

# 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**

**Demo Realty**

123 Main Street  
Hunt Valley, MD 21030



**Office:** 410-555-1234

**Home Office:** 410-432-7890

**Fax:** 410-555-5607

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**Email:** [angela.mckendrick@demorealty.com](mailto:angela.mckendrick@demorealty.com)



**Date:** August 07, 2018

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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August 07, 2018

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 Demo Realty 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 Demo Realty will confirm that I am best qualified to market your home.

Sincerely,

Angela McKendrick, CRS, GRI  
Agent, REALTOR®

## Why use a REALTOR®?



When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace including price, financing and terms of competing properties. These are key factors in a successful sale of your property at the best price in the least amount of time.

Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. They are committed to treat all parties to a transaction honestly. REALTOR® business practices are monitored at local board levels. Arbitration and disciplinary systems are in place to address complaints from the public or other board members.

Your REALTOR® can help you objectively evaluate every buyer's proposal and then help write an appropriate legally binding sale agreement. Between the initial sales agreement and settlement, questions may arise. For example, unexpected repairs may be required to obtain financing or a problem with the title is discovered. Your REALTOR® is the best person to help you resolve those issues and move the transaction to settlement.



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# Determining the Value of Your Home

A Comparative Market Analysis (CMA) 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 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. Naturally, if you want to sell quickly your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

- ❖ Realistic pricing will achieve maximum price in a reasonable time.
- ❖ Your cost or profit desire is irrelevant; the market determines the price.
- ❖ The cost of improvements are almost always more than the added value.
- ❖ Houses that remain on the market for a long time do not get shown.
- ❖ A house that is priced right from the beginning achieves the highest proceeds.



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# The Importance of Intelligent Pricing

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home. As **Figure 1** illustrates, more buyers purchase their properties at market value than above market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market (*see Figure 2*). Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. This may lead to a below market value sale price (*see Figure 3*), or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

