

May 2023 - Office Meeting

Office Event schedule and links at www.executiveagent.net

Northeast Region Agent Rally w/ Jared James May 18th 1:00 – 5:00

- Carpool from Millersville or Chester, departing at 11:15.
- Register via <https://www.remaxevents.com/CollegeParkAgentRally>
- Market and consumer behavior has shifted so quickly and drastically that many agents and brokers are left to wonder why they are working harder for lesser results. In The Game Has Changed. Have You?

Shred Events- Start promoting ASAP all events 9-12, be sure to share on FB

- May 20th – Severna Park Office
- Marketing material available through Amy and at www.executiveagent.net

In House Title – Blue Angels Boat Cruise May 23rd or 24th

- RSVP to stella@ihtitle.com, you must RSVP, space is limited.
- Departures from Horn Point, Annapolis @ 11:30 and Bay Bridge Marina, Kent Island @ 10:30
- Return estimated 3:30-4:30.
- This is a great day on the water, I recommend the practice day on the 23rd.

2nd Quarter Birthday Lunch – Thursday, June 1st at noon.

- At Garten, 849 Baltimore Annapolis Blvd. Severna Park.
- If you have a birthday in Q2 you will receive an email invite. Please RSVP.
- If you missed our Q1 Lunch, please feel free to join us.

KV Core Bootcamp and Workshop – Tuesday June 6th – Severna Park

- 10:00-11:30 – Getting Started and Initial Setup
- 12:00-1:00 – Working with Contacts and CRM
- 1:30- 2:00 – Communicating with Contacts, Text and Email, Campaigns
- 2:30- 4:30 – Website Editing and Buildout

June Office Meetings

- Severna Park, June 13th 11-12
- Kent Island, June 15th 11-12

Taco Tuesday Happy Hour- Millersville Office, Tuesday June 13th 5-8

- Join us for Drinks, Dinner, and some networking!

May Anniversaries: Jessica Clark 1 Year, Amy Larrauri 4 Years, Alicia Guinn 7 Years, Diane Bullock 9 Years

May Birthdays: Crystal Smith 5/5, Gail Hardesty 5/16, Amy Larrauri 5/19, Cindy Beres 5/24, Marcie Shea 5/29, Jennifer Reed 5/30

Program

Shred Events- Start promoting ASAP all events 9-12, be sure to share on FB/Social.

- May 20th – Severna Park Office
- CMN Donations - \$620 at Millersville and \$420 in Chester
- Marketing material available through Amy and at www.executiveagent.net

New RE/MAX vs the Industry 2023 published

- Available on www.remax.net and included in meeting packet at www.executiveagent.net
- Shows once again RE/MAX Agents outperform our competitors 2 to 1.
- Also, some great stats on Brand Awareness, at 34% we are far and away the most thought of Brand in Real Estate with consumers.

Source of Income as a Protected class is not just for Rentals.

- [Download Here](#) or at MD Real Estate Commission Site
- A Seller may not limit types of Financing nor use a buyer financing type to disqualify their offer.
- No language should be used in the listing limiting types of financing.

MLS Touch App / Homesnap Update

- MLS Touch App is the replacement for Homesnap.
- MLS Touch is available now for download, use Bright credentials to login.
- The best information I can find says Homesnap and Bright agreement ending in June.
- MLS Touch App review.

MAX Tech/KV Core Review

- Get in a class, office class, recorded webinar, live webinar. Engage in this system, it will help your business.
- Lead Routing and ownership, see handout.
- Max Center review.

Dotloop- App

- Not just for agents, clients can also use the app.
- Manage loops, change status, add people, share documents, and even edit docs and add signatures/initials.
- A great tool for scanning documents, image files are problematic on many levels. Documents should be scanned as a PDF, quality is better, security is better, and PDFs are universally accepted.

Market Update- New Inventory still low and my primary concern, see reports.

