

RE/MAX



Outstanding Agents
Outstanding Results®

Real Estate Services Proposal



Prepared Especially for:

Tom & Mary White

7 Deep Run Court
Hunt Valley, MD 21030

For marketing the property located at:
7 Deep Run Court

Prepared by:

Angela McKendrick, CRS, GRI

Agent
RE/MAX

123 Main Street
Hunt Valley, MD 21030

Office: 410-555-1234

Home Office: 410-432-7890

Fax: 410-555-5607

Web Site: www.demorealty.com/angela

Email: angela.mckendrick@demorealty.com

Date: March 05, 2021



This analysis is not an appraisal. It is intended only for the purpose of assisting buyers or sellers or prospective buyers or sellers in deciding the listing, offering, or sale price of the real property.

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Each Office Independently Owned and Operated.

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March 05, 2021

Tom & Mary White
7 Deep Run Court
Hunt Valley, MD 21030

Dear Tom & Mary:

Thank you very much for giving me the opportunity to present the enclosed proposal to market your home. I appreciate the time you spent with me reviewing the features of your home and outlining your financial goals and time considerations.

You will receive competent and professional service when you select me and RE/MAX to represent you. We have represented many families in this area concluding transactions that realize maximum value in a reasonable time. I hope you will select me as your agent in this very important transaction.

This proposal includes a comprehensive market analysis that will assist us in determining the market value and pricing of your home. I hope the information included on me and RE/MAX will confirm that I am best qualified to market your home.

Sincerely,

Angela McKendrick, CRS, GRI
Agent, REALTOR®



Customizable Text Page

Enter your Text Here.



Seller Questionnaire

Frequently when a listing expires, a seller may consider selling his property himself. To sell your property without the assistance of a qualified real estate sales associate, you should be able to answer an unqualified "YES" to each of the following questions. As you go through these items, remember that a professional real estate sales associate is skilled in every area.

PRICE	NO	YES
Do I have sufficient data to price my property realistically? Am I familiar with what comparable properties have sold for recently and what adjustments to those amounts I would need to make for my property?		
LEGAL	NO	YES
Can I draw proper contracts, recognize unreasonable contingencies, understand disclosure and agency relationships? Would I be on sound legal ground if conflicts arose?		
NEGOTIATIONS	NO	YES
Can I handle the natural conflict of interest when working directly with a buyer, trying to protect my own interests versus my desire to accommodate his?		
MARKETING	NO	YES
Do I have a complete understanding of real estate marketing and am I able to expose my property through the widest channels — local, regional and national?		
QUALIFYING BUYERS	NO	YES
Can I professionally screen and handle innumerable inquiries? Can I differentiate between lookers and serious buyers? What kind of documents can I use to screen buyers and am I able to obtain them?		
FINANCIAL	NO	YES
Do I have expert knowledge of the current mortgage situation: assumptions, buydowns, ARMS, secondary financing?		
INCONVENIENCE	NO	YES
Am I prepared to forego social or business plans for an extended period, as I must be available at all times?		
SAFETY AND SECURITY OF FAMILY	NO	YES
Am I willing to have members of my household exposed to strangers? The motives of casual lookers could be suspect!		

Unless you answered YES to all the questions above, the skills and training of a professional sales associate would best assist you in selling your property. Please keep in mind that only one in twenty sellers who try to sell their properties on their own are successful in selling at market price. The other nineteen suffered inconvenience, lost time, and frustration in their endeavor without reaching their ultimate goal — selling their property at the best possible price, in the shortest time possible and at the least inconvenience. Now, let us show you why RE/MAX, should be your choice!



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RE/MAX[®]



Key Market Factors

How long does it take to sell a property? Some properties sell in a few days, others may take several months. By recognizing some key factors that influence marketing a home, you can get significant control over market time.

The proper balance of these factors will expedite your sale:

■ Location

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

■ Competition

Buyers compare your property against others in that neighborhood. Buyers interpret value based on available properties on the market.

■ Timing

The real estate market may reflect a buyers or sellers market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

■ Condition

The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing, maximizes value.

■ Terms

The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

■ Price

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.



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LEGAL **NO** **YES**
Can I draw proper contracts, recognize unreasonable contingencies, understand disclosure and agency relationships? Would I be on sound legal ground if conflicts arose?

NEGOTIATIONS **NO** **YES**
Can I handle the natural conflict of interest when working directly with a buyer, trying to protect my own interests versus my desire to accommodate his?

MARKETING **NO** **YES**
Do I have a complete understanding of real estate marketing and am I able to expose my property through the widest channels – local, regional and national?

QUALIFYING BUYERS **NO** **YES**
Can I professionally screen and handle innumerable inquiries? Can I differentiate between lookers and serious buyers? What kind of documents can I use to screen buyers and am I able to obtain them?

FINANCIAL **NO** **YES**
Do I have expert knowledge of the current mortgage situation: assumptions, buydowns, ARMS, secondary financing?

INCONVENIENCE **NO** **YES**
Am I prepared to forego social or business plans for an extended period, as I must be available at all times?

SAFETY AND SECURITY OF FAMILY **NO** **YES**
Am I willing to have members of my household exposed to strangers? The motives of casual lookers could be suspect!

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RE/MAX[®]


2020

★ USA

RE/MAX® THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) ¹	U.S. TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX®	15.6	965,859	32.5%	110+	8,629	130,889
	9.2	117,126	1.4%	37	2,300	35,400
	7.3	684,981	18.5%	43	3,100	96,300
	7.0	370,289	24.2%	84	11,600	131,800
	6.9	1,071,208	11.6%	44	1,060	169,317
	6.7	335,440	6.0%	7	1,500	50,091
	6.4	79,351	1.7%	5	390	13,000
	6.4	126,211	3.2%	70	1,000	23,300
	6.0	41,923	0.3%	8	500	8,000
	5.7	69,557	0.2%	2	280	12,203
	5.6	84,732	0.8%	1	300	15,000
	5.3	130,627	0.3%	4	4	24,557
	4.2	68,400	0.2%	1	190	18,000

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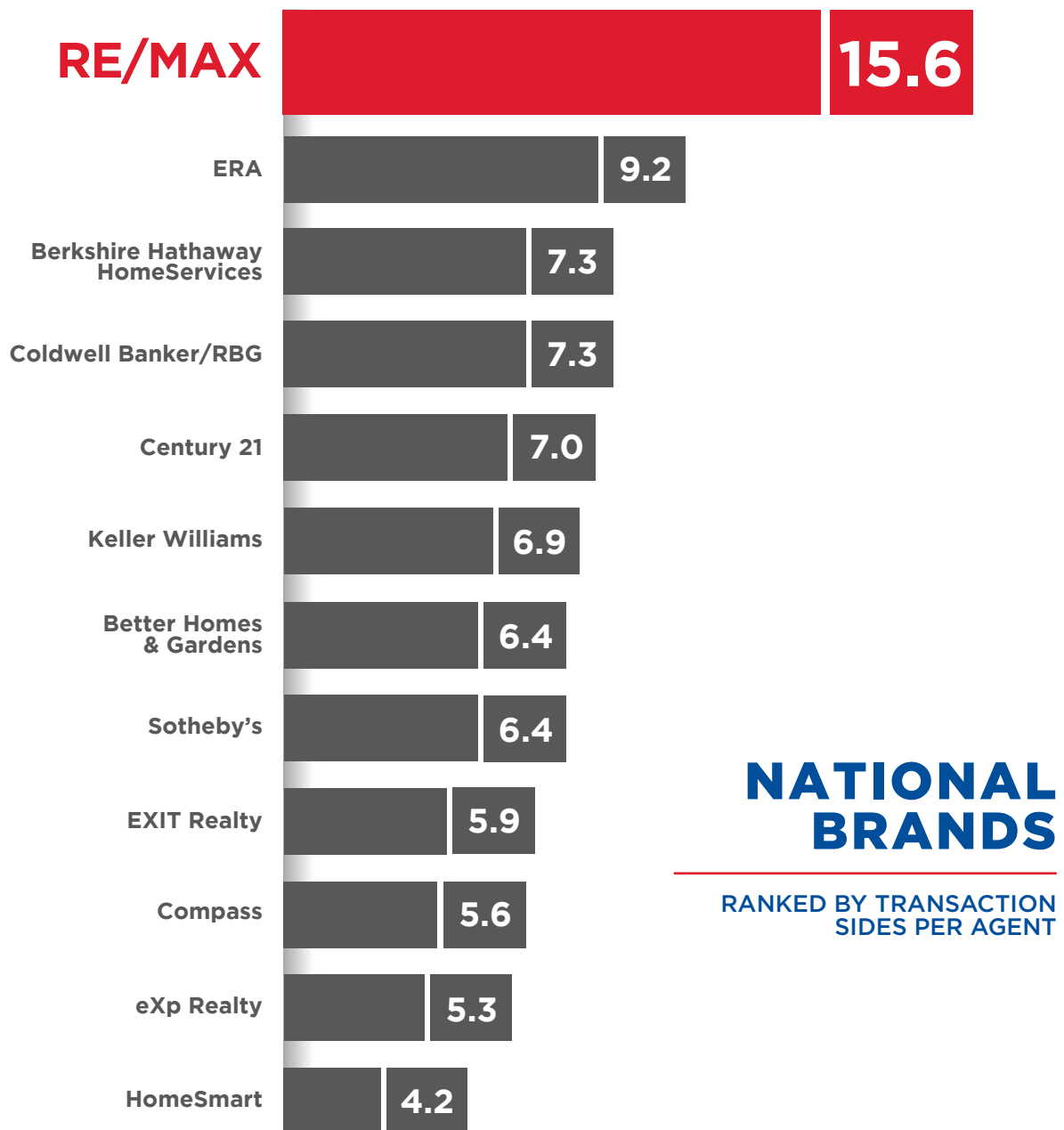




2020

THE REALTRENDS FIVE HUNDRED

Among the country's largest real estate brokerages, RE/MAX® agents average more home sales than agents at any other national real estate brand.*



Productivity. That's the sign of a RE/MAX agent.

*Based on 2020 REAL Trends 500 data, citing 2019 transaction sides for the 1,711 largest participating U.S. brokerages (ranked by transaction sides). Includes franchises with 15 or more qualifying brokerages. Berkshire Hathaway HomeServices does not include HomeServices of America. ©2020 RE/MAX, LLC. Each Office Independently Owned and Operated. 20_302525



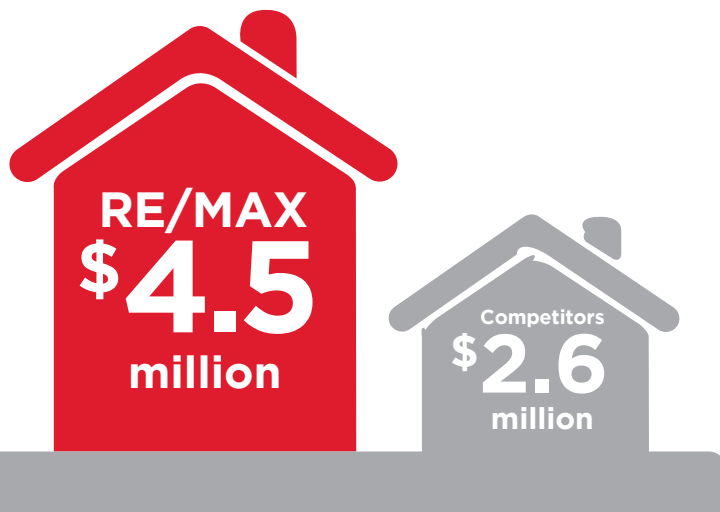
2020

THE REALTRENDS FIVE HUNDRED

Among the country's largest real estate brokerages, RE/MAX® agents continue to outperform the competition in both transaction sides and sales volume.*

DOUBLE THE OTHERS

RE/MAX agents averaged more than twice as many transaction sides as competitors.



HIGHER VOLUME BY FAR

RE/MAX agents averaged 72% more sales volume than the average for competitors.

Productivity. That's the sign of a RE/MAX agent.



2020

THE REALTRENDS FIVE HUNDRED

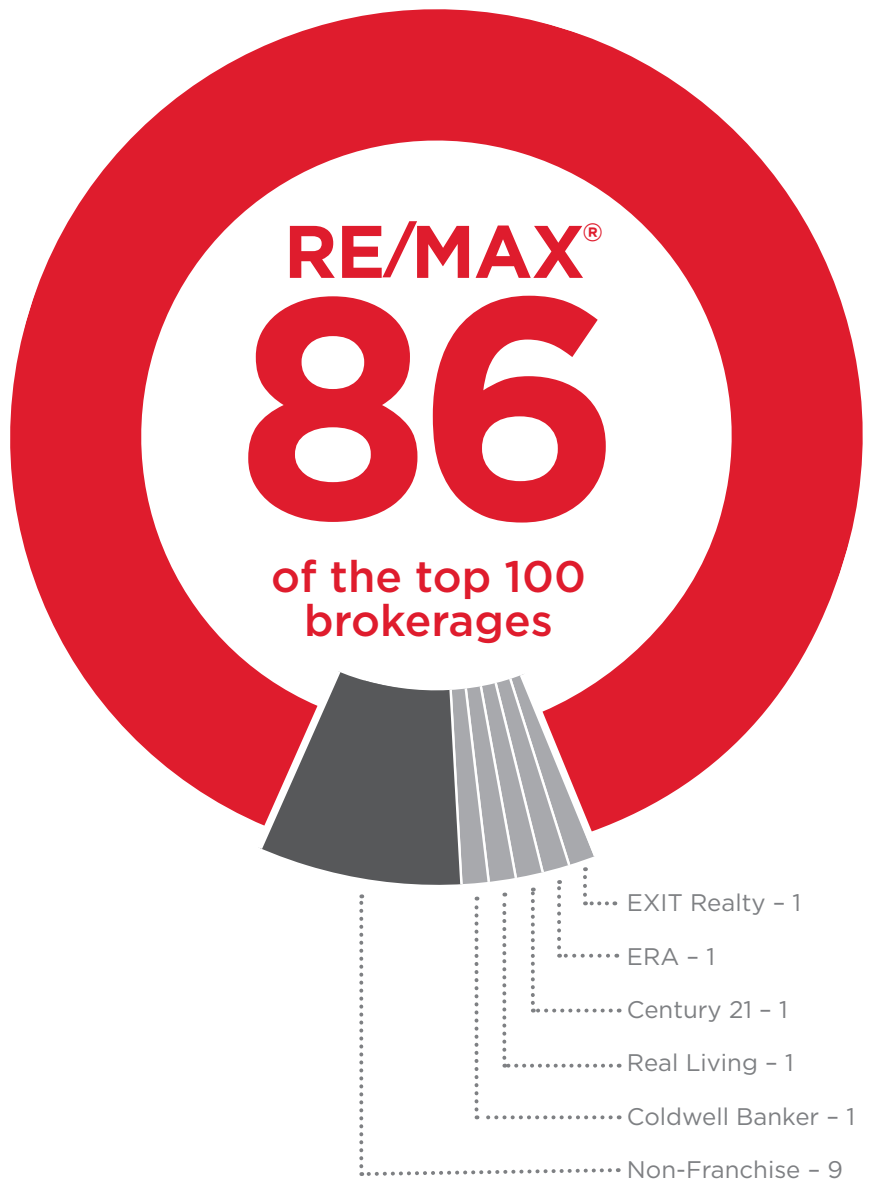
TOP 100 BROKERAGES

WHEN RANKED BY MOST
TRANSACTION SIDES PER AGENT

DOMINANT PRODUCTIVITY

Rank 1,711 of the largest brokerages by sides per agent, and what do you find? That the most productive agents are with RE/MAX.*

Out of the top 100 brokerages ranked this way, 86 are RE/MAX firms. Their agents averaged 30 home sales in 2019.



