



Gaithersburg-Germantown Chamber of Commerce, Inc.

VOLUME III, ISSUE II

APRIL—JUNE 2008

Upcoming Events

Thursday, July 10

5:30 –7:30 pm

Business Networking After Five

High Point Farm & Catering
"Sponsored with the Clarksburg Chamber of Commerce"

★

Tuesday, July 15

7:30—9:00 am

Business Networking Before Nine

Verizon Wireless

★

Thursday, July 23

11:30 am—1:00 pm

Business Card Exchange Lunch

Gaithersburg Marriott

★

Saturday, August 2

10:00 am—1:00 pm

Ribbon Cutting

Montgomery County Employees
Federal Credit Union

★

Friday, August 8

7:30—9:00 am

Public Safety Awards & Breakfast

★

Thursday, August 21

5:30 –7:30 pm

Business Networking After Five

Mid-Atlantic Federal Credit
Union

★

For more information on
Events and/or to register visit:
www.ggchamber.org
Click on the Calendar of
Events

In This Edition...

- ★ Show Your Appreciation – Attend the Public Safety Award August 8
- ★ A Great Business Networking After Five Event to attend on July 10
- ★ Germantown Task Force hard at work on the Germantown Master Plan
- ★ 2008 Golf Business Classic plans are underway—Sponsor Today!

Message from the Chair

Dr. John Compton, GeneDx, Inc.



Government, the GGCC and You

A water main breaks! Has public health been endangered? Your government officials act, restaurants are ordered closed, your businesses have been impacted.

While this was a crisis event, we all know the influence of elected government officials on the operation and environment of our businesses, both direct and subtle. Whether your business is small or large, government policies and actions have pervasive impact: from sign

regulations and operating hours, certifications and licenses - to roads and services, taxes and interest rates.

You cannot afford not to influence government policies and officials right back! The GGCC is one of your major advocates for local and state government policies that maintain and advance our business environment. In recent years the Chamber has become an increasingly influential voice through active participation in City and County public policy making processes, by fostering access and strong relationships with elected officials,

and by proactively promoting transportation projects, education infrastructure and beneficial tax policies. **Take advantage of - and influence - GGCC advocacy!**

Monthly Legislative Encounters. Come to listen and talk with your City, County and State elected representatives! In the guise of the Legislative Committee meetings, this informal roundtable format brings your concerns up close and personal.

Come to the Public Safety Awards & Breakfast



Giving back to the community is an important part of any business. Please join us at the 2008 Public Safety Awards & Breakfast on August, 8, 2008, as we say "Thank You" to Montgomery County & City of Gaithersburg's finest.

Those Police Officers and Firefighters and Rescue personnel who serve the Gaithersburg, Germantown & Upcounty communities and whose selfless bravery and heroism went

beyond the call of duty will be recognized and applauded. The awards are based on demonstration of outstanding character in the categories of Valor, Bravery, Distinguished Service and Meritorious Service.

What a splendid way to kick off the beginning of the Montgomery County Agricultural Fair.

This year's event will be held at the

Montgomery County Agricultural Center & Fairgrounds located at 16 Chestnut Street in Gaithersburg. Last year over 100 chamber members, honorees and dignitaries attended and we plan to have another stellar attendance this year. Please register today to come to this event and show your support for the men and women who protect us each and every day. The cost is \$20 for Members and \$40 for Non Members.

Welcome New Members

Burstein & Associates, LLC

Mr. Hal Burstein
 Ms. Miriam Burstein
 101 Lakeforest Boulevard
 Suite 270
 Gaithersburg, MD 20877
 www.bursteinassociates.com
 info@bursteinassociates.com
 (240) 688-8800

Great and Small

Mr. Brent Matherly
 17320 Moore Road
 Boyds, MD 20841
 Web: www.greatandsmallride.org
 greatandsmallride@gmail.com
 (301) 349-0075

The Hamptons at Town Center Harbor Group Management

Ms. Ariel Davis
 19757 Crystal Rock Drive
 Germantown, MD 20874
 www.thehamptonsapts.com
 hamptons@harborgroupmanagement.com
 (301) 428-0970