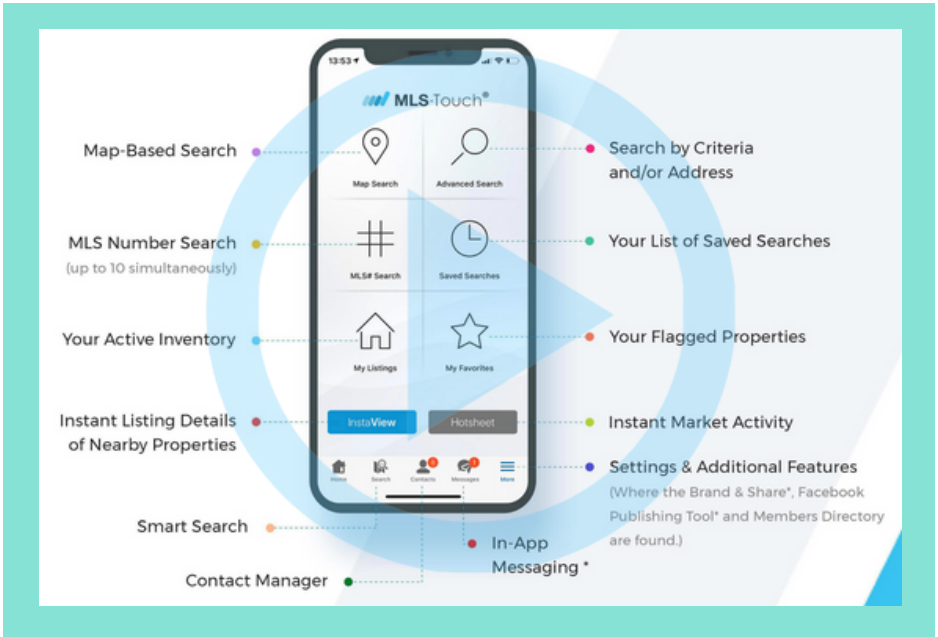
2023 RE/MAX® vs. THE INDUSTRY

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

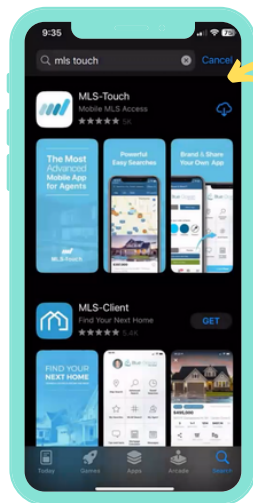
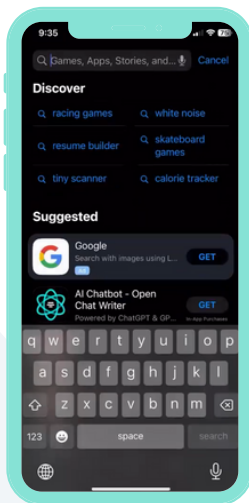
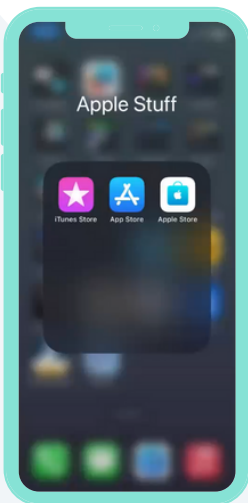
NATIONAL, FULL-SERVICE BROKERAGE BRANDS						
	TRANSACTION SIDES PER U.S. AGENT ¹	U.S. TRANSACTION SIDES	U.S. BRAND AWARENESS (UNAIDED) ²	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	13.3	781,377	34.0%	110+	9,175	144,014
	8.9	56,099	0.1%	6	500	8,000
COMPASS	7.4	210,365	1.2%	1	502	28,237
	6.9	91,606	2.1%	35	2,400	42,300
Weichert REALTORS	6.7	96,400	1.9%	1	500	14,400
	6.4	608,728	16.3%	39	2,900	103,400
CENTURY 21	6.2	298,562	25.3%	85	13,600	148,600
	6.2	1,047,548	12.7%	60	1,100	191,877
BERKSHIRE HATHAWAY HOMESERVICES	6.1	307,235	6.0%	13	1,500	50,775
	5.9	132,230	2.3%	81	1,100	26,300
	5.9	72,053	1.7%	6	400	12,400
REALTYONEGROUP	5.5	100,374	0.3%	13	400	18,000
	5.4	397,138	0.9%	24	NA	87,000
	3.3	80,200	0.5%	1	200	24,000

