

August 2023 - Office Meeting

Office Event schedule and links at www.executiveagent.net

RE/MAX Executive and In House Title Partners Raft Up Day August 22nd

- Join us for a fun day on the Magothy River.
- Join us on Bob Flynn's boat Two Words or join us on your boat.
- Times and details TBD.

Mastering CORE Listing Machine – RU Webinar August 23rd

- This powerful tool enables you to customize digital and print marketing materials, automate listing marketing projects, track the resulting leads and more. It all happens in one place – inside MAX/Tech power by kvCORE.
- Key features of CORE Listing Machine & Design Center accessed through the marketing tab inside MAX/Tech powered by kvCORE, the CORE Listing Machine & Design Center includes hundreds of designs, including luxury options.

Real Estate Back to Basics on Lead Generation and Conversion

- Mondays September; 11th, 18th, 25th and Oct. 2nd 10:00-12:00 live in Severna Park
- 4 unique power sessions plus hands on workshops on using KV Core.
- Topics include, but are not limited to, lead generation and conversion strategies, SOI and lead engagement, overcoming objections and effective communication.

September Office Meeting

- Severna Park Office, Tuesday Sept. 12th 11-12
- Kent Island Office, Thursday Sept. 14th 11-12

MD Realtors Annual Convention Sept. 12-21st @ Maryland Live, Hanover

- Information and registration at www.mdrealtor.org

Bras for the Cause October 2 5:30-9:30 at Twain's Tavern, Pasadena

- Join us for a fun filled evening! Buffet included. Cash bar.
- 10th Annual "uplifting" FUNdraiser to build hope, awareness and "support" to women who are living with breast cancer in Anne Arundel County

August Anniversaries: Ken Roderick 3 years, Melinda Boileau 4 years, Jackie Shea 5 years, Megan Travers 5 years, Crystal Smith 7 years, Amy Belson 7 years, Barb Atkinson 10 years.

August Birthdays: Jen Thomas 8/5, Cheryce Ledbetter 8/17, Nikia Pickett 8/18, Diana Hargadon 8/24, Karen Burkett 8/29.

Program

Printer updates: Monday Aug. 21st from 10-12, we will be updating printer software, printing may be delayed or unavailable during this time. After the update depending on your current printer install a reinstall may be necessary. Visit www.executiveagent.net and use the link at the bottom of the page if you have any issues.

Showing Services and use of Unlicensed assistants.

- Only agents from RE/MAX Executive may show property to your buyer clients.
- Use of an outside service or agent from another brokerage is not permitted per MREC.
- They have issued fines of up to \$5000, this includes to agents holding open houses staffed with unlicensed assistants that answered questions.
- An unlicensed person may not “**Discuss the attributes or amenities of a property, under any circumstances, with a prospective purchaser or lessee.**” Per MREC

Changes are happening to Lead Distribution and Flow from remax.com and our office site's.

- Now map based. We have created maps for each office that cover areas we serve.
- This may lead to you receiving a lead offer in an area you would prefer not to work.
- You can transfer directly to another agent in the office or to Nathan or Terri for reassignment.
- Lead flow has increased. Changes and updates will continue to improve lead flow and quality.
- We are also using the funds from L2L to run ads and campaigns on our office site's to generate leads.
- Agents working these leads are converting, MaxTech automates a decent follow up plan.

Max Tech Core Listing Machine & Design Center now active.

- Automated packages for Listing Marketing Material
- Custom Listing Kits with lifecycle triggers like Sold and Coming Soon
- Automated postings to social media and more.
- Create print products to print at home, at the office or with a vendor.
- Access via Max Tech, Marketing Tab

