May 2025 - Office Meeting

Office Event schedule and links at www.executiveagent.net

Bold Trail CRM 101 Workshop, Thursday. May 15th

- Bring your computer and learn how to add contacts, individually or in bulk, set up campaigns, market updates and property evaluations.
- 10:30AM @ Millersville Office

Bold Trail Websites 101 Workshop, Thursday. May 15th

- Bring your computer and learn what you can do to customize your website. Add featured areas, reviews, lead capture pages and more.
- 1:00 PM @ Millersville Office

RE/MAX Executive Happy Hour for our Real Estate Rumble Team
Twain's Tavern – Thursday May 29th 4:00-7:00

- Join us to support our Team and raise funds for The Alzheimer's Foundation
- More info and donate here: https://act.alz.org/site/TR/LongestDay2025/TheLongestDay?pg=team&fr_id=18274&team_id=942852

Team Leader Mastermind – Tuesday June 10th 10AM, Millersville

- Focus on improving systems, Lead Gen and Conversion in your team in 2025.
- Monthly follow up masterminds, 1st Tuesday of the Month. Live and Zoom.

Agent Mastermind – Tuesday June 10th 12 Noon, Millersville

- Focus on improving systems, Lead Gen and Conversion and solving issues.
- Monthly follow up masterminds, 1st Tuesday of the Month. Live and Zoom.

RE/MAX Executive Office Meeting Wednesday. June 18th 11:00-12:00, KI Office

May Birthdays: Crystal Smith 5/5, Gail Hardesty 5/16, Cindy Beres 5/24, Marcie Shea 5/29, Jennie Leigh 5/30

May Anniversaries: Alicia Guinn 9 Years

Program

AACAR Tether

- Safety application provided by AACAR
- Two training sessions available May 21st and May 28th 10AM
- https://aacar.com/2025/04/21/tether-re/

MAXTECH Lead Concierge

- Updated Lead policy. The Concierge will now contact all remax.com leads.
- REMAX Listing agent will have 120 min to accept lead, after 120 min The Concierge will engage.
- Leads from Concierge are subject to 30% referral fee to inside real estate.
- Leads from office, team, and agent sites are not affected by this update.
- If you are asking why this change, 74% of the online leads generated at remax.com are not engaged within 48 hours. It should be 15-30 min.
- If you wish to enroll to receive concierge leads, vist MAXTECH by Boldtrail, click on Marketplace and then MAXTECH Lead Concierge

RIS Media 2025 Top 1000 Power Broker Released/ REMAX vs The Industry

- Congratulations on a big move on the Power Broker Report
- Our little Brokerage ranked 803 in Volume and 801 in Transactions Nationwide!
- That's up from 914 on Volume and 978 in Units last year.
- REMAX Agents averaged 11.7 Sides per agent, nearest competitor was 6.2!

Off Market Listing Updates

- Zillow Policy: https://www.zillow.com/premier-agent/agents-know-listing-access-standards/
- Also adopted by Redfin and EXP and other Portals/Brokers are sure to come.
- Bottom line listings that are Office Exclusive first will be banned from those portals and websites for the life of the listing.
- 90% of OE listings go Coming Soon or Active prior to going under contract.
- Check out Bright Off Market report.

MAX/Tech Home View App

- Homeview Demo in RU, Watch Here
- App now available. Share from Bold trail to clients directly, there is also a QR code and stand alone website you can share.
- Powerful app. With many features. Search, Value Estimate, Mortgage Balance tracker, maintenance checklist and reminders.

Title Form

- Review of new optional addendum that limits title charges to your Sellers and limits where Settlement must occur.
- Gives buyer the option to select In House Title Partners which ensures Seller charges do not exceed limits set in the addendum.

Market Update

See April 2025 Stats included.

MAXTECH Lead Concierge Agent FAQ

Updated 5/7/2025

Table of Contents

MAXTech Lead Concierge Overview FAQ

What is MAXTech Lead Concierge?
The Lead Concierge service is designed to (1) enhance the REMAX customer experience for remax.com visitors who request information but never hear back, (2) support REMAX agents who are unable to respond to inquiries right away, (3) ensure that incoming leads are skillfully nurtured into conversation-ready buyers, and (4) improve the overall quality of leads delivered to REMAX agents.

How does the Lead Concierge program work?
When a non-REMAX listing lead comes into remax.com, a concierge immediately reaches out to establish contact. The concierge works to qualify the lead, and once the lead is deemed conversation-ready, the concierge passes it to an opted-in agent. If the agent closes a sale, they pay a 30% referral fee.

Starting May 12, the Lead Concierge team will begin processing leads generated from REMAX listings.

Has MAXTech Lead Concierge been successful*?

Yes! In just over eight months, MAXTech Lead Concierge has seen these results:

- Thousands of agents across the United States have opted in to the program.
- Tens of thousands of workable leads have passed through the concierges, been deemed conversation-ready and then delivered to an opted-in agent.
- This has led to hundreds of closings for REMAX agents.

**Data provided by Inside Real Estate for leads generated on remax.com that are concierge eligible, have been contacted by the Lead Concierge program, and delivered to participating offices when conversation-ready, from 8/1/24 – 4/15/25. Concierge determines when a lead is "conversation-ready" based on a valid phone number and factors relevant to the lead's intent to buy or sell.*

What issues does Lead Concierge address?

Consumer expectations continue to evolve, and in this age of instant results, they expect an immediate response. MAXTech Lead Concierge solves two main issues with online leads. First, leads processed through the concierge are high-quality, vetted leads that are worth an agent's time and attention. Second, consumers can enjoy a better customer experience by getting an immediate response from a live person.

What are the benefits of MAXTech Lead Concierge*?

- A lead responds to a concierge 66% of the time vs. 12% with an agent.
- Leads respond more than once with a concierge 36% of the time vs. 4% of the time with an agent.
- A concierge calls or texts 96% of the time with a lead within 24 hours vs. 19% of the time with just an agent.
- A concierge makes two attempts in the first 24 hours. On average, an agent makes 0.6 outreach attempts in the first 24 hours.

**Data provided by Inside Real Estate comparing current users of their concierge service and their activities before and after using the service.*

REMAX Listing Leads FAQ

What is happening?

Beginning May 12, 2025, the MAXTech Lead Concierge program is expanding its range to include properties listed on remax.com by REMAX affiliates.

How does the process work with REMAX listing leads?

A remax.com lead generated by a REMAX listing will always be routed first to the listing agent. In the new framework, the listing agent will have 120 minutes to accept the lead. If the agent accepts it within 120 minutes, they work the lead as they see fit. The Lead Concierge team will not get involved.

What happens if the listing agent does not accept a lead within 120 minutes?

After 120 minutes of inactivity, the lead will go to the Lead Concierge team – who will immediately begin their process of qualifying and nurturing the lead. After the lead is nurtured – which could take months to complete – the concierge will offer the cultivated lead to the listing agent again. The listing agent will be given the option to opt into the Lead Concierge program, if they are not already enrolled, and has 120 minutes to accept the lead, subject to the 30% referral fee for the service of warming up and vetting the lead. The lead from the concierge will need to be accepted between 8 a.m.-8 p.m. in the agent’s time zone.

If the listing agent chooses to decline the lead or not to opt into Lead Concierge, the lead will go to an opted-in agent or next best performing agent in the same office or brokerage, who has 120 minutes to accept the lead, in the agent's time zone between 8 a.m.-8 p.m.

What happens if a REMAX listing lead comes in after hours? Does the time of day impact the acceptance period?

REMAX listing leads must be accepted within 120 minutes, regardless of time. Leads must be accepted 24/7.

Why does a REMAX listing lead need to be accepted 24/7?

Answering leads matters:

- Studies show that nearly 50% of real estate leads are never followed up on, and if they are, the average response time is more than 15 hours.*
- The likelihood of connecting with a lead increases 100 times if they are called within the first 5 minutes, as compared to waiting for 30 minutes.**

Concierges are available around the clock:

- MAXTech Lead Concierge benefits agents by providing high-quality, vetted leads. The concierges are available 24/7, making sure no lead is lost or goes unanswered.

No response or a late response isn’t good for anyone:

- The concierge raises the bar for lead quality and customer experience. By having an actual person contact the lead immediately, the concierge ensures the best possible service and conversion rates for agents, while also setting REMAX apart from competitors.

Most listing leads come to remax.com during business hours:

- Almost 9 out of 10 listing leads from remax.com come in between the hours of 8 a.m. and 8 p.m. PT.***

**According to a study by the WAV Group*
***According to NAR*
**** Based on remax.com listing leads from April 2024 to April 2025*

What are the lead acceptance rules for non-REMAX listing leads?

