

Provided By

Terah Crawford

410.487.4914

terah.crawford@coldwellbanker.com



DEEP CREEK
REALTY



Terah Crawford
real estate professional

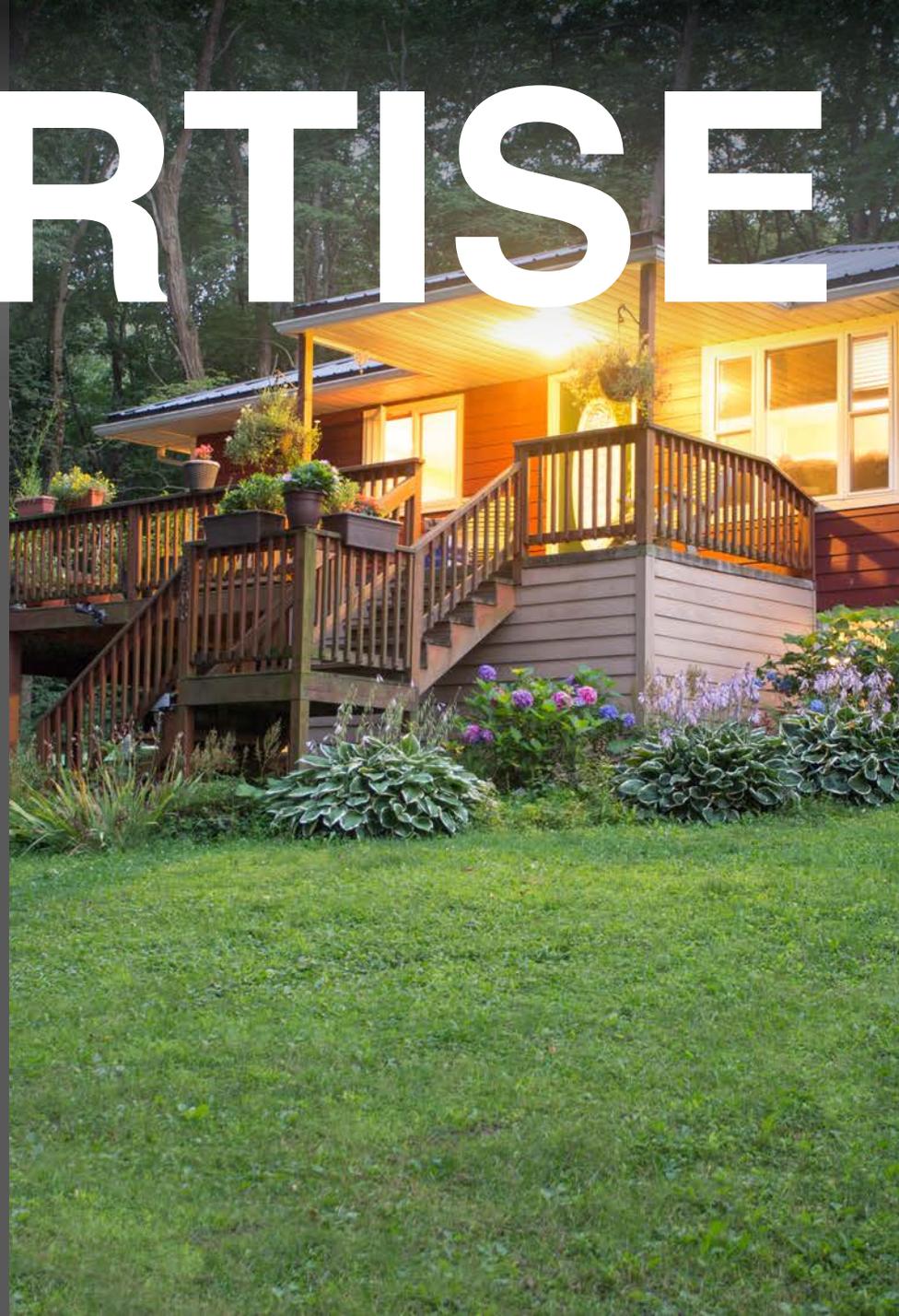
LISTING CONSULTATION

EXPERTISE



EXPERTISE & QUALIFICATIONS

I bring my background in marketing to the forefront of my real estate business, focusing on image and video driven advertising for my listing clients. I host regular open houses, keep a full time + schedule, and spend time getting to know both buyer and seller clients to understand how to best serve them. I don't shy away from any portion of the market, though my record indicates that I specialize in Deep Creek Lake oriented properties. I attribute my success in this business to my hard work and aggressive marketing plans. So far in 2017, I have sold homes 128 faster than the Garrett County Market average. Please review my record and read my client's testimonials, you'll find that I am the person to sell your home as quickly as possible, for the most return and with the least inconvenience to you as possible.



EXPERTISE

Selling Garrett and Allegany County homes...