Productivity. That's the sign of a RE/MAX agent.

WE'RE ON A WINNING STREAK.



2019 ENTREPRENEUR FRANCHISE 500



#1 REAL ESTATE
FRANCHISE FOR THE
7TH STRAIGHT YEAR

Source: 2019 Franchise 500 rankings of the largest U.S. franchises. ©2019 RE/MAX, LLC. Each office independently owned and operated. 19_300966





SNAPSHOT OF SUCCESS

GLOBAL
(OUTSIDE U.S. & CANADA)
2018 BY THE NUMBERS

RE/MAX® agents combine their talents with the many competitive advantages of real estate's premier brand.

The results are clear. Nobody in the world sells more real estate than RE/MAX.¹



	RE/MAX GLOBAL (OUTSIDE U.S. & CANADA)	RE/MAX NETWORK (ALL)
AGENT COUNT	39,831 TOTAL	124,280 TOTAL
OFFICE COUNT	3,477 TOTAL	8,229 TOTAL
FRANCHISE SALES²	843 TOTAL	1,128 TOTAL
RESIDENTIAL TRANSACTION SIDES	325K+ 8.8 TOTAL AVERAGE PER AGENT	1.57M+ 12.9 TOTAL AVERAGE PER AGENT
COMMERCIAL TRANSACTION SIDES	14,500+ TOTAL	35,000+ TOTAL
	110+ TOTAL COUNTRIES & TERRITORIES	
	2.3M+ 850,000 227 AVERAGE MONTHLY LISTING PAGE VIEWS ON GLOBAL.REMAX.COM³ AVERAGE NUMBER OF LISTINGS FOR SALE ON GLOBAL.REMAX.COM³ COUNTRIES FROM WHICH SOMEONE VISITED GLOBAL.REMAX.COM	

All figures are full year or as of year-end 2018. ¹As measured by residential transaction sides. ²Franchise Sales includes regional sales outside the U.S. and Canada. ³Based on month-end totals for the full year. ©2019 RE/MAX, LLC. Each Office Independently Owned and Operated. 19_301371



SNAPSHOT OF SUCCESS

UNITED STATES
2018 BY THE NUMBERS

RE/MAX® agents combine their talents with the many competitive advantages of real estate's premier brand.
The results are clear. Nobody in the world sells more real estate than RE/MAX.¹

	RE/MAX UNITED STATES	RE/MAX WORLDWIDE
AGENT COUNT	63,122 TOTAL	124,280 TOTAL
OFFICE COUNT	3,790 TOTAL	8,229 TOTAL
AGENT EXPERIENCE	15.1 8.7 AVERAGE YEARS IN REAL ESTATE AVERAGE YEARS WITH RE/MAX	11.4 7.1 AVERAGE YEARS IN REAL ESTATE AVERAGE YEARS WITH RE/MAX
FRANCHISE SALES ²	223 TOTAL	1,128 TOTAL
RESIDENTIAL TRANSACTION SIDES	989K+ 15.7 TOTAL AVERAGE PER AGENT	1.57M+ 12.9 TOTAL AVERAGE PER AGENT
COMMERCIAL TRANSACTION SIDES	14,000+ TOTAL	35,000+ TOTAL
COMMISSIONS	\$120,400 AVERAGE PER AGENT	N/A AVERAGE PER AGENT

All figures are full year or as of year-end 2018. ¹As measured by residential transaction sides. ²Franchise Sales includes regional sales outside the U.S. and Canada. ©2019 RE/MAX, LLC. Each Office Independently Owned and Operated. 19_301371



remax.com: The site they see.

OVER 80 MILLION VISITS*

Data from January-December 2019

RE/MAX® #1 Real Estate Franchisor Site**

Coldwell Banker

51% FEWER VISITS**

Century 21

64% FEWER VISITS**

Keller Williams

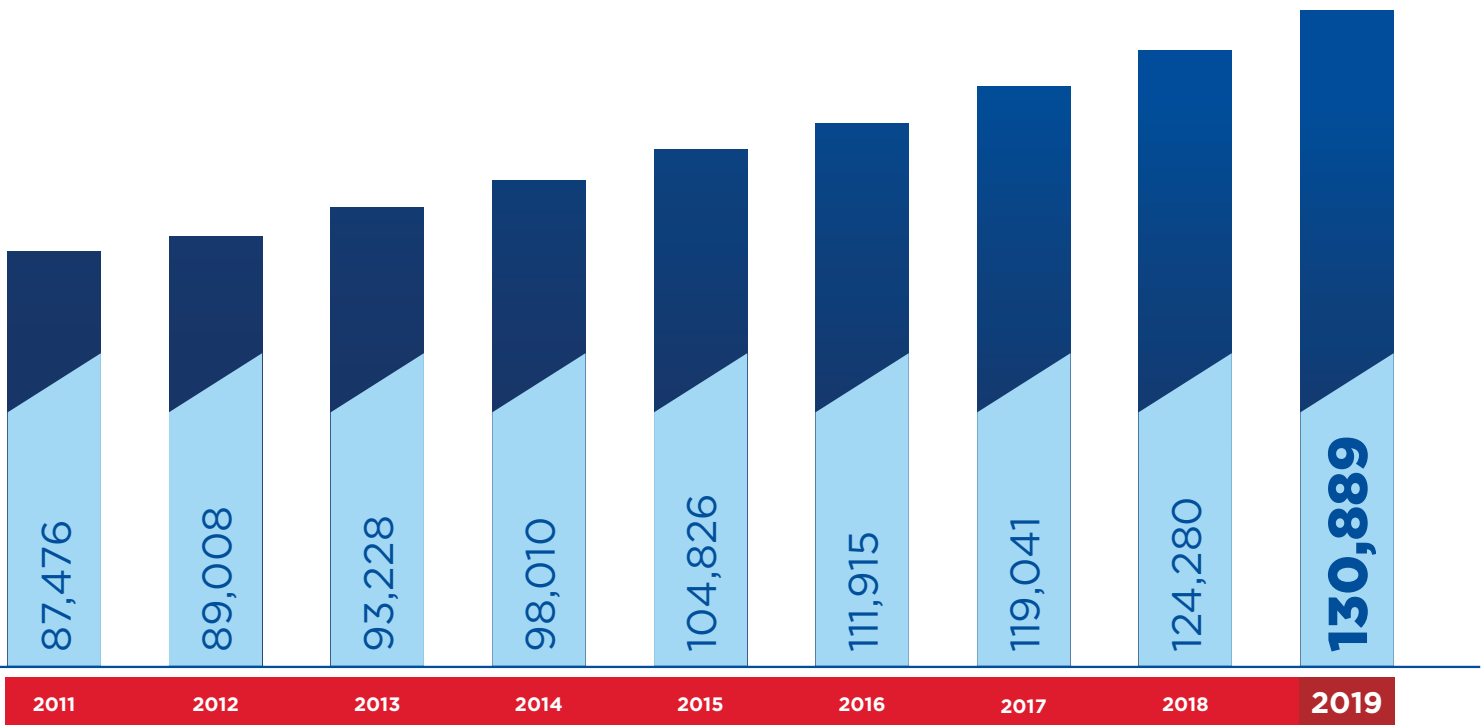
69% FEWER VISITS**

* Source: RE/MAX first-party data for full-year 2019.

** Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2019, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category. ©2020 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 20_302512



8 CONSECUTIVE YEARS OF WORLDWIDE GROWTH



AGENT COUNT

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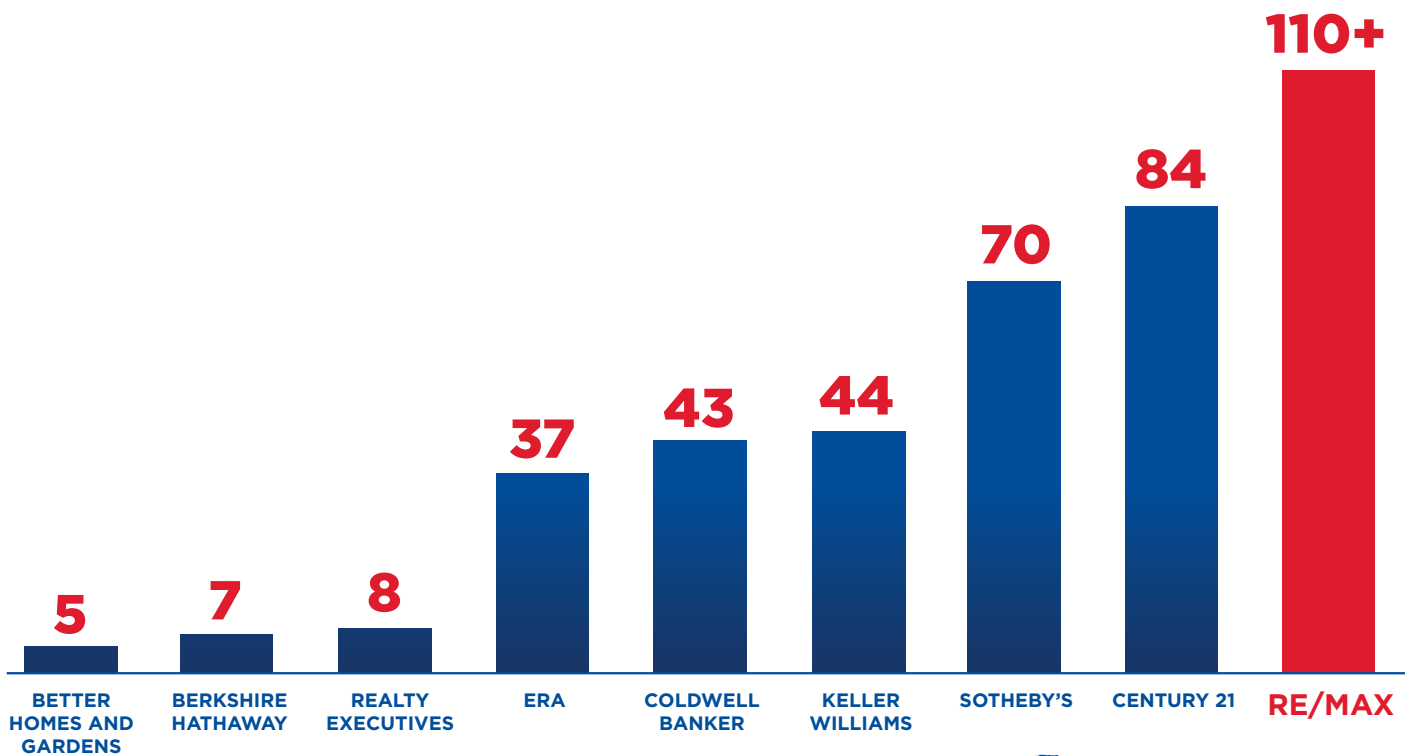




110+ COUNTRIES & TERRITORIES



THE LARGEST GLOBAL PRESENCE IN REAL ESTATE



COUNTRY & TERRITORY COUNT

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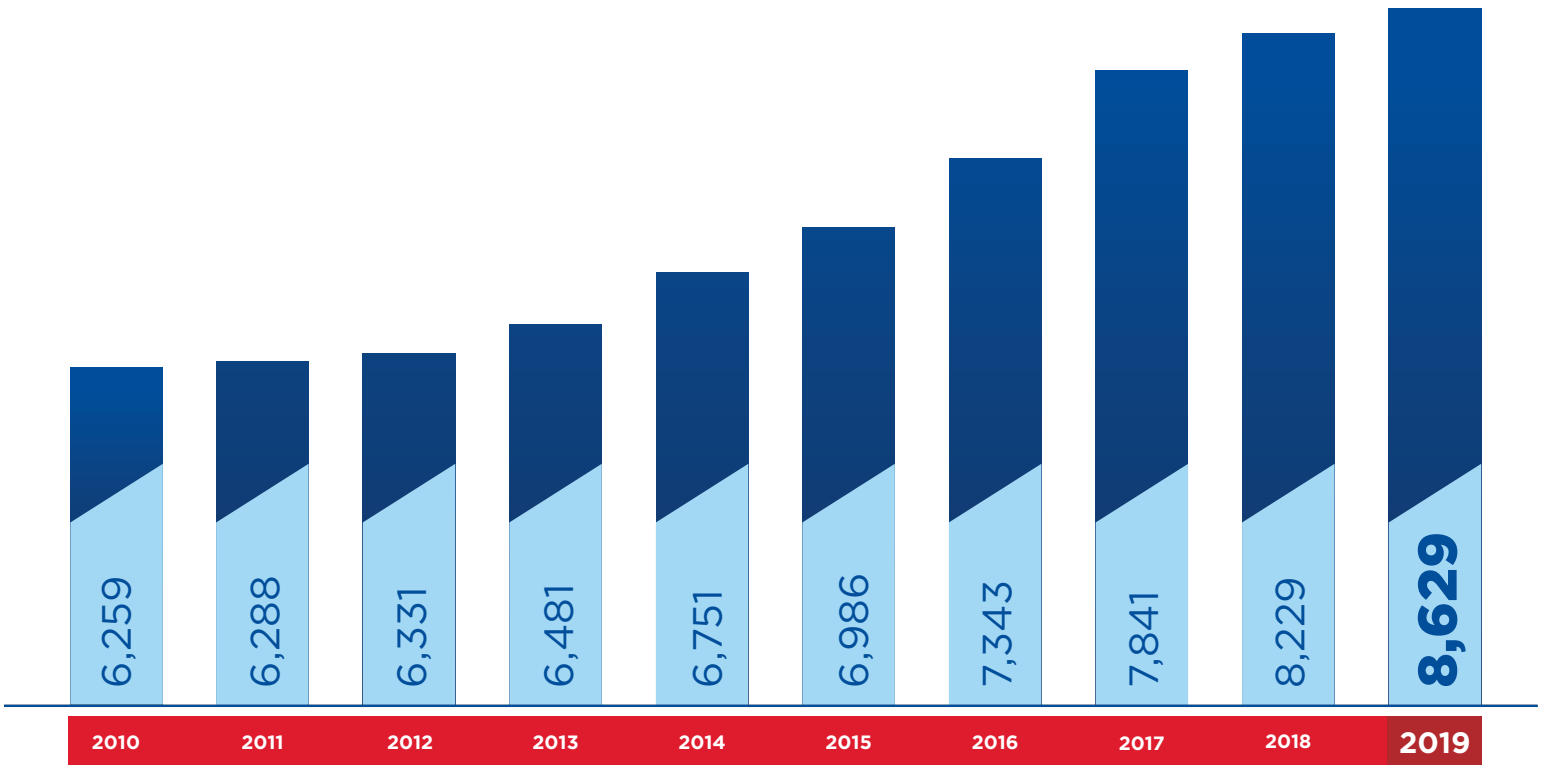