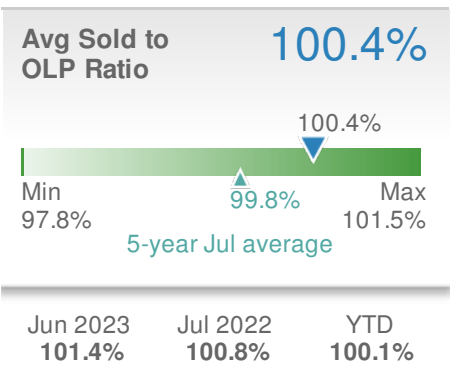
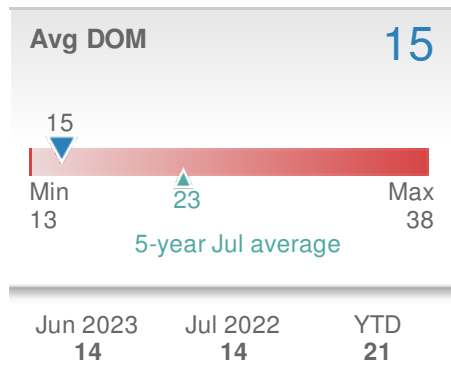
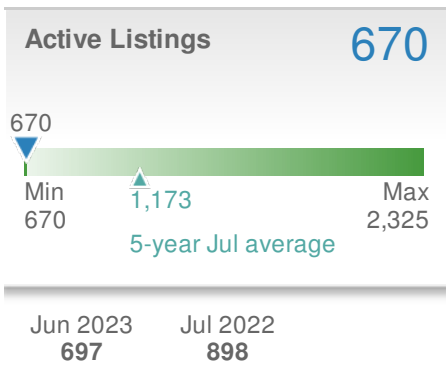
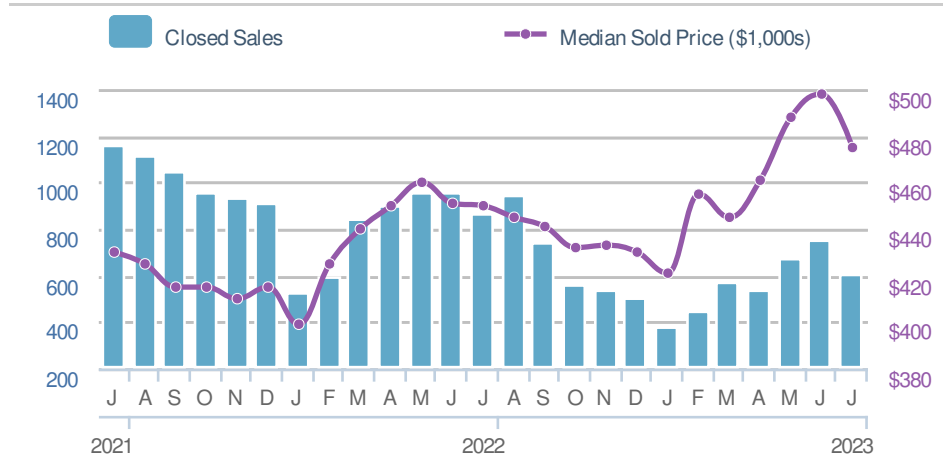
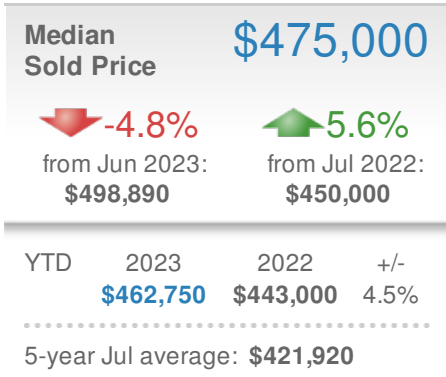
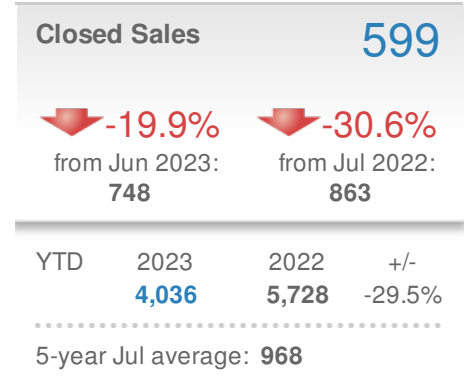
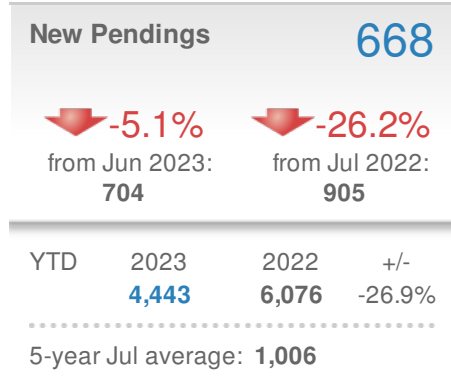
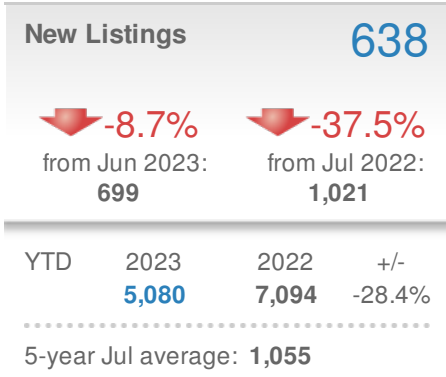
New RE/MAX sign options available along with updated Brand Standards **Download the new Graphics and Standards guide [HERE](#)**