Klinger & Associates

Mr. Bob Klinger
 19785 Crystal Rock Drive
 Germantown, MD 20874
 www.klingerassociates.com
 ; rklinger@klingerassociates.com
 (301) 428-4935

Lakeside Dental**

Dr. Martha Murphy, DDS
 100 Lakeforest Boulevard
 Suite 620
 Gaithersburg, MD 20877
 www.lakesidesmile.com
 marthamurphydds@verizon.net
 (301) 990-7778

Montgomery County Insight**

Mr. Richard Zdanis
 9169 Arbuckle Drive
 Gaithersburg, MD 20877
 www.mcinsight.net
 richard@mcinsight.net
 (301) 591-9817

National Deck & Patio, LLC

Mr. Martin Davis
 7821 Mill Creek Drive
 Derwood, MD 20855
 Web: www.decknation.com
 Email: deckmartin@comcast.net
 (240) 832-5208

Peace of Mind Organization, LLC**

Ms. Crystal Williams
 PO Box 7322
 Gaithersburg, MD 20898
 www.peaceofmindorganization.blogspot.com
 peaceofmindorg@gmail.com
 (240) 506-7228

Quinter Design

Mr. John Quinter
 Ms. Robyn Quinter
 3308 Gold Mine Road
 Brookeville, MD 20833
 www.quinterdesign.com
 Email: info@quinterdesign.com
 (301) 924-4654

Romp n' Roll**

Ms. Noreen Rehman-Brown
 12851 Wisteria Drive
 Germantown, MD 20874
 Web: www.rompnroll.com
 nrehman-brown@rompnroll.com
 (301) 528-ROLL (7655)

Townsend & Halbrook Mortgage Corporation**

Mr. Brice Halbrook
 682 East Gude Drive
 Suite 202
 Rockville, MD 20850
 Web: www.townsendandhalbrookmortgage.com
 Email: bhalbrook@aol.com
 (301) 838-5500

Verizon Wireless

Mr. Alfred Galloway
 472 North Frederick Avenue
 Gaithersburg, MD 20877
 www.verizonwireless.com
 alfred.galloway@verizonwireless.com
 (301) 212-9800

Verizon Wireless

Mr. Orville Devonish
 602 Quince Orchard Road
 Gaithersburg, MD 20878
 www.verizonwireless.com
 orville.devonish@verizonwireless.com
 (301) 990-3959

June applicants - pending Board approval

New Addition to the GGCC Staff

Please help us in welcoming Jasmine Summers, the newest addition to our GGCC staff.



Ms. Summers, 17, is a senior at Seneca Valley High School and found out about the GGCC internship position through Mrs. Barbara Weyman, Internship Coordinator for Seneca Valley High School.

"I have only been here for a few days and I already feel comfortable and welcomed. I know this position will take me very far and will be a great experience for me" said Ms. Summers.

We are pleased to welcome her and know she will be a great addition to our staff.

Ms. Summers lives in Germantown with her mother, Tracey Mance and her dog, Hotdog.

GGCC Members & Events

Special Thanks To...

Our Business Networking After Five Sponsors:

- ★ The Melting Pot—www.meltingpot.com
- ★ Let's Dish—www.letsdish.com
- ★ Wyndham Garden Hotel—www.wyndham.com

Our Business Networking Before Nine Sponsors:

- ★ United Bank—www.unitedbankdcmetro.com

Our Lunch Sponsor:

- ★ Glory Days Grill—www.glorydaysgrill.com

Our May Marketing Seminar Speakers, Sponsors and Table Vendors

Our Recruitment Breakfast Sponsors My Kitchen LLC - www.mykitchencatering.biz & Eagle Bank—www.eaglebankmd.com

Plus Congratulations to American Custom Contractors on their successful Ribbon Cutting Ceremony on June 6th.

Don't miss our Business Card Exchange Lunches. Thank you to Crowne Plaza and the Golden Bull for their



DON'T MISS THE UPCOMING EVENTS, SEE PAGE 1 FOR DETAILS

Business Notes

Bruce D. Johnson is the President of Make it Remarkable Consulting, a strategy and business growth consultancy that works with small business owners and senior executives who want to accelerate the growth of their businesses into larger, more profitable, more remarkable ones. You can download an image of the six M's under free resources at www.makeitremarkable.com



UNLEASH THE POWER OF QUARTERS

How many times have you created an annual (or "strategic") plan and then not looked at it again for twelve months? Probably more times that you care to admit (unless you're thinking, "Plan, what plan?")