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MORE OFFICES WORLDWIDE THAN EVER



OFFICE COUNT

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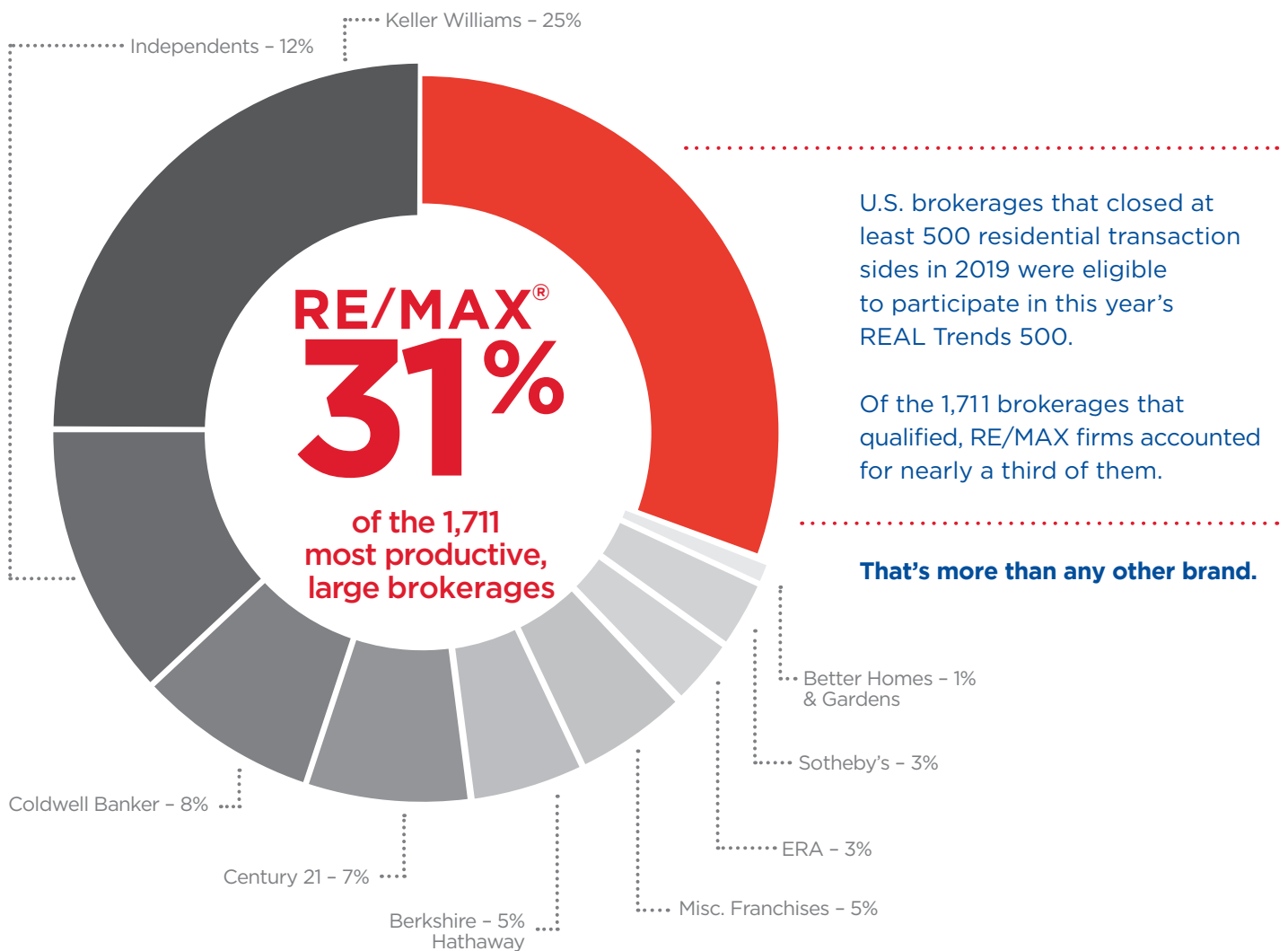




2020

THE REALTRENDS FIVE HUNDRED

THE MOST PRODUCTIVE U.S. BROKERAGES RANKED BY BRAND



Productivity. That's the sign of a RE/MAX agent.

RE/MAX[®]

Hot Air Balloon Facts

1978 First RE/MAX Hot Air Balloon Flight

120 Number of RE/MAX Hot Air Balloons worldwide

90,000 Volume of the typical RE/MAX Hot Air Balloon (*in cu.ft.*)

18,000 Highest altitude (*in ft.*) of flight with oxygen.

12,500 Highest altitude (*in ft.*) of flight without oxygen.

750 Weight (*in lbs.*) of typical RE/MAX Hot Air Balloon

Hot Air Balloon Fast Facts

The “envelope” is the most eye-catching part of a hot air balloon. The mostly nylon fabric captures the air as it’s heated by the propane burners to take the shape of colorful designs, lovable characters and iconic logos (like the RE/MAX logo!). Nylon makes the perfect hot air balloon envelope because it’s lightweight yet it can withstand the tremendous heat required to lift a basket off the ground - and keep it in the air.*

*Source: www.eballoon.org | 2017 RE/MAX annual balloon fleet count (WORLDWIDE) | Each Office Independently Owned and Operated



The RE/MAX Hot Air Balloon now flies in 26 countries worldwide.





RE/MAX Outsells Other Agents

2 TO 1

RE/MAX[®] agents average double the sales of other agents in the REAL Trends 500 survey* of large brokerages.



That's the sign of a RE/MAX agent.[®]

*Transaction sides per agent calculated by RE/MAX based on 2020 REAL Trends 500 data, citing 2019 transaction sides for the 1,711 largest participating U.S. brokerages. RE/MAX average: 15.6. Competitors: 7.0. ©2020 RE/MAX, LLC. Each Office Independently Owned and Operated. 20_302525



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RE/MAX[®]



Why Choose RE/MAX?

The real estate network that has the most competitive advantages to offer homebuyers and sellers will be an industry leader. RE/MAX is that leader. Thanks to its global network and stellar reputation, it's no wonder people turn to RE/MAX when they embark on the homebuying or selling process.

When you look for the highest quality real estate service, look to a RE/MAX Agent. Nobody in the world sells more real estate than RE/MAX.*



■ More than 40 Years "Above the Crowd®"

RE/MAX - now an established industry leader - celebrated its 40th anniversary in 2013 and looks ahead to even greater real estate achievements in the years to come. Whether you're in the homebuying process or looking to sell, choose a RE/MAX Agent. When you choose a RE/MAX Agent, you'll have a real estate agent for life.

■ The Sign That Brings You Home®

The red-over-white-over-blue RE/MAX yard sign and your RE/MAX agent lead you to properties in areas in which you'll want to live and work. If you want to sell your property, the RE/MAX yard sign attracts those in the homebuying process. Nobody sells more real estate than RE/MAX.*

■ Advertising

Extensive advertising by individual RE/MAX agents, combined with national television advertising and broad Internet exposure, inspires buyers and sellers to seek out RE/MAX Agents. When you list your home with a RE/MAX agent, it will receive wide exposure.

■ The RE/MAX Balloon Logo

The red, white and blue RE/MAX Balloon, with its "Above the Crowd®" slogan, is recognized all over the world. RE/MAX boasts a global fleet of more than 100 Hot Air Balloons, that make thousands of appearances each year.

*As measured by residential transaction sides.



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RE/MAX®



RE/MAX[®] vs. Berkshire Hathaway HS

#1
NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **7.9**
transaction sides for
Berkshire Hathaway HS
agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

3 Berkshire Hathaway HS

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

541% More traffic than
berkshirehathawayhs.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

4.5%
Berkshire
Hathaway HS

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. Better Homes & Gardens

#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **6.8**
transaction sides for
Better Homes & Gardens
agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

4 Better Homes & Gardens

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

1613% More traffic than
bhgre.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

0.8%
Better Homes
& Gardens

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. Century 21

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WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **7.6**
transaction sides for
Century 21 agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

80 Century 21

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

103% More traffic than
century21.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

21.0%
Century 21

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?

2020

★ USA



MOST PRODUCTIVE TEAMS

REAL TRENDS "AMERICA'S BEST REAL ESTATE PROFESSIONALS"

SMALL TEAMS (2-5 AGENTS)

RE/MAX[®]

35.4

AVERAGE SIDES PER AGENT

668 Total Teams Qualifying
3 Average # of Agents on Team



31.7

AVERAGE SIDES PER AGENT

236 Total Teams Qualifying
3 Average # of Agents on Team

MEDIUM TEAMS (6-10 AGENTS)

RE/MAX[®]

22.0

AVERAGE SIDES PER AGENT

184 Total Teams Qualifying
7 Average # of Agents on Team



18.4

AVERAGE SIDES PER AGENT

103 Total Teams Qualifying
7 Average # of Agents on Team

LARGE TEAMS (11+ AGENTS)

RE/MAX[®]

18.1

AVERAGE SIDES PER AGENT

48 Total Teams Qualifying
19 Average # of Agents on Team



14.6

AVERAGE SIDES PER AGENT

48 Total Teams Qualifying
16 Average # of Agents on Team



RE/MAX[®] vs. Compass

#1
NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **4.2**
transaction sides for
Compass agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

1 Compass

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

2347% More traffic than
compass.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

0.1%
Compass

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. ERA

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WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

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Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **8.6**
transaction sides for
ERA agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

36 ERA

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

949% More traffic than
era.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

1.3%
ERA

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. eXp Realty

#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand. Unmatched global presence.
RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

15.6

TRANSACTION SIDES

Compared to **5.3**
transaction sides for
eXp agents

Source: Calculated by RE/MAX based on 2020 REAL Trends 500 data, citing 2019 transaction sides for the 1,711 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

4 eXp

ONLINE PRESENCE 2019: remax.com

#1

 Real Estate
Franchisor Website

9482% More traffic than
eXprealty.com

Source: Hitwise data, Jan.-Dec. 2019

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

32.5%

0.3%
eXp

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. HomeSmart

#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **3.9**
transaction sides for
HomeSmart agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

1 HomeSmart

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

10444%

 More traffic than
homesmart.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

0.1%
HomeSmart

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. Howard Hanna

#1
NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **11.6**
transaction sides for
Howard Hanna agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

1 Howard Hanna

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

533% More traffic than
howardhanna.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

0.6%
Howard Hanna

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. Keller Williams

#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand. Unmatched global presence.
RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

15.6

TRANSACTION SIDES

Compared to **6.9**
transaction sides for
Keller Williams agents

Source: Calculated by RE/MAX based on 2020 REAL Trends 500 data, citing 2019 transaction sides for the 1,711 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

44 Keller Williams

ONLINE PRESENCE 2019: remax.com

#1

 Real Estate
Franchisor Website

226% More traffic than
kw.com

Source: Hitwise data, Jan.-Dec. 2019

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

32.5%

11.6%
Keller Williams

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



RE/MAX[®] vs. Realty Executives

#1 NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX

Productive agents. Influential brand.
Unmatched global presence. RE/MAX is the clear choice in real estate.

AMONG THE COUNTRY'S LARGEST BROKERAGES

RE/MAX AGENTS AVERAGE

16.3

TRANSACTION SIDES

Compared to **10.3**
transaction sides for
Realty Executives agents

Source: Calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 1,757 largest participating U.S. brokerages.

GLOBAL PRESENCE: RE/MAX

More than

110

 Countries
and
Territories

11 Realty Executives

ONLINE PRESENCE: remax.com

#1

 Real Estate
Franchisor Website

7232% More traffic than
realtyexecutives.com

Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category.

MORE BUYERS AND SELLERS THINK OF RE/MAX THAN ANY OTHER REAL ESTATE BRAND

30.2%

0.4%
Realty Executives

Source: MMR Strategy Group study of unaided awareness among buyers, sellers and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?



The Hometown Experts with a World of Experience®

International Regions

Wondering where can you find millions of property listings around the world in one place? You've come to the right place. The RE/MAX property listings search connects you to our international regions around the globe, where you can find the right house in just minutes. It's no wonder that nobody in the world sells more real estate than RE/MAX.

With a few clicks of your mouse, you'll be transported to island getaways, European villas, Aussie lofts and much more using this comprehensive property listings map. As you can see, RE/MAX is truly a global network, with a presence in more than 97 countries on six continents. Your property listings search on remax.com makes the home search process easier than ever.

RE/MAX Around the World

The colored areas on this map represent regions where RE/MAX does business. You never know where your next buyer might come from.



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History of RE/MAX

Dave and Gail Liniger founded RE/MAX in Denver, Colo., in 1973, prompted by their dissatisfaction with the way real estate business was conducted at the time.

Most real estate offices used the commission-split system, requiring sales professionals to forfeit half of their commissions to their brokers in exchange for an office environment and company services. The top producers contributed the most to the operation's overhead, thus supporting the amateur, part-time and low-producing agents. Support services were lacking in quality.

The Linigers wanted to change all that.

They believed that to attract and retain the best agents, brokers must offer maximum compensation, advanced support services and the freedom to succeed. Agents would share office overhead and pay management fees, and in return receive a wide variety of real estate services and more control over their business.

The strategy worked.

In every year since 1999, nobody in the world has sold more real estate than RE/MAX.* The network has a presence in more than 97 countries around the world.