Market Update

July 2023

Anne Arundel County, MD



July 2023

Anne Arundel County, MD

Sold Summary

	Jul 2023	Jul 2022	% Change
Sold Dollar Volume	\$353,681,828	\$479,098,709	-26.18%
Avg Sold Price	\$592,280	\$561,193	5.54%
Median Sold Price	\$475,000	\$450,000	5.56%
Units Sold	599	863	-30.59%
Avg Days on Market	15	14	7.14%
Avg List Price for Solds	\$590,553	\$556,023	6.21%
Avg SP to OLP Ratio	100.4%	100.8%	-0.39%
Ratio of Avg SP to Avg OLP	98.9%	99.9%	-0.98%
Attached Avg Sold Price	\$423,163	\$409,447	3.35%
Detached Avg Sold Price	\$701,463	\$654,227	7.22%
Attached Units Sold	235	328	-28.35%
Detached Units Sold	364	535	-31.96%

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

	Jul 2023	Jul 2022	% Change
Active Listings	670	898	-25.39%
New Listings	638	1,021	-37.51%
New Under Contracts	0	0	0%
New Contingents	0	0	0%
New Pending	668	905	-26.19%
All Pending	932	1,167	-20.14%

Financing (Sold)

Assumption	1
Cash	84
Conventional	349
FHA	74
Other	6
Owner	0
VA	76

Days on Market (Sold)

0	27
1 to 10	381
11 to 20	60
21 to 30	37
31 to 60	53
61 to 90	14
91 to 120	11
121 to 180	3
181 to 360	10
361 to 720	0
721+	3