Data is full-year as of year-end 2022, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate on SEC 10-K, Annual Report for 2022; Realty Executives, Compass, Weichert, Keller Williams, Berkshire Hathaway HomeServices, Realty ONE Group, HomeSmart and eXp Realty data is from company websites and industry reports. ¹U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It cites 2022 residential transaction sides and agent counts, some of which it estimates when company elected not to provide. ²MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23_368



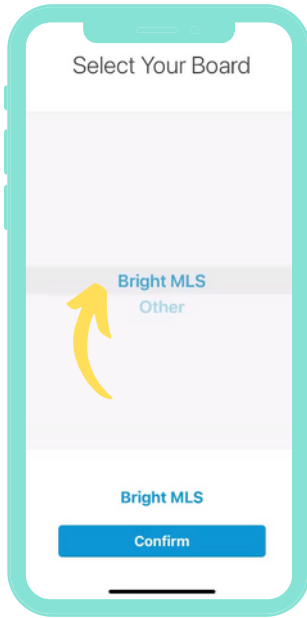


How to Download MLS-Touch

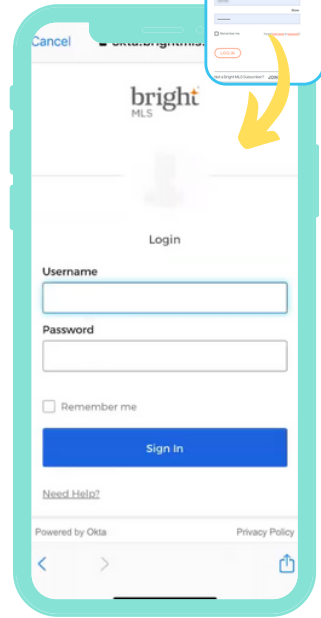




Select Bright Area



Select Bright MLS



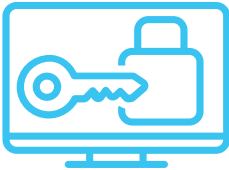
Use Bright MLS Login

Where to Learn More

[How to Login](#)

[Setup Account](#)

[How to Search](#)

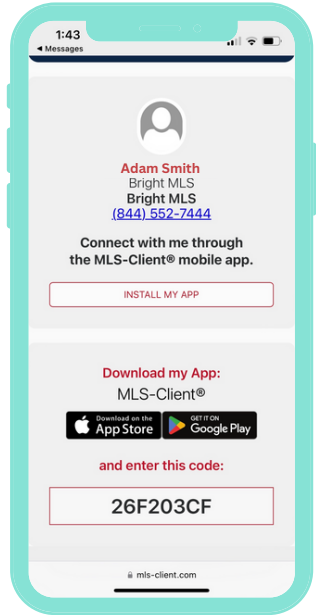
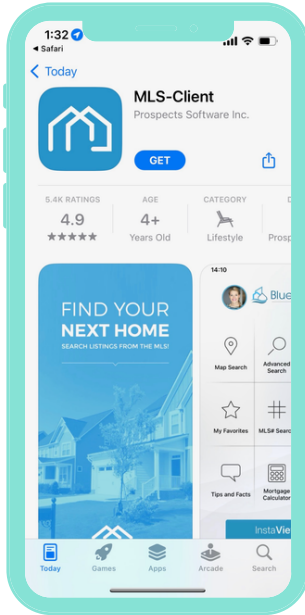
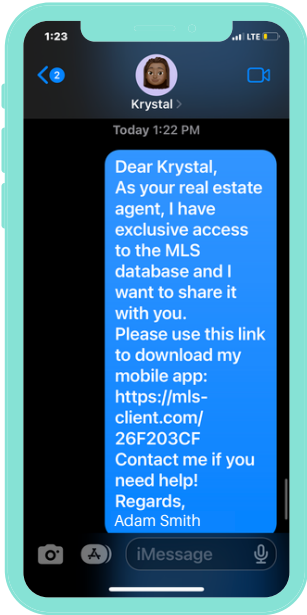