Specialties:

Deep Creek Lake Properties II Average Sold Price in 2017 \$300,000+ II Smart Homes II Second Homes II Oakland Homes II Accident Homes II Friendsville Homes II Deep Creek Lake Lots II Unique Properties II Short Sales

Background:

Marketing and Advertising II Photography II Social Media Enthusiast II Hospitality

Awards and Certifications:

Licensed in Maryland II Green Home Certified II Smart Home Certified

Community Involvement:

Active Member of Garrett County Board of REALTORS®:

Board of Directors || Co-chair YPN Committee || Member of PR and Community Outreach Committee || Member of Technologies Committee || Member of Pathways to Home Ownership Advisory Council

Active Member of Greater Oakland Business Association:

Chair of Maryland State Banjo, Fiddle, and Mandolin Competition Committee || Member of Events Committee

Active Member of AAUW (American Association of University Women – Garrett Chapter):

GEMS Mentor || End of the Line Bookstore Volunteer

Member of Engage Mountain Maryland

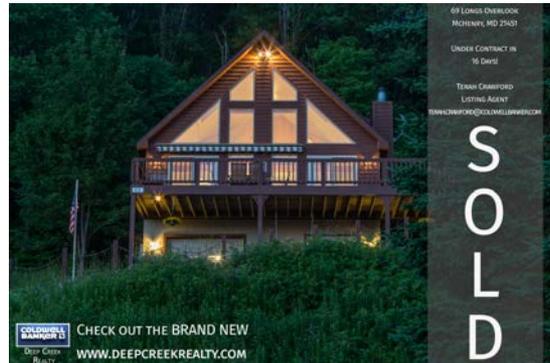
Member of Garrett County Democratic Club

EXPERTISE

Selling Garrett and Allegany County homes...

DRIVEN \ \ ENTHUSIASTIC \ \ PROFESSIONAL \ \ COMMITTED

I am certain that I can show you the many benefits of working with a driven property specialist, an enthusiastic professional with a record for listing and selling homes quickly. My listings have sold a full 128 days faster than the market average. Read on to learn more about my successes, testimonials, marketing plans, and other strategies. I am ready to help you achieve your goals!



TESTIMONIALS

What people are saying about me...

Oakland customer Craig said:

Awesome, talented, and driven are only a few words to describe Terah! The best of best!

Deep Creek Lake customer Pam said:

Wonderful to deal with -- a multi-talented Garrett County girl!"

Deep Creek Lake customer Ted said:

A true marketing expert who knows Garrett County! Terah has great knowledge of the area and the local real estate market. She is a true professional!

Accident customer Cynthia said:

Terah is an amazing realtor! We moved from Palmdale, California to Accident, Maryland, and she was there helping us from beginning to end. She found a rental house that would work with our time line and budget, and that was pet friendly. As soon as we made it out here, she made time to take us house hunting. Thanks to her, we found an awesome house within the first week and closed in a very tight time frame. I did not know how all this was going to come together, but Terah made it possible.

McHenry customer Bebe said:

Terah was easy and pleasant to work with. She had detailed knowledge of what we needed to know as we placed our home on the market. She was also aggressive in getting our home out to the public and as a result, the first couple who walked through our Open House, made an offer and soon after purchased it. I highly recommend Terah.

McHenry customer Liz said:

Terah is a great lady to work with. Easy going and not at all aggressive in her manners. Has a knack of showing you places that seem to fit your personality. Total professional who I would highly recommend to friends. Goes above and beyond her contract in helping you find contractors who can make changes and improvements to your property. Really a terrific agent!

PROVEN. POWERFUL. PERSONAL.

Selling your home is a big deal. The company that helps you should be, too. The Coldwell Banker® brand is one of the world's best known and trusted names in real estate, giving you advantages most other brokerages can't.

- Proven Success
- Innovative Culture
- Online Impact
- Strategic Marketing
- Full Service
- Market Know-How

Your Coldwell Banker independent agent will guide you every step of the way—making sure you know what to expect, answering your questions and helping you determine the right price to attract buyers and sell your home quickly.





PROVEN SUCCESS

GIVING BACK

Because we believe that everyone deserves a home of their own, Coldwell Banker® founded the Homes for Dogs Project in partnership with Adopt-a-Pet.com. The project uses national advertising, social media and local adoption events to generate awareness and bring pets and people together. Since the initiative began in 2015, we've helped more than 20,000 adoptable pets find loving homes. To learn more, visit coldwellbanker.com/dogs.

Locally, Coldwell Banker Deep Creek Realty has worked hard to raise money and support for important community organizations such as HART for Animals and Landin's Library. In 2016 we began an annual event to bring visitors and locals together in celebration of Downtown Oakland at the Downtown Jubilee.