Well, don't blame yourself—you're normal. For the vast majority of people, thinking in terms of twelve months is an exercise in fantasy. Plus, it's way too easy to say, "Don't worry, we'll make it up in the fourth quarter!" So, what's the way out? Answer: Unleash the power of quarters!

When I first started working with companies on strategy formulation and implementation, I started working with them the way I liked working—in terms of twelve month blocks (which works great for some personality types like, you know, those who like doing strategy work :-).

However, I quickly observed that working in twelve month blocks didn't work well for most people. Plans got too detailed, too complex and therefore, ended up on shelves (not good).

I then discovered that quarters make a much better time frame for most people to think in. They're long enough to make substantial progress, but short enough to create traction.

However, in the quarter's model, you might write down, "Improve customer service" as one of your strategic initiatives for the year, but in your tactical plan, you'd write, "Q1: Acquire data (on customer expectations and current customer service levels). Q2: Identify and eliminate gaps. Q3: Create systems that exceed expectations. Q4: Evaluate results and change systems until they deliver a more remarkable customer experience."

Then, if you'd like to "kick this up a notch," you'll want to come up with a theme for each quarter. For example, if you're getting ready to launch a new product, you might use the theme of a rocket launch. In this scenario, quarter one would become, "Lift-off!" You could decorate your offices with space memorabilia, design space screensavers with your product on it, create a mission control center, develop communications plans using space terminology, etc. Then when quarter two arrives, it would become, "Blasting through earth's atmosphere," etc. Plus, it'll keep everyone visually focused on the quarter's key tactics, which will help make your annual plans become a reality.

So, if you'd like to avoid one of the major problems associated with annual ("strategic") planning, why don't you try unleashing the power of quarters for the remainder of 2008.

2008 Workplace Winners

Congratulations to our chamber members that were recipients of the 2008 Workplace Excellence Award given by the Alliance for Workplace Excellence.

Chamber members included:

- ★ Hughes Network Systems, Inc.
- ★ Marriott International, Inc.
- ★ MCT Federal Credit Union
- ★ Mid-Atlantic Federal Credit Union
- ★ Montgomery College
- ★ Post-Newsweek Media, Inc. / The Gazette
- ★ Qiagen
- ★ Sandy Spring Bank
- ★ Verizon Wireless

Applicants undergo a comprehensive evaluation process in order to be considered for these awards. The winners demonstrate outstanding commitment to balanced leadership and the overall success of their workforce. Winners are assessed in the following areas:

- ★ Innovative corporate culture and management practices
- ★ Family and employee friendly policies and programs
- ★ Strong health and wellness initiatives
- ★ Employee growth and learning opportunities
- ★ Commitment to corporate, social and civic responsibility
- ★ Diversity and inclusion practices
- ★ Flexible work environment
- ★ Safety and security

Please congratulate the winners the next time you see them.

GGCC Lunches Made Easy



During our Events Committee monthly meetings, it was brought to our attention that there was some confusion about our lunch series. As a result, the GGCC decided to make lunch easy.

All GGCC lunches will be called Business Card Exchange Lunches (BCEL) - an informal way to gather together, give your 30-second infomercial and make those valuable contacts all while enjoying a nice lunch.

All lunches are \$20 for members and \$40 for non-members. We request that you please register and pay for in advance to attend these lunches. You can register and pay online at www.ggchamber.org. Click on the calendar of events section and then the month.



Don't miss out on these lunches and the great opportunity to network with good people over good food. Our next lunch will be July 23 at the Gaithersburg Marriott Washingtonian Center located at 9751 Washingtonian Boulevard in Gaithersburg.

Prepare your 30-second infomercial and bring plenty of business cards, because they do have excellent record attendance.