Non-REMAX listing leads need to be accepted between 8 a.m. and 8 p.m. in the agent's time zone. If a lead comes in after hours, it will be sent to the agent at 8 a.m. the following day and needs to be accepted.

For non-REMAX listing leads:

- The agent will have 120 minutes to accept the lead.
- If not accepted after 120 minutes, the lead will be reassigned.
- If the lead comes in after-hours, the agent will be sent the lead the following day and have 120 minutes to accept the lead, or it will be reassigned.

How does a REMAX affiliate opt into MAXTech Lead Concierge to receive Lead Concierge-eligible leads from remax.com?

- Go to MAXTech powered by BoldTrail through MAXCenter
- Navigate to the BoldTrail Marketplace
- Click on the MAXTech Lead Concierge tile
- Opt in

Can a broker, agent, team or office opt out from having their listing leads being included in the concierge program?

Not at this time.

What happens if a listing agent declines a concierge lead and it goes to another opted in agent in the office, who sends the lead back to the listing agent?

If the listing agent closes the lead, they would need to pay the 30% referral.

Are leads that come directly to a team or agent through their personalized site hosted by MAXTech powered by BoldTrail eligible for Lead Concierge?

Not currently. These leads will not be processed through the MAXTech Lead Concierge program.

Does the MAXTech Lead Concierge lead routing override office lead routing?
Yes. For eligible leads, Lead Concierge lead routing will be followed. For leads that don’t meet the criteria, office lead routing will apply.

How are leads that are worked by Lead Concierge routed to offices?
REMAX listing leads will always first be offered to the listing agent to accept. Non-REMAX listing leads will first go to offices in the area with an opted-in agent. If there are no opted-in agents, the agent in the same brokerage with the highest engagement inside MAXTech powered by BoldTrail will receive the lead and the option of opting into the program.

How is highest engagement determined?
This is determined by those who have logged in at least five separate days over the past 30 days, and have taken an action on a contact within MAXTech powered by BoldTrail.

Non-REMAX Listing Leads FAQ

How does the Lead Concierge program work with non-REMAX listing leads?
When a non-REMAX listing lead comes into remax.com, has a confirmed phone number and is not a rental, a concierge immediately reaches out to establish contact. The concierge works to qualify the lead, and once the lead is deemed conversation-ready, the concierge passes it to an opted-in agent. If the agent closes a sale, they pay a 30% referral fee.

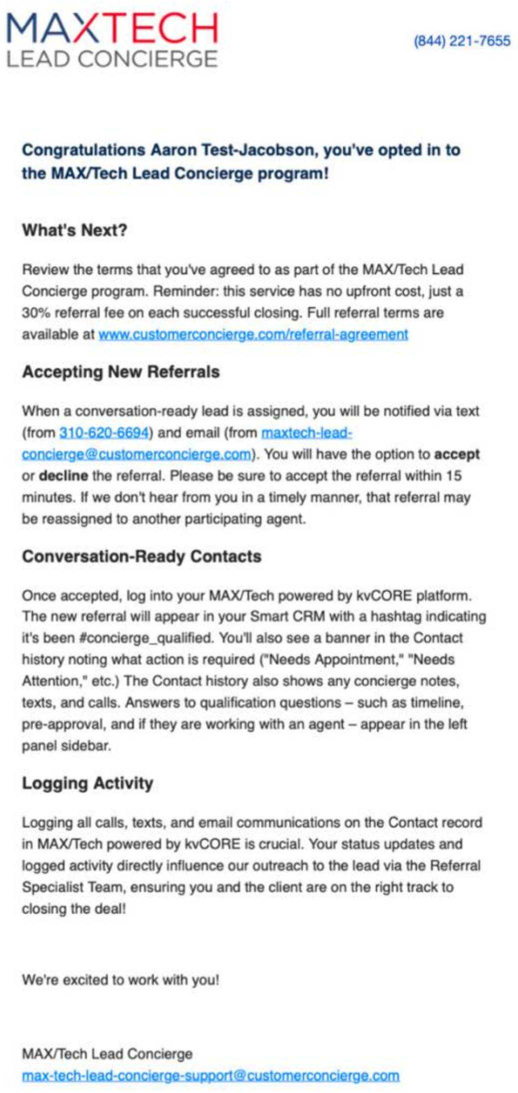
How do agents opt in to participate in the Lead Concierge program?
Agents can opt in and out anytime via the Marketplace tile inside MAXTech powered by BoldTrail.

To get there:

- Go to MAXTech powered by BoldTrail
- Navigate to the Marketplace
- Click on the MAXTech Lead Concierge tile

What happens after an agent opts into the program?
They receive a confirmation email that includes the referral terms, as well as directions on what to do when they get a new referral.

This email will come from max-tech-lead-concierge-support@customerconcierge.com. You can also see it below.



MAXTECH
LEAD CONCIERGE

(844) 221-7655

Congratulations Aaron Test-Jacobson, you've opted in to the MAX/Tech Lead Concierge program!

What's Next?

Review the terms that you've agreed to as part of the MAX/Tech Lead Concierge program. Reminder: this service has no upfront cost, just a 30% referral fee on each successful closing. Full referral terms are available at www.customerconcierge.com/referral-agreement

Accepting New Referrals

When a conversation-ready lead is assigned, you will be notified via text (from 310-620-6694) and email (from maxtech-lead-concierge@customerconcierge.com). You will have the option to **accept** or **decline** the referral. Please be sure to accept the referral within 15 minutes. If we don't hear from you in a timely manner, that referral may be reassigned to another participating agent.

Conversation-Ready Contacts

Once accepted, log into your MAX/Tech powered by kvCORE platform. The new referral will appear in your Smart CRM with a hashtag indicating it's been #concierge_qualified. You'll also see a banner in the Contact history noting what action is required ("Needs Appointment," "Needs Attention," etc.) The Contact history also shows any concierge notes, texts, and calls. Answers to qualification questions – such as timeline, pre-approval, and if they are working with an agent – appear in the left panel sidebar.

Logging Activity

Logging all calls, texts, and email communications on the Contact record in MAX/Tech powered by kvCORE is crucial. Your status updates and logged activity directly influence our outreach to the lead via the Referral Specialist Team, ensuring you and the client are on the right track to closing the deal!

We're excited to work with you!

MAX/Tech Lead Concierge
max-tech-lead-concierge-support@customerconcierge.com

What other communications will agents get from Inside Real Estate?

Agents will receive emails when:

- They get a referral to accept
- They've accepted a referral*
- 24 hours after they've accepted a referral*
- They need to make a status update on a referral

- They have a client in escrow*
- They have closed escrow*
- They have paid the referral fee*

*****Primary Broker/Team Leader will be CC'd on these.

Click here to see examples of the emails Inside Real Estate will send.

Can agents or teams opt out of Lead Concierge for non-REMAX Listing Leads?
Agents are not required to participate.

How does it work for leads that are already in an agent's or team's MAXTech powered by BoldTrail?
The concierge will qualify and warm only the leads generated through remax.com. If a lead contacts an agent directly and the agent adds the lead to their CRM, the concierge will not get involved – and there will be no referral fee if that lead closes.

Are leads that come direct to a team or agent through their personalized MAXTech powered by BoldTrail-hosted site MAXTech concierge eligible?
Not at this time. These leads will not go through the MAXTech Lead Concierge program.

If an agent doesn't opt in, does this mean they'll get only rental leads or those without a phone number?
No. These agents will continue to receive leads who don't qualify for the concierge program, including leads whose preference is to be contacted by email. The concierge only contacts leads via phone or text.

When do non REMAX listing leads need to be accepted from the concierge?
These leads will need to be accepted between 8 a.m. and 8 p.m. in the agent's time zone. If a lead comes in after hours, it will be sent to the agent at 8 a.m. the following day and needs to be accepted within the standard time frame.

Is responding to the lead concierge via text message enough to accept a lead, or must agents make an update inside MAXTech powered by BoldTrail?
Ideally the agent will make status updates inside MAXTech powered by BoldTrail. But a simple reply to the text or email alert is sufficient to get the lead handed over to the agent.

How long does the agent have to accept the lead from the concierge?

- The agent will have 120 minutes to accept the lead.
- If not accepted after 120 minutes, the lead will be reassigned.
- If the lead comes in after-hours, the agent will be sent the lead the following day and have 120 minutes to accept the lead, or it will be reassigned.