Get to Know MLS-Touch

Ready to learn more? Sign up for one of our informative webinars and get all the details on how MLS-Touch helps you run your business.

REGISTER NOW





Where to Learn More

Here are just a few reasons you're going to love this app:

- It integrates seamlessly with **Bright Search and Schedule a Showing**.
- Your current **contacts, favorites, carts, and saved searches** are all available in MLS-Touch.
- You can custom-brand a **client version of MLS-Touch** and share it to enhance agent-client collaboration.
- It offers **powerful search tools** and **real-time property and market insights**.
- It allows you to **publish your listings to Facebook**.
- It features InstaView technology to make it quick and easy to **view surrounding listings**.

Get to Know **MLS-Touch**

Ready to learn more? Sign up for one of our informative webinars and get all the details on how MLS-Touch helps you run your business.

REGISTER NOW

Lead Ownership + MAX/Tech powered by kvCORE

Frequently Asked Questions



A successful real estate business is all about cultivating and nurturing leads. But when it comes to who owns the leads flowing to agents, where they are generated makes all the difference. Use this guide to better understand the different types of lead ownership and what they mean for you and your brokerage.

Who owns the leads that come in from remax.com or remax.ca?

The leads that are generated on the official RE/MAX website (remax.com in the United States and remax.ca in Canada) will fall into two categories: leads on RE/MAX listings and leads on non-RE/MAX listings.

Leads on RE/MAX Listings

These leads will always be owned by the listing agent — a.k.a. "My Listing, My Lead."

Leads on non-RE/MAX Listings (IDX Listings)

Leads generated on non-RE/MAX listings, also known as IDX Listings, are owned by the brokerage.

Who owns the leads that come in on my brokerage or office website?

As with leads generated on remax.com and remax.ca, any lead that is generated on an agent's listing within your brokerage or office website will be owned by that agent. Leads generated on non-RE/MAX listings will be owned by the brokerage.

Who owns the leads that come in on an agent website?

Any lead that is generated on an agent's own website, whether it is their listing or a non-RE/MAX listing, will be owned by that agent.

What Does Lead Ownership Mean Inside MAX/Tech powered by kvCORE?

Who owns a lead determines specific actions a user can take within MAX/Tech powered by kvCORE including the ability to keep that lead private from the rest of the company as well as export the contact to a personal database.