Personally, I believe that community support is essential to growth. I work hard to put back into the community everything I have gotten out of it. I am a mentor for middle school aged girl through the GEMS program. I help to raise money for women's college scholarships through the AAUW. I am a member of GOBA serving on the event's committee. I am working to become part of the United Way Board. And through the Garrett Business Hub I host regular networking events for career women.

OAKLAND, MARYLAND **COLDWELL BANKER**
DEEP CREEK REALTY

DOWN TOWN Jubilee

PRESENTED BY COLDWELL BANKER DEEP CREEK REALTY

JULY 7 | 1-7PM | ADMISSION IS FREE
+ LIVE MUSIC + ROBOTICS PRESENTATIONS +
+ HANDS-ON HISTORY + EXERCISE DEMOS + RAFFLES +
+ ALL PROCEEDS BENEFIT LANDON'S LIBRARY +

+ LIVE MUSIC FROM +

JAKOBS FERRY STRAGGLERS
MATEO MONK
SARAH TWIGG AND LEVI SANDERS
THE TERAH CRAWFORD BAND

THE MASONS
DAY OLD NEWS
JASON SHAW
SCOTT ALEXANDER

+ RAFFLES +

SMOKE N' MIRRORS PHOTOGRAPHY - RAFFLE: FRAMED AND MATTED PRINT OF "FOGGY BOTTOM BRIDGE"

FAVORITE THINGS GIFT SHOPPE - RAFFLE: THOMAS KINKAID PIECE

TOP CHEFS ON ALDER - RAFFLE: DINNER FOR TWO GIFT CERTIFICATE - \$50.00 VALUE

+ SPECIAL THANKS TO +

Master Craft PRINTERS

CURB APPEAL MARKETING

+ DOWNTOWN SPECIALS +

CORNISH CAFE: 10% OFF ALL DRINKS

SMOKE N MIRRORS PHOTOGRAPHY: 25% OF THE PROFESSIONAL HEADSHOT PACKAGE

BOOKMARK'ET: 10% OFF PURCHASES OF \$15.00 AND UP

PAINTED CUPBOARD: 10% OFF PURCHASE OF \$20.00 OR MORE

CHIC SHACK: 10% OFF PURCHASE OF \$20.00 OR MORE

URSUS AMERICANUS: 10% OFF ALL BARNWOOD FURNITURE

RUDY'S CLOTHING: SELECT BRIGHTON 50% OFF

+ SUPPORTERS +

ENGLANDER'S ANTIQUES: 10% OFF ANY SINGLE ITEM VALUED AT \$50 OR MORE

NOLA'S SALON: 10% OFF ALL PRODUCTS

MASTERCRAFT PRINTERS: COMMUNITY ART PROJECT ON STOREFRONT WINDOWS

GARRETT COUNTY ARTS COUNCIL: 10% OFF GALLERY SHOP PURCHASE

ARTISTS AND DREAMERS: VARIETY OF PRODUCT DISCOUNTS

CLARA'S GARDEN - 15% OFF OF FRESH CUT FLOWERS & FREE DELIVERY IN DOWNTOWN OAKLAND

SUCCESS FLOORS: 20% OFF IN STOCK CARPET, VINYL, TILE AND REMNANTS

MOUNTAIN MARYLAND GATEWAY TO THE WEST HERITAGE AREA

ARNOLD BROTHERS CONTRACTING

SOUND FUSION ENTERTAINMENT KONA ICE

GARRETT LAKES ARTS FESTIVAL TEAM 1629 ROBOTICS

DEVLER'S ICE CREAM CO. US CELLULAR

GREATER OAKLAND BUSINESS ASSOCIATION TOWN OF OAKLAND

curlyredo



ONLINE IMPACT

#1 ON SOCIAL MEDIA

The Coldwell Banker® brand is the most influential residential real estate brand on social media*, with an impressive presence designed to engage, inform and connect with today's home buyers and sellers.