What happens if the concierge lead isn’t accepted?
If the original agent does not accept the lead, the lead will be assigned to another opted-in agent in the office. This agent will get the same cadence of messages and have the same amount of time to accept the lead.

If there are multiple opted-in agents in a market, how do the leads get distributed?
The leads will be distributed evenly through a round robin format. Over time, the leads will be optimized and delivered through a weighted system to agents who have had the most success in the program.

What happens if there are no other opted-in agents in the office?
Inside Real Estate will work to find other highly engaged agents within the same office who have not opted in. The agent would opt in upon accepting the new referral.

What if there are no highly engaged agents in the same office?
Inside Real Estate will expand its search to all qualified REMAX agents within a 30-mile radius.

What happens if there are no agents in an office or area that have opted into the program?
Inside Real Estate will work to find a highly engaged agent within the office to opt in and accept the referral. If there are no highly engaged agents in the office, Inside Real Estate will expand its search to all qualified REMAX agents within a 30-mile radius.

Does the MAXTech Lead Concierge lead routing override office lead routing?
Yes. For any eligible leads, Lead Concierge lead routing will have precedence. For leads that don’t meet the criteria, office lead routing will be followed.

Does the concierge have contact with the lead after passing it to an agent?
Once passed to an agent, the concierge won’t have any contact with the agent or lead. At that point a member of the Inside Real Estate Referral Network Team will engage with the lead and agent directly. The Referral Network Team works to monitor and track the status of the lead to ensure both the agent and client are having a good experience.

What happens once a lead is passed off from Lead Concierge?

Once a lead is warmed up and delivered from the concierge, the agent is notified via text message and email. These leads will also have the hashtag #concierge_eligible, #concierge_contacted, or #concierge_qualified inside MAXTech powered by BoldTrail.

The message will come from Inside Real Estate's Referral Network via email from *maxtech-lead-concierge@customerconcierge.com*, and a text from *310-620-6694* that provides the lead's contact details.

The assigned lead will also say "MAXTech Lead Concierge" as the referrer.

The agent's details are also emailed/texted to the lead.

Once handed to the agent, will the lead's contact information be updated in MAXTech powered by BoldTrail?

Once inside MAXTech powered by BoldTrail, a red bell appears next to the assigned lead, along with a banner in the Contact history noting that an action is required ("Needs Appointment," "Needs Attention," etc.). The Contact History also displays all concierge notes, texts, and calls. The lead's answers to qualification questions – such as timeline, pre-approval, and if they are working with an agent – appear in the left panel sidebar.

What should agents or teams do once they've received the lead?

After accepting, agents should log all calls, texts, and email communications with the lead into the Contact Record in MAXTech powered by BoldTrail from either the desktop or branded mobile app.

The Inside Real Estate Referral Network Team stays updated on this activity and assists in keeping the agent and the client connected. It's important for an agent to update the system with any contact they have with the lead, which lets the referral team know the process is moving forward.

How does an agent update the lead status?

Agents update lead activity in Contact Statuses via the Contact profile in the Smart CRM.

Agents should update the status frequently to help ensure that buyers and sellers receive a great experience. This should be done when logging calls, sending and responding to text messages and adding notes when the concierge team requests a status update.

If a lead opts out, it's important that the agent tag the lead as opted out as soon as possible.

What happens if the agent doesn’t track communication in MAXTech powered by BoldTrail?
Agents are encouraged to log all information inside the platform. If the agent doesn’t log information inside the platform, the Referral Network Team will periodically check in with the agent to confirm they are communicating with the lead and request that updates be made.

What happens if the Referral Network Team does not receive updates?
They will continue to follow up with the consumer and agent periodically via email and text if a referral remains active.

What happens if an agent accepts the lead but does not get back to the lead?
The Referral Network Team will reach out to the agent and ask them to contact the lead as soon as they can. If the consumer requests another agent, they are rerouted to other agents in the office who have opted into the program.

In cases of foreign-language barriers or other lead-specific requirements, the concierge may reach out to the broker or office admin for any additional insights before transferring a lead.

How will this impact Smart Campaigns?
Once a concierge lead enters the MAXTech powered by BoldTrail system and is qualified and assigned, default Smart Campaigns are turned off.

Agents, however, may manually place the contact on any Smart Campaign they choose.

Is there a way to make sure concierge qualified leads aren’t placed on a Smart Campaign?
Several default Smart Campaigns treat any lead as brand new. The best practice is to put an exclusion on #concierge_eligible leads in case some contacts still show a New Lead status even after qualification.

Can an agent pass a lead to someone else?
Yes. This requires them to transfer the lead within MAXTech or to reach out to the Inside Real Estate referral team via text/email in order to have them facilitate this.

If Agent A transfers a lead to another agent in the same office (Agent B), acceptance notification and referral details will be sent to Agent B. If Agent B closes the deal, they would be responsible for the referral fee.

If Agent A wanted to refer a lead to another brokerage, they should contact Inside Real Estate to help reassign the lead.

If agent A does not inform Inside Real Estate they have transferred the lead, and it closes with another agent, Agent A would still be responsible for paying a referral fee.

Can these leads be reassigned?
If no contact/update has been made in five days, and there is no signal on the profile, the Inside Real Estate Referral Network Team will check in with the lead. If they ask for a new agent at that point, the lead may be re-assigned to another opted-in agent.

Where can someone go for support?

- Access the blue chat bubble within your MAXTech powered by BoldTrail account.
- **Online:** MAXCenter > Customer Support (link in left column) > "Chat with an Expert" or "Submit a Case"
- **Text/Call:** (888) 398-7171

What happens if someone has dual agent status?
Dual agents with unique profiles can opt in as they'll have profiles in each market. Dual agents with only one profile cannot opt in to their secondary market. Work is underway to find a solution to this.

MAXTech Lead Concierge Referral Fee Agent FAQ

How does Inside Real Estate know when a lead concierge referral closes?
The Referral Network Team monitors the activity an agent logs in MAXTech powered by BoldTrail and keeps in touch with the agent. Those stages trigger additional follow-ups based on how close the customer is to a transaction.

How does the referral fee work?
The broker is the entity responsible for issuing the payment since they handle the actual commissions. The payment is typically initiated by an escrow agent, title company or closing attorney at the time of closing. The only instances where an agent may pay directly would be if it was missed at closing and later determined that the referral fee was payable. In that case the agent might submit payment directly since the broker has already issued their net commission check.

How do agent pay the referral fee?

Referral fee checks and closing disclosure statements can be sent to:

Via USPS:
BTRN LLC
PO BOX 778934
Chicago, IL 60677-8934

Via Overnight/Courier Address:
BTRN LLC
Lockbox Number 778934
350 East Devon Ave.
Itasca, IL 60143

There are also options for ACH/Wire transfer. To receive instructions or to send closing statements, email escrow-max-tech-lead-concierge@customerconcierge.com.

How long does a Referral Fee period last?

Any lead that enters the Lead Concierge program is subject to the referral fee for a transaction within two years of the concierge qualifying and warming the lead. The period begins when the agent is first handed the lead. If an agent assists a referred client with the sale of one property and the purchase of another within two years of receiving the lead, they agree to pay the same referral fee for both transactions. No referral fee is due on any subsequent transactions with the referred client. For example, if an agent assists a referred client with two purchase transactions, no referral fee is due on the second purchase transaction.

What happens if a lead has been qualified by another concierge service? If it closes will the agent have to pay a referral fee to multiple concierge services?

No. If another lead source sends a client after MAXTech Lead Concierge has already assigned it, a referral won't be due to both. Referral-based programs all have similar verbiage of what they need to do to prove to they already have a preexisting client relationship. If this comes up, Inside Real Estate can provide any documentation to the other referral program to when they accepted the referral.

MAXTech Lead Concierge Process and Staff Procedure FAQ

What leads are included in the Lead Concierge process?

Leads must meet the following criteria:

1. Has a confirmed phone number
2. Is not a rental

How are the leads qualified?
Leads are qualified by their location, price preference, motivation to act, agent commitment status, mortgage readiness and desire to set up an appointment.

How are leads disqualified?
Leads are disqualified for the following reasons:

1. Invalid contact information
2. Lead is working with another agent
3. Lead asks not to be contacted
4. Lead has opted out

What types of questions does the concierge ask to warm and qualify the lead?
The concierge asks questions to determine where a consumer is in the process and to get as much information as possible for the agent. They will ask questions like:

- What are your goals related to real estate right now?
- What areas are of most interest to you?
- What is your timeline to purchase?
- Have you been preapproved for a mortgage?
- Do you have a home to sell?
- Are you currently working with an agent?

