



# REAL ESTATE

*handbook*

**An innovative guide to navigating the market**

*The Mqgp Group Presents*

---

*The  
consumer's  
guide to an  
elevated  
experience*

---

M  
A  
A  
P  
E  
D

O  
U  
T

# VISION

v. "the ability to think about or plan the future with imagination or wisdom"

To continuously raise, push and innovate local and industry standards of practice to benefit our clients and community as a whole.

# MISSION

*n. "the concise explanation of an organization's reason for existence"*

To deliver an elevated experience for clients, consumers and community through thoughtful innovation.



# MEET THE MAAP TEAM

"We like to  
dream BIG  
and have  
FUN"

H  
E  
L  
O

*The Maap Group is an award winning Real Estate Team that values **building long term relationships** with our clients. With our extensive local and industry knowledge, we like to **dream big and have fun**. Through integrity and hard work we are committed to offering an **elevated client experience** throughout the process, from start to finish and beyond.*



CHRIS MARTE




BLAKE APOLZER



MARTE  
APOLZER

### WAAP CLIENT CARE APPROACH

### A PERSON APPROACH TO

A black and white photograph of two men standing outdoors in a field with mountains in the background. The man on the left is wearing a dark sweater over a white collared shirt. The man on the right is wearing a dark blazer over a white t-shirt. Both are smiling at the camera.

Q. WHAT MAKES  
YOU STAND OUT  
AS A REAL  
ESTATE TEAM?

**“** *You know, just really making sure that **We can relate to our clients** and that means having a **really good understanding** of what their needs are. While also **being aware** that not everyone has the same knowledge around the process during a transaction. So, being able to **meet them** where they are and offering up any **expertise that can help to make the process** smoother really goes a long way.* **”**

# THE MAAP PERSONALIZED APPROACH

We believe that good communication is the **KEY** to a *successful transaction*. Creating a **custom**, itemized checklist of important upcoming dates sent directly to your inbox will ensure no steps are missed. In the meantime, we are ready to answer any questions via phone or in person!

COMMUNICATION  
IS *KEY*.

IT'S ALL IN THE  
*DETAILS*.

The Maap Group has developed a 9 week marketing mantra **exclusively for our clients**, featuring a social media marketing package complete with custom designed scheduled posts to ensure **maximum market exposure** for your listing.



MAAPED OUT  
Consumer Guide

MARTE  
APOLZER  
group





# THE MAAP MARKETING MIX

## MARKET

We create a **comprehensive list** of comparable sales and current market trends to determine the value of the property.

## FEATURES

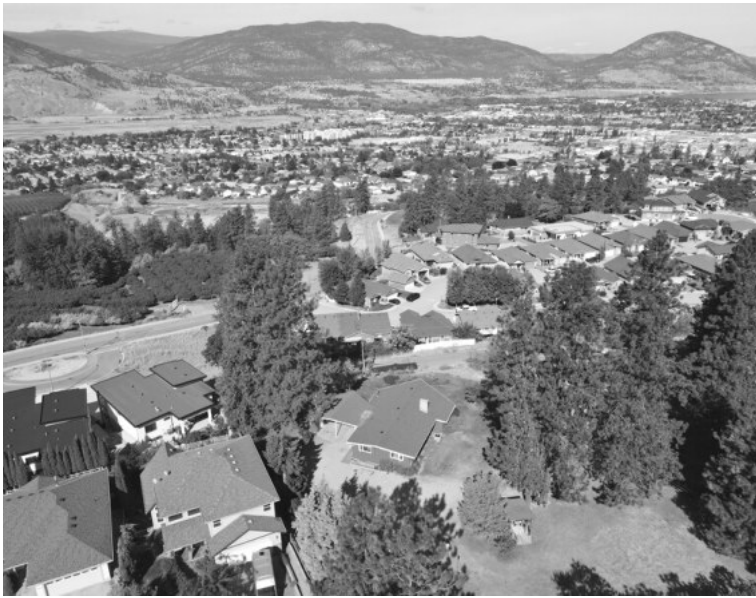
We identify the **property's unique features** and aspects to determine how the property compares to other homes on the market

## EXPECTATION

We discuss expectations, price, closing dates & terms that are **best suited to each clients individual needs.**

## RESULTS

Working with our Clients to determine these important factors **leads to a successful, seamless transaction!**



# LET'S GET SOCIAL!

*Follow us on social media for our  
Latest News & Updates*



on YouTube @ MAAP Media



on Facebook @ maapgroup



on Instagram @maapgroup



online @ [www.maapgroup.com](http://www.maapgroup.com)



email @ [info@maapgroup.com](mailto:info@maapgroup.com)



MA  
AP

gro



W  
O  
R  
D  
S  
O  
N  
T  
H  
E  
S  
T  
R  
E  
E  
T

**Jim** says

"started working with Chris  
**8 years ago**..... Highly  
recommend team  
MarteApolzer"

Happy clients are  
**Everything.**



"The **Marte Apolzer Team** were  
incredible in helping us find an  
investment property.....They are  
professional, knowledgable, and they  
made the experience fun and easy for  
us."

from **Cora**

**James** says

"Chris and his team are **simply  
amazing realtors**. His  
**marketing strategy is  
definitely top tier**, from the 3D  
walk throughs, to the photos, to  
the social media marketing."

T  
H  
E





*Thank  
You*