RE/MAX spans six continents with agents in Africa, Asia, Australia, New Zealand, the Caribbean, Central America, Europe and South America. RE/MAX takes proven techniques and adapts them to local markets, thereby developing a series of tools that real estate professionals find invaluable.

Some of the innovative services created by RE/MAX to help its members become ever more professional and successful include:

- An international agent-to-agent referral network
- Advanced training courses, both on-demand online and in the classroom, via RE/MAX University
- State-of-the-art technological tools and Internet websites
- Television advertising campaigns that reach millions of viewers across the United States
- RE/MAX has a 40-year history of stable leadership, which continues today



*As measured by residential transaction sides.



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Virtual Tour

Imagine walking into a home for the first time. You look around. You step closer to the objects around you and you pass through the rooms. Now imagine doing all that on the screen of your computer or a smartphone - this is a virtual tour. I will provide a virtual tour of your home. It's one of the most important marketing tools available to a seller.

- Since the tour is available 24 hours a day 365 days a year, more prospects will tour your home and may become interested.
- Prospects will spend more time touring your home than they would at an open house.
- Virtual tours greatly lessen the importance of an open house. Over time the open house will probably be limited to appointments with informed prospects.
- Since more potential buyers see your home, the time on the market will probably be lessened significantly.
- Because more prospects will evaluate your home higher prices are possible.

Review a sample virtual tour:

If you are viewing this page on your computer or phone click on the link:

[Click Here for Virtual Tour](#)

If you are viewing the printed page not on your computer enter the following into your browser:

<https://www.relahq.com/demo/rubik>



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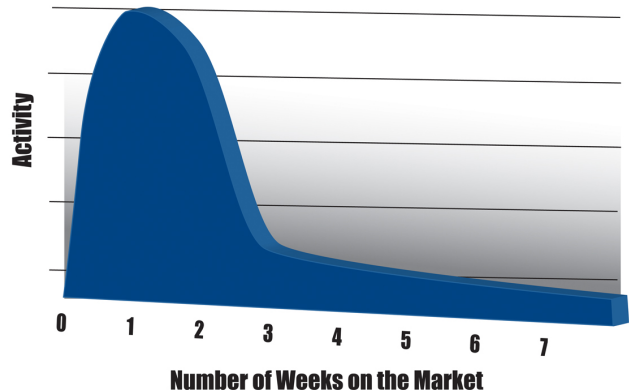


Pricing Your Home

Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

Activity versus Timing

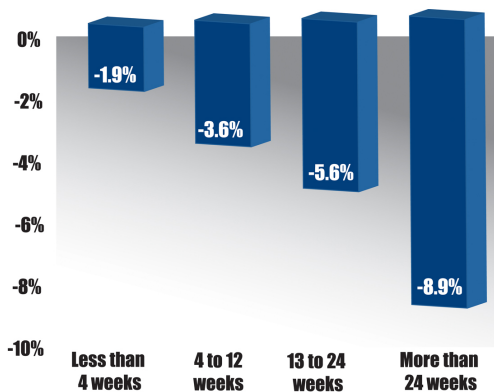
Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.



An experienced agent who knows the market and the marketing process can help you determine the market value of your home, thereby giving you the best chance of quickly and smoothly selling your home.

Timing versus Selling Price

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home - the first weeks after it's listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.



Determining Your Home's Market Value

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result, of course, is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.



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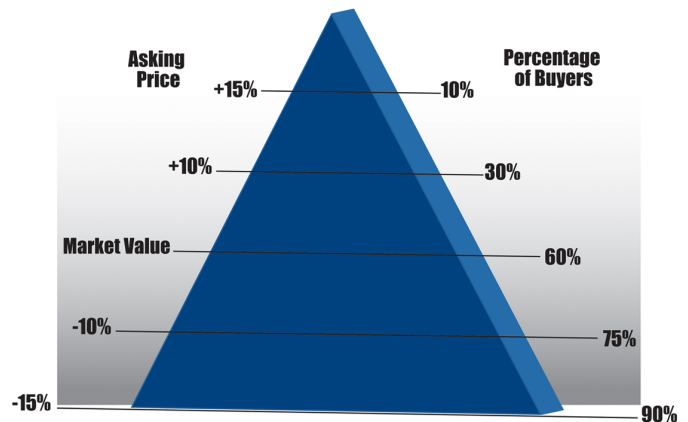


Pricing Guidelines

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

Too high can be as bad as too low

If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't even come in, because the buyers who would be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.



The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving - both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends - often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as-is, right now.

Agent education, experience critical

When working with a real estate agent, it's critical that you have full confidence in that agent's experience and education. A skilled, knowledgeable agent should be able to explain to you exactly why your home needs to be priced at a certain level - compared to recent listings and sales of homes similar to yours.

Experienced agents also know exactly what the current pool of buyers are looking for in relation to particular styles and price ranges of properties. A skilled agent can recommend changes that will enhance the salability of your home, thus increasing the price - and/or decreasing the length of time before a sale.

It's critical to keep all these aspects of pricing in mind, regardless of whom you choose to list your home.



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Subject Property Profile for

7 Deep Run Court

The following features have been identified to aid in the search for properties that are comparable to yours. This will help in determining proper pricing for your home.

City: Hunt Valley	Neighborhood: Orchard Valley
Year Built: 1988	Fin SqFt: 2160
Lot Desc: Backs To Trees	Lot Size: 1.04
Style: Colonial	Levels: 3
Bedrooms: 3	Bathrooms: 2/1
Const: Cedar Siding	Roofing: Cedar/Shake
Basement: Fully Finished	Basement: Walkout Level
Heat: Heat Pump	Fuel: Electric
Cool: Central A/C	Parking: Garage
Garage Spaces: 2	Exter Feat: Deck
Water: Well	Sewer: Septic
# Fireplaces: 2	Amenities: Auto Gar Dr Opn
Amenities: Built-In Bookcases	Amenities: Mba/Sep Shwr
Other Rms: Den/Stdy/Lib	Other Rms: Family Room



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City: Hunt Valley	Neighborhood: Orchard Valley	Year Built: 1988
Fin SqFt: 2160	Lot Desc: Backs To Trees	Lot Size: 1.04
Style: Colonial	Levels: 3	Bedrooms: 3
Bathrooms: 2/1	Const: Cedar Siding	Roofing: Cedar/Shake
Basement: Fully Finished	Basement: Walkout Level	Heat: Heat Pump
Fuel: Electric	Cool: Central A/C	Parking: Garage
Garage Spaces: 2	Exter Feat: Deck	Water: Well
Sewer: Septic	# Fireplaces: 2	Amenities: Auto Gar Dr Opn
Amenities: Built-In Bookcases	Amenities: Mba/Sep Shwr	Other Rms: Den/Stdy/Lib
Other Rms: Family Room		



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Comparative Market Analysis Summary

Currently On The Market

<u>Address</u>	<u>Neighborhood</u>	<u>Style</u>	<u>Yr Blt</u>	<u>Beds</u>	<u>Bath</u>	<u>Sold Price</u>	<u>List Price</u>
2 Symphony Cir	Laurelford	Modern	2008	4	3/1		\$789,000
12218 Cleghorn Road	Laurelford	Modern	1986	4	2/2		\$814,900
13213 Beaver Dam Rd	Ivy Hill	Classic	1984	4	3/2		\$849,900
84 Warren Rd	Hillsyde	Colonial	1994	5	4/1		\$885,000
20 Laurelford Ct	Laurelford	Colonial	1992	4	2/1		\$892,000
9 Jules Brentony	Shawan	Colonial	1995	4	3/1		\$898,900
510 West Padonia Rd	Springhill Farm	Modern	1991	5	4/1		\$899,500

Average of 7 Properties: \$861,314 Min: \$789,000 Max: \$899,500 Median: \$885,000

Under Contract

<u>Address</u>	<u>Neighborhood</u>	<u>Style</u>	<u>Yr Blt</u>	<u>Beds</u>	<u>Bath</u>	<u>Sold Price</u>	<u>List Price</u>
13707 Cuba Rd	Hillsyde	Cape Cod	1992	2	2/1		\$839,000
9 Ivy Reach Court	Ivy Reach	Colonial	2008	4	2/1		\$842,925
3 Indian Spring Court	Sherwood	Colonial	1995	6	4/1		\$850,000
15 David Luther Ct	Laurelford/Ivy	Colonial	1990	5	3/1		\$899,000
11 Foxtrot Ct	Laurelford/Ivy	Colonial	1993	2	2/1		\$899,000

Average of 5 Properties: \$865,985 Min: \$839,000 Max: \$899,000 Median: \$850,000

Recently Sold

<u>Address</u>	<u>Neighborhood</u>	<u>Style</u>	<u>Yr Blt</u>	<u>Beds</u>	<u>Bath</u>	<u>Sold Price</u>	<u>List Price</u>
19 Chris Eliot Ct	Ivy Hill	Colonial	1989	3	3/1	\$725,000	\$849,000
12 Old Padonia Rd	Laurelford	Modern	2008	4	3/1	\$755,000	\$789,000
4 Chamaryl Ct	Ivy Hill	Colonial	1991	4	3/1	\$775,000	\$799,000
12002 Boxer Hill Rd	Sherwood	Colonial	1995	6	4/1	\$790,000	\$850,000
12993 Jerome Jay Dr	Laurelford/Ivy	Colonial	1990	5	3/1	\$830,000	\$899,000
24 Springhill Farm Ct	Springhill Farm	Cottage	2003	4	3/1	\$850,000	\$899,900
508 Shawan Rd	Hillsyde	Classic	2003	5	4/2	\$855,600	\$885,000
205 Warren Rd	Laurelford/Ivy	Colonial	1993	2	2/1	\$885,000	\$899,000

Average of 8 Properties: \$808,200 Min: \$725,000 Max: \$885,000 Median: \$810,000

Off The Market

<u>Address</u>	<u>Neighborhood</u>	<u>Style</u>	<u>Yr Blt</u>	<u>Beds</u>	<u>Bath</u>	<u>Sold Price</u>	<u>List Price</u>
10 Loveton Cir	Hillsyde	Classic	1994	5	4/1		\$885,000
64 Boxwood Lane	Laurelford	Colonial	1992	4	2/1		\$892,000
9 Westcroft Ct	Shawan	Colonial	1995	4	3/1		\$898,900
23 Chilcoat Rd	Springhill Farm	Cottage	2003	4	3/1		\$899,900



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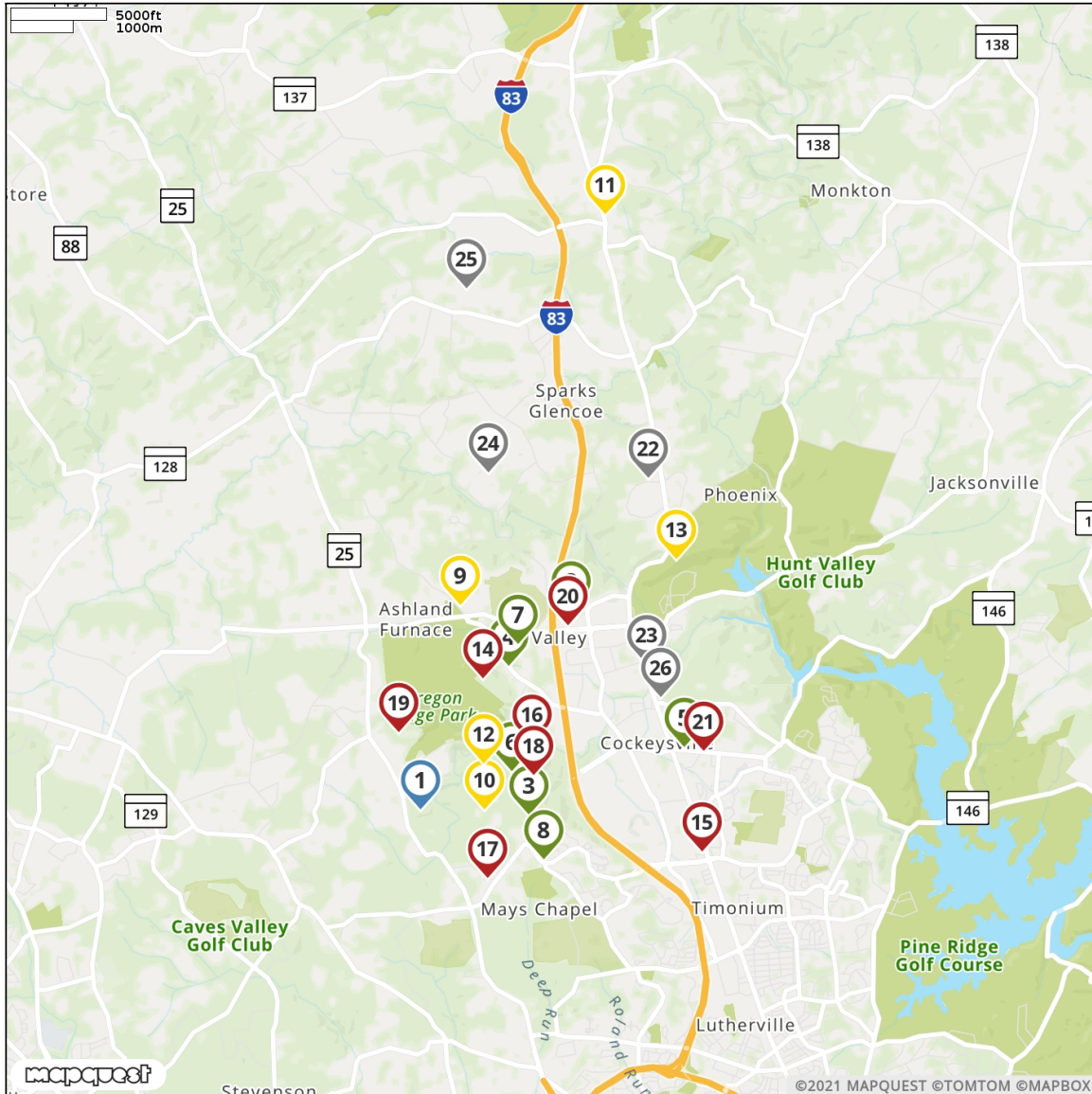
Email: angela.mckendrick@demorealty.com

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Map of Comparable Properties



Ref #	Status	Address
1	Subject Property	7 Deep Run Court
2	Currently On The Market	2 Symphony Cir
3	Currently On The Market	12218 Cleghorn Road
4	Currently On The Market	13213 Beaver Dam Rd
5	Currently On The Market	84 Warren Rd
6	Currently On The Market	20 Laurelford Ct
7	Currently On The Market	9 Jules Brentony
8	Currently On The Market	510 West Padonia Rd