We can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

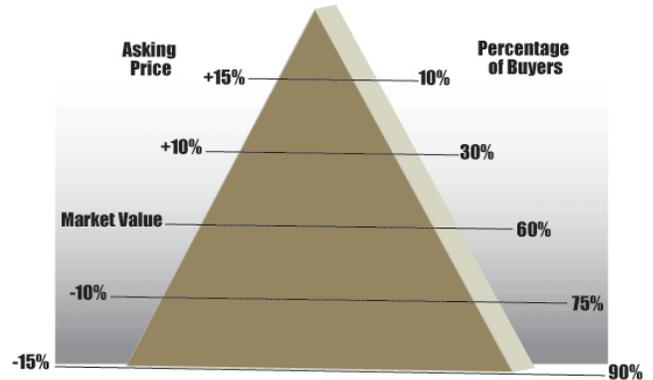


Figure 1 - Percentage of Buyers by Asking Price

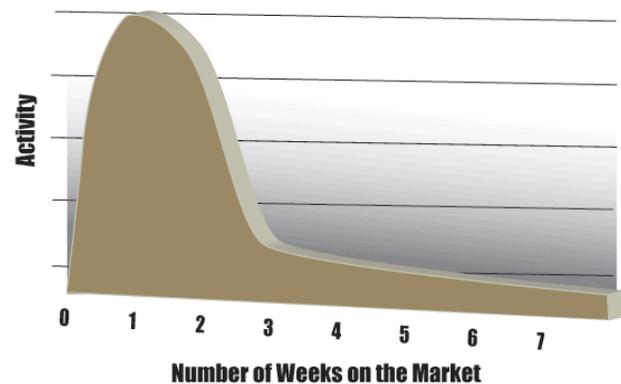


Figure 2 - Activity versus Timing

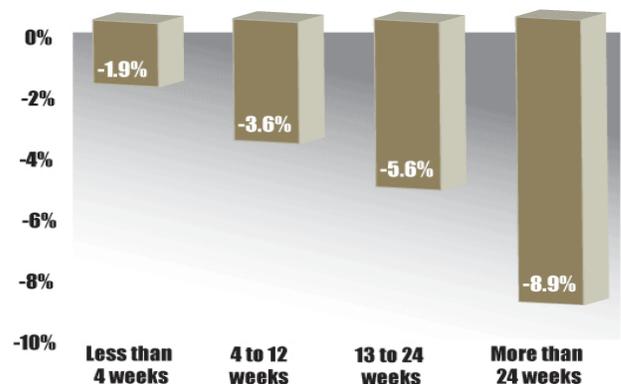


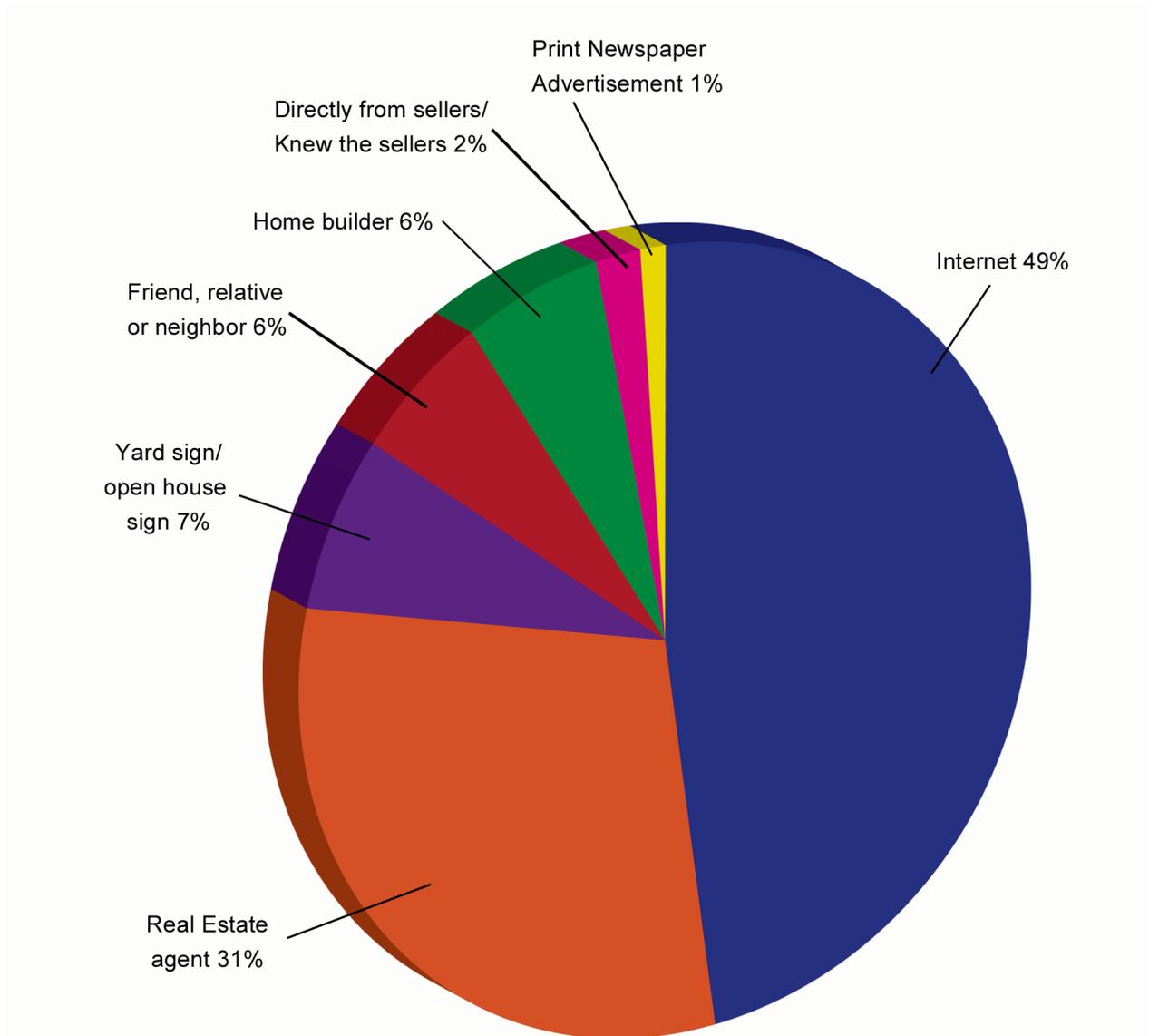
Figure 3 - The Effect of Overpricing



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# How Buyers Found the Home They Purchased

Homebuyers may use several information sources in their search process, but they are most likely to find the home they actually purchase through a real estate sales professional.



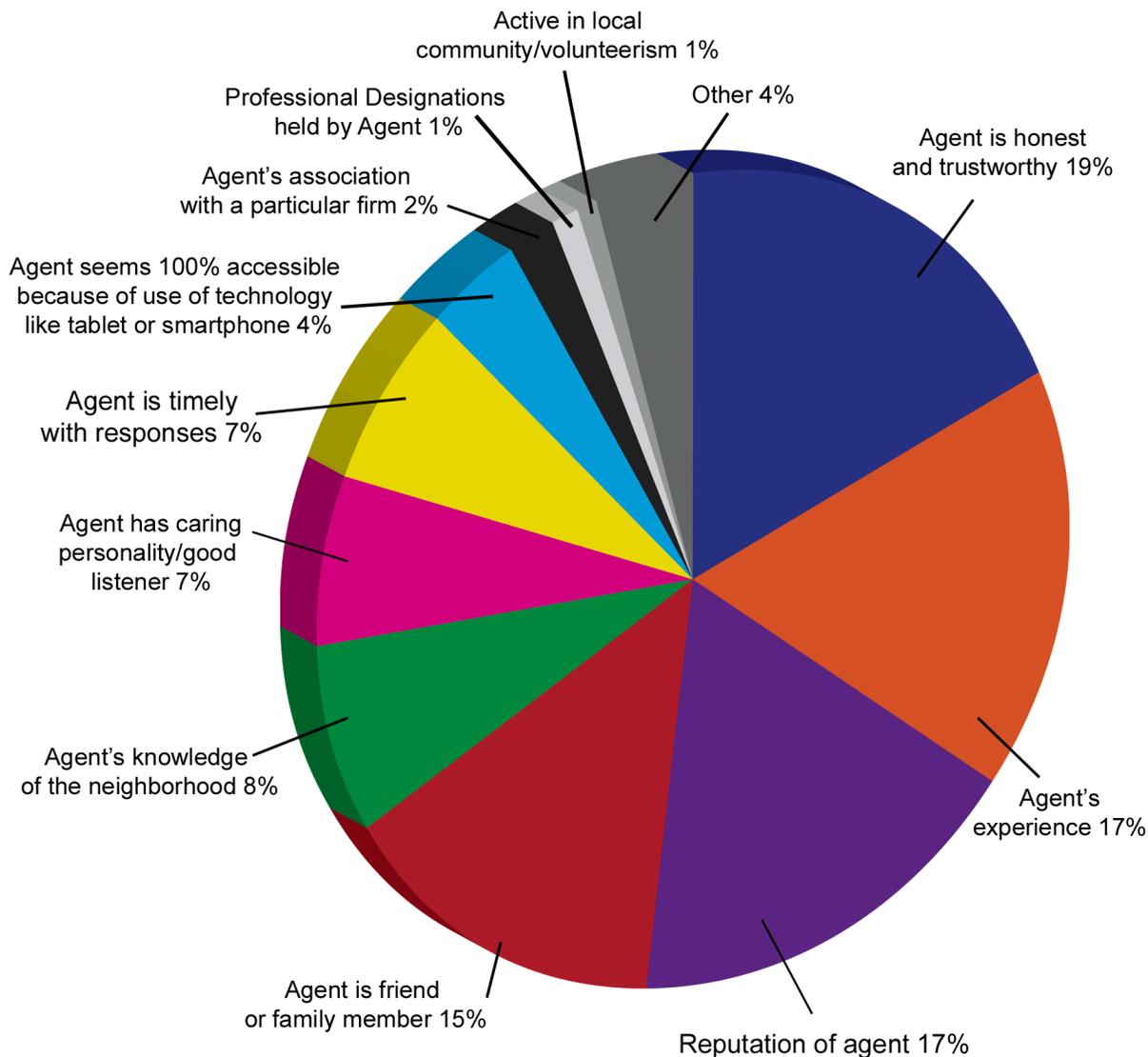
Source: National Association of Realtors®  
Profile of Home Buyers and Sellers.