facebook.com/tcrawfordrealtor



twitter.com/terahcrawford



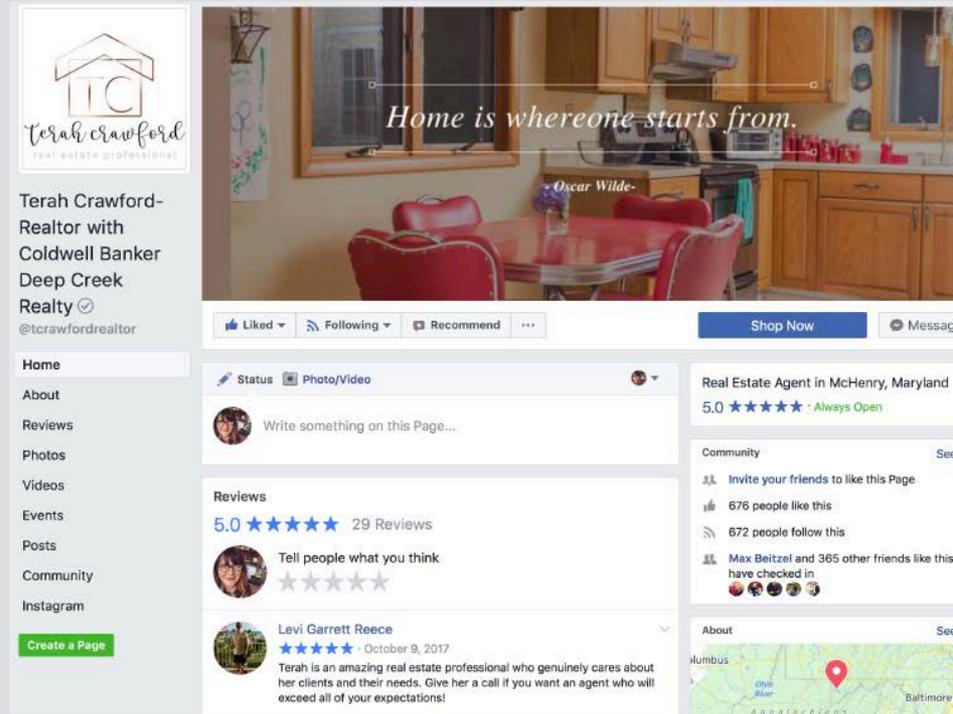
Instagram.com/athomedeepcreek



Pinterest.com/terahcrawfordrealtor



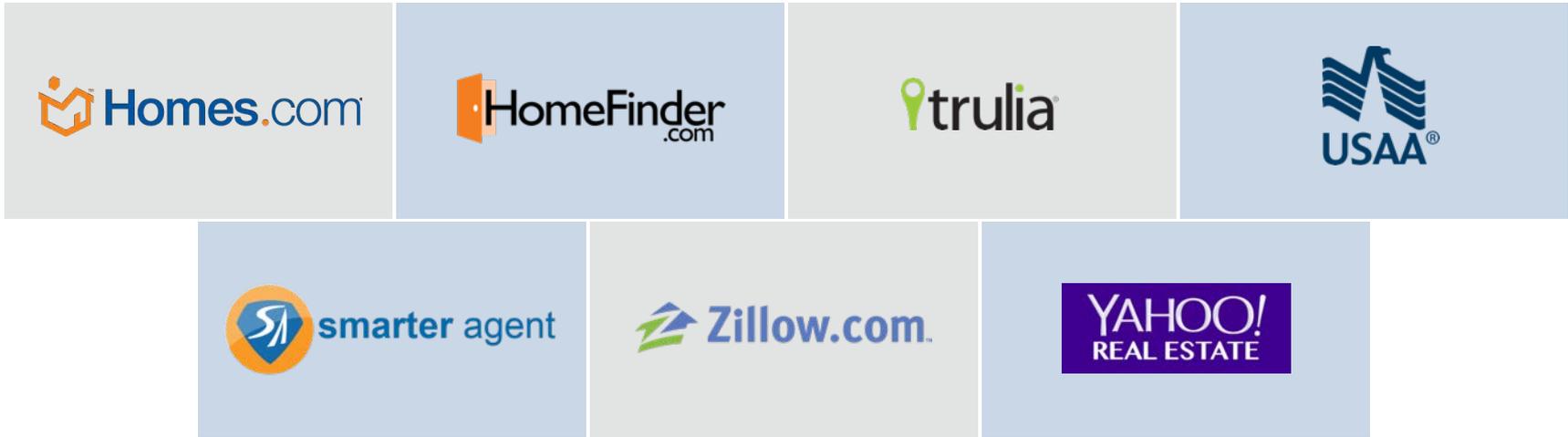
deepcreeklakehomesforsale.com/blog



*Klout, December 31, 2016.

INTERNET MARKETING ADVANTAGE

Your home will be shown on multiple websites, including the most-visited real estate websites in the world, putting it in front of potential buyers everywhere. Our comprehensive internet marketing strategy includes displaying your home with a detailed description and multiple photos on the most-visited real estate websites.



Properties listed at
\$1,000,000 or higher will also be
featured on these luxury websites



Robb Report

WALL STREET
JOURNAL

UNIQUE
HOMES

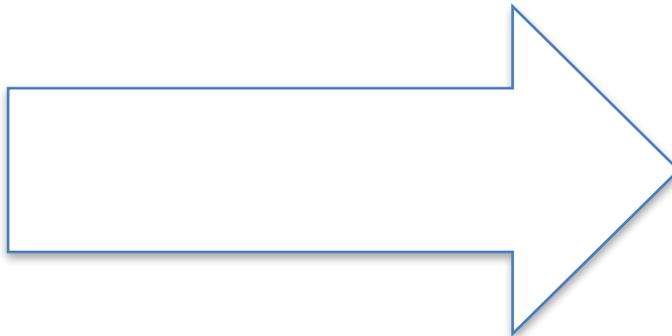
The New York Times

MAXIMUM EXPOSURE

For Maximum Return...