Who are the concierges?
The concierges are U.S.-based Inside Real Estate employees across the country. They are not automated.

What information does the concierge have access to within MAXTech powered by BoldTrail?
When the lead is assigned to an agent, the concierge can see the office name, office website, email and phone number but only within their proprietary software – not within the individual platform/user account. They do not have visibility into any notes/details added by the Broker/Owner or Admin. After the lead is vetted and routed to the agent, the concierge no longer has access to any information on that lead, office, or agent.

Once the lead is assigned, a member of the Inside Real Estate referral team works directly with the agent and consumer.

How many leads will Lead Concierge qualify and warm a month/year for an office?
Concierges will qualify and warm all leads routed to the office or team via remax.com. There is no monthly maximum for the number of processed leads.

When are concierges active, and when do they respond?
Concierges are on duty 365 days a year, and they respond to leads in as little as 90 seconds – but will not call leads on major holidays including Thanksgiving or Christmas. The calling times are from 8 a.m. to 9 p.m. in the lead's time zone. If a lead comes in after hours, the concierge will call the lead the next day.

Can an agent alter the questions a concierge asks?
Not currently, although work is being done to explore this possibility.

How many touch points does the concierge have with a lead?
Depending on how long it takes to warm up a lead, the concierge can have a minimum of 22 touch points over the period of a year if a lead doesn't opt out. This includes two calls and 20 texts. These are all based on the lead's timeline and behavior. If the team is working with an engaged lead, they may reach out more.

How frequently will the concierge reach out to the lead?
It depends on the lead's timeline. The concierge follows different sequences of outreach based on the timeline the lead has shared. Concierges always respond to any inbound text communications.

What number does the concierge call or text from?
The area code will be in line with wherever the participating affiliate is located.

Will the concierge send emails?
No. The concierge will only call and use text messaging with the lead.

Once a lead is qualified and passed to an agent or team, a member of the Inside Real Estate referral team will communicate via email.

What happens if a lead calls the concierge number?
This rarely happens, but concierges do not answer incoming calls. If the lead requests a call back, the concierge will notify the agent. Otherwise, the concierge will respond via text

message.

2025 REMAX® vs. THE INDUSTRY

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

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS*					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES)[1]	U.S. TRANSACTION SIDES[2]	U.S. BRAND AWARENESS (UNAIDED)[3]	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
REMAX	**11.7**	**597,770**	**36.4%**	**110+**	**8,735**	**146,627**
COMPASS @properties	6.2	251,138	3.2%	1	400+	37,144
ERA REAL ESTATE	6.0	70,092	1.6%	37	2,300	43,200
kw	5.7	828,875	14.5%	60	1,000	165,000
CB	5.5	460,374	21.2%	45	2,900	96,300
BERKSHIRE HATHAWAY HOMESERVICES	5.4	239,787	7.3%	11	1,500	50,000
Sotheby's INTERNATIONAL REALTY	5.4	117,860	3.3%	84	1,100	26,100
eXp REALTY	5.4	350,119	1.6%	27	N/A	85,000
Weichert REALTORS	5.2	61,900	1.6%	2	500	18,000
Better Homes and Gardens REAL ESTATE	5.2	58,230	2.2%	6	400	11,200
CENTURY 21	5.0	219,329	30.9%	79	11,000	130,200
REALTYONEGROUP	4.7	95,181	0.5%	25+	450	20,000
real	3.7	90,298	0.1%	2	N/A	26,000
HOMESMART	2.6	64,500	0.1%	1	223	25,000

N/A = Data not publicly available. *Major full-service brokerage brands that report production data and agent counts.

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bright
research

Impacts of Office Exclusives on the Housing Market:

An Empirical Analysis

By Lisa Sturtevant, PhD
Chief Economist, Bright MLS

April 2025

Executive Summary

Office exclusives, also referred to as pocket listings, private listings, and exclusive listings, generally refer to listings that are promoted by a real estate broker within their personal network and are not shared broadly with other real estate agents and the public through the multiple listing service (MLS). This practice has existed for decades.

Recently, some brokerages have shifted from using private listings as an occasional strategy to promoting them as part of their core business model. These firms contend that pre-marketing a property as an office exclusive provides sellers the option to allow their broker to test the market on a private basis, which leads to better outcomes for the seller.

We are still in the early days of understanding if and how the expansion of limited marketing through office exclusives might change the residential real estate industry. Yet, it is important to evaluate the impact of this strategy so that brokers, agents, and consumers can make informed decisions.

We analyzed six months of data on over 100,000 home sales in the Bright MLS service area, which spans six states and the District of Columbia, and found no benefits to sellers whose brokers used office exclusive listings. Office exclusives take longer to sell and offer no price advantages over immediately promoting a home through the MLS. Meanwhile, the marketplace data strongly suggests that an increase of office exclusive listings has the potential to harm prospective buyers and sellers by limiting access to information and creating a fragmented inventory system.

Key Findings

- **Office exclusives are a small but growing part of the Bright MLS marketplace.** Until recently, office exclusives accounted for between just 2% and 4% of all listings in the marketplace. In the fourth quarter of 2024 and into early 2025, the share of office exclusive listings has been increasing. In February, nearly 8% of new listings in Bright MLS were office exclusive listings.

- **Brokers almost always promote office exclusives through the MLS before the property sells.** Brokerages using office exclusives as a pre-marketing strategy still market listings broadly on the MLS. Nearly 90% of properties originally listed as an office exclusive transition to a standard MLS listing in the Active or Coming Soon status before they go under contract.

- **Homes take longer to sell when a broker pre-markets a property as an office exclusive.** The housing market is still moving fairly briskly, with properties listed in the Bright MLS service area typically going under contract in three weeks or less. In our analysis, compared to standard listings, listings that begin as an office exclusive take an average of two weeks longer to go under contract.

- **There is no price advantage to listing as an office exclusive.** Through our in-depth analysis of sales activity where we control for a range of property characteristics, location, and brokerage, we found that there is no impact on sold price when a property is pre-marketed as an office exclusive. Brokerages often target higher-end homes for an office exclusive pre-marketing strategy, but when we compare similar homes in similar neighborhoods, office exclusives do not sell for more than homes that start in the MLS as a standard Coming Soon or Active status listing.

- **Withholding listings from the MLS limits buyers' access to inventory.** Inventory has been at record lows, and a lack of supply has been a major constraint on housing market activity. In some local markets, the practice of marketing listings privately can significantly limit inventory available to the vast majority of home shoppers. In some zip codes within the Bright MLS service area, office exclusives account for more than 20% of the overall number of listings.

Introduction

Traditionally, an office exclusive listing was used for sellers who did not want their homes marketed publicly due to privacy or security concerns. Increasingly, however, networks of private or exclusive listings are being used by a small cadre of brokerages as a core business strategy. Interest in exclusive listings has been growing as other brokers are wondering if they, too, should adopt a private listing strategy to remain competitive.

While there is a lot of conversation about the benefits or limitations of marketing a property as an office exclusive, there has been very little empirical research on the performance of office exclusives. At Bright MLS, we have the unique opportunity to track these office exclusives and compare the performance of listings that are initially marketed privately with those that are listed on the MLS in Active or Coming Soon status.[1]

How is this study different from earlier Bright MLS research?

This study is different from our previous On MLS research, which compared listings marketed on the MLS with those sold off the MLS.[2] Some of the off-MLS sales in this earlier research were office exclusives, but the majority were for-sale-by-owner or other forms of privately marketed and sold transactions. In this current analysis, we focus specifically on off-MLS listings that were marketed as office exclusives, for which Bright MLS gathers detailed information from its subscribing brokers and agents.

We conducted analysis on listings that sold between September 2024 and February 2025 in the Bright MLS service area.[3] The choice of this period allows us to analyze listings that came onto the market after rules related to the 2024 NAR class action settlement were put into place, with the supposition that some brokerages may be looking at office exclusives in a new way in light of that settlement.

This research provides the most in-depth, up-to-date analysis of the use of office exclusives by brokers in the Mid-Atlantic region and the impacts on buyers and sellers. With these research findings, brokers, agents, and consumers will have more information to make choices about the best way to list and market a property.

What is an office exclusive?

An office exclusive, sometimes referred to as a private exclusive, private listing, or pocket listing, is a residential property listing that is not publicly disseminated through the Multiple Listing Service (MLS) at the direction of the seller. As a result, the MLS does not widely distribute the property's information for other agents to share with their buyer clients or for consumers to view on broker websites and online real estate portals.

