accredited Buyers Representative, a designation recognized by the National Association of Realtors. Whether you are considering buying or selling real estate, you have found the professional who can walk you through the entire process with skill and ease, keeping your best interest at heart. Born and raised in the West of Ireland, I moved to the US in 1983, earned my Real Estate license in 2004 (after raising 2 children) joined BLT in 2008 and have been an Annual Top Producer.*





**+SELLER PROGRAMS**

# 24-HOUR LISTING CONTRACT

The Listing Contract may be cancelled with 24 hour notice, unlike other companies/brokers/agencies.

## **GUARANTEED SALE PROGRAM (GSP)**

We purchase your home. Bob must agree, 3 appraisals (keep the one in the middle), planned price reductions at predetermined intervals, 120 days.

## **H.E.L.P- HOME ENHANCEMENT LISTING PROGRAM**

Our general contractor will renovate the home so that it is packaged to sell quickly and for the highest price. The contractor is paid at Closing.

## **SILVER GROUP CREDIT**

Victoria's service is in addition to the Agent and is included. Sellers moving to senior living receive a credit at closing.

**UP TO \$2,000\* CREDIT**

\*credit is dependant on the final sales price of the home

**+ *HOW DO WE BEGIN?***

# MEETING WITH OUR AGENTS

Our licensed real estate experts will meet with you at your convenience and sit down with you to share key information to give you insights on your local market and discuss the value of your home.

## Agent's Role:

- Market analysis
- Recommendations
- Showings
- Responding to Buyer questions
- Negotiations
- Interaction with Home Inspector, Appraiser & Title
- Closing

# SILVER GROUP

## *Victoria's role:*

- Client Concierge
- Resource person
- Senior specialist
- Holistic approach to entire process v. “just the house”



# Downsizing

Things to:

- keep
- gift to family/friends
- sell (estate sale, auction, consignment, yard sale)
- donate
- discard

**+ 4 STEPS TO GETTING  
YOUR HOME SOLD**

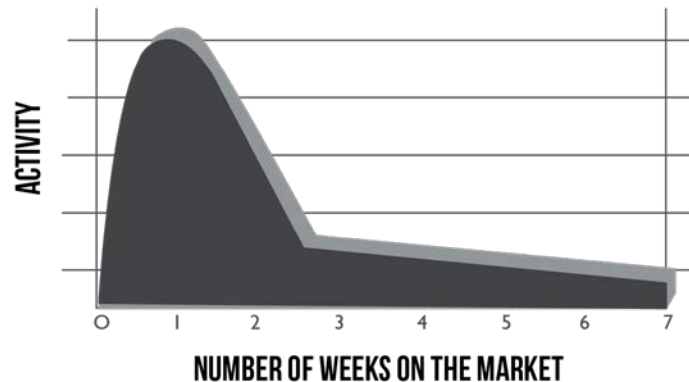
*QUICKLY & FOR TOP DOLLAR*



# 1. PRICE IT RIGHT

## 89% OF YOUR SHOWINGS WILL BE IN THE FIRST 3 WEEKS

Competitive and strategic pricing is vital to the sale of your home. If a home is priced too high, then it will sit on the market and buyers will view it as stale, which will make it sit even longer. A competitively priced home is more likely to generate multiple offers, which may result in a higher closing price.





## 2. BE THE BEST ON THE BLOCK

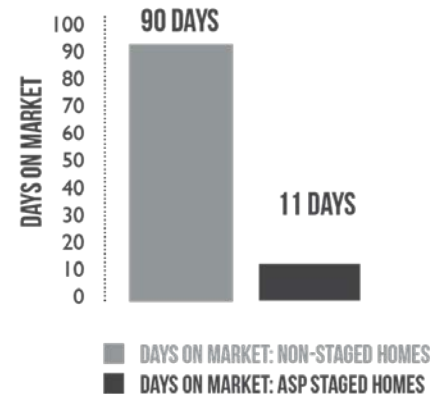
STAGED HOMES SELL  
FASTER AND FOR  
MORE MONEY

ASP HOME STAGING SALES  
SUCCESS RATE\*



95% OF ASP STAGED HOMES SELL ON  
AVERAGE IN 11 DAYS OR LESS AND  
SELL FOR 17% MORE

AVERAGE DAYS ON MARKET BEFORE SOLD\*





### 3. HIRE A TEAM THAT WILL MARKET YOUR HOME AGGRESSIVELY

Our extensive marketing enables us to reach a diverse audience of over 12 million people and inform them of our brand, our services, and most importantly, our listings.

- Custom Property Brochures
- State-of-the-Art Website
- Open Houses and Broker Opens
- Multi-Faceted Marketing
  - Print
  - Direct Mail
  - Digital
  - Social
  - Television & Cinema
  - Community





## 4. HIRE A SKILLED NEGOTIATOR WHO HAS A REPUTATION OF INTEGRITY AND IS TRUSTED BY CONSUMERS AND REALTORS

**SPOTLESS REAL ESTATE RECORD  
FOR OVER 42 YEARS**

**FAMILY-OWNED BUSINESS BUILT  
UPON A FOUNDATION OF INTEGRITY**

**ADMIRABLE REPUTATION IN THE  
INDUSTRY AND COMMUNITY**



# OPTIONS FOR MOVING

- DIY with Lucido trucks - you can use any of our 4 moving trucks for free!
- Movers
- Downsizers/Move Managers/Senior Transition Specialist



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