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# Important Factors In Choosing A Real Estate Agent

A variety of factors influence a seller's decision to list with a particular real estate agent.



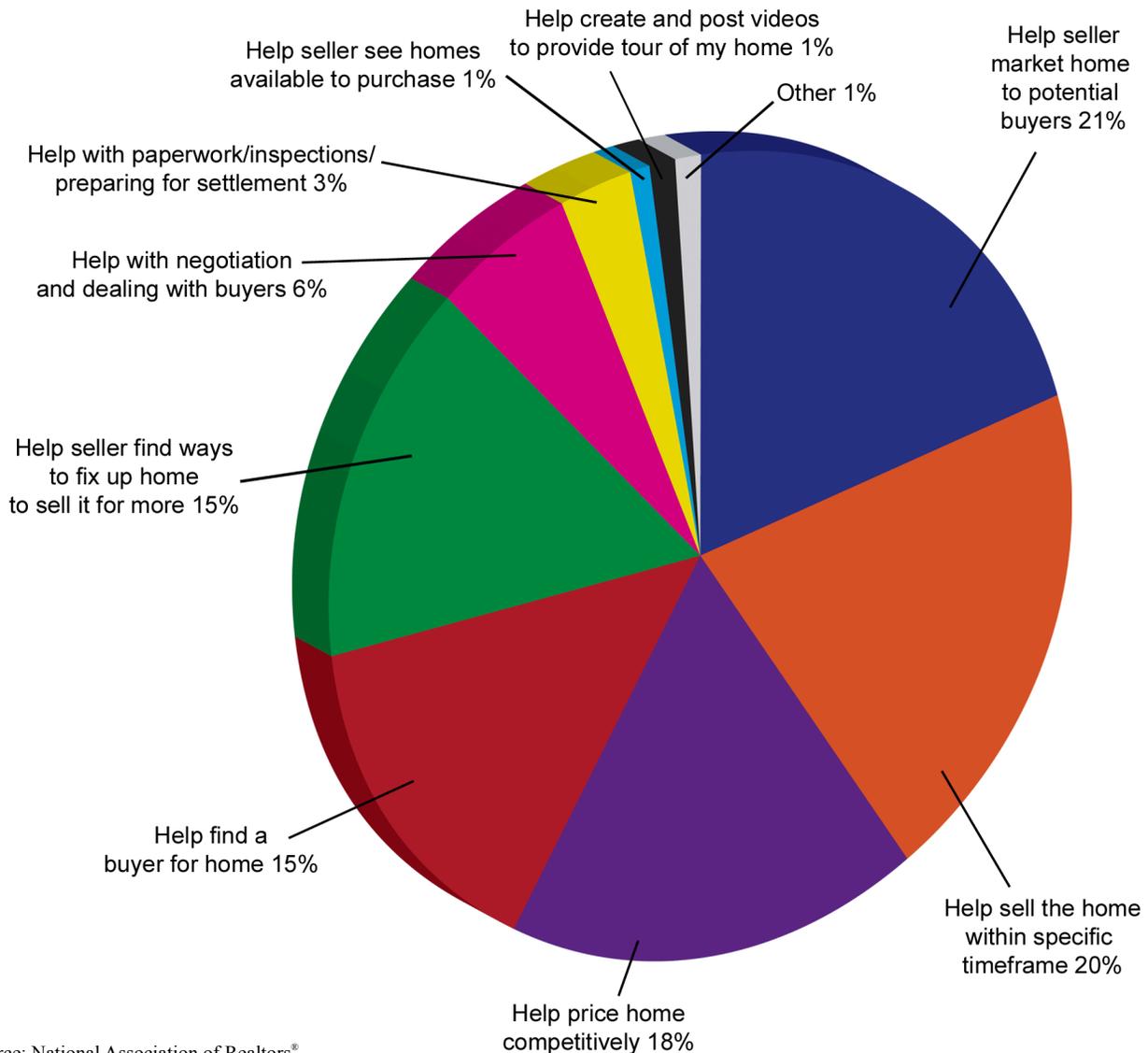
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# What Sellers Want Most From Real Estate Professionals

**Real estate agents can best serve their clients when they fully understand what their clients expect from them.**



Source: National Association of Realtors®  
Profile of Home Buyers and Sellers.



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# 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.