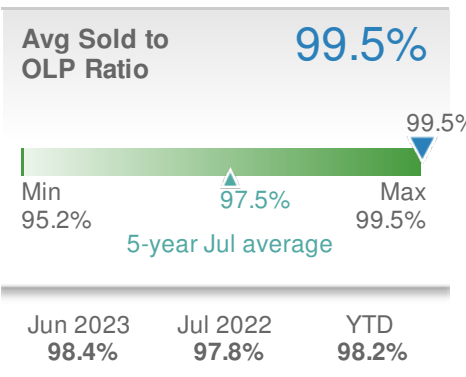
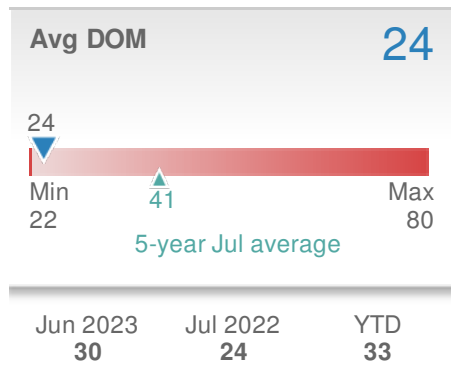
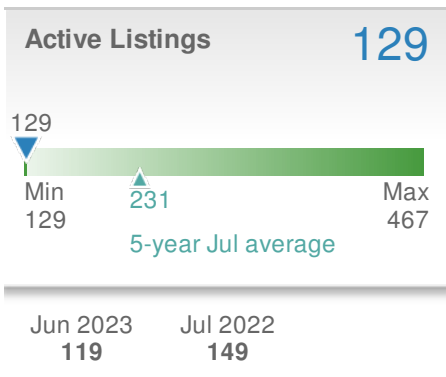
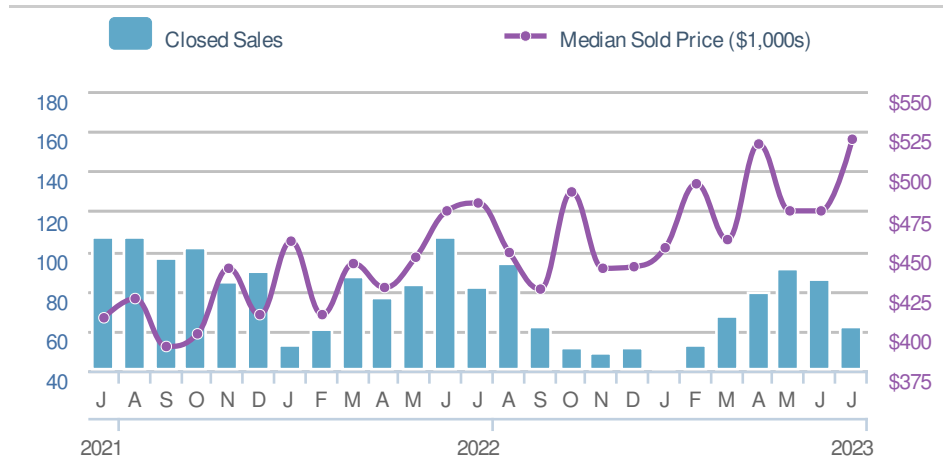
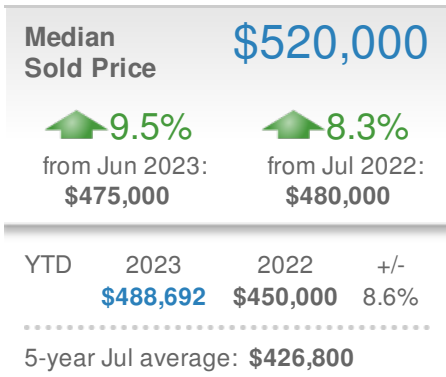
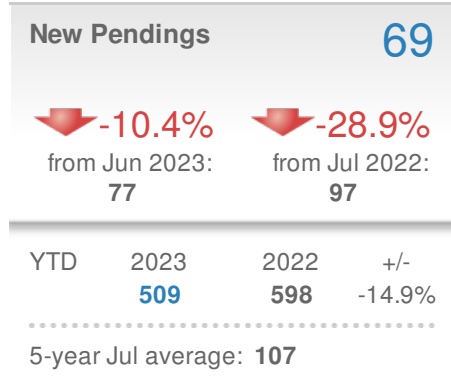
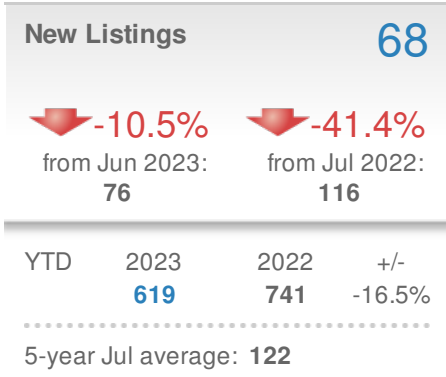
Sold Detail

Price Ranges	Residential						Condo/Coop	Active Listings		
	2 or Less BR		3 BR		4 or More BR		All	Residential		Condo/Coop
	Detached	Attached/TH	Detached	Attached/TH	Detached	Attached/TH	Attached	Detached	Attached/TH	Attached
< \$50,000	1	0	1	0	0	0	0	0	0	1
\$50K to \$99,999	0	1	1	0	0	0	0	2	0	0
\$100K to \$149,999	1	0	2	0	1	0	0	2	0	0
\$150K to \$199,999	1	1	0	2	1	0	3	3	3	3
\$200K to \$299,999	3	6	10	11	3	0	21	11	11	8
\$300K to \$399,999	8	7	27	27	21	3	25	42	18	11
\$400K to \$499,999	5	3	33	47	36	9	8	84	39	6
\$500K to \$599,999	6	4	15	32	28	5	3	62	43	5
\$600K to \$799,999	1	2	17	4	55	3	4	121	12	6
\$800K to \$999,999	1	0	5	1	38	0	1	76	0	1
\$1M to \$2,499,999	0	0	4	0	30	1	1	75	1	2
\$2.5M to \$4,999,999	0	0	1	0	7	0	0	17	0	0
\$5,000,000+	0	0	0	0	1	0	0	5	0	0
Total	27	24	116	124	221	21	66	500	127	43
Avg Sold Price	\$410,963	\$375,745	\$514,494	\$439,957	\$835,091	\$517,320	\$378,895			
Prev Year - Avg Sold Price	\$364,197	\$338,192	\$475,903	\$424,420	\$788,559	\$554,695	\$362,563			
Avg Sold % Change	12.84%	11.10%	8.11%	3.66%	5.90%	-6.74%	4.50%			
Prev Year - # of Solds	36	37	181	170	318	30	91			

