

HOMES & FARMS

REAL ESTATE

GETTING YOUR PROPERTY SOLD

IN THE TIMEFRAME YOU NEED, FOR THE BEST PRICE.

PRICE. CONDITION. EXPERTISE.
STRATEGIC MARKETING.

WHAT SETS US APART:

When you list your property with us, you are getting more than just an agent who will take lackluster pictures and throw your home up on the internet. We proactively market each listing with a custom, targeted strategy designed to attract qualified buyers. From the professional photographers we partner with and the thoughtful listing language we craft, to our detailed digital and print marketing, we put care and expertise into every step of the process—backed by consistent, transparent communication with our clients.

Our diverse background in digital marketing, customer service, and management directly supports our success in selling homes. We love applying creativity to our listings to get them in front of the right buyers as fast as possible, while leveraging proven systems that work for you. Whether that means curating targeted emails to agents who have clients looking for a property like yours, reaching out directly to local businesses, clubs, groups, or using alternative publications and media to find the right buyers for your property.

Pricing your property appropriately, making sure the condition supports the price, knowing market conditions, and implementing aggressive marketing are the core strategies we use to consistently and successfully sell homes quickly and for top dollar.

**We have one of the
FASTEST listed-to-sold
ratios in Maryland and
southern PA.**

*...even for properties that were
previously on the market and
didn't sell.*

STRATEGIC SELLING

PRICING: Pricing correctly attracts more buyers, leads to more showings, and results in faster offers. We will provide a neighborhood market report, including comparable recent sales and justification for our pricing strategy, as well as a fully customized walk-through addressing your goals with selling, and what changes or updates might make the biggest impact for sale. No two properties are the same, and that is why every pricing strategy we create is completely unique and backed by data.

CONDITION: Your property's condition is critical to both pricing and how buyers perceive your property during their first impression. Over 80% of showings will occur in the first three weeks your property is on the market. We provide complimentary guides and consultations about how to make your property show its best to potential buyers and how to stage your home for sale. Staging is also provided as an add-on service if needed. In addition, we can expertly advise on which upgrades and improvements provide a return on investment and which may be a waste of your time and money. We also provide professional cleanings at no charge for most of our listings.

EXPERTISE: You deserve an agent who will work tirelessly for you and has the experience to deliver results. We're happy to share our success stories with you and why we're in the top 20% of REALTORS® locally, nationally, and beyond. Our numbers speak for themselves and we would love to explain our decades of experience and the success we can deliver to you!

MARKETING: Aggressive, targeted marketing gets your home in front of the right buyers faster, resulting in a quicker sale. Here are some of the marketing services we offer for our listings:

- high-quality professional photography & videography - aerial photography - online advertising -
- local print advertising - paid social media campaigns - targeted email marketing to agents & communities - direct mailer campaigns - custom flyers and brochures - custom property website
- open houses - pre-listing preparation and staging consultation - listing performance reports - custom marketing plan & pricing strategy

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