IDX is an umbrella term used to cover policies, standards, and software pertaining to the display of listing information on websites. Most importantly for agents and brokers, **IDX** is what enables members of a multiple listing service (MLS) to integrate real estate listings from the MLS database into their own websites. In simpler terms, the IDX agreement gives brokers the ability to share listings on all broker websites, increasing visibility and maximizing exposure to real estate buyers. Locally, there is a broker who chooses not to take part in this agreement, limiting their client's online exposure (possibly in an effort to sell more "in-house listings"). **At Coldwell Banker Deep Creek Realty, we will exuberantly spread the word about your property far and wide! Why keep it a secret?**

In addition to all participating local websites, my website and social media pages, and other Coldwell Banker affiliated sites, here is a list of 67 other sites where your property's listing will appear!



[century21.com](#)
[RE/MAX](#)
[RealtyExecutives.com](#)
[Redefy.com](#)
[Coldwell Banker](#)
[Zillow](#)
[Trulia](#)
[HomeFinder.com](#)
[Homes.com](#)
[RealtyTrac](#)
[Homes&Land](#)
[Lands of America](#)
[LandAndFarm](#)
[LandWatch](#)
[Alamogordo News](#)
[Argus Leader - Daily](#)
[Asbury Park Press](#)
[Ashville Citizen-Times](#)
[Battle Creek Enquirer](#)
[Coshocton Tribune](#)
[Daily Record](#)
[Delmarva Daily Times](#)
[Detroit Free Press](#)
[Network](#)
[El Paso Times](#)
[Farmington Daily Times](#)
[Florida Today](#)
[FreedomSoft](#)
[Global Network](#)
[HAR.com](#)
[Homes in Wisconsin](#)
[HomeSteps](#)
[HomeWinks](#)
[ImagesWork by CirclePix](#)
[Impact Marketing](#)
[IndyStar](#)
[Juwai](#)
[Keyboom](#)
[Lafayette Journal &](#)

[Courier](#)
[Las Cruces Sun-News](#)
[ListingVideos by VScreen](#)
[My Central Jersey](#)
[Neighborhood Scope](#)
[Pensacola News Journal](#)
[Real-Buzz](#)
[SearchALL Properties by L2L](#)
[Showing Suite](#)
[St. Cloud Times](#)
[The Baxter Bulletin](#)
[The Burlington Free Press](#)
[The Chillicothe Gazette](#)
[The Clarion-Ledger](#)
[The Coloradoan](#)
[The Courier-Journal](#)
[The Daily Journal](#)
[The Des Moines Register](#)
[The Desert Sun](#)
[The Ithaca Journal](#)
[The Jackson Sun](#)
[The Marion Star](#)
[The Newark Advocate](#)
[The News Leader](#)
[The News-Messenger](#)
[The Spectrum](#)
[The Star Gazette](#)
[The Star Press](#)
[The Statesman Journal](#)
[The Telegraph-Forum](#)

THE POWER TO PREDICT THE BUYER'S FUTURE

Once a potential home buyer is on my Zap® Platform, I can focus my efforts and resources on those who are poised to purchase.



Automatically track and aggregate home buyer's online behavior



Pinpoint buyer's desired

- Home style
- Neighborhood
- Price point
- Location



Buyer scoring will analyze activity and alert to make direct contact when they are ready to transact



STRATEGIC MARKETING

POWERFUL PLAN

We offer one of the most powerful and comprehensive marketing programs for attracting buyers and getting homes sold. In addition to our **industry-leading online strategy**, we use a proven combination of traditional and cutting-edge methods to showcase your home.

- National brand advertising
- Online advertising
- Social media
- Buyer Prediction
 - Using data to pin-point your most likely buyer source, keeping the listing in front of them through targeted social media advertisement, post card mailings, and print ads in their area
- Direct print and email marketing
- Media relations/public relations
- Yard signs and directional arrows
- MLS (multiple listing service)
- All third party websites, including many that the competition is not found on
- Professional photography
- Professional Video
- Live Videos
- Open houses
 - Public
 - Invitation Only
 - Broker
 - Virtual
- Door Knocking In Your Neighborhood



After completing my location research from the multiple list service, I use CBx to drill down the buyer profile. With this powerful knowledge, I market directly to the person most likely to purchase your home



CBx BUYER PROFILE

For your home's marketing to be effective, it needs to reach the right audience. That's where CBx comes in. An innovative tool developed exclusively for the Coldwell Banker® network, CBx uses big data to analyze your market, your neighborhood and more—then presents a profile of the most likely buyer for your home.