Agent Owned Leads

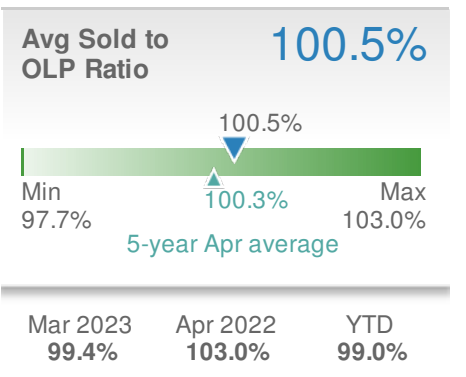
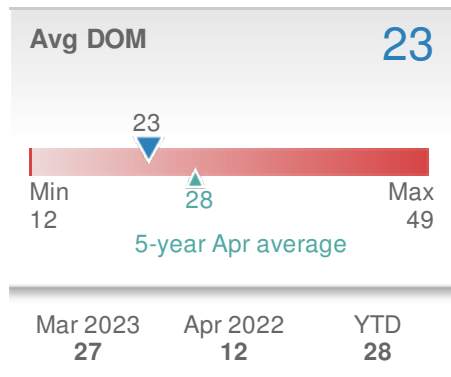
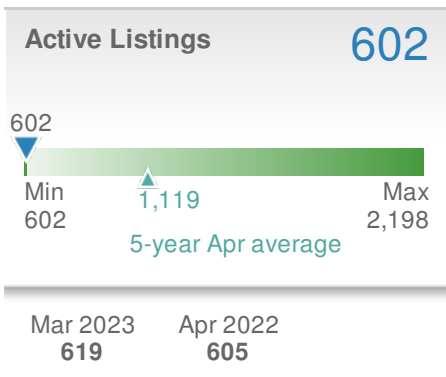
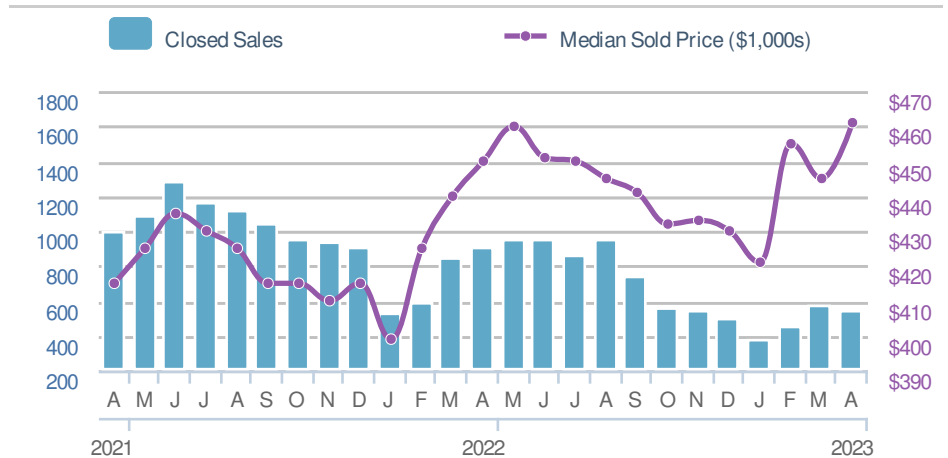
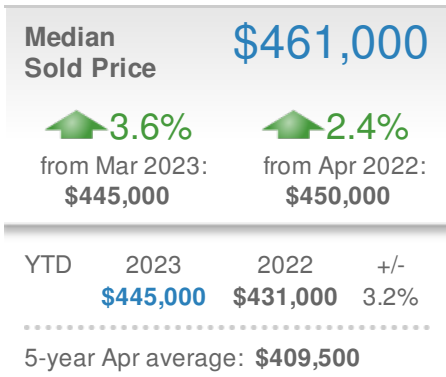
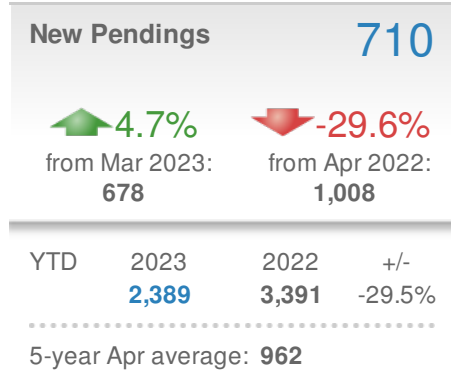
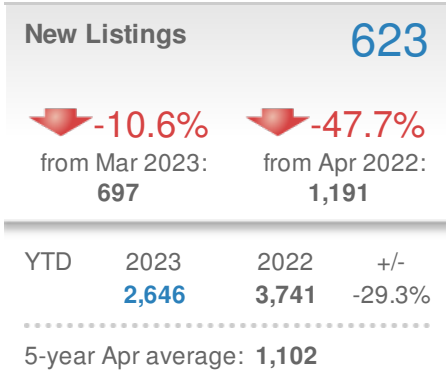
Agents have the ability to share their owned leads with their office admins or managers by turning off Lead Privacy within their MAX/Tech powered by kvCORE account if desired. They also have the ability to export these contacts as well as archive them or transfer them to another agent.