- |  |    |     |
|--|----|-----|
| ❖ <b>Price</b>   | 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? |    |     |
| ❖ <b>Legal</b>   | 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?  |    |     |
| ❖ <b>Negotiations</b>  | 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?  |    |     |
| ❖ <b>Marketing</b>   | 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?  |    |     |
| ❖ <b>Qualifying Buyers</b>   | 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?          |    |     |
| ❖ <b>Financial</b>   | NO | YES |
| Do I have expert knowledge of the current mortgage situation: assumptions, buydowns, ARMS, secondary financing?  |    |     |
| ❖ <b>Inconvenience</b>   | NO | YES |
| Am I prepared to forego social or business plans for an extended period, as I must be available at all times?  |    |     |
| ❖ <b>Safety And Security Of Family</b>   | 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 Demo Realty, should be your choice!!



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# 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

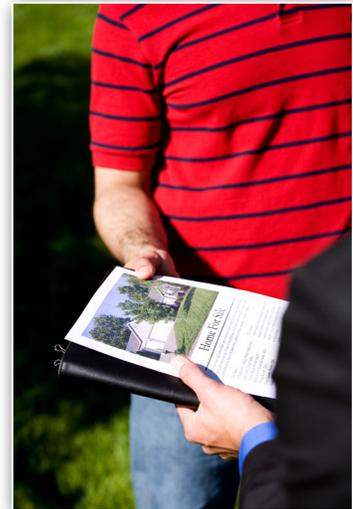
The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing maximizes value.

## ❖ 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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# 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.

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



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<i>Style:</i> Colonial	<i>Levels:</i> 3	<i>Bedrooms:</i> 3
<i>Bathrooms:</i> 2/1	<i>Const:</i> Cedar Siding	<i>Roofing:</i> Cedar/Shake
<i>Basement:</i> Fully Finished	<i>Basement:</i> Walkout Level	<i>Heat:</i> Heat Pump
<i>Fuel:</i> Electric	<i>Cool:</i> Central A/C	<i>Parking:</i> Garage
<i>Garage Spaces:</i> 2	<i>Exter Feat:</i> Deck	<i>Water:</i> Well
<i>Sewer:</i> Septic	<i># Fireplaces:</i> 2	<i>Amenities:</i> Auto Gar Dr Opn
<i>Amenities:</i> Built-In Bookcases	<i>Amenities:</i> Mba/Sep Shwr	<i>Other Rms:</i> Den/Stdy/Lib
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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
11 Foxtrot Ct	Laurelford/Ivy	Colonial	1993	2	2/1		\$899,000
15 David Luther Ct	Laurelford/Ivy	Colonial	1990	5	3/1		\$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 Chamaral 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



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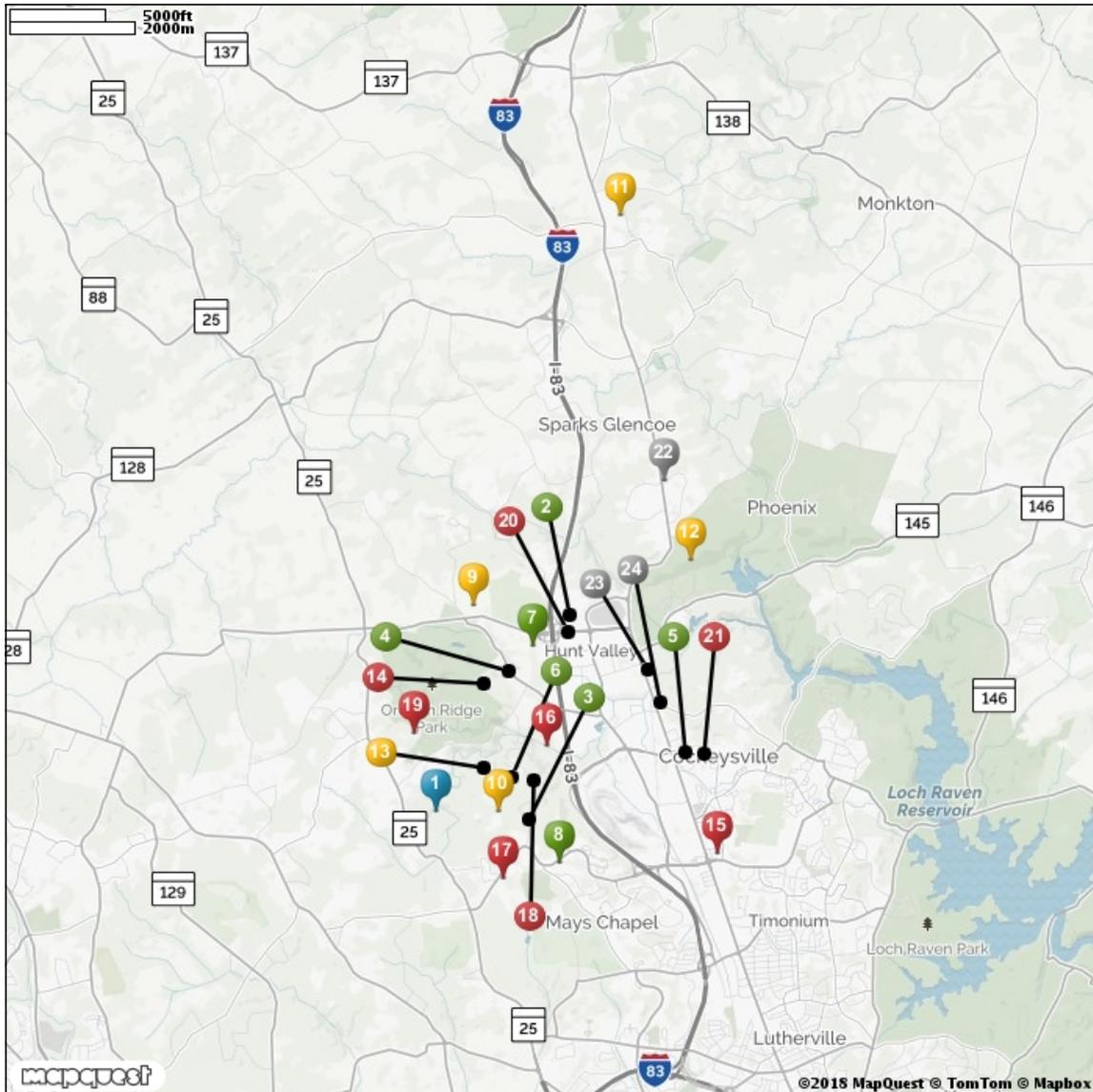
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# Map of Comparable Properties