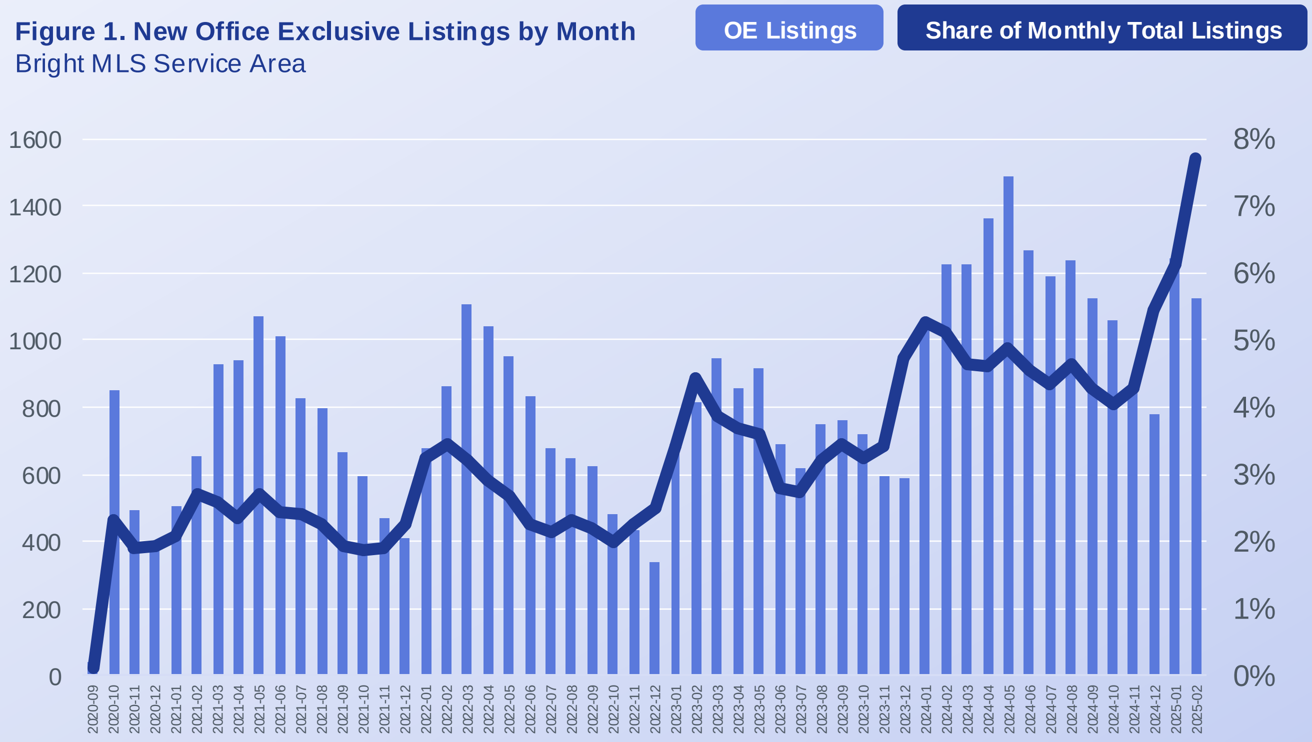
Under Bright's policies, and contrary to how the term has been used in the past and in some markets around the country, agents are not limited to marketing office exclusives only within their brokerage and through one-to-one communications. Bright's policies permit sellers to instruct their broker to restrict a property's marketing through the MLS while permitting online and other marketing by their broker.

Office exclusives are a very small, but growing, part of our market.

Traditionally, office exclusives had been very rarely used. As recently as 2021 and 2022, only about 2% of listings in the Bright MLS service area were office exclusive listings. The share of exclusive listings slowly increased between 2021 and 2024, but there was a particularly noticeable uptick in the use of office exclusives in the fourth quarter of 2024. Part of the year-end increase is explained by typical seasonality. However, year-to-date 2025 data indicates that the use of office exclusive listings is still increasing and could reflect a shift in adoption of business models that make greater use of office exclusives.

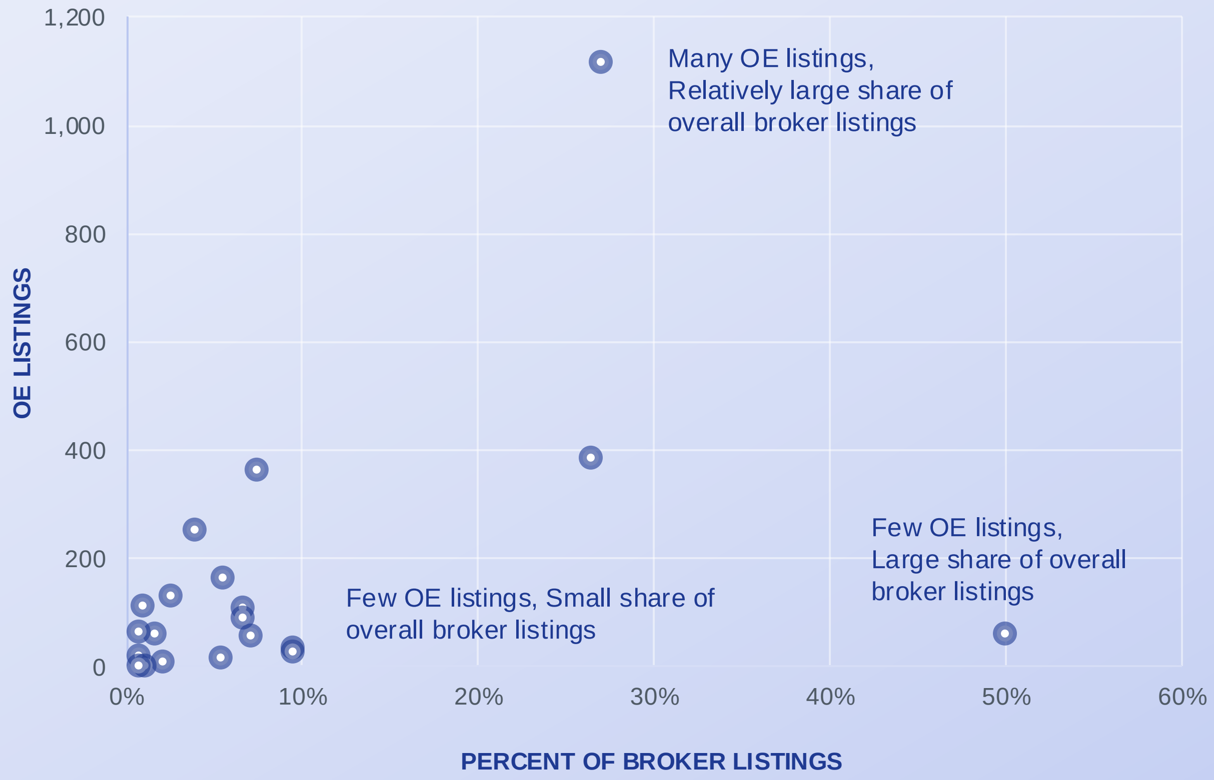
High-profile announcements of private exclusive networks notwithstanding, most brokers continue to use office exclusive listings in a narrow set of cases. In the Bright MLS service area, one broker brand accounted for more than a quarter of all office exclusive listings that sold in the past six months, and three brokerages represented nearly half (45%) of office exclusive listings.

Figure 1. New Office Exclusive Listings by Month
Bright MLS Service Area



Among brokers that do use office exclusives, the vast majority make use of this marketing strategy in a very limited fashion, more in line with the traditional approach. In the past six months, there were only three brokerage firms where office exclusives accounted for more than 10% of their overall listings. Of those three firms, only two also had a relatively significant overall volume of listings over the past six months.

Figure 2. Broker Office Exclusive Listings
Homes Sold September 2024 – February 2025
Bright MLS Service Area



Nearly all office exclusive listings end up on the MLS.

Listings that start as an office exclusive are usually not sold without first being broadly marketed through the MLS. Brokers seem largely to be using office exclusives as a way to "pre-market" listings before ultimately listing them on the MLS for wide dissemination and a sale. In our analysis of listings over the past six months, about nine out of 10 of the properties that started as an office exclusive transitioned to standard MLS-based marketing before they actually sold.