CBx Data Includes:

- Median Age
- Average Education Level
- Homes with Children
- Average Family Size
- Median Commute Time
- Average Household Income
- Median Mortgage Debt
- Increase in Residents' Income

PRINT ADVERTISING

While online advertising remains the most effective way of reaching home buyers today, in some instances it may be beneficial to incorporate print advertising as well. We have relationships with key regional and local publications that enable us to showcase your property in the most effective way and generate maximum interest.

I frequently run print ads in the local Lakefront magazine, which is distributed monthly to nearly every visitor to our area. I also focus efforts on publications in the most likely buyer's area. I've worked with magazines in Pittsburgh, Hagerstown, Baltimore, DC, and Northern Virginia.



50 RED BRUSH DRIVE
WWW.50REDBRUSHDRIVE.COM

New Price!

Close to Deep Creek Lake, minutes from Wisp Resort and with golf course views, 50 Red Brush Drive is THE McHenry home to see! So versatile, this would be an ideal second home with great rental potential or the perfect full time residence. From the moment you enter the welcoming foyer you will fall in love with this spacious cedar sided home. Large rooms and vaulted ceilings are just the beginning



DEEP CREEK
REALTY



TERAH CRAWFORD || WWW.ATHOMEDEEPCREEK.COM

REAL ESTATE SALES ASSOCIATE || COLDWELL BANKER DEEP CREEK REALTY

401-487-4914 || TERAH.CRAWFORD@COLDWELLBANKER.COM



24439 GARRETT HIGHWAY, MCHENRY, MARYLAND 21541 || 301-387-5303



MARKET EXPERTISE



STAGING TO SELL

A home that looks its best is more likely to sell faster and for a better price. Here are a few tips from the experts for preparing your home for market and staging it for showings.

Outside

- Repaint or touch up trim
- Make needed repairs
- Wash windows and screens
- Trim trees, hedges and shrubs
- Weed and feed lawn and maintain mowing

Entrance

- Check doorbell and replace light bulbs
- Put out new welcome mat
- Clean/repair/repaint front door
- Sweep walkway

General

- Replace burned-out light bulbs
- Clear out closets
- Eliminate clutter
- Neutralize and depersonalize



Rooms

- Touch up or repaint walls, trim and ceilings
- Clean or replace carpeting
- Clean curtains, shutters and blinds
- Clean fireplace, mantle and surrounding areas
- Update décor: throw pillows, bedspreads, towels

Kitchen and Bath

- Clean appliances inside and out
- Clear out and clean cabinets, drawers and pantry
- Clean, repair or replace faucets and fixtures
- Declutter counters
- RegROUT sinks, tubs and showers

Before Each Showing

- Pick up toys and clutter
- Clear off counters and tabletops
- Turn on lights
- Make beds
- Make sure home smells inviting
- Set thermostat to comfortable temperature

POSITION YOUR HOME TO SELL

In real estate, knowledge is power, and your **Coldwell Banker®** agent is a local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), they'll help you make an informed decision about your home's market value and ideal asking price.

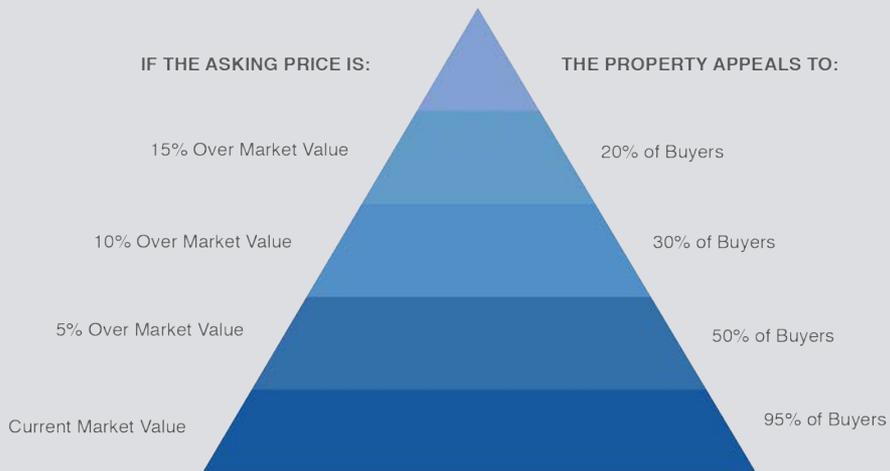
Factors That Impact Your Home's Value:

- **Market Conditions:** the current supply (or inventory) of homes for sale, buyer demand, interest rates and availability of financing, prices of recently sold properties, economic factors and seasonal demand
- **Your Home's Condition:** location, age, size of the home and lot, floor plan and architectural style
- **The Competition:** the number of similar properties for sale and their prices, condition, location and financing terms

Factors That Do Not Impact Your Home's Value:

- **Original Price:** what you paid for your house
- **Needed Proceeds:** the net cash proceeds you want or need
- **Opinions:** what friends and neighbors say your home is worth





PRICING RIGHT

While you and your agent will set your home's *asking* price, the buyer will set the *sales* price. If you price your home too high, you'll miss out on potential buyers. Pricing your property at fair market value from the start will generate the most activity from real estate agents and home buyers. The price must attract enough attention to result in showings and offers.