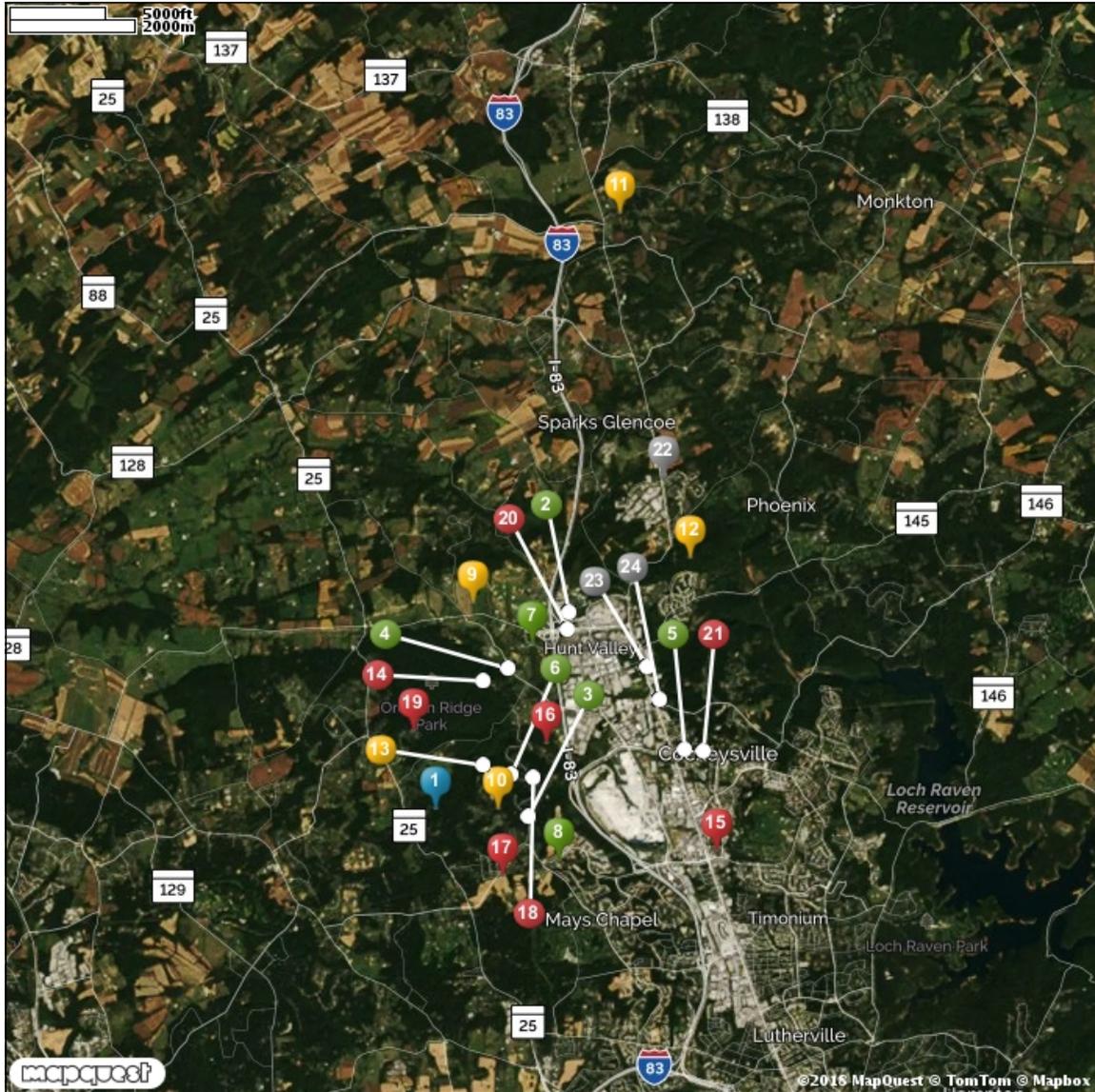


Ref #	Status	Address
1	Subject Property	7 Deep Run Court
2	Currently On The Market	2 Symphony Cir
3	Currently On The Market	12218 Cleghorn Road
4	Currently On The Market	13213 Beaver Dam Rd
5	Currently On The Market	84 Warren Rd
6	Currently On The Market	20 Laurelford Ct
7	Currently On The Market	9 Jules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



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# Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
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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# 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  
**Remarks:** Gorgeous home available for move in immediately! Fabulous Master Bedroom, Spacious Rooms."

**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  
**Other Rms:** Inground Pool in backof house,



## 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  
**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."

**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



## 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  
**Remarks:** HANDCRAFTED OAK FOYER AND STAIRCASE. THE ATTENTION TO ARCHITECTURAL DETAILS OUTSTANDING. AMENITIES SUCH AS HARDWOODS, MARBLE, CERAMIC AND BRASS ADD THE FINISHING TOUCHES!"