Brokers were most likely to transition an office exclusive listing to a Coming Soon listing on the MLS. Among those properties sold during the September 2024 through February 2025 period that were initially pre-marketed as an office exclusive, more than half (54%) were first promoted through the MLS in Coming Soon status. Listing a property in Coming Soon status allows other brokers and agents to learn about the property while showings are not yet being held and days on market are not accumulating. (Consumers may also be able to directly view the property only if the seller selects to have the listing disseminated by the MLS on the Internet.) Another 31% of listings pre-marketed as office exclusives came onto the MLS in Active status. Less than 2% were listed on the MLS in another status, including those that reflect a pending contract status (e.g. Pending, Active Under Contract).

Table 1. Nearly Nine out of 10 Office Exclusives That Sell Are Marketed on the MLS
Homes Sold September 2024 – February 2025
Bright MLS Service Area

	Number	Percent
Total Office Exclusives	**4,173**	**100%**
Closed as Office Exclusive	**557**	**13%**
Converted to a Standard Listing	**3,616**	**87%**
Coming Soon	2,235	54%
Active	1,309	31%
Some other status	72	2%

The fact that so many office exclusive listings are ultimately promoted through the MLS indicates that even brokerages that have advocated for private listing tactics believe that broadly marketing listings on the MLS is a good strategy for their seller clients.

Brokers are promoting office exclusive status as a tool to pre-market their seller's listing to test pricing strategy and generate interest in the property. However, Coming Soon status has for years provided a similar option for marketing or pre-marketing a property. For a large share of office exclusive listings, brokers appear to be pre-marketing as an office exclusive, then moving the listing to another period of pre-marketing as a Coming Soon listing.

Coming Soon status reflects "a client's written instructions that tours, showings and open houses are not yet available."[4] Furthermore, in Coming Soon status, the seller and listing agent can decide whether to allow Bright MLS to share the listing on the Internet to broker websites and online portals.

Table 2. About Half of All Listings Are in Coming Soon Status Before Selling
Homes Sold September 2024 – February 2025
Bright MLS Service Area

	Number	Pct. Of All Listings
Total Listings	**101,089**	**100%**
Standard Listings	96,916	96%
Coming Soon	46,529	46%
Active	47,493	47%
Office Exclusives	**4,173**	**4%**
Closed as Office Exclusive	557	<1%
Converted to Standard	3,616	4%
Coming Soon	2,235	2%
Active	1,309	1%
Total Coming Soon Listings	**48,764**	**48%**

Office exclusive listings take longer to sell.

Typically, home sellers are most concerned about getting the best offer (i.e. price and concessions) in the shortest amount of time. In our analysis, using the office exclusive status leads to a much longer time to sale.

We analyzed the length of time on the market for listings that start as an office exclusive compared to standard listings that start as Active or Coming Soon. We calculated the time to a pending contract for office exclusives by comparing the pending contract date to the date the listing was entered into the MLS as an office exclusive. In a similar fashion, the time to contract for standard listings was calculated by comparing the pending contract date to the date the listing was entered into the MLS as a standard listing.

Overall, the median time to contract for standard listings that closed over the past six months was 20 days. By comparison, the median days to contract for listings that started as an office exclusive was 37 days—nearly three weeks longer.

Therefore, while a seller could expect to sell their home in about three weeks if their agent lists their home on the MLS as an Active listing or in Coming Soon status, going through the process of pre-marketing as an office exclusive adds an average of 17 days to the time it takes the seller to go under contract.

Table 3. Time to Contract (days)
Homes Sold September 2024 – February 2025 • Bright MLS Service Area

Listing Type	Average	Median
Total Office Exclusives	**52**	**37**
Closed as Office Exclusive*	8	21
Converted to Standard	56	41
Coming Soon	42	56
Active	56	40
Total Standard Listings**	**37**	**20**
Coming Soon	36	21
Active	39	21

*No info for listings that were originally entered as “Office Exclusive – Closed.”
**Includes listings that were entered into Bright in Pending, Active Under Contract, or Closed status.

Pre-marketing as an office exclusive does not bring sellers a higher price.

Some brokerages say that pre-marketing a listing as an office exclusive can get sellers a better price because agents are able to test different pricing strategies and gain insights on responses to pricing options.

We examined how pre-marketing as an office exclusive impacts a property's sale price by comparing listings that started as an office exclusive with those that were entered originally as a standard listing. To ensure we had sufficient within-brokerage data for comparison, we limited the analysis to the set of brokerages with at least 300 office exclusive listings over the past six months and where office exclusives accounted for at least 10% of the brokerage's listings.

In general, homes at higher price points tend to be more likely marketed as an office exclusive listing. In this analysis, 20% of office exclusive listings were priced at $1 million or more, compared with 14.2% of standard listings within the same brokerages. This suggests that brokerages tend to pre-market higher-value homes as office exclusive listings, though the approach is not limited to high-end properties.

In order to assess whether pre-marketing as an office exclusive has an impact on the final price, we need to account for location and characteristics of the property so that we are doing an "apples-to-apples" comparison.

Table 4. Close Prices by Category
Homes Sold September 2024 – February 2025 • Select Brokerages*

	Standard Listings	Office Exclusive Listings
Less than $250,000	10.1%	5.3%
$250,000 - $499,999	38.3%	32.4%
$500,000 - $749,999	24.9%	26.1%
$750,000 - $999,999	12.5%	16.3%
$1 million +	14.2%	20.0%

*Data on standard and office exclusive listings are only reported here for brokerages with at least 300 office exclusive listings and where office exclusive listings accounted for at least 10% of the brokerage's listings.

Methodology

We estimate an absorbed fixed-effects model to analyze the relationship between close price and a range of property characteristics, while accounting for differences across zip codes. This approach allows us to focus on how each of the independent variables influences the dependent variable, after controlling for the neighborhood location effect. We have adjusted for potential correlations within zip codes to improve reliability of the results.

The property characteristics included in the model are: number of bedrooms, number of bathrooms, total living area in square feet, age of the home, condo status, and whether the home is a waterfront property. Also included is a variable that indicates whether the property was listed as an office exclusive.

After controlling for location and property characteristics, whether or not a home was pre-marketed as an office exclusive has no impact on the close price. In the regression results below, the coefficient on the variable oe, which identifies whether or not a listing started as an office exclusive listing, is an insignificant predictor of the home's selling price (i.e. the p-value is greater than 0.05).

Instead, the primary drivers of price in the model were characteristics and location of the property. In other words, when we examined similar homes in similar neighborhoods within brokerages, there is no price advantage when agents pre-market homes as an office exclusive.

Table 5. Model Results

Dependent variable: Close Price

Linear regression,	**absorbing indicators**	**Number of obs**	**=**	**5,577**
Absorbed variable:	zip code	No. of categories	=	757
		F(8, 756)	=	82.23
		Prob > F	=	0
		R-squared	=	0.8034
		Adj R-squared	=	0.7722
		Root MSE	=	2.40E+05

	Coef.	**Robust Std. Error**	**t**	**P>t**	**[95% Confidence Interval]**	
bedrooms	28,814	7,802	3.69	0.000	13,499	44,130
bathrooms	80,642	10,384	7.77	0.000	60,257	101,027
livingarea	194	10	19.41	0.000	174	213
condo	-83,896	19,069	-4.40	0.000	-121,329	-46,462
age	-1,460	495	-2.95	0.003	-2,432	-488
age^2	13	3	4.06	0.000	7	19
waterfront	190,509	65,175	2.92	0.004	62,564	318,454
oe	4,169	9,031	0.46	0.644	-13,559	21,898
_constant	-35,931	54,986	-0.65	0.514	-143,875	72,012

Private listings can make inventory significantly tighter in some local markets.

When listings are held back from the broader marketplace and are instead marketed as private exclusive listings, buyers who are not connected with the listing brokerage generally do not have access to those listings. Those private listings are typically not shared with other buyer brokers and agents, and prospective buyers are not able to view those listings on online real estate portals. Most buyers, therefore, are simply not aware of their existence.

Our survey research shows that a lack of inventory is a major constraint on home sales activity in the Bright MLS service area. Seventy percent of agents in our marketplace said they had worked with a buyer client last year who decided to stop their home search, and frustration over competing against other offers and a lack of homes to choose from were among the most common reasons these would-be buyers stepped out of the market.[5]

When brokerages withhold listings from the MLS, buyers bear that cost. In our analysis, there are some markets in the Bright MLS service area where inventory would be more than 20% higher if private listings were publicly available.

Many of these neighborhoods where accessible inventory is limited by private listing activity are in the Washington, D.C., metro area. For example, in zip codes 20008 (Cleveland Park, D.C.), 20895 (Kensington, MD), 20815 (Chevy Chase, MD), 22101 (McLean, VA), and 20016 (Spring Valley, D.C.), office exclusive listings accounted for at least 24% of all new listings over the past six months.