Company Owned Leads

Agents cannot mark company-owned leads as private or export them to their personal databases. However, they can still archive these leads and transfer them to another agent as needed.

April 2023

Anne Arundel County, MD



April 2023

Anne Arundel County, MD

Sold Summary

	Apr 2023	Apr 2022	% Change
Sold Dollar Volume	\$287,202,893	\$474,534,812	-39.48%
Avg Sold Price	\$541,416	\$540,153	0.23%
Median Sold Price	\$461,000	\$450,000	2.44%
Units Sold	536	900	-40.44%
Avg Days on Market	23	12	91.67%
Avg List Price for Solds	\$537,833	\$528,063	1.85%
Avg SP to OLP Ratio	100.5%	103.0%	-2.42%
Ratio of Avg SP to Avg OLP	99.8%	102.3%	-2.51%
Attached Avg Sold Price	\$415,385	\$390,787	6.29%
Detached Avg Sold Price	\$606,938	\$617,863	-1.77%
Attached Units Sold	184	308	-40.26%
Detached Units Sold	352	592	-40.54%

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 2023	Apr 2022	% Change
Active Listings	602	605	-0.50%
New Listings	623	1,191	-47.69%
New Under Contracts	0	0	0%
New Contingents	0	0	0%
New Pendings	710	1,008	-29.56%
All Pendings	959	1,305	-26.51%

Financing (Sold)

Assumption	2
Cash	91
Conventional	274
FHA	76
Other	4
Owner	0
VA	82

Days on Market (Sold)

0	18
1 to 10	331
11 to 20	63
21 to 30	24
31 to 60	35
61 to 90	16
91 to 120	15
121 to 180	17
181 to 360	13
361 to 720	3
721+	1