**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



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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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# 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  
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**Exter Feat:** Deck  
**Water:** Well

### Description

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# Additional Photos

## 2 Symphony Cir

List Price: \$789,000



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# Comparative Market Analysis

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



<b>Status</b>		A	A	A	A
<b>List Price</b>		\$789,000	\$814,900	\$849,900	\$885,000
<b>List\$ SQFT</b>					
<b>Sold Price</b>					
<b>Sold\$ SQFT</b>					
<b>Sold Date</b>					
<b>DOM</b>					
<b>City</b>	Hunt Valley	Cockeysville	Cockeysville	Cockeysville	Hunt Valley
<b>Neighborhood</b>	Orchard Valley	Laurelford	Laurelford	Ivy Hill	Hillsyde
<b>Year Built</b>	1988	2008	1986	1984	1994
<b>Fin SqFt</b>	2160	5484	3862	4090	4584
<b>Lot Desc</b>	Backs To Trees	Backs To Trees	Backs To Trees	Back To Woods	Backs To Trees
<b>Lot Size</b>	1.04	1.14 Acr	1 Acre	1.89 Acr	1.74 Acr
<b>Style</b>	Colonial	Modern	Modern	Classic	Colonial
<b>Levels</b>	3	3	3	3	2
<b>Bedrooms</b>	3	4	4	4	5
<b>Bathrooms</b>	2/1	3/1	2/2	3/2	4/1
<b>Const</b>	Cedar Siding	Cedar Siding	Brick	Cedar Siding	Brick
<b>Roofing</b>	Cedar/Shake	Cedar/Shake	Shingle/Asphalt	Shingle/F-Glass	Composite
<b>Basement</b>	Fully Finished	Finished	Full	Unfinished	Full
<b>Basement</b>	Walkout Level	Walkout Level	Unfinished	Walkout Level	Unfinished
<b>Heat</b>	Heat Pump	Heat Pump	Heat Pump	Forced Air	Heat Pump
<b>Fuel</b>	Electric	Electric	Electric	Bottled Propane	Electric
<b>Cool</b>	Central A/C	Central Air	Central A/C	Ceiling Fan	Central A/C
<b>Parking</b>	Garage	2-Car Garage	Driveway	Driveway	Driveway
<b>Garage Spaces</b>	2	2	3	3	3
<b>Exter Feat</b>	Deck	Deck	Balcony	Patio	Deck
<b>Water</b>	Well	Well	Conditi	Well	60+ Gal
<b>Sewer</b>	Septic	Septic	Septic	Septic	Septic
<b># Fireplaces</b>	2	2	1	0	1
<b>Amenities</b>	Auto Gar Dr Opn	Walk-In Closet	Wet Bar	Wet Bar/Bar	3-Car Garage
<b>Amenities</b>	Built-In Bookcases	Wet Bar	Game Room	Wood Floors	W/W Carpeting
<b>Amenities</b>	Mba/Sep Shwr	Home Warranty	Draperly Rods	W/W Carpeting	Shades/Blinds
<b>Other Rms</b>	Den/Stdy/Lib	In-Law Suite	Mud Room	Attic-Unfinishe	Family Room
<b>Other Rms</b>	Family Room	Family Room	Study/Library	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			
<b>Sold Price</b>		\$755,000	\$755,000	\$850,000	\$850,000	\$790,000	\$790,000
<b>Sold\$ SQFT</b>		\$140		\$213		\$150	
<b>List Price</b>		\$789,000		\$899,900		\$850,000	
<b>List\$ SQFT</b>		\$147		\$225		\$161	
<b>Sold Date</b>		11/21/04		08/12/04		09/30/04	
<b>DOM</b>		212		89		102	
<b>City</b>	Hunt Valley	Cockeysville		Cockeysville		Cockeysville	
<b>Neighborhood</b>	Orchard Valley	Laurelford		Springhill Farm		Sherwood	
<b>Year Built</b>	1988	2008		2003		1995	
<b>Fin SqFt</b>	2160	5384		4000		5282	
<b>Lot Desc</b>	Backs To Trees	Backs To Trees		Back To Woods		Backs To Trees	
<b>Lot Size</b>	1.04	1.34 Acres		2.23 Acres		10 Acres	
<b>Style</b>	Colonial	Modern		Cottage		Colonial	
<b>Levels</b>	3	3		2		3	
<b>Bedrooms</b>	3	4		4		6	
<b>Bathrooms</b>	2/1	3/1		3/1		4/1	
<b>Const</b>	Cedar Siding	Cedar Siding		Stone		Vinyl Siding	
<b>Roofing</b>	Cedar/Shake	Cedar/Shake		Shingle		Shingle-Asphalt	
<b>Basement</b>	Fully Finished	Finished		Full		Full	
<b>Basement</b>	Walkout Level	Walkout Level		Unfinished		Finished	
<b>Heat</b>	Heat Pump	Heat Pump		Forced Air		Electric	
<b>Fuel</b>	Electric	Electric		Gas Heated		Electric	
<b>Cool</b>	Central A/C	Central Air		Central A/C		Ceiling Fan	
<b>Parking</b>	Garage	2-Car Garage		Driveway		Garage	
<b>Garage Spaces</b>	2	2		1		3	
<b>Exter Feat</b>	Deck	Deck		Garden & Vine T		Deck	
<b>Water</b>	Well	Well		Multi-Tank		Conditioner	
<b>Sewer</b>	Septic	Septic		Septic		Septic	
<b># Fireplaces</b>	2	2		2		3	
<b>Amenities</b>	Auto Gar Dr Opn	Walk-In Closet		Flue For Stove		Wet Bar	
<b>Amenities</b>	Built-In Bookcases	Wet Bar		Greenhouse		In-Ground Pool	
<b>Amenities</b>	Mba/Sep Shwr	Mb Shower		Garage Door Opener		Sauna	
<b>Other Rms</b>	Den/Stdy/Lib	Common Room		Common Room		Common Room	
<b>Other Rms</b>	Family Room	Game Room		Greenhouse		Family Room	
	\$808,200		\$755,000		\$850,000		\$790,000