Table 5. Office Exclusive Listings as a Share of All Listings, by Zip Code
Homes Sold September 2024 – February 2025

Zip Code	Office Exclusives as a Share of All Listings	Zip Code	Office Exclusives as a Share of All Listings
20008	**29%**	20003	**12%**
20895	**24%**	21044	**11%**
20815	**24%**	21208	**11%**
22101	**24%**	20191	**10%**
20016	**24%**	21093	**10%**
20009	**19%**	20906	**10%**
20814	**18%**	21045	**9%**
20007	**18%**	20850	**9%**
20002	**18%**	21601	**9%**
16803	**18%**	21236	**9%**
22312	**17%**	19958	**9%**
20817	**17%**	21403	**9%**
20001	**16%**	22304	**9%**
08540	**15%**	21401	**8%**
22102	**15%**	20148	**8%**
20854	**15%**	20878	**8%**
20902	**15%**	20147	**7%**
20010	**15%**	20176	**6%**
20011	**13%**	20874	**6%**
25425	**12%**	22554	**6%**
22314	**12%**	21224	**5%**

Conclusion

The residential real estate industry continues to evolve, and new business and marketing models will continue to emerge. Driven by technological advancements, shifting consumer preferences, and changing economic conditions, real estate brokerages are constantly innovating to stay competitive.

The rise of office exclusives and private listing networks among some brokerages may simply be a response to current market conditions, but it could signal a systematic shift within the real estate industry to attempt to unravel the open and transparent housing marketplace facilitated by the MLS. While it is too early to determine the long-term impact of this strategy, tracking trends and measuring outcomes will be essential.

What is clear already is that buyers and sellers are at a disadvantage when they do not have complete access to information. A residential real estate marketplace based on a series of private listings would create a fragmented inventory system. Buyers and their representatives would have to search listings across multiple brokerages, increasing inefficiency and uncertainty. The quality and comprehensiveness of the data on properties available for sale could vary, leaving home shoppers wondering if they are getting accurate information, and home sellers without robust market data to inform their pricing and sale decisions. While it is important to give sellers options for how their homes are marketed, restricting exposure can delay offers and ultimately hurt sellers. Fragmented listing data also makes it more difficult to track market conditions and provide reliable market information to consumers.

Bright MLS will continue to analyze our robust and detailed property and transactions data to provide insights on the residential real estate market. This type of data-driven analysis is essential so that brokers, agents, and consumers can all make informed decisions.

Footnotes

1. According to Bright's rules adopted in August 2024, within two calendar days of any potential buyer learning about the property through the listing broker, the property's information must be entered into Bright. Entering listings as "Limited Marketing/Office Exclusive" is an option for subscribers. Most other MLSs have not provided this option to capture data about private listings. Bright MLS does not disseminate information about the listing to other subscribers or on the internet, but the data can be used for analysis.

2. Gillen, Kevin C., Ken Schneider, and Lisa Sturtevant. 2023. On-MLS Study: Measuring the Benefits of an Open and Transparent Housing Marketplace.

3. The Bright MLS service areas includes parts of New Jersey, Pennsylvania, West Virginia, and Virginia, along with the entire state of Delaware and Maryland and the District of Columbia.

4. Bright MLS Rules, effective August 14, 2024, p. 4, accessed 3/11/2025

5. Bright MLS monthly survey of subscribers, available online at brightmls.com/research

About Bright MLS

Bright is proud to be the source of truth for comprehensive real estate data in the Mid-Atlantic, with market intelligence currently covering six states (Delaware, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia) and the District of Columbia. Bright MLS's innovative tool library—both created and curated—provides services and award-winning support to over 100k real estate professionals, enabling their delivery on the promise of home to over half a million homebuyers and sellers monthly. In 2024, Bright subscribers facilitated $112B in real estate transactions through the company's platform

Learn more at BrightMLS.com.

About Bright Research

Bright Research provides customized research and analysis for the real estate industry. Beyond simply presenting data, Bright Research focuses on explaining what the numbers mean for real estate professionals and consumers.

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Local Market **Insight**

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April 2025

Anne Arundel County, MD

New Listings 731

▲8.3% from Mar 2025: **675**

▼-2.5% from Apr 2024: **750**

YTD	2025	2024	+/-
	2,815	**2,641**	6.6%

5-year Apr average: **939**

New Pendings 717

▲4.5% from Mar 2025: **686**

▼-7.0% from Apr 2024: **771**

YTD	2025	2024	+/-
	2,299	**2,393**	-3.9%

5-year Apr average: **881**

Closed Sales 587

▲17.2% from Mar 2025: **501**

▼-1.3% from Apr 2024: **595**

YTD	2025	2024	+/-
	1,981	**1,961**	1.0%

5-year Apr average: **722**

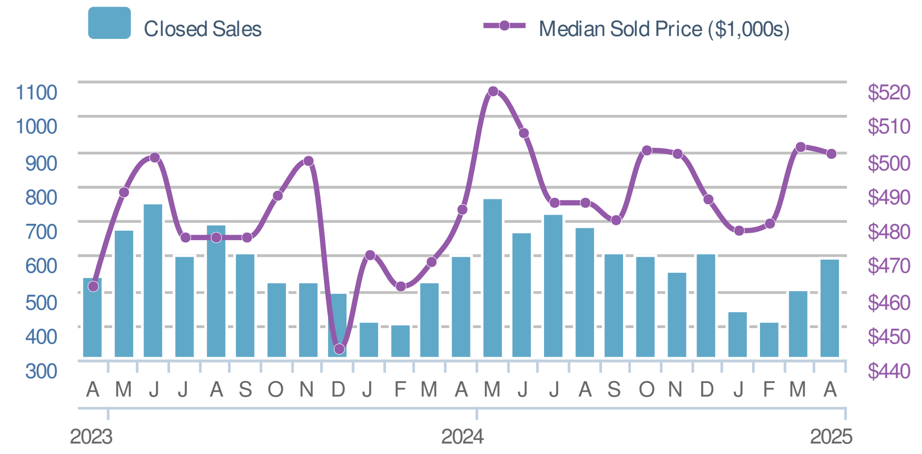
Median Sold Price $499,900

▼-0.2% from Mar 2025: **$501,000**

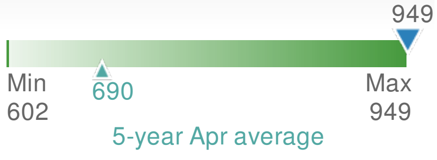
▲3.4% from Apr 2024: **$483,250**

YTD	2025	2024	+/-
	$490,000	**$471,480**	3.9%

5-year Apr average: **$461,830**

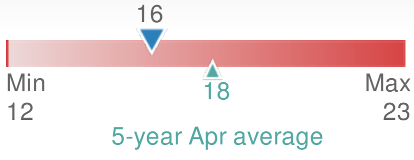


Active Listings 949



Mar 2025	Apr 2024
764	**608**

Avg DOM 16



Mar 2025	Apr 2024	YTD
21	**19**	**24**

Avg Sold to OLP Ratio 100.4%

Mar 2025	Apr 2024	YTD
99.9%	**100.7%**	**99.8%**

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Data Source: Bright MLS. Statistics calculated May 06, 2025.

April 2025

Anne Arundel County, MD

Sold Summary

	Apr 2025	Apr 2024	% Change
Sold Dollar Volume	$368,230,829	$356,429,587	3.31%
Avg Sold Price	$632,272	$607,955	4.00%
Median Sold Price	$499,900	$483,250	3.45%
Units Sold	587	595	-1.34%
Avg Days on Market	16	19	-15.79%
Avg List Price for Solds	$627,309	$600,049	4.54%
Avg SP to OLP Ratio	100.4%	100.7%	-0.32%
Ratio of Avg SP to Avg OLP	100.1%	100.2%	-0.07%
Attached Avg Sold Price	$466,378	$447,186	4.29%
Detached Avg Sold Price	$739,150	$710,989	3.96%
Attached Units Sold	230	233	-1.29%
Detached Units Sold	357	362	-1.38%

Notes:

- SP = Sold Price
- OLP = Original List Price
- LP = List Price (at time of sale)
- Garage/Parking Spaces are not included in Detached/Attached section totals.