Active Detail

July 2023

Queen Annes County, MD



July 2023

Queen Annes County, MD

Sold Summary

	Jul 2023	Jul 2022	% Change
Sold Dollar Volume	\$34,810,337	\$41,724,418	-16.57%
Avg Sold Price	\$560,665	\$510,794	9.76%
Median Sold Price	\$520,000	\$480,000	8.33%
Units Sold	62	82	-24.39%
Avg Days on Market	24	24	0.00%
Avg List Price for Solds	\$561,457	\$509,761	10.14%
Avg SP to OLP Ratio	99.5%	97.8%	1.75%
Ratio of Avg SP to Avg OLP	98.0%	96.4%	1.57%
Attached Avg Sold Price	\$445,931	\$398,862	11.80%
Detached Avg Sold Price	\$588,201	\$522,894	12.49%
Attached Units Sold	12	8	50.00%
Detached Units Sold	50	74	-32.43%

Notes:

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

Inventory

	Jul 2023	Jul 2022	% Change
Active Listings	129	149	-13.42%
New Listings	68	116	-41.38%
New Under Contracts	0	0	0%
New Contingents	0	0	0%
New Pendings	69	97	-28.87%
All Pendings	117	141	-17.02%

Financing (Sold)

Assumption	0
Cash	15
Conventional	31
FHA	5
Other	0
Owner	0
VA	7

Days on Market (Sold)

0	4
1 to 10	27
11 to 20	9
21 to 30	7
31 to 60	5
61 to 90	2
91 to 120	3
121 to 180	1
181 to 360	4
361 to 720	0
721+	0

Sold Detail

Price Ranges	Residential						Condo/Coop	Active Listings		
	2 or Less BR		3 BR		4 or More BR		All	Residential		Condo/Coop
	Detached	Attached/TH	Detached	Attached/TH	Detached	Attached/TH	Attached	Detached	Attached/TH	Attached
< \$50,000	0	0	0	0	0	0	0	0	0	0
\$50K to \$99,999	0	0	0	0	0	0	0	0	0	0
\$100K to \$149,999	0	0	0	0	0	0	0	1	0	0
\$150K to \$199,999	1	0	1	0	0	0	0	0	0	0
\$200K to \$299,999	0	0	3	1	0	0	2	4	0	1
\$300K to \$399,999	1	0	6	1	1	0	0	6	1	0
\$400K to \$499,999	0	0	3	1	3	0	1	16	2	2
\$500K to \$599,999	1	1	2	0	11	0	4	14	2	7
\$600K to \$799,999	0	0	2	1	9	0	0	38	1	8
\$800K to \$999,999	0	0	0	0	2	0	0	12	0	0
\$1M to \$2,499,999	0	0	2	0	2	0	0	11	0	0
\$2.5M to \$4,999,999	0	0	0	0	0	0	0	3	0	0
\$5,000,000+	0	0	0	0	0	0	0	0	0	0
Total	3	1	19	4	28	0	7	105	6	18
Avg Sold Price	\$331,500	\$545,900	\$538,315	\$407,917	\$649,556	\$0	\$453,373			
Prev Year - Avg Sold Price	\$319,730	\$589,000	\$428,413	\$0	\$686,826	\$340,000	\$376,983			
Avg Sold % Change	3.68%	-7.32%	25.65%	0.00%	-5.43%	0.00%	20.26%			
Prev Year - # of Solds	7	1	37	0	30	1	6			

Active Detail

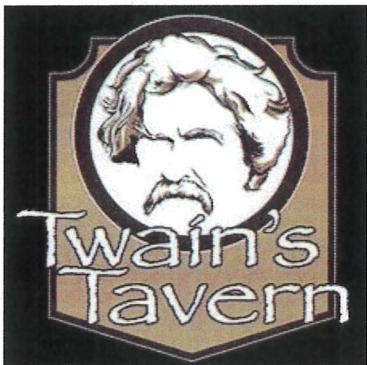
10th

Annual



Bras for the Cause

10th Annual "uplifting" FUNdraiser to build hope, awareness and "support" to women who are living with Breast Cancer in Anne Arundel County. Portion of the proceeds will also support local WCR Network to educate RE Agents in AA County & Community Outreach.



Monday, October 2, 2023 5:30-9:30pm

Join us for a fun filled evening!

Buffet included, cash bar.

Sponsored by

**Women's Council of
REALTORS®**

**For more information on
Advertising, Tickets,
Sponsorship,
Gift Donations,
Bra Model Registration
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