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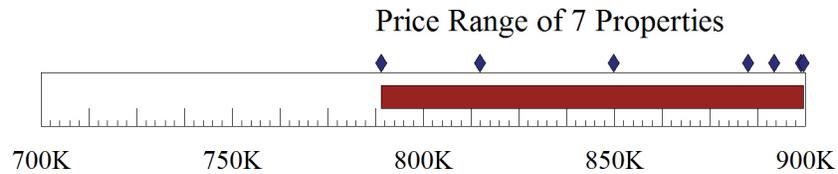
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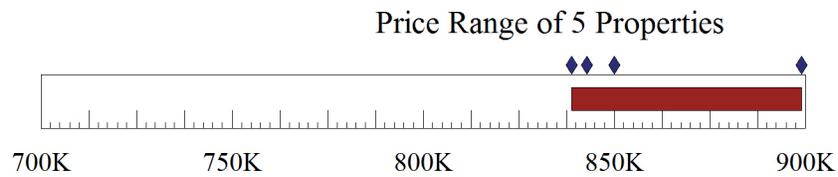
Email: [angela.mckendrick@demorealty.com](mailto:angela.mckendrick@demorealty.com)

# Comparative Market Analysis Graphed by Status

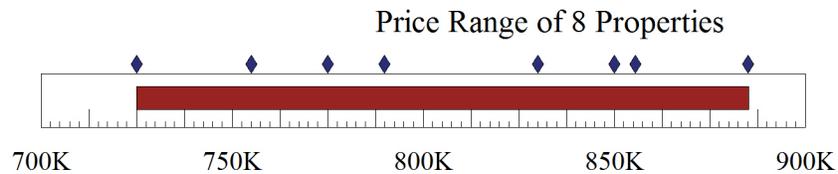
## *Currently On The Market*



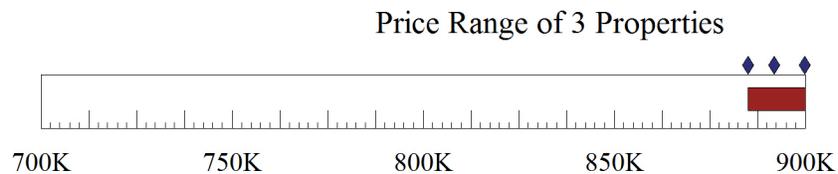
## *Under Contract*



## *Recently Sold*



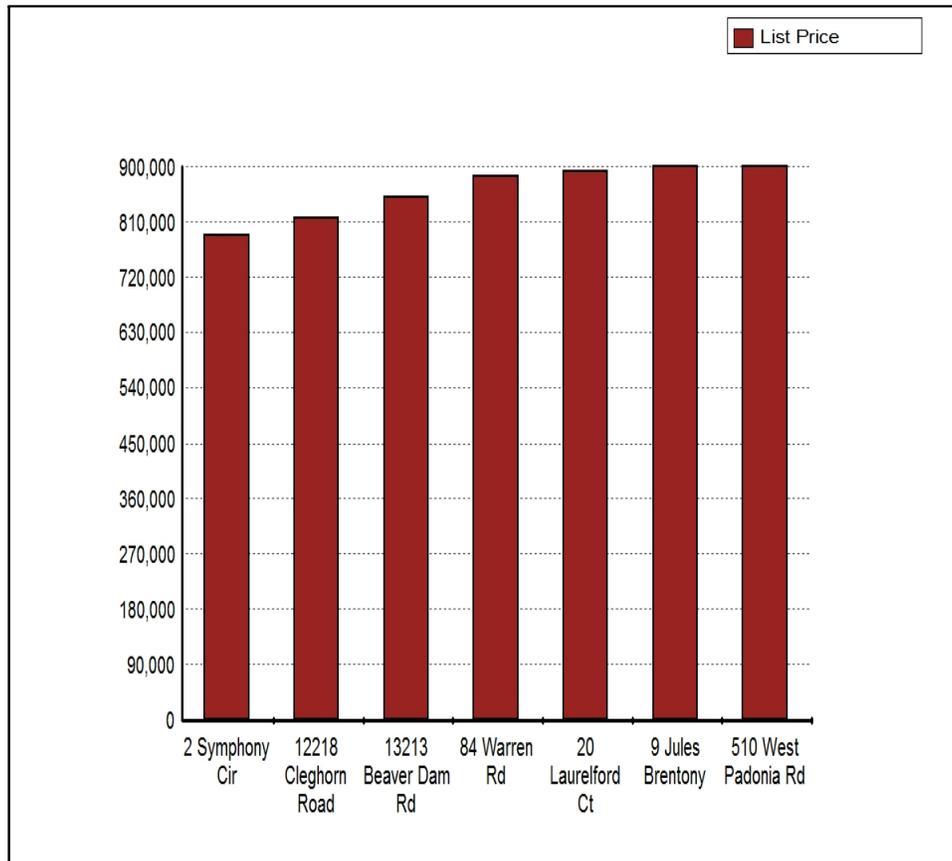
## *Off The Market*



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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

<b>Proposed Selling Price</b>	<b>\$799,000</b>
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
<b>Approximate Net Proceeds</b>	<b>\$714,550</b>

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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## Services You Will Receive

- ❖ We will help you determine the best selling price for your home.
- ❖ We will suggest what you can do to get your home in top selling condition.
- ❖ We will develop a strategy to show your home.
- ❖ We will enter your home in the Multiple Listing System.
- ❖ We will implement the enclosed marketing plan.
- ❖ We will talk with you to review progress periodically.
- ❖ We will advise you of changes in the market climate.
- ❖ We will present all offers to you promptly and assist in evaluating them.