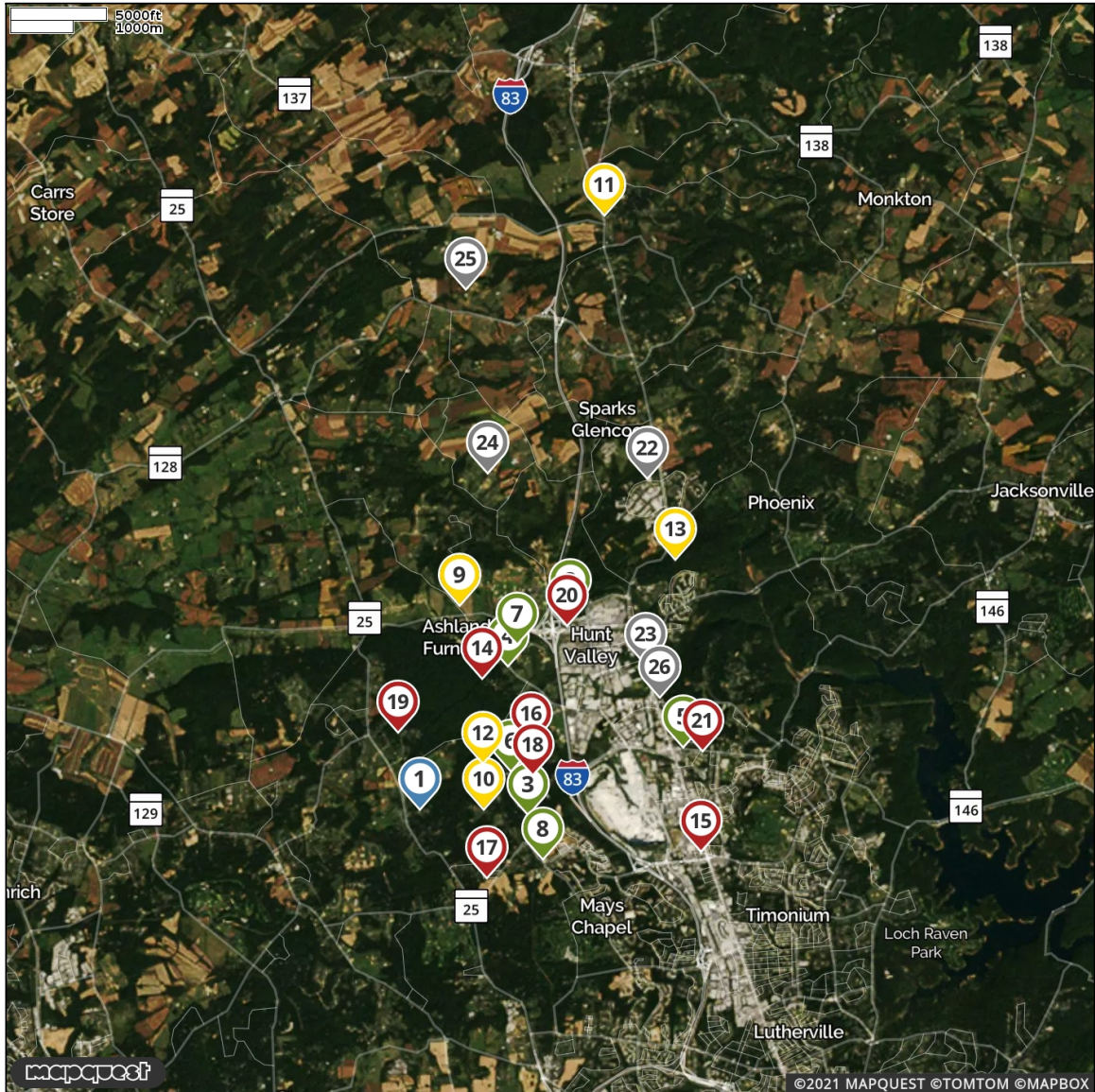


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Map of Comparable Properties



Ref #	Status	Address
1	Subject Property	7 Deep Run Court
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3	Currently On The Market	12218 Cleghorn Road
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5	Currently On The Market	84 Warren Rd
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7	Currently On The Market	9 Jules Brentony
8	Currently On The Market	510 West Padonia Rd



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Comparable Properties



Currently On The Market 2 Symphony Cir

List Price: \$789,000
Yr Blt: 2008
Fin Sqft: 5484
Bedrooms: 4
Bathrooms: 3/1
Heating: Heat Pump
Fuel: Electric
Cooling: Central Air
Water: Well

Lot Size: 1.14 Acres
Style: Modern
Levels: 3
Const: Cedar Siding
Const: Stone
Parking: 2-Car Garage
Garage Spaces: 2
Basement: Finished

Area: Laurelford
Elem Sch: Hunt Valley
Middle Sch: Ridgely
High Sch: Dulaney
Amenities: Walk-In Closet
Amenities: Wet Bar
Other Rms: Family Room
Other Rms: Game Room

Remarks: Gorgeous Home Available For Move In Immediately! Inground Pool In BackOf House, Fabulous Master Bedroom, Spacious Rooms."



Currently On The Market 12218 Cleghorn Road

List Price: \$814,900
Yr Blt: 1986
Fin Sqft: 3862
Bedrooms: 4
Bathrooms: 2/2
Heating: Heat Pump
Fuel: Electric
Cooling: Ceiling Fan
Water: Conditioner

Lot Size: 1 Acre
Style: Modern
Levels: 3
Const: Brick
Const: Stone
Parking: Driveway
Garage Spaces: 3
Basement: Full

Area: Laurelford
Elem Sch: Pot Springs
Middle Sch: Cockeysville
High Sch: Dulaney
Amenities: Wet Bar
Amenities: Game Room
Other Rms: Study/Library
Other Rms: Finished Attic

Remarks: Park-Like Grounds. Master Bedroom Suite With Balcony. Stained Glass Windows& Large Family Room, Wet Bar And Atrium Door To Side Porch. Living Room With Atrium Door To Patio. Lots Of Windows. Floors Have Been Refinished. Very Charming Home With Elite Amenities."



Currently On The Market 13213 Beaver Dam Rd

List Price: \$849,900
Yr Blt: 1984
Fin Sqft: 4090
Bedrooms: 4
Bathrooms: 3/2
Heating: Forced Air
Fuel: Bottled Pr
Cooling: Central A/C
Water: Well

Lot Size: 1.89 Acres
Style: Classic
Levels: 3
Const: Cedar Siding
Const: Wood
Parking: Driveway
Garage Spaces: 3
Basement: Unfinished

Area: Ivy Hill
Elem Sch: Hunt Valley
Middle Sch: Ridgely
High Sch: Dulaney
Amenities: Wet Bar/Bar
Amenities: Wood Floors
Other Rms: Family Room
Other Rms: Wine Cellar

Remarks: Handcrafted Oak Foyer And Staircase. The Attention To Architectural Details Outstanding. Amenities Such As Hardwoods, Marble, Ceramic And Brass Add The Finishing Touches!"



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RE/MAX



Currently On The Market

2 Symphony Cir

List Price: \$789,000

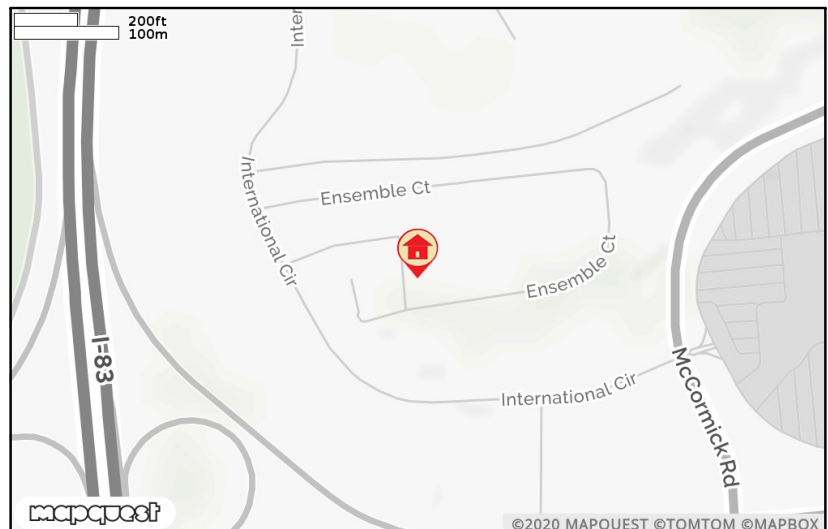
Property Details

City: Cockeysville
Neighborhood: Laurelford
Year Built: 2008
Fin SqFt: 5484
Lot Desc: Backs To Trees
Lot Size: 1.14 Acres
Style: Modern
Levels: 3
Bedrooms: 4
Bathrooms: 3/1
Const: Cedar Siding
Roofing: Cedar/Shake
Basement: Finished
Basement: Walkout Level
Heat: Heat Pump
Fuel: Electric
Cool: Central Air
Parking: 2-Car Garage
Garage Spaces: 2
Exter Feat: Deck
Water: Well



Description

Gorgeous Home Available For Move In Immediately! Inground Pool In Back Of House, Fabulous Master Bedroom, Spacious Rooms."



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Currently On The Market

2 Symphony Cir

List Price: \$789,000

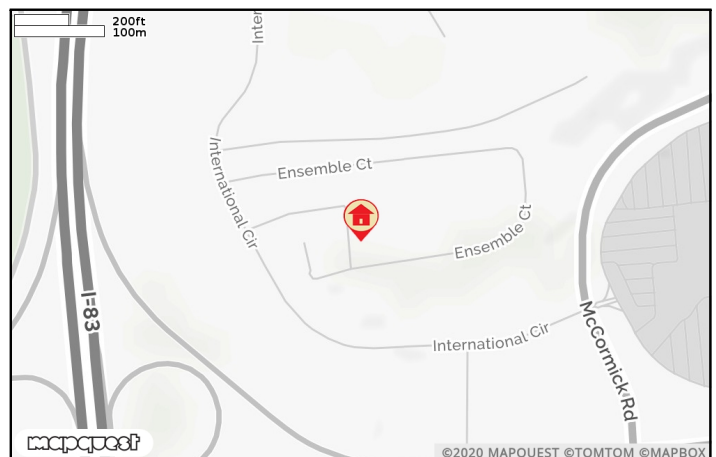
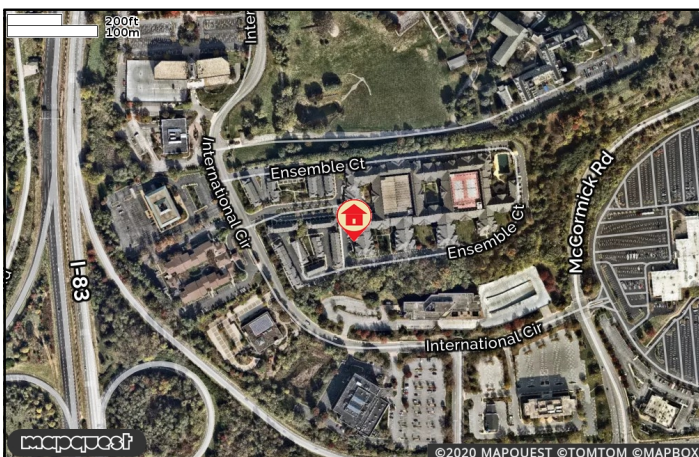
Property Details

City: Cockeysville
Neighborhood: Laurelford
Year Built: 2008
Fin SqFt: 5484
Lot Desc: Backs To Trees
Lot Size: 1.14 Acres
Style: Modern
Levels: 3
Bedrooms: 4
Bathrooms: 3/1
Const: Cedar Siding
Roofing: Cedar/Shake
Basement: Finished
Basement: Walkout Level
Heat: Heat Pump
Fuel: Electric
Cool: Central Air
Parking: 2-Car Garage
Garage Spaces: 2
Exter Feat: Deck
Water: Well



Description

Gorgeous Home Available For Move In Immediately! Inground Pool In Back Of House, Fabulous Master Bedroom, Spacious Rooms."