FIRST IMPRESSIONS

The largest number of potential buyers will view a newly listed home within the first 14 days on the market, and the number will decrease as the days on the market increases. This pool of buyers includes home buyers just entering the market and, more importantly, buyers working with Realtors® who have already seen the existing inventory and have not found a home, making them eager to make an offer.

To take advantage of this increased level of traffic and buyer interest, your property should be priced to sell at fair market value from the very start.

Peak Selling Activity





IDENTIFY

IDENTIFY

Who is the Buyer?

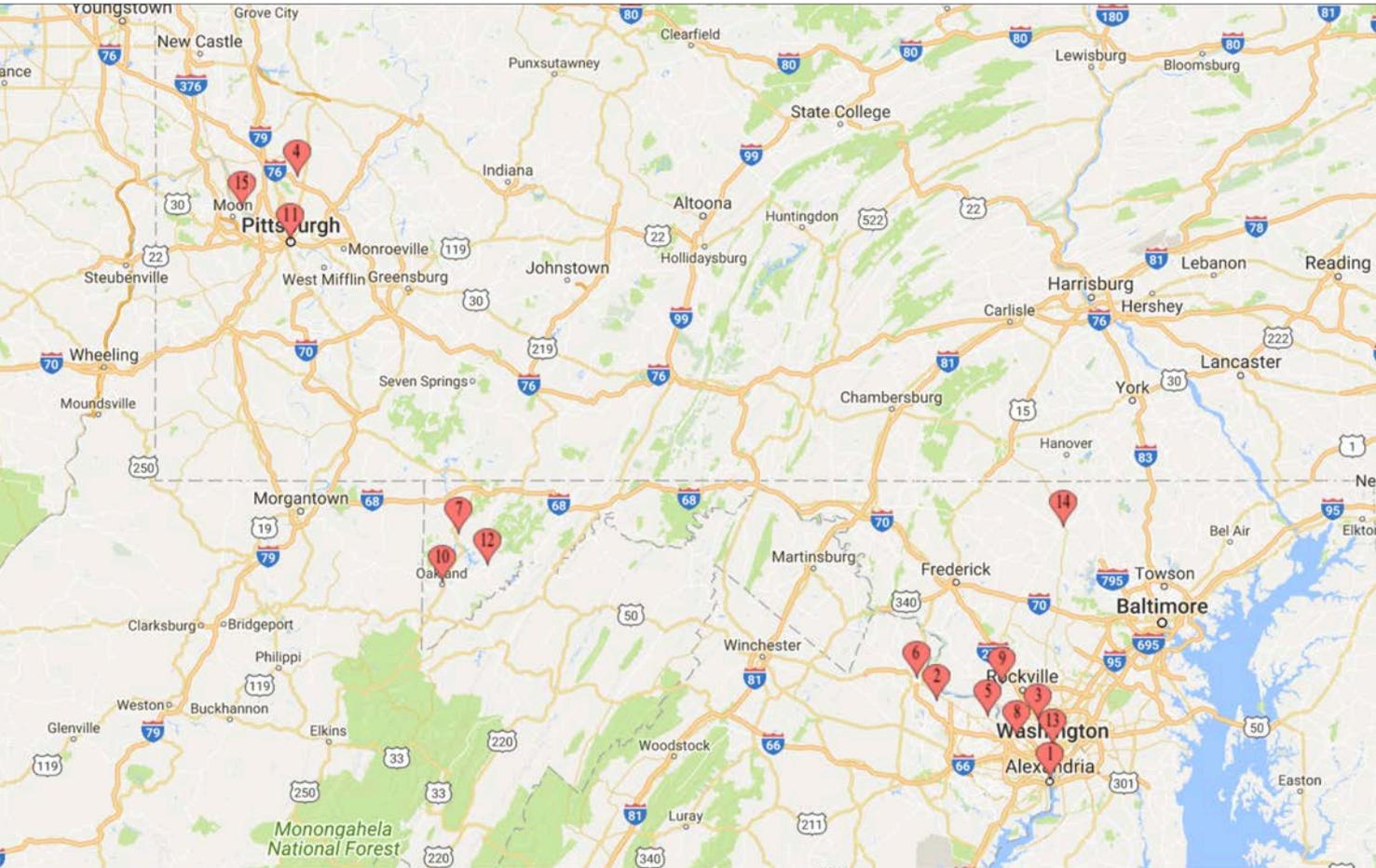
- First Time Second Home Owners
 - 34-65 Years Old
 - Young Family or
 - Grandparent seeking to purchase something for the family to use
 - Likely to have rented here for a long time
 - Plans to frequently use or rent the property
 - Regional
- Upgrading Second Home Owner
 - 38-55 years old
 - Family or Couple
 - Own a vacation home off the beaten path with no lake access or maybe a condo
 - Personally uses or successfully rents current DCL property
 - Regional
- First Vacation Rental Investor
 - 32-50 Years Old
 - Young Family or
 - Couple
 - Likely to have rented here for a long time
 - Wants to see rental projections and rental comps earning at least 10% of purchase price
 - Wants estimates and ideas for choice upgrades to stand out among rental homes
 - Regional
- **CONTINUE TO DEVELOP AND UPDATE THIS PROFILE**



