

HOMEOWNER PROGRAM -

**“Older Communities Competing
in Today’s Market –**

**➤➤➤ *Rethinking, Refurbishing and
Increasing Your Offerings
in Order to Compete in
Today’s Market”***



Saturday, March 2, 2019

**Chesapeake Chapter CAI Office
8901 Herrmann Drive Suite B
Columbia, MD 21045
410-540-9831**

**Registration: 9:00 am—9:30 am
Program: 9:30 am—11:30 am**



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“Older Communities Competing in Today’s Market – Rethinking, Refurbishing and Increasing Your Offerings in Order to Compete in Today’s Market”

Older buildings are probably more spacious that its new counterparts and probably less expensive. Score 1 for the old kid on the block! However, in order to compete with the thousands of square feet in amenities indigenous to newly constructed buildings, older communities are needing to assess their position in today’s market.

For years, a subset of older communities were able to get by on their good looks, old world charm, pedigree and maybe a discreet gym or children’s playroom. But the rich menu of amenities at the freshly- built condos, town-home and single-family communities such as game rooms, yoga room, music room, party room, conference room, full-size kitchens with granite and top-grade appliances, roof top decks, etc. have made it challenging for the older communities to compete. One has to look at it in the context of what your building/ community is and maximize the assets you have. As much as buyers are looking for location and a certain building floorplan and certain finishes, they also want to know what else the building/community has to offer.

This seminar will guide attendees through the process of assessing their building/ community’s strengths and determining what enhancements should be made so that they are on a level playing field when competing in today’s market. It should be about competing in your own “weight class” and maximizing your position in the marketplace.



Cost:

\$20.00 per person. Pre-registration is required. First come, first served– space limited!

Speakers:

**Sari McLeod, PCAM, Manager,
Complete Management Services, Inc.**

**Marianne Gruntowicz, Realtor,
Long and Foster**

Location:

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Questions?

Call 410-540-9831

Email: contact@caimdches.org

Visit our website www.caimdches.org

If you are not a member of CAI, you can join the day of the seminar!

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*NOTE: Verbal or written commitment obligates the participant to pay for the event if they choose not to attend unless cancellation is made 5 business days prior to the seminar. No-Shows will be invoiced. No refunds for cancellations within 5 business days of event due to food guarantees.

Are you listed (your personal name) in the CAI database as a member? Yes No

**Mail form to: CAICRC, 8901 Herrmann Drive,
Suite B, Columbia, MD 21045**