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Additional Photos

2 Symphony Cir

List Price: \$789,000



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Comparable Properties

Currently On The Market



2 Symphony Cir

List Price \$789,000 |

Bedrooms 4 | Bathrooms 3/1 | Fin SqFt 5484

Currently On The Market



12218 Cleghorn Road

List Price \$814,900 |

Bedrooms 4 | Bathrooms 2/2 | Fin SqFt 3862

Currently On The Market



13213 Beaver Dam Rd

List Price \$849,900 |

Bedrooms 4 | Bathrooms 3/2 | Fin SqFt 4090

Currently On The Market



84 Warren Rd

List Price \$885,000 |

Bedrooms 5 | Bathrooms 4/1 | Fin SqFt 4584

Currently On The Market



20 Laurelford Ct

List Price \$892,000 |

Bedrooms 4 | Bathrooms 2/1 | Fin SqFt 5800

Currently On The Market



9 Jules Brentony

List Price \$898,900 |

Bedrooms 4 | Bathrooms 3/1 | Fin SqFt 5684



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Comparable Properties

Currently On The Market



2 Symphony Cir
List Price \$789,000 |
Bedrooms 4 | Bathrooms 3/1
Fin SqFt 5484

Currently On The Market



12218 Cleghorn Road
List Price \$814,900 |
Bedrooms 4 | Bathrooms 2/2
Fin SqFt 3862

Currently On The Market



13213 Beaver Dam Rd
List Price \$849,900 |
Bedrooms 4 | Bathrooms 3/2
Fin SqFt 4090

Currently On The Market



84 Warren Rd
List Price \$885,000 |
Bedrooms 5 | Bathrooms 4/1
Fin SqFt 4584

Currently On The Market



20 Laurelford Ct
List Price \$892,000 |
Bedrooms 4 | Bathrooms 2/1
Fin SqFt 5800

Currently On The Market



9 Jules Brentony
List Price \$898,900 |
Bedrooms 4 | Bathrooms 3/1
Fin SqFt 5684

Currently On The Market



510 West Padonia Rd
List Price \$899,500 |
Bedrooms 5 | Bathrooms 4/1
Fin SqFt 5632

Under Contract



13707 Cuba Rd
List Price \$839,000 |
Bedrooms 2 | Bathrooms 2/1
Fin SqFt 3562

Under Contract



9 Ivy Reach Court
List Price \$842,925 |
Bedrooms 4 | Bathrooms 2/1
Fin SqFt 4262



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Comparative Market Analysis

	2 Symphony Cir	12218 Cleghorn Road	13213 Beaver Dam Rd	84 Warren Rd	20 Laurelford Ct
					
Status	A	A	A	A	A
List Price	\$789,000	\$814,900	\$849,900	\$885,000	\$892,000
List\$ SQFT					
Sold Price					
Sold\$ SQFT					
Sold Date					
DOM					
City	Cockeysville	Cockeysville	Cockeysville	Hunt Valley	Cockeysville
Neighborhood	Laurelford	Laurelford	Ivy Hill	Hillsyde	Laurelford
Year Built	2008	1986	1984	1994	1992
Fin SqFt	5484	3862	4090	4584	5800
Lot Desc	Backs To Trees	Backs To Trees	Back To Woods	Backs To Trees	Backs To Trees
Lot Size	1.14 Acr	1 Acre	1.89 Acr	1.74 Acr	9 Acres
Style	Modern	Modern	Classic	Colonial	Colonial
Levels	3	3	3	2	3
Bedrooms	4	4	4	5	4
Bathrooms	3/1	2/2	3/2	4/1	2/1
Const	Cedar/Siding	Brick	Cedar Siding	Brick	Vinyl
Roofing	Cedar/Shake	Shingle/Asphalt	Shingle/F-Glass	Composite	Shingle
Basement	Finished	Full	Unfinished	Full	Full
Basement	Walkout Level	Unfinished	Walkout Level	Unfinished	Finished
Heat	Heat Pump	Heat Pump	Forced Air	Heat Pump	Forced Air
Fuel	Electric	Electric	Bottled Propane	Electric	Electric
Cool	Central Air	Central A/C	Ceiling Fan	Central A/C	Central A/C
Parking	2-Car Garage	Driveway	Driveway	Driveway	Garage
Garage Spaces	2	3	3	3	2
Exter Feat	Deck	Balcony	Patio	Deck	Balcony
Water	Well	Condit	Well	60+ Gal	Well
Sewer	Septic	Septic	Septic	Septic	Septic
# Fireplaces	2	1	0	1	2
Amenities	Walk-In Closet	Wet Bar	Wet Bar/Bar	3-Car Garage	Wood Floors
Amenities	Wet Bar	Game Room	Wood Floors	W/W Carpeting	Flue For Stove
Amenities	Home Warranty	Drapery Rods	W/W Carpeting	Shades/Blinds	Walk-In Closet
Other Rms	In-Law Suite	Mud Room	Attic-Unfinishe	Family Room	In-Law Suite
Other Rms	Family Room	Study/Library	Family Room	Sun Room	Family Room



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Comparative Market Analysis

7 Deep Run Court

2 Symphony Cir

12218 Cleghorn Road

13213 Beaver Dam Rd

84 Warren Rd



Status List Price List\$ SQFT Sold Price Sold\$ SQFT		A \$789,000	A \$814,900	A \$849,900	A \$885,000
Sold Date DOM City Neighborhood Year Built	<i>Hunt Valley Orchard Valley 1988</i>	Cockeysville Laurelford 2008	Cockeysville Laurelford 1986	Cockeysville Ivy Hill 1984	Hunt Valley Hillsyde 1994
Fin SqFt Lot Desc Lot Size Style Levels	<i>2160 Backs To Trees 1.04 Colonial 3</i>	5484 Backs To Trees 1.14 Acr Modern 3	3862 Backs To Trees 1 Acre Modern 3	4090 Back To Woods 1.89 Acr Classic 3	4584 Backs To Trees 1.74 Acr Colonial 2
Bedrooms Bathrooms Const Roofing Basement	<i>3 2/1 Cedar Siding Cedar/Shake Fully Finished</i>	4 3/1 Cedar Siding Cedar/Shake Finished	4 2/2 Brick Shingle/Asphalt Full	4 3/2 Cedar Siding Shingle/F-Glass Unfinished	5 4/1 Brick Composite Full
Basement Heat Fuel Cool Parking	<i>Walkout Level Heat Pump Electric Central A/C Garage</i>	Walkout Level Heat Pump Electric Central Air 2-Car Garage	Unfinished Heat Pump Electric Central A/C Driveway	Walkout Level Forced Air Bottled Propane Ceiling Fan Driveway	Unfinished Heat Pump Electric Central A/C Driveway
Garage Spaces Exter Feat Water Sewer # Fireplaces	<i>2 Deck Well Septic 2</i>	2 Deck Well Septic 2	3 Balcony Condi Septic 1	3 Patio Well Septic 0	3 Deck 60+ Gal Septic 1
Amenities Amenities Amenities Other Rms Other Rms	<i>Auto Gar Dr Opn Built-In Bookcases Mba/Sep Shwr Den/Stdy/Lib Family Room</i>	Walk-In Closet Wet Bar Home Warrant In-Law Suite Family Room	Wet Bar Game Room Drapery Rods Mud Room Study/Library	Wet Bar/Bar Wood Floors W/W Carpeting Attic-Unfinishe Family Room	3-Car Garage W/W Carpeting Shades/Blinds Family Room Sun Room



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Comparative Market Analysis

7 Deep Run Court

12 Old Padonia Rd

24 Springhill Farm Ct

12002 Boxer Hill Rd



Adjustments

Adjustments

Adjustments

Sold Price		\$755,000	\$755,000	\$850,000	\$850,000	\$790,000	\$790,000
Sold\$ SQFT		\$140		\$213		\$150	
List Price		\$789,000		\$899,900		\$850,000	
List\$ SQFT		\$147		\$225		\$161	
Sold Date		11/21/04		08/12/04		09/30/04	
DOM		212		89		102	
City	Hunt Valley	Cockeysville		Cockeysville		Cockeysville	
Neighborhood	Orchard Valley	Laurelford		Springhill Farm		Sherwood	
Year Built	1988	2008		2003		1995	
Fin SqFt	2160	5384		4000		5282	
Lot Desc	Backs To Trees	Backs To Trees		Back To Woods		Backs To Trees	
Lot Size	1.04	1.34 Acres		2.23 Acres		10 Acres	
Style	Colonial	Modern		Cottage		Colonial	
Levels	3	3		2		3	
Bedrooms	3	4		4		6	
Bathrooms	2/1	3/1		3/1		4/1	
Const	Cedar Siding	Cedar Siding		Stone		Vinyl Siding	
Roofing	Cedar/Shake	Cedar/Shake		Shingle		Shingle-Asphalt	
Basement	Fully Finished	Finished		Full		Full	
Basement	Walkout Level	Walkout Level		Unfinished		Finished	
Heat	Heat Pump	Heat Pump		Forced Air		Electric	
Fuel	Electric	Electric		Gas Heated		Electric	
Cool	Central A/C	Central Air		Central A/C		Ceiling Fan	
Parking	Garage	2-Car Garage		Driveway		Garage	
Garage Spaces	2	2		1		3	
Exter Feat	Deck	Deck		Garden & Vine T		Deck	
Water	Well	Well		Multi-Tank		Conditioner	
Sewer	Septic	Septic		Septic		Septic	
# Fireplaces	2	2		2		3	
Amenities	Auto Gar Dr Opn	Walk-In Closet		Flue For Stove		Wet Bar	
Amenities	Built-In Bookcases	Wet Bar		Greenhouse		In-Ground Pool	
Amenities	Mba/Sep Shwr	Mb Shower		Garage Door Opener		Sauna	
Other Rms	Den/Stdy/Lib	Common Room		Common Room		Common Room	
Other Rms	Family Room	Game Room		Greenhouse		Family Room	
	\$808,200		\$755,000		\$850,000		\$790,000



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RE/MAX



Currently On The Market

2 Symphony Cir

List Price: \$789,000

Property Details

City: Cockeysville

Neighborhood: Laurelford

Year Built: 2008

Fin SqFt: 5484

Lot Desc: Backs To Trees

Lot Size: 1.14 Acres

Style: Modern

Levels: 3

Bedrooms: 4

Bathrooms: 3/1

Const: Cedar Siding

Roofing: Cedar/Shake

Basement: Finished

Basement: Walkout Level

Heat: Heat Pump

Fuel: Electric

Cool: Central Air

Parking: 2-Car Garage

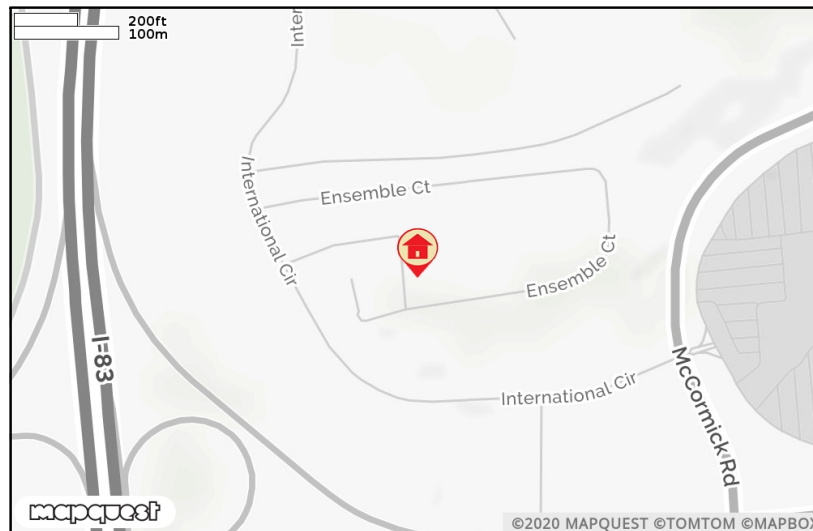
Garage Spaces: 2

Exter Feat: Deck

Water: Well

Description

Gorgeous Home Available For Move In Immediately! Inground Pool In Back Of House, Fabulous Master Bedroom, Spacious Rooms."



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2 Symphony Cir

List Price: \$789,000

Property Details

City: Cockeysville

Neighborhood: Laurelford

Year Built: 2008

Fin SqFt: 5484

Lot Desc: Backs To Trees

Lot Size: 1.14 Acres

Style: Modern

Levels: 3

Bedrooms: 4

Bathrooms: 3/1

Const: Cedar Siding

Roofing: Cedar/Shake

Basement: Finished

Basement: Walkout Level

Heat: Heat Pump

Fuel: Electric

Cool: Central Air

Parking: 2-Car Garage

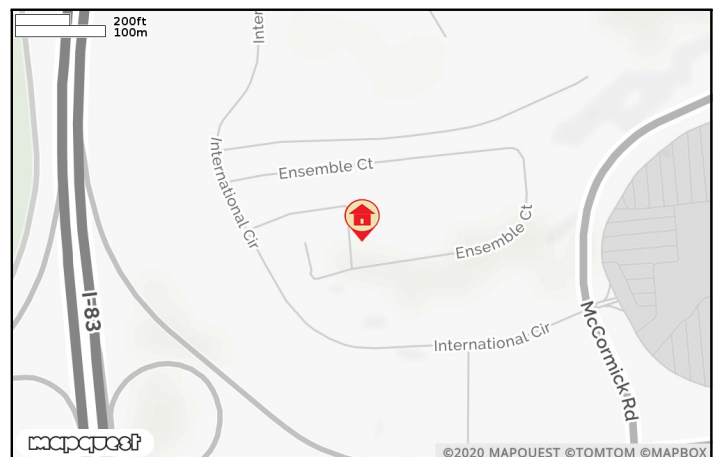
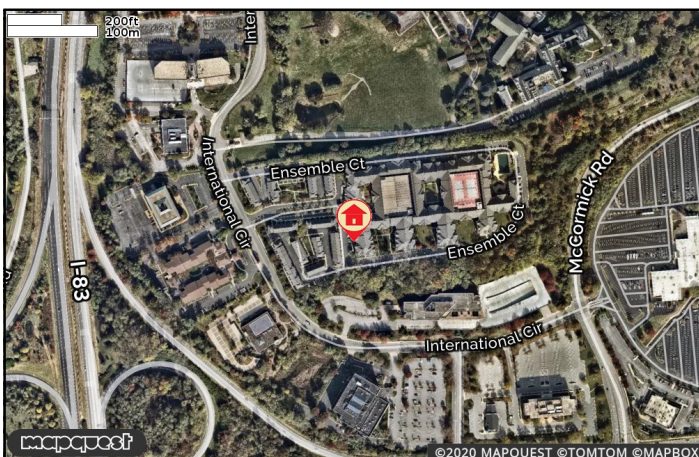
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Comparative Market Analysis

	2 Symphony Cir	12218 Cleghorn Road	13213 Beaver Dam Rd	84 Warren Rd	20 Laurelford Ct
Status	A	A	A	A	A
List Price	\$789,000	\$814,900	\$849,900	\$885,000	\$892,000
List\$ SQFT					
Sold Price					
Sold\$ SQFT					
Sold Date					
DOM					
City	Cockeysville	Cockeysville	Cockeysville	Hunt Valley	Cockeysville
Neighborhood	Laurelford	Laurelford	Ivy Hill	Hillsyde	Laurelford
Year Built	2008	1986	1984	1994	1992
Fin SqFt	5484	3862	4090	4584	5800
Lot Desc	Backs To Trees	Backs To Trees	Back To Woods	Backs To Trees	Backs To Trees
Lot Size	1.14 Acr	1 Acre	1.89 Acr	1.74 Acr	9 Acres
Style	Modern	Modern	Classic	Colonial	Colonial
Levels	3	3	3	2	3
Bedrooms	4	4	4	5	4
Bathrooms	3/1	2/2	3/2	4/1	2/1
Const	Cedar Siding	Brick	Cedar Siding	Brick	Vinyl
Roofing	Cedar/Shake	Shingle/Asphalt	Shingle/F-Glass	Composite	Shingle
Basement	Finished	Full	Unfinished	Full	Full
Basement	Walkout Level	Unfinished	Walkout Level	Unfinished	Finished
Heat	Heat Pump	Heat Pump	Forced Air	Heat Pump	Forced Air
Fuel	Electric	Electric	Bottled Propane	Electric	Electric
Cool	Central Air	Central A/C	Ceiling Fan	Central A/C	Central A/C
Parking	2-Car Garage	Driveway	Driveway	Driveway	Garage
Garage Spaces	2	3	3	3	2
Exter Feat	Deck	Balcony	Patio	Deck	Balcony
Water	Well	Condi	Well	60+ Gal	Well
Sewer	Septic	Septic	Septic	Septic	Septic
# Fireplaces	2	1	0	1	2
Amenities	Walk-In Closet	Wet Bar	Wet Bar/Bar	3-Car Garage	Wood Floors
Amenities	Wet Bar	Game Room	Wood Floors	W/W Carpeting	Flue For Stove
Amenities	Home Warranty	Draperies	W/W Carpeting	Shades/Blinds	Walk-In Closet
Other Rms	In-Law Suite	Mud Room	Attic-Unfinishe	Family Room	In-Law Suite
Other Rms	Family Room	Study/Library	Family Room	Sun Room	Family Room