Meet The GGCC Board



Featured Board Member:
Doug Wrenn
Rodgers Consulting

Douglas M. Wrenn is a Principal with Rodgers Consulting, Inc., where he directs the firm's work on a broad range of urban planning and site development projects. Located in the Town Center of Germantown, Rodgers Consulting, Inc. is a 65-person land-use consulting firm specializing in planning, civil engineering, and landscape architecture. Prior to joining Rodgers, Mr. Wrenn was the Director of Redevelopment Programs for Montgomery County. He was responsible for the management of all aspects of the County government's participation in a \$400 million public/private partnership to revitalize downtown Silver Spring and later established the County's Redevelopment Office in Wheaton.

He has directed multi-disciplinary teams on large-scale community planning and urban redevelopment projects, for both public and private real estate interests. He established a national reputation for his work in urban waterfronts, initially as author of the Urban Land Institute's first book on the subject, and later as a planning consultant on numerous projects. He holds a BS degree in Environmental Management and a Masters degree in Landscape Architecture, both from North Carolina State University.

Outside of the workplace, Mr. Wrenn enjoys family activities with his wife and two sons. His interests include sports, music, and visual arts.

Mr. Wrenn has many years of consulting experience as a land planner and urban development specialist.

We want to thank Doug for continued efforts as the Chair of the GGCC's Germantown Task Force.

Writer's Corner

6 Signs of an Unprofessional - What Your Words Say About You

What does your writing say about you as a professional? Are you clever? Concise? Clear? Intelligent? What if your writing makes you stand out as an amateur to your clients and colleagues? Whether you're writing an e-mail, web copy, marketing collateral, business proposal, or a letter, weak writing marks you as an amateur. Here are six signs of amateur writing and surefire ways to fix them.

1. Writing that is more about you than the reader. With the exception of journaling, all writing is about the reader, not the writer. Before you start writing, no matter the piece, you have to establish your purpose and facts about the audience. What do they already know? What do they need to know? What do they want to know? See? There's nothing about you in any of those questions.

2. Information the reader could care less about. Make your words count. Does your audience need to know everything you've written? Is every single word crucial? Does every sentence serve a purpose? If the answer is no, those words or sentences shouldn't be there.

3. Sentences that just keep going on and on and on. Make it easy for the reader to understand what you're trying to say. Break up your thoughts into smaller pieces. Highlight what's important. There's no shame in writing with short sentences.

4. Excessive wordiness. Always keep the core of what you're trying to say in the forefront. If you wrap up the core in too many layers, it's hard for the reader to see the core concepts. Unwrap the layers and throw them away.

5. Overemotional writing. You know it's overemotional writing when

you see a lot of exclamation points and words like "amazing," "fabulous," and "horrifying." Back away and regain your professional composure. Leave the exclamation points and empty words behind.

6. Poor spelling and grammar. Make good use of a spell checker and take a grammar class if necessary. By no means ever, ever trust Microsoft Word's grammar checker. Ever.

Polish your words and let them reflect the professional you truly are.

Dawn Goldberg, former English teacher and long-time writer, is founder and Chief Writing Officer of Write Well U, helping people improve their writing skills. You can find out more about Dawn, Write Well U, and all the programs and services to help you write well at www.WriteWellU.com or Dawn@WriteWellU.com.



Dawn Goldberg embraces the process as much as she can, and she helps others figure out their best creative and organizational cocktails. Contact Dawn at Dawn@WriteWellU.com or visit www.WriteWellU.com or visit Dawn@WriteWellU.com or visit www.WriteWellU.com <http://

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COMMITTEES ON THE MOVE...

Germantown Task Force

The GGCC continues to monitor the Germantown Master Plan process and advocate on behalf of our members. The



M-NCPPC Staff Draft of the Master Plan has been released for public comment. The Chamber has been meeting with the commercial property owners and with Park and Planning staff to ensure that the potential for increased jobs in Germantown

has been met. The Chamber will testify on behalf of increased jobs at the Public Hearing the Planning Board is scheduling in July. The next step is for the Montgomery County Planning Board to approve the Master Plan and send it to the County Council for review and approval. This will happen over the summer. We ask all our members to get actively involved in this process. Even if you do not live or work in Germantown the Master Plan will have a far-reaching impact on the Upcounty. We want to make sure that the Planning Board and the County Council have an understanding of what the business community would like to see in this Master Plan. The Taskforce continues to provide feedback to Park & Planning staff about the need for more jobs in Germantown. If you would like to become more involved in the development of Germantown, the Germantown Taskforce continues to meet each month to discuss issues impacting Germantown. The meetings are held on the 3rd Thursday of the month at 8:00 AM at the Upcounty Regional Services Center (NOTE-There is no meeting in August.)