- ❖ We will monitor progress toward closing when a contract is accepted.
- ❖ We will monitor the appraisal and buyers loan approval.
- ❖ We will immediately advise you of events that may threaten closing.
- ❖ We will coordinate and monitor the settlement process.



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# When An Appointment Is Made

Agents from many real estate firms will want to show your home. Please allow any agent who calls to show your home at the suggested time. If you are not frequently available, it is suggested that you allow a lockbox to be installed on your door. You will increase your odds for a sale by allowing more qualified buyers to see your home. You do not want to miss an out-of-town transferee because your home was not able to be shown.

## *During a showing:*

- ❖ Open all draperies and window shades during daylight hours.
- ❖ The kitchen & bathroom should sparkle.
- ❖ Open windows one half hour before showing to circulate fresh air.
- ❖ Open all the doors between rooms to give an inviting feeling.
- ❖ Place fresh flowers on kitchen table and/or in the living room.
- ❖ If possible, bake cookies or bread to add an inviting aroma.
- ❖ Turn on all lights and replace bulbs with high wattage bulbs where needed.
- ❖ Pets should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals. Some people may be allergic to them.
- ❖ All jewelry and small valuables should be stored in a safety deposit box or in a locked closet.
- ❖ Replace any items not included in the sale, or tag them appropriately with “to be replaced with...” or “not included” signs.
- ❖ Beds should be made & clothes picked up. Bathrooms should be clean, with towels folded and toilet lid down.
- ❖ When you leave the house, please leave it as if you know it is going to be shown. You never know when the right person is going to look at it!



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# Preparing Your Home

Your home has just one chance to make a great impression with each potential buyer. And it can! The following "tricks of the trade" will help you keep track of what needs to be done. The whole idea is to present a clean, spacious clutter-free home--the kind of place you'd like to buy. Accomplish a little everyday, and before long your home will be ready to make the impression that can make the sale.

## Your Home's Curb Appeal

- Mow lawn
- Trim shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walkways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood and trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

## General Interior Tips

- Add a fresh coat of interior paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, wash window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved

- Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc. picked up--especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

## The Living Room

- Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs

## The Dining Room

- Polish any visible silver and crystal
- Set the table for a formal dinner to help viewers imagine entertaining here

## The Kitchen

- Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
- Make sure all appliances are in perfect working order
- Clean often forgotten spots on top of refrigerator and under sink
- Wax or sponge floor to brilliant shine, clean baseboards
- Unclutter all counter space, remove countertop appliances
- Organize items inside cabinets, pre-pack anything you won't be using before you move

## The Bathrooms

- Remove all rust and mildew
- Make sure tile, fixtures, shower doors, etc. are immaculate and shining
- Make sure all fixtures are in good repair
- Replace loose caulking or grout
- Make sure lighting is bright, but soft

## The Master Bedroom

- Organize furnishings to create a spacious look with well-defined sitting, sleeping, and dressing areas

## The Garage

- Sell, give away, or throw out unnecessary items
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

## The Basement

- Sell, give away, or throw out unnecessary items
- Organize and create more floor space by hanging tools and placing items on shelves
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint concrete floor and walls
- Provide strong overhead light

## The Attic

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

## When It's Time To Show

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc. are available
- Open all draperies and shades, turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor-free
- Make sure all trash is disposed of in neatly covered bins



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## Additional Real Estate Resources

You may want to search schools, demographic & crime data, weather, restaurants, etc. We have compiled a list of resources that provide comprehensive data. If you do not have internet access, we will gladly print information on request.

### Schools:

[www.greatschools.org](http://www.greatschools.org)  
[www.education.com/schoolfinder](http://www.education.com/schoolfinder)  
[www.schooldigger.com](http://www.schooldigger.com)

### Demographic and Crime Information:

[www.melissadata.com/lookups](http://www.melissadata.com/lookups)  
[www.zipwho.com](http://www.zipwho.com)  
[www.spotcrime.com](http://www.spotcrime.com)  
[www.crimereports.com](http://www.crimereports.com)  
[www.census.gov](http://www.census.gov)



### Weather:

[www.theweathernetwork.com/forecasts/statistics/list](http://www.theweathernetwork.com/forecasts/statistics/list)  
[www.wunderground.com/history](http://www.wunderground.com/history)  
[www.accuweather.com](http://www.accuweather.com)

### Restaurants:

[www.yelp.com](http://www.yelp.com)  
[www.tripadvisor.com/restaurants](http://www.tripadvisor.com/restaurants)  
[www.fodors.com/world/restaurant-reviews.html](http://www.fodors.com/world/restaurant-reviews.html)

### Walk Score:

[www.walkscore.com](http://www.walkscore.com)



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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.



# 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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Satisfaction



Performance



Recommendation



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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)

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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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# RatedAgent

Angela McKendrick

Real Estate Agent

★★★★★ 5 Reviews

★★★★★

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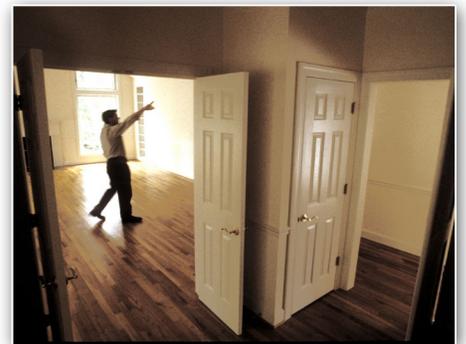


## In Conclusion

**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 Demo Realty.

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



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