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Comparative Market Analysis

	7 Deep Run Court	2 Symphony Cir	12218 Cleghorn Road	13213 Beaver Dam Rd	84 Warren Rd
Status List Price List\$ SQFT Sold Price Sold\$ SQFT		A \$789,000	A \$814,900	A \$849,900	A \$885,000
Sold Date DOM City Neighborhood Year Built	<i>Hunt Valley Orchard Valley 1988</i>	Cockeysville Laurelford 2008	Cockeysville Laurelford 1986	Cockeysville Ivy Hill 1984	Hunt Valley Hillsyde 1994
Fin SqFt Lot Desc Lot Size Style Levels	<i>2160 Backs To Trees 1.04 Colonial 3</i>	5484 Backs To Trees 1.14 Acr Modern 3	3862 Backs To Trees 1 Acre Modern 3	4090 Back To Woods 1.89 Acr Classic 3	4584 Backs To Trees 1.74 Acr Colonial 2
Bedrooms Bathrooms Const Roofing Basement	<i>3 2/1 Cedar Siding Cedar/Shake Fully Finished</i>	4 3/1 Cedar Siding Cedar/Shake Finished	4 2/2 Brick Shingle/Asphalt Full	4 3/2 Cedar Siding Shingle/F-Glass Unfinished	5 4/1 Brick Composite Full
Basement Heat Fuel Cool Parking	<i>Walkout Level Heat Pump Electric Central A/C Garage</i>	Walkout Level Heat Pump Electric Central Air 2-Car Garage	Unfinished Heat Pump Electric Central A/C Driveway	Walkout Level Forced Air Bottled Propane Ceiling Fan Driveway	Unfinished Heat Pump Electric Central A/C Driveway
Garage Spaces Exter Feat Water Sewer # Fireplaces	<i>2 Deck Well Septic 2</i>	2 Deck Well Septic 2	3 Balcony Conditi Septic 1	3 Patio Well Septic 0	3 Deck 60+ Gal Septic 1
Amenities Amenities Amenities Other Rms Other Rms	<i>Auto Gar Dr Opn Built-In Bookcases Mba/Sep Shwr Den/Study/Lib Family Room</i>	Walk-In Closet Wet Bar Home Warranty In-Law Suite Family Room	Wet Bar Game Room Drapery Rods Mud Room Study/Library	Wet Bar/Bar Wood Floors W/W Carpeting Attic-Unfinishe Family Room	3-Car Garage W/W Carpeting Shades/Blinds Family Room Sun Room



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Comparative Market Analysis

	7 Deep Run Court	12 Old Padonia Rd	Adjustments	24 Springhill Farm Ct	Adjustments	12002 Boxer Hill Rd	Adjustments
Sold Price		\$755,000	\$755,000	\$850,000	\$850,000	\$790,000	\$790,000
Sold\$ SQFT		\$140		\$213		\$150	
List Price		\$789,000		\$899,900		\$850,000	
List\$ SQFT		\$147		\$225		\$161	
Sold Date		11/21/04		08/12/04		09/30/04	
DOM		212		89		102	
City	<i>Hunt Valley</i>	Cockeysville		Cockeysville		Cockeysville	
Neighborhood	<i>Orchard Valley</i>	Laurelford		Springhill Farm		Sherwood	
Year Built	<i>1988</i>	2008		2003		1995	
Fin SqFt	<i>2160</i>	5384		4000		5282	
Lot Desc	<i>Backs To Trees</i>	Backs To Trees		Back To Woods		Backs To Trees	
Lot Size	<i>1.04</i>	1.34 Acres		2.23 Acres		10 Acres	
Style	<i>Colonial</i>	Modern		Cottage		Colonial	
Levels	<i>3</i>	3		2		3	
Bedrooms	<i>3</i>	4		4		6	
Bathrooms	<i>2/1</i>	3/1		3/1		4/1	
Const	<i>Cedar Siding</i>	Cedar Siding		Stone		Vinyl Siding	
Roofing	<i>Cedar/Shake</i>	Cedar/Shake		Shingle		Shingle-Asphalt	
Basement	<i>Fully Finished</i>	Finished		Full		Full	
Basement	<i>Walkout Level</i>	Walkout Level		Unfinished		Finished	
Heat	<i>Heat Pump</i>	Heat Pump		Forced Air		Electric	
Fuel	<i>Electric</i>	Electric		Gas Heated		Electric	
Cool	<i>Central A/C</i>	Central Air		Central A/C		Ceiling Fan	
Parking	<i>Garage</i>	2-Car Garage		Driveway		Garage	
Garage Spaces	<i>2</i>	2		1		3	
Exter Feat	<i>Deck</i>	Deck		Garden & Vine T		Deck	
Water	<i>Well</i>	Well		Multi-Tank		Conditioner	
Sewer	<i>Septic</i>	Septic		Septic		Septic	
# Fireplaces	<i>2</i>	2		2		3	
Amenities	<i>Auto Gar Dr Opn</i>	Walk-In Closet		Flue For Stove		Wet Bar	
Amenities	<i>Built-In Bookcases</i>	Wet Bar		Greenhouse		In-Ground Pool	
Amenities	<i>Mba/Sep Shwr</i>	Mb Shower		Garage Door Opener		Sauna	
Other Rms	<i>Den/Stdy/Lib</i>	Common Room		Common Room		Common Room	
Other Rms	<i>Family Room</i>	Game Room		Greenhouse		Family Room	
	\$808,200		\$755,000		\$850,000		\$790,000



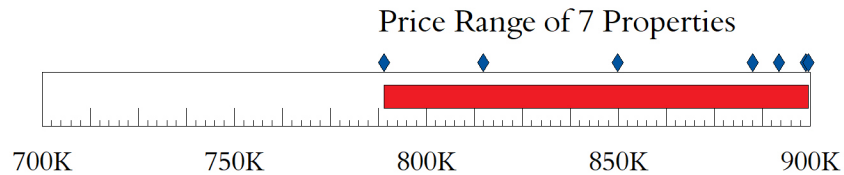
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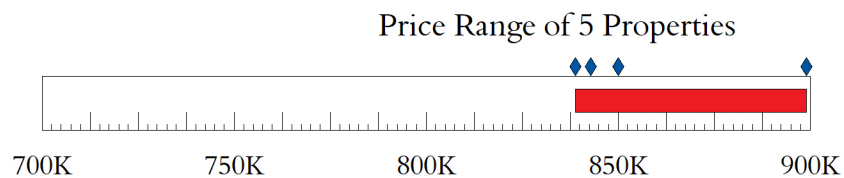


Comparative Market Analysis Graphed by Status

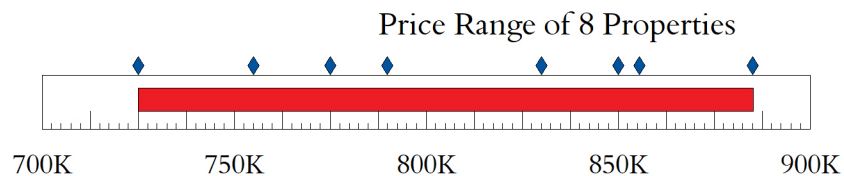
Currently On The Market



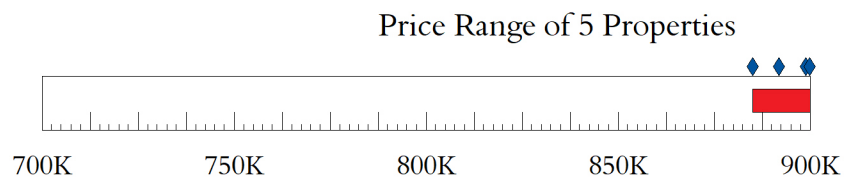
Under Contract



Recently Sold



Off The Market



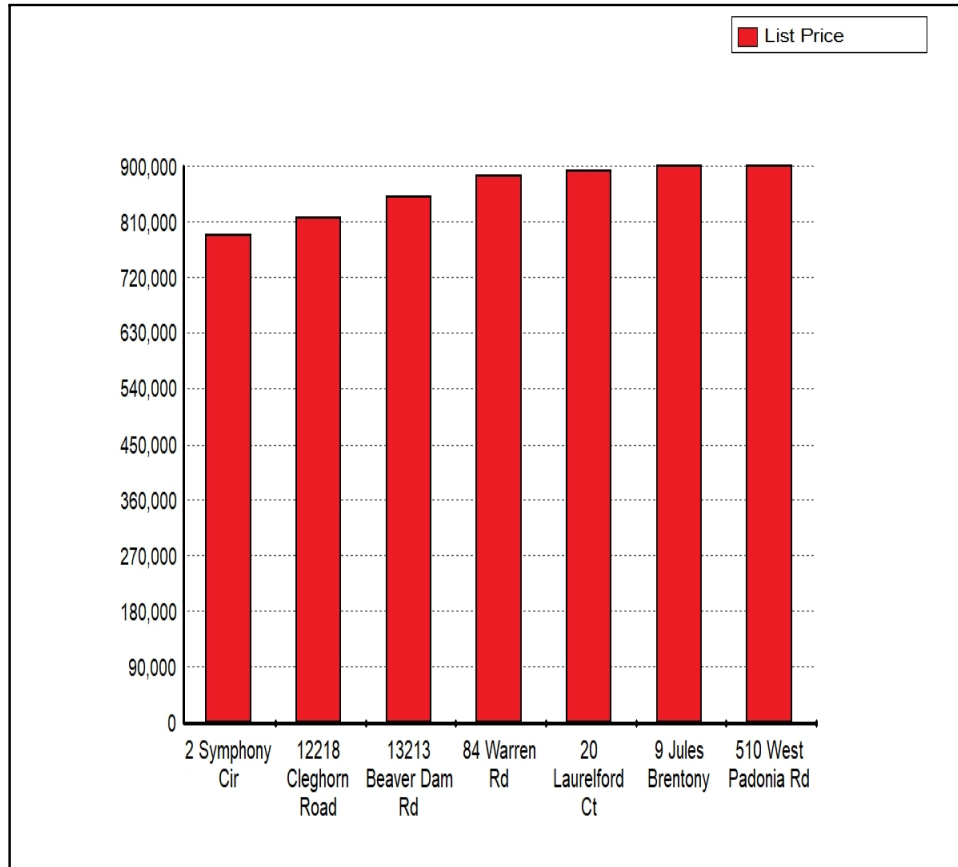
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Comparative Market Analysis Statistics

Graphic Analysis of Currently On The Market Properties



Summary Statistics of 7 Properties:

Average Price: \$861,314
High Price: \$899,500
Low Price: \$789,000
Median Price: \$885,000
Average Year Built: 1992



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Pricing Your Property to Sell

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value.

Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.

Analysis of the comparable properties suggests a list price range of:

\$783,954 to \$832,446



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Pricing Strategy

General Rules.

Let's review some important considerations. There are certain factors that are beyond our control and certain factors that are within our control. Those factors outside of our control are: the location of the property, the finished square feet and types of rooms and the amenities that are in place. Those factors we can control are: the appearance of the property inside and out, how aggressively we market the property and the price, including terms. It is critical for us to accept those factors that are beyond our control and to focus on pricing and preparation.

Local Market Observations.

Our market is currently steady. Properties are not moving very fast but they are not languishing for months either. Given the current interest rate situation we should continue to experience relatively low mortgage rates and thus the market should remain steady for awhile.

Suggested Price Strategy.

My analysis of the comparable properties suggests a list price range of \$----- to \$-----. This range should achieve your primary goal which is a reasonably quick sale.



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Seller's Estimated Proceeds

Proposed Selling Price	\$799,000
1st Mortgage	\$35,000
Title Insurance	\$8,000
Brokerage Fee	\$39,950
Home Warranty Policy	\$500
Termite Inspection	\$300
Document Preparation	\$250
Appraisal Fee	\$300
Recording Fee	\$150
Approximate Net Proceeds	\$714,550

DISCLAIMER: Items and amounts presented are estimates only.



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Marketing Plan of Action

First Week on the Market

- Enter listing into MLS system.
- Put up "For Sale" sign.
- Install lock box.
- Take property photos.
- Prepare property flyer/brochure.
- Submit property listing with photos to select real estate websites.

Second Week on the Market

- Schedule Virtual Tour.
- Invite local Realtors to tour home.
- Prepare and place advertisements with select print and online media outlets.

Third Week on the Market

- Submit Open House announcement to MLS & Office Sales meeting.
- Prepare and distribute special Open House flyer.
- Hold Sunday Open House.

On-going

- Handle incoming calls and schedule showing appointments.
- Update owner on showings.
- Pre-qualify buyers.
- Present all offers and recommend counter-offer strategies.
- Review price based on agent input & market conditions.

ASAP

- Obtain an acceptable contract on your property!



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Curb Appeal

Are you interested in putting your home on the market, but wonder what repairs and touch ups to do? And then there's bankrolling the work, not to mention sacrificing weekends to get it done.

Slow down. Get a grip. There are some no cost/low cost ways to get your home in showing shape and help you put your best foot, er... house, forward to prospective buyers.

When real estate agents and buyers refer to curb appeal, it means the initial impact the home makes when the buyer first views it. Visualize a buyer driving up to your curb. What would he see? Landscaping in need of work? A fence in need of paint? If the outside of the house is in shambles, a buyer may not be motivated to get out of the car and come inside!

So what things are important to fix-up and replace before you sell? Let's cover them as the buyer sees them, from the outside, in.

Walk across the street from your home and pretend you're a buyer, viewing the home for the first time. From the parking area, glance around the front yard. Note hedges and trees that need to be trimmed. Are they cut back away from the front door, the windows, and the porch area? This is not only for aesthetics but for safety reasons as well (a big priority with buyers today.) A safe home is one that has a clear view of the parking area and walk ways, free of obstructions and overgrown foliage.

What about paint trim near the front door and on the eaves? Could it use a new coat? Make sure your front door is in good repair, too - including the screen door, if applicable. Buyers' impressions as they enter the home set the stage for the rest of the showing.

Let's go inside the house. The cardinal rule before putting your home on the market is making sure it's clean. In a competitive sales market, why would an eager buyer waste time viewing a house that needed elbow grease? And a less than spic and span house could also signal that other maintenance in the house hasn't been kept up - like plumbing that leaks and furnace systems in need of cleaning or repair. Don't forget that a house that doesn't show well will often take longer to sell, costing you money in the long run.