Legislative

GGCC hosts a Legislative Speaker Series the second Wednesday of each month, which provides a great opportunity to meet with our elected officials. In the second quarter we hosted the City of Gaithersburg Mayor Sidney Katz, State Senators Rob Garagiola and Nancy King, Montgomery County Executive Ike Leggett and every delegate from Districts 15 and 39. Please watch the website and Monday eblast for our upcoming speakers, starting with our Speaker in July—State Delegate Jim Gilchrist from District 17.



Golf Committee



The GGCC had the first Golf Committee meeting on June 4th and the committee is busy securing sponsorship and planning a great event. We want to see you all out on the golf course this year at our Annual Golf Business Classic.

There are plenty of sponsor spots available.

Increase the value of your business by sponsoring today. Also you do not need to be an avid golfer, the GGCC is looking for volunteers the day of the event and for companies to donate items (preferably golf items) for the goody bags. If you are interested in sponsorship, helping the GGCC or just want to golf or volunteer; please contact Laura Rowles @ lrowles@ggchamber.org or call 301-840-1400 x14.

Membership Attraction and Retention



As the first half of 2008 draws to a close, the Membership Committee continues to reach out to both current members as well as prospective members. During the second quarter the committee held its annual Upcounty Business Breakfast Briefing, an exclusive event for members and prospective members with 75 or more employees. Hosted by Hughes Network Systems, the 2008 event featured State Senators Garagiola and King along with Montgomery County Executive Ike Leggett. Additionally the Committee conducted a Walk-Around Campaign in the Lakeforest area and also held a Recruitment Breakfast (sponsored by Eagle Bank and My Kitchen) to introduce prospective businesses to the GGCC.

The Ambassador Program, which provides every new member with a current member as a personal mentor, continues to receive a great deal of praise from both the new members as well as the mentors. New members say it is giving them a friendly face and a point of contact within the membership right from the get go. Ambassadors like the program because it gives them the opportunity to get to know the new members and their business as well as introduce their own company on behalf of the Chamber.

The Membership Committee has developed a strong program for the third quarter which includes Walk-Around Campaigns and a focused Ambassador Program. Do you want to get involved and help make the GGCC work for you? Whether its making phone calls to current members, visiting with businesses, or just helping with the planning and organizing, the Membership Committee is a great way of getting involved and having doors opened for you. Meetings are on the 4th Wednesday of each month at the GGCC Annex beginning at 8:30am. There will be no meeting in July.

Members in the News

- ★ **Robyn Quinter of Quinter Design** earned an award for generosity to the community. On April 25th, Quinter was the recipient of the third annual Olney-Sandy Spring Athena Award. Quinter was bestowed this honor for her community service and professional and personal leadership.
- ★ The National Association of Insurance and Financial Advisors named **Randy Scritchfield** as its Assistant Treasurer. Scritchfield is the President of Montgomery Financial Group, a financial services brokerage and consulting firm in Damascus. He has been in the financial services industry for more than 26 years. His community involvement currently includes serving as an Immediate Past Chairman of the GGCC.
- ★ The **Crowne Plaza Rockville** celebrated one year in June and offered complimentary chamber appreciation lunch. Congratulations on this achievement.
- ★ **MCT Federal Credit Union** celebrated the grand opening of their new branch on Saturday, June 28. The new location is 12850 Middlebrook Road in Germantown.
- ★ On Tuesday, June 24, 2008 **Gaithersburg Mayor Sidney Katz** was elected president of the Maryland Municipal League (MML), a voluntary, nonprofit, non-partisan association representing 157 municipal governments and two special taxing districts in Maryland. Congratulations!