Inventory

	Apr 2025	Apr 2024	% Change
Active Listings	949	608	56.09%
New Listings	731	750	-2.53%
New Under Contracts	0	0	0%
New Contingents	0	0	0%
New Pendings	717	771	-7.00%
All Pendings	941	990	-4.95%

Financing (Sold)

Assumption	1
Cash	111
Conventional	306
FHA	60
Other	8
Owner	0
VA	96

Days on Market (Sold)

0	20
1 to 10	360
11 to 20	71
21 to 30	42
31 to 60	48
61 to 90	13
91 to 120	12
121 to 180	11
181 to 360	7
361 to 720	2
721+	1

Sold Detail

Active Detail

	Residential						Condo/Coop	Active Listings		
	2 or Less BR		3 BR		4 or More BR		All	Residential		Condo/Coop
Price Ranges	Detached	Attached/TH	Detached	Attached/TH	Detached	Attached/TH	Attached	Detached	Attached/TH	Attached
< $50,000	1	0	0	0	0	0	3	0	0	1
$50K to $99,999	0	0	1	0	0	0	0	10	0	0
$100K to $149,999	1	1	2	0	0	0	0	10	0	0
$150K to $199,999	0	0	2	0	0	0	2	3	2	1
$200K to $299,999	3	1	9	3	2	1	13	17	15	17
$300K to $399,999	11	12	25	26	9	2	31	60	26	32
$400K to $499,999	3	4	40	37	34	3	12	91	74	13
$500K to $599,999	1	2	22	35	25	5	5	87	40	17
$600K to $799,999	3	1	23	13	46	8	4	122	28	13
$800K to $999,999	1	0	7	1	37	1	0	90	0	2
$1M to $2,499,999	0	0	11	2	33	1	0	125	5	4
$2.5M to $4,999,999	0	0	0	0	4	1	0	33	1	0
$5,000,000+	0	0	0	0	1	0	0	9	0	1
Total	24	21	142	117	191	22	70	657	191	101
Avg Sold Price	$403,315	$381,715	$567,860	$489,793	$908,696	$749,371	$363,700			
Prev Year - Avg Sold Price	$295,273	$399,720	$576,652	$465,036	$815,105	$586,635	$392,512			
Avg Sold % Change	36.59%	-4.50%	-1.52%	5.32%	11.48%	27.74%	-7.34%			
Prev Year - # of Solds	17	18	121	117	224	21	77			

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Data Source: Bright MLS. Statistics calculated May 06, 2025.

Local Market **Insight**

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April 2025

Queen Annes County, MD

New Listings 101

11.0% from Mar 2025:	-2.9% from Apr 2024:
91	**104**

YTD	2025	2024	+/-
	379	**400**	-5.3%

5-year Apr average: **110**

New Pendings 69

-9.2% from Mar 2025:	-20.7% from Apr 2024:
76	**87**

YTD	2025	2024	+/-
	259	**303**	-14.5%

5-year Apr average: **93**

Closed Sales 64

-5.9% from Mar 2025:	-4.5% from Apr 2024:
68	**67**

YTD	2025	2024	+/-
	228	**223**	2.2%

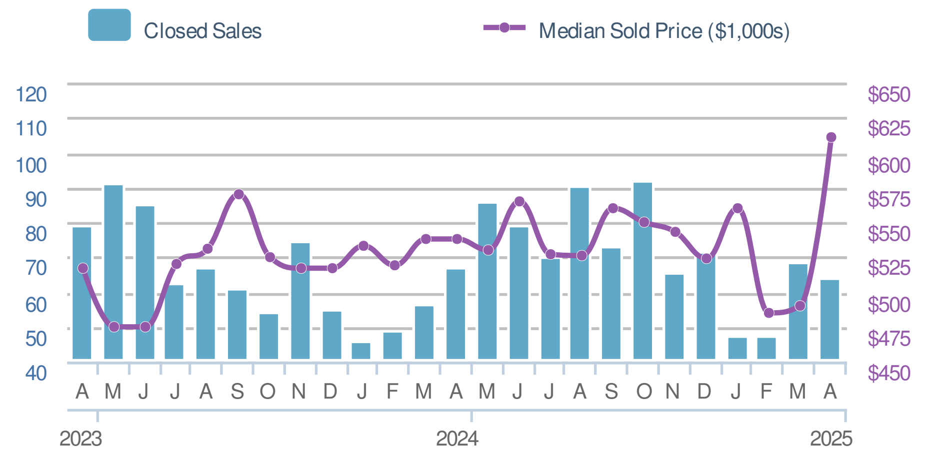
5-year Apr average: **76**

Median Sold Price $611,950

24.9% from Mar 2025:	13.7% from Apr 2024:
$490,000	**$538,000**

YTD	2025	2024	+/-
	$527,500	**$529,900**	-0.5%

5-year Apr average: **$498,909**



Active Listings 241

241

Min	5-year Apr average	Max
122	157	241

Mar 2025	Apr 2024
182	**171**

Avg DOM 39

39

Min	5-year Apr average	Max
29	36	45

Mar 2025	Apr 2024	YTD
49	**45**	**46**

Avg Sold to OLP Ratio 96.9%

96.9%

Min	5-year Apr average	Max
96.9%	98.6%	100.6%

Mar 2025	Apr 2024	YTD
96.7%	**97.3%**	**97.1%**

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Market Statistics – Detailed Report

SmartCharts
MarketStats by ShowingTime

April 2025

Queen Annes County, MD

Sold Summary

	Apr 2025	Apr 2024	% Change
Sold Dollar Volume	$41,298,364	$38,830,105	6.36%
Avg Sold Price	$625,893	$577,674	8.35%
Median Sold Price	$611,950	$538,000	13.75%
Units Sold	64	67	-4.48%
Avg Days on Market	39	45	-13.33%
Avg List Price for Solds	$645,286	$579,553	11.34%
Avg SP to OLP Ratio	96.9%	97.3%	-0.48%
Ratio of Avg SP to Avg OLP	95.7%	97.0%	-1.35%
Attached Avg Sold Price	$616,025	$512,190	20.27%
Detached Avg Sold Price	$628,170	$594,971	5.58%
Attached Units Sold	12	14	-14.29%
Detached Units Sold	52	53	-1.89%

Notes:

- SP = Sold Price
- OLP = Original List Price
- LP = List Price (at time of sale)
- Garage/Parking Spaces are not included in Detached/Attached section totals.

Inventory

	Apr 2025	Apr 2024	% Change
Active Listings	241	171	40.94%
New Listings	101	104	-2.88%
New Under Contracts	0	0	0%
New Contingents	0	0	0%
New Pendings	69	87	-20.69%
All Pendings	131	156	-16.03%

Financing (Sold)

Assumption	0
Cash	20
Conventional	34
FHA	6
Other	1
Owner	0
VA	3

Days on Market (Sold)

0	2
1 to 10	22
11 to 20	5
21 to 30	4
31 to 60	8
61 to 90	8
91 to 120	3
121 to 180	3
181 to 360	5
361 to 720	4
721+	0

Sold Detail

Active Detail

	Residential						Condo/Coop	Active Listings		
	2 or Less BR		3 BR		4 or More BR		All	Residential		Condo/Coop
Price Ranges	Detached	Attached/TH	Detached	Attached/TH	Detached	Attached/TH	Attached	Detached	Attached/TH	Attached
< $50,000	3	0	0	0	0	0	0	1	0	1
$50K to $99,999	0	0	0	0	0	0	0	2	1	2
$100K to $149,999	1	0	0	0	0	0	0	1	0	3
$150K to $199,999	0	0	0	0	0	0	0	2	0	0
$200K to $299,999	2	0	0	0	0	0	1	7	1	2
$300K to $399,999	1	1	7	0	0	0	0	16	0	8
$400K to $499,999	0	0	7	0	1	0	0	29	3	5
$500K to $599,999	0	0	3	0	1	1	3	43	3	17
$600K to $799,999	0	0	8	0	9	0	4	38	0	11
$800K to $999,999	0	0	0	0	2	0	1	13	0	1
$1M to $2,499,999	0	0	5	0	2	0	1	22	0	0
$2.5M to $4,999,999	0	0	0	0	0	0	0	8	0	0
$5,000,000+	0	0	0	0	0	0	0	1	0	0
Total	7	1	30	0	15	1	10	183	8	50
Avg Sold Price	$149,345	$380,000	$661,219	$0	$785,525	$500,000	$651,230			
Prev Year - Avg Sold Price	$454,950	$0	$485,515	$420,000	$697,067	$501,197	$532,827			
Avg Sold % Change	-67.17%	0.00%	36.19%	0.00%	12.69%	-0.24%	22.22%			
Prev Year - # of Solds	4	0	21	2	28	2	10			

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