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20 Tips For Selling Your Home

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help your RE/MAX Sales Agent sell your home faster, at the best possible price.



- 1. Make the Most of that First Impression** - A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted, or at least freshly scrubbed, front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.
- 2. Invest a Few Hours for Future Dividends** - Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh wallpaper adds charm and value to your property. Prospects would rather see how great your home really looks than hear how great it could look, "with a little work."
- 3. Check Faucets and Bulbs** - Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.
- 4. Don't Shut Out a Sale** - If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.
- 5. Think Safety** - Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for uninitiated visitors.
- 6. Make Room for Space** - Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.
- 7. Consider Your Closets** - The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.
- 8. Make Your Bathrooms Sparkle** - Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.
- 9. Create Dream Bedrooms** - Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.
- 10. Open up in the Daytime** - Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.
- 11. Lighten up at Night** - Turn on the excitement by turning on all your lights, both inside and outside, when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.
- 12. Avoid Crowd Scenes** - Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.
- 14. Watch Your Pets** - Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.
- 15. Think Volume** - Rock-and-roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn down the stereo or TV.
- 15. Relax** - Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction.
- 16. Don't Apologize** - No matter how humble your abode, never apologize for its short-comings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Agent handle the situation.
- 17. Keep a Low Profile** - Nobody knows your home as well as you do. But RE/MAX Sales Agents know buyers - what they need and what they want. Your RE/MAX Agent will have an easier time articulating the virtues of your home if you stay in the background.
- 18. Don't Turn Your Home into a Second-Hand Store** - When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.
- 19. Defer to Experience** - When prospects want to talk price, terms, or other real estate matters, let them speak to an expert - your RE/MAX Sales Agent.
- 20. Help Your Agent** - Your RE/MAX Agent will have an easier time selling your home if showings are scheduled through his or her office. You'll appreciate the results!



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Why Use a REALTOR®?

When you're looking for help buying or selling property, it's important to remember that the terms "real estate agent" and "REALTOR®" are not synonymous. REALTORS® can provide an extra level of service, and to be a REALTOR® you must be a member of the National Association of REALTORS®. The equivalent organization in Canada is the Canadian Real Estate Association. Both are non-profit trade organizations that promote real estate information, education and professional standards.



The National Association of REALTORS® also has earned a strong reputation for actively championing private property rights and working to make home ownership affordable and accessible.

Code of Ethics

NAR and CREA members adhere to a strict code of ethics founded on the principle of providing fair and honest service to all consumers. REALTOR® business practices are monitored at local board levels. Arbitration and disciplinary systems are in place to address complaints from the public or board members.

This local oversight keeps REALTORS® directly accountable to the individual consumers they serve. Real estate licensees who are not REALTORS, work solely under state/provincial licensing regulations.

RE/MAX REALTORS

RE/MAX real estate agents are required to be REALTORS® as a condition of membership in the RE/MAX organization. As a percentage of membership, RE/MAX agents hold more REALTOR® professional designations compared to any other national or international company.

The various designations are a symbol of achieving and maintaining advanced levels of education in real estate sales and marketing. Look for the REALTOR® or "R" logo when shopping for real estate assistance, for assurance of ethical standards and commitment to the community. Link a RE/MAX agent to that "R" for additional assurance of experience, productivity and advanced education.



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Working With Your Real Estate Agent

Selecting the right real estate agent to help you buy or sell your home is essential to a smooth transaction. For the best possible experience, you should consider a professional's background, personality and responsiveness.

Here are some tips to help you choose and work with your real estate agent.

How to choose a real estate agent

1. Consumers who do their homework can save thousands of dollars and experience a smooth transition. So don't waste time and resources - decide what's most important to you, and then find a professional who specializes in that area. A RE/MAX agent can help you no matter what your needs are.
2. Ask friends and family members for referrals. Someone you know and trust may have a RE/MAX agent in mind to help you meet your real estate goals.
3. If you've already determined where you'd like to live, drive through neighborhoods in the area and survey them for REALTOR® yard signs. Seeing the same name pop up on signs time after time may indicate that the agent is a specialist in the area. If you're thinking about selling, monitor the signs in your own neighborhood.
4. Moving far away? On remax.com, you can connect with a RE/MAX agent around the world who can offer great expertise and service. Consider services they offer, additional certifications, any specialties, and languages they speak. You'll find the right professional to meet your real estate needs no matter where your home search takes you.
5. Pay attention to credentials. This will help you determine areas of expertise. You may be interested in these designations: ABR (Accredited Buyer Representative), CDPE (Certified Distressed Property Expert), LHMS (Certified Luxury Home Marketing Specialist), CRS (Certified Residential Specialist) and SRES (Seniors Real Estate Specialist). There are dozens of designations pursued for continuing education, so identify one or more that fit your needs.

What to ask in the interview

1. If selling, ask the real estate agent how he or she would establish a listing price. Request a Comparative Market Analysis, also called a CMA, which shows the market value of similar homes in the area that are for sale or have recently sold.
2. Ask the agent how he or she would market your property. Understand that some agents may prefer to first tour your home and then put together a customized marketing plan to present at a later meeting. But if he or she can't suggest a strategy when asked, you might consider interviewing other candidates.
3. Ask the agent how often you should expect to hear from him or her. Know how and when you will communicate to avoid unrealistic expectations.
4. Ask how long the agent has been licensed and how many buyers and sellers he or she has helped.
5. Ask about designations. Interest in continuing education is a strong indicator of motivation and professionalism.



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Working With Your Real Estate Agent cont.

6. Pay attention to the agent's listening skills. Does he or she cut you off before you've finished a sentence? There's nothing worse than looking at houses you have no interest in because the real estate agent has not listened carefully to your needs, or having your home on the market too long because it's priced incorrectly and the wrong buyers are being targeted.

7. Ask the agent what his or her fee structure is. Does he or she require a percentage of the sales price or work for a flat fee? Will the agent be paid another way?

8. If you are unsatisfied with a prospect's plans or personality, thank him or her for taking the time to meet with you and repeat the process with another real estate agent. It can be time-consuming, but it's worthwhile.

Once you've found the right real estate agent to represent you, hold up your end of the relationship. There are simple things you can do to help your real estate agent get you the best deal.

How to work with your real estate agent

1. If you are selling, create an information sheet that lists your home's features and best qualities, especially those that others might overlook. Your agent may be able to use the information when marketing your home.

2. When selling, talk to the real estate agent about cosmetic improvements. Your home may need fresh paint or new carpet.

3. If selling, keep it clean. Eliminate cobwebs and dust. Keep the bathroom counters and mirrors wiped down. Vacuum and sweep daily.

4. If buying, be clear about what you want. Make a list of your priorities numbered 1 through 10. You can always revise the list, but give your agent something concrete so that he or she can research available listings more efficiently.

Food for thought

1. Hiring a REALTOR® will give you a strong advantage. Although many practitioners work part-time, RE/MAX Agents are full-time professionals who provide their complete attention and expertise.

2. Your real estate agent is an authority you hire to help you make the right decisions, but you have the final word.

3. Your residence is likely to be the biggest single investment you'll ever make. Buy and sell wisely.

4. Office environment can say a lot about a businessperson. Is it clean and organized? Do the office hours make it easily accessible? Are staff members pleasant and helpful?

5. Remember that home values fluctuate with the economy.



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Resume

Angela McKendrick



Experience:

1998-Present: Real Estate Agent specializing in single family, multi-family, condominiums, and land sales.
1994-2002: Marketing Director for McCormick Company.

Affiliations:

Greater Baltimore Board of Realtors.
Maryland Association of Realtors.
National Association of Realtors.
Residential Sales Council.

Education:

Columbia University
North Carroll High School
Professional Courses sponsored by the National Association of Realtors.

Community:

Former American Cancer Society "Person of the Year."
Hunt Valley Community Association.
Greater Baltimore Association.
Scoutmaster Troop 211.

Personal:

Married to Jason McKendrick.
Children: David (31) and Anna (26).
Hobbies: Golf and Tennis.



Customer References

Sellers...

Fred & Susan Fredericks	23 Elm Street	822-4554
Joe & Lisa Johnson	1400 N. Timonium Road	922-2222
Ron & Dawn Larkin	2311 E. Roundtop Circle	444-3948
Debra Jones	433 Forest Drive	231-6932
Don & Julia Smith	32 E. Running Road	211-4599
Len & Hanna Leonard	443 Forest Drive	343-6798

Buyers...

Mark & Joan Dawson	2300 S. Timonium Road	666-3033
Suzanne Swift	22 Forrest Avenue	667-9888
Ron & Joan Burns	55 W. Running Road	333-9843
Joe & Ann Reese	321 Pine Forest Lane	222-4563
Robert Johnson	324 82nd Terrace	342-6879
Jay & Sarah Volkers	75 Winding Way	234-1098



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Zillow Reviews

Angela McKendrick, REALTOR

Real Estate Agent

★★★★★ 5 Reviews

11 Recent Sales

Local Knowledge: ★★★★★

Process Expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation Skills: ★★★★★

★★★★★

All Star Realtor!

11/8/2016 12:55:27 PM [Chris Davis, Baltimore, MD 21231](#)

Angela hit a home run when selling our home! Her attentiveness to our needs, her understanding and knowledge made the process a walk in the park. Our home sold in 40 days! Angela priced the house correctly for the current market. I will only use Angela to make my next home purchase or to sell my home. If you choose Angela you will not strike out!

★★★★★

Great for Out of Town Buyers!

10/19/2016 5:30:12 PM [James White, Philadelphia, PA 19093](#)

Mrs. McKendrick is understanding and willing to get the job done whatever it takes. I could not be any happier in the decision to use Angela as my agent. What made my situation difficult was I was doing everything from out of state. I flew in for three days to visit Baltimore for the first time. Angela spent the time with us going over the entire city from her desk, followed by a four hour car ride explaining the different neighborhoods. I would definitely recommend anyone shopping from out of town to see Angela first!

★★★★★

Sold my House for Over Asking Price!

10/16/2016 2:00:22 PM [Isabella Gomez, Hunt Valley, MD 21030](#)

Very knowledgeable, easy to contact and kept us well informed during the whole process. She sold our home in less than 30 days for more than our asking price. We couldn't have had a better experience selling our home. Excellent agent! I would strongly recommend.

★★★★★

Excellent to Work With!

10/15/2016 1:39:29 PM [William Turner, Baltimore, MD 21211](#)

Best Agent in Maryland! Angela knows the trends and neighborhoods so well that she removes any doubts you have becoming a homeowner. Easy to work with, great communication. I would recommend Angela to anyone who is buying or selling a home in the Baltimore area.

★★★★★

A Real Treasure!

10/12/2016 1:10:41 PM [Edward Teach, Fells Point, MD 21231](#)

I just moved recently from the Caribbean and couldn't be happier with the job that Angela did. I needed to move fast and she was able to get the job done. I also needed a place to keep my ship and she found a beautiful home with a dock and all the amenities. I was worried that the home I was looking for would cost me an arm and a leg, but nope, she found a very affordable home for me.

PROVIDED BY



RealSatisfied Client Testimonials

Angela McKendrick

Real Estate Agent

5.0 rating based on 5 reviews.

Overall Satisfaction



Overall Performance



Overall Recommendation



(Seller)

4/3/2017 12:55:27 PM [Chris Davis, Baltimore, MD 21231](#)

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(Buyer)

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Reach150 Recommendations

Recommendations for Angela McKendrick

11/1/2017

(Professional baseball player)

4/3/2017 12:55:27 PM Chris Davis, Baltimore, MD 21231

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(Lawyer)

10/19/2016 5:30:12 PM James White, Philadelphia, PA 19093

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(Doctor)

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(Boating Enthusiast)

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(Vessel Captain)

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Testimonial Tree Testimonials

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10/19/2016 5:30:12 PM [James White](#)

Mrs. McKendrick is understanding and willing to get the job done whatever it takes. I could not be any happier in the decision to use Angela as my agent. What made my situation difficult was I was doing everything from out of state. I flew in for three days to visit Baltimore for the first time. Angela spent the time with us going over the entire city from her desk, followed by a four hour car ride explaining the different neighborhoods. I would definitely recommend anyone shopping from out of town to see Angela first!



10/16/2016 2:00:22 PM [Isabella Gomez](#)

Very knowledgeable, easy to contact and kept us well informed during the whole process. She sold our home in less than 30 days for more than our asking price. We couldn't have had a better experience selling our home. Excellent agent! I would strongly recommend.



10/15/2016 1:39:29 PM [William Turner](#)

Best Agent in Maryland! Angela knows the trends and neighborhoods so well that she removes any doubts you have becoming a homeowner. Easy to work with, great communication. I would recommend Angela to anyone who is buying or selling a home in the Baltimore area.



10/12/2016 1:10:41 PM [Edward Teach](#)

I just moved recently from the Caribbean and couldn't be happier with the job that Angela did. I needed to move fast and she was able to get the job done. I also needed a place to keep my ship and she found a beautiful home with a dock and all the amenities. I was worried that the home I was looking for would cost me an arm and a leg, but nope, she found a very affordable home for me.



RatedAgent

Angela McKendrick

Real Estate Agent

★★★★★ 5 Reviews

★★★★★

11/8/2016 [Chris Davis](#)

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Google Reviews

5 Reviews



11/8/2016 12:55:27 PM [Chris Davis, Baltimore, MD 21231](#)

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Delta Reviews

5 of 5 Reviews



Seller

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My Social Media

With so many people using social media to stay up-to-date, it is very important for a Realtor to have multiple social media tools including Facebook, Instagram and Twitter. Social media is an important method for marketing your listings to both buyer and seller prospects. My company and I have an impressive social media presence designed to engage, inform and connect with today's buyers and sellers.

Click on my links below to go to my Social Media pages.

Facebook: <https://www.facebook.com>

Instagram: <https://www.instagram.com>

Twitter: <https://www.twitter.com>



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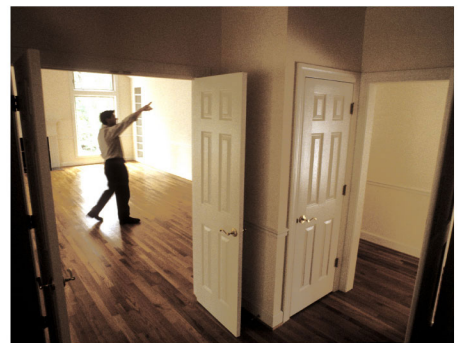


In Conclusion

When you choose **Angela McKendrick** you will receive:

- Excellent service and support.
- A market analysis of your home.
- A winning marketing plan.
- Every effort to sell your home promptly.
- The resources of RE/MAX.

List Your Home Now
with **Angela McKendrick!**



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