Annual Golf Classic

DO NOT MISS THE 2008 ANNUAL GOLF CLASSIC

Join us Friday, September 12, 2008 as we hold our 2008 Annual Golf



Classic at P.B. Dye Golf Course. The driving range opens at 10:30 am with lunch at 11:30 am and a shotgun start at 12:30 pm. We will finish the day with Awards & Dinner.



Take advantage of this fun day as a great opportunity to market your company with our wide variety of sponsorship opportunities. Last year was a successful and fun event with over 90 golfers in attendance. Also, there are plenty of opportunities for those who do not golf—you can assist as a volunteer the day of the tournament.

Thank you to our 2008 Sponsors thus far—The Gazette, DeLeon & Stang CPAs, Village Settlements, United Bank, Hughes Network Systems, The City of Gaithersburg, Davis & Associates, Genesis Security Systems, Moyer & Sons Moving & Storage, McShea & Company, Inc., Montgomery College Lerch, Early & Brewer Chartered and Middlebrook Pharmaceuticals. Join this list today. Contact Laura Rowles at 301-840-1400 x14 or visit the web at www.ggchamber.org.

ID Theft Red Flags

by M. Jerome Leonard, President Taylor-Leonard Corporation / www.taylor-leonard.com

In business, a good defense is often the best offense. You and your employees can never be too prepared for the dangers that occur when workplace identity theft strikes. According to CIO Magazine, companies could spend up to 1,600 work hours and a cost of \$40,000 to \$92,000 if an identity theft situation occurs.

The Fair and Accurate Credit Transaction Act (FACTA) Red Flag Rules is the origin of the most important legislation concerning workplace identity theft. The Red Flag Rules became effective in January 2008 and have a November 2008 deadline for businesses to comply. Following the November deadline, businesses may be audited for compliance.

Under these rules, covered accounts, creditors and businesses must develop and implement a written privacy and security program; educate and train the workforce about the new policy; and have oversight, development, implementation and administration of the program performed by a senior level employee.

Matt's Angle



Matt Rowland is founder of the Matt Rowland Group Home Selling System, consulting with families to maximize their real estate goals. Contact Matt at matt@mattrowlandgroup.com or visit him on the web at www.mattrowlandgroup.com

The 7 Step System to Get Your Home Sold Fast and For Top Dollar!

1. Know why you're selling, and keep it to yourself. What's more important to you: the money you walk away with, or the length of time your property is on the market? Different goals will dictate different strategies.

2. Do your homework before setting a price. Once you've set your price, you've told buyers the absolute maximum they have to pay for your home, but pricing too high is as dangerous as pricing too low. If your home doesn't compare favorably in the price range you've set, prospects and agents won't take you seriously. Your home will sit on the market and new buyers will think there must be something wrong with your home. Also, find out what homes in your area have sold for in the past 3-6 months.

3. Find a good real estate agent to represent your needs. Nearly three-quarters of homeowners claim that they wouldn't use the same realtor who sold their last home. Dissatisfaction boils down to poor communication, which results in not enough feedback, lower pricing and strained relations.

4. Maximize your home's sales potential. Appearance is critical, and it would be foolish to ignore this when selling your home. You may not be able to change your home's location or floor plan, but you can do a lot to improve its appearance. Present your home to get a "WOW" response from prospective buyers.

5. Make it easy for prospects to get information on your home.

Make sure the ads your agent places for you are attached to a 24 hour prerecorded hotline with a specific ID# for your home which gives buyers access to detailed information about your property 24 hours a day without having to talk to anyone.

6. Know your buyer. In the negotiation process, your objective is to control the pace and set the duration. What is your buyer's motivation? Do they need to move quickly? Do they have enough money to pay you your asking price? Knowing this information gives you the upper hand in the negotiation because you know how far you can push to get what you want.

7. Make sure the contract is complete. For your part as a seller, make sure you disclose everything. Smart sellers proactively go above and beyond the laws to disclose all known defects to their buyers in writing. If the buyer knows about a problem, they can't come back with a lawsuit later on. Make sure all terms, costs and responsibilities are spelled out in the contract of sale, and resist the temptation to diverge from the contract.

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