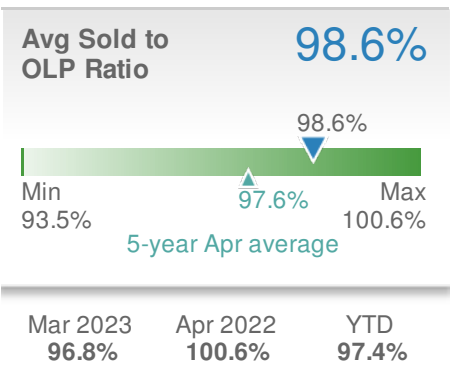
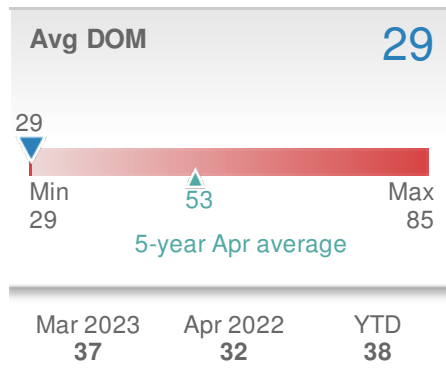
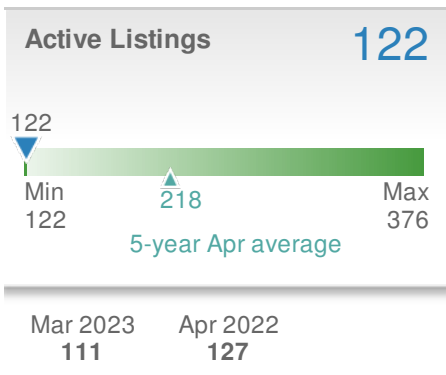
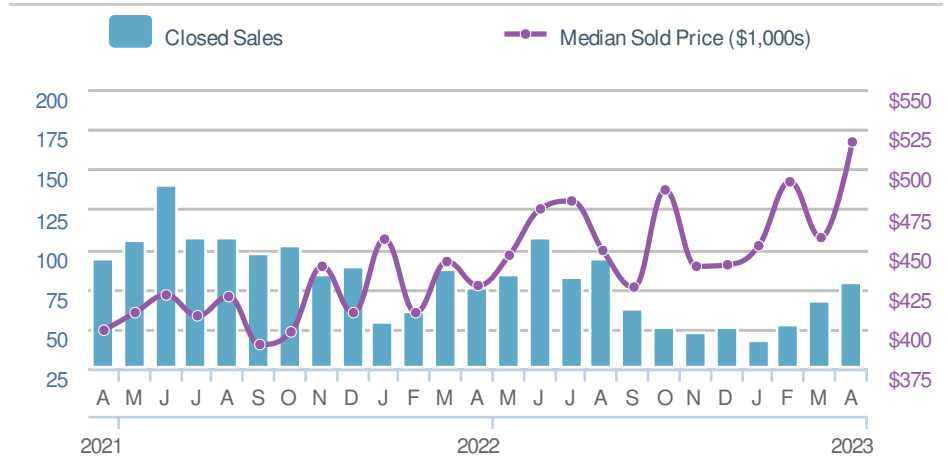
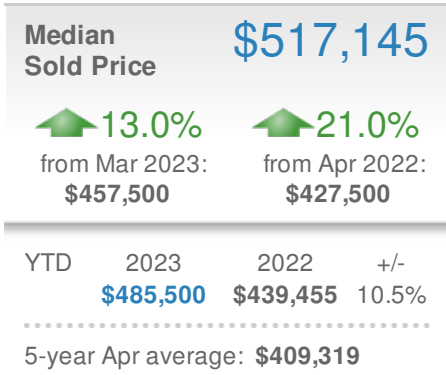
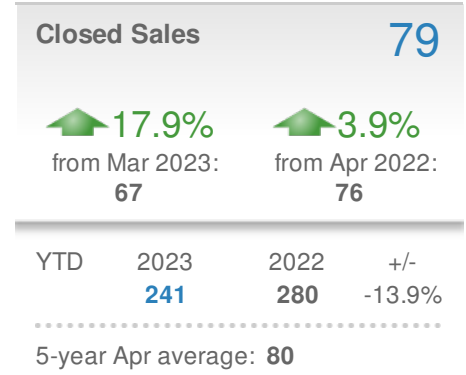
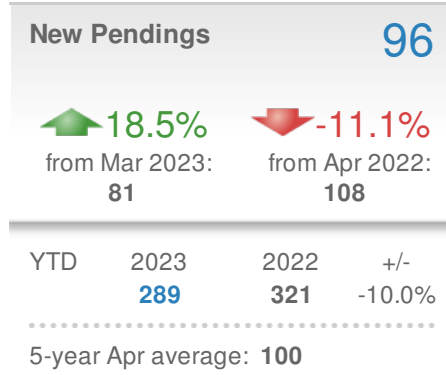
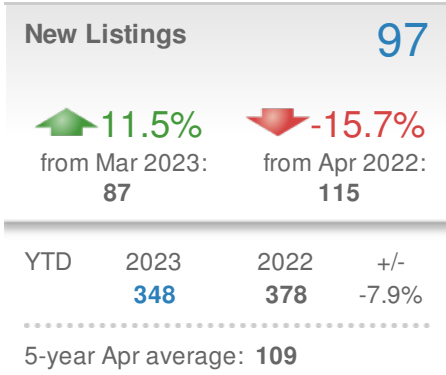
Sold Detail