IDENTIFY

Who is the Buyer?

Over the past two years, Deep Creek Lake Homes (with or without water-Frontage) have been purchased, primarily, by residents of these cities:



- ALEXANDRIA, VA
- ASHBURN, VA
- BETHESDA, MD
- ELLICOTT CITY, MD
- FREELAND, MD
- GIBSONIA, PA
- SEWLICKLEY, PA
- GREAT FALLS, VA
- LEESBURG, VA
- MC HENRY, MD
- MCLEAN, VA
- NORTH POTOMAC, MD
- OAKLAND, MD
- PITTSBURGH, PA
- SWANTON, MD
- WASHINGTON, DC
- WESTMINSTER, MD

Using this research and Colwell Banker tools like CBx (referenced earlier) I will specifically target the most likely buyers in print ads, online ads, and social media campaigns. This targeting will allow me to put together a more comprehensive and cost effective marketing plan. They will see media and information drawing in their interest. I will convert their Communication quickly and stay in front of them with a continued stream of area happenings and messages about your home.

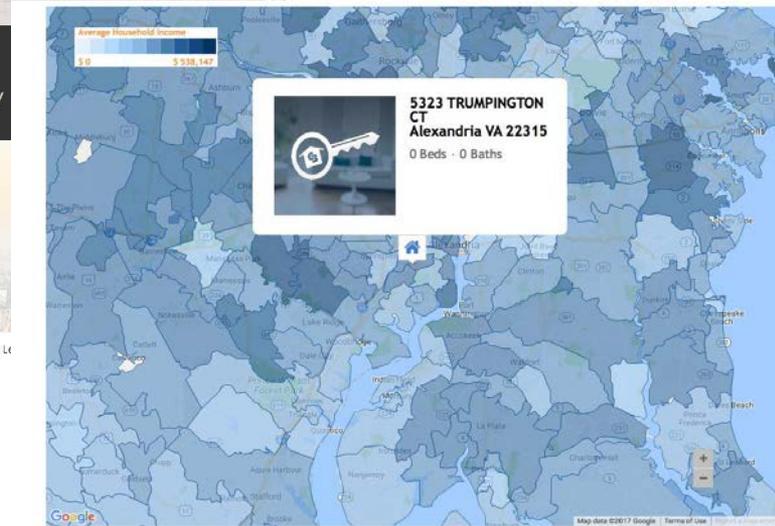
IDENTIFY

Who is the Buyer?

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The data is based on materials and reports generated by the following independent companies and sources including OnBoard Informatics, Google, ESRI, Li be reliable, but the information is not guaranteed, nor has it been indecently verified by Coldwell Banker Real Estate LLC.



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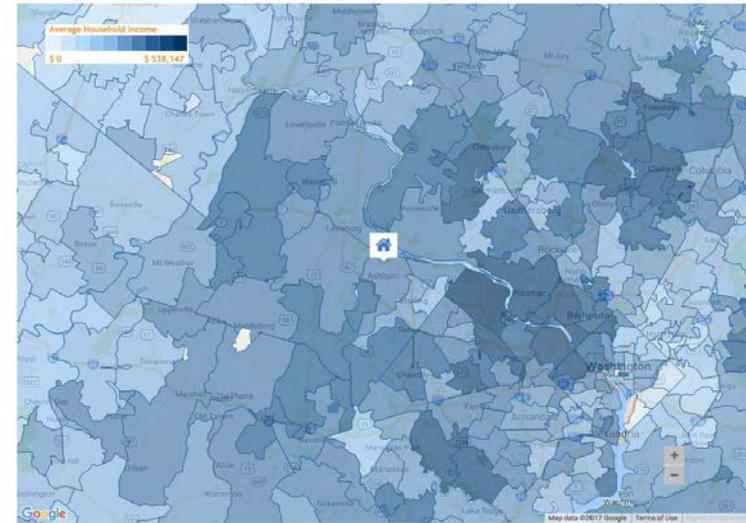
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Who is the Buyer?

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