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	1	1	0	0
\$50K to \$99,999	0	0	2	0	0	0	0	2	1	0
\$100K to \$149,999	0	1	0	0	0	0	0	4	0	0
\$150K to \$199,999	0	1	1	1	0	0	4	6	2	2
\$200K to \$299,999	8	2	8	10	6	2	22	15	6	8
\$300K to \$399,999	5	10	48	21	23	3	19	49	30	8
\$400K to \$499,999	2	5	24	32	30	3	8	58	26	3
\$500K to \$599,999	0	1	17	17	37	4	1	59	32	1
\$600K to \$799,999	2	2	11	4	65	2	2	105	15	6
\$800K to \$999,999	1	0	5	1	30	0	3	65	0	3
\$1M to \$2,499,999	0	0	1	0	23	0	2	71	1	1
\$2.5M to \$4,999,999	0	0	0	0	3	0	0	15	0	0
\$5,000,000+	0	0	0	0	0	0	0	7	0	0
Total	18	22	117	86	217	14	62	457	113	32
Avg Sold Price	\$388,166	\$375,659	\$444,681	\$434,029	\$712,569	\$452,902	\$394,816			
Prev Year - Avg Sold Price	\$375,006	\$329,100	\$473,002	\$418,645	\$732,851	\$473,918	\$340,019			
Avg Sold % Change	3.51%	14.15%	-5.99%	3.67%	-2.77%	-4.43%	16.12%			
Prev Year - # of Solds	45	29	200	145	347	34	100			

Active Detail

April 2023

Queen Annes County, MD



April 2023

Queen Annes County, MD

Sold Summary

	Apr 2023	Apr 2022	% Change
Sold Dollar Volume	\$49,062,630	\$44,015,561	11.47%
Avg Sold Price	\$618,212	\$567,162	9.00%
Median Sold Price	\$517,145	\$427,500	20.97%
Units Sold	79	76	3.95%
Avg Days on Market	29	32	-9.38%
Avg List Price for Solds	\$621,045	\$579,152	7.23%
Avg SP to OLP Ratio	98.6%	100.6%	-1.96%
Ratio of Avg SP to Avg OLP	98.0%	97.4%	0.61%
Attached Avg Sold Price	\$418,444	\$340,292	22.97%
Detached Avg Sold Price	\$643,897	\$618,390	4.12%
Attached Units Sold	9	14	-35.71%
Detached Units Sold	70	62	12.90%

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 2023	Apr 2022	% Change
Active Listings	122	127	-3.94%
New Listings	97	115	-15.65%
New Under Contracts	0	0	0%
New Contingents	0	0	0%
New Pendings	96	108	-11.11%
All Pendings	139	142	-2.11%

Financing (Sold)

Assumption	0
Cash	14
Conventional	51
FHA	6
Other	0
Owner	1
VA	6

Days on Market (Sold)

0	3
1 to 10	47
11 to 20	8
21 to 30	1
31 to 60	5
61 to 90	2
91 to 120	5
121 to 180	4
181 to 360	2
361 to 720	2
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	2	0	0
\$100K to \$149,999	0	0	0	0	0	0	0	2	0	0
\$150K to \$199,999	1	0	0	0	0	0	0	1	0	1
\$200K to \$299,999	0	1	2	0	1	0	2	1	0	0
\$300K to \$399,999	1	0	9	0	4	0	0	9	1	1
\$400K to \$499,999	0	1	9	0	5	0	2	12	1	5
\$500K to \$599,999	0	0	2	1	10	0	2	22	1	9
\$600K to \$799,999	0	0	4	0	10	0	0	32	2	6
\$800K to \$999,999	0	0	3	0	3	0	0	7	0	0
\$1M to \$2,499,999	0	0	2	0	3	0	0	4	0	0
\$2.5M to \$4,999,999	0	0	0	0	1	0	0	3	0	0
\$5,000,000+	0	0	0	0	0	0	0	0	0	0
Total	2	2	31	1	37	0	6	95	5	22
Avg Sold Price	\$235,000	\$342,500	\$561,893	\$525,000	\$734,705	\$0	\$426,000			
Prev Year - Avg Sold Price	\$310,000	\$0	\$438,968	\$327,000	\$907,849	\$0	\$342,508			
Avg Sold % Change	-24.19%	0.00%	28.00%	60.55%	-19.07%	0.00%	24.38%			
Prev Year - # of Solds	1	0	37	2	24	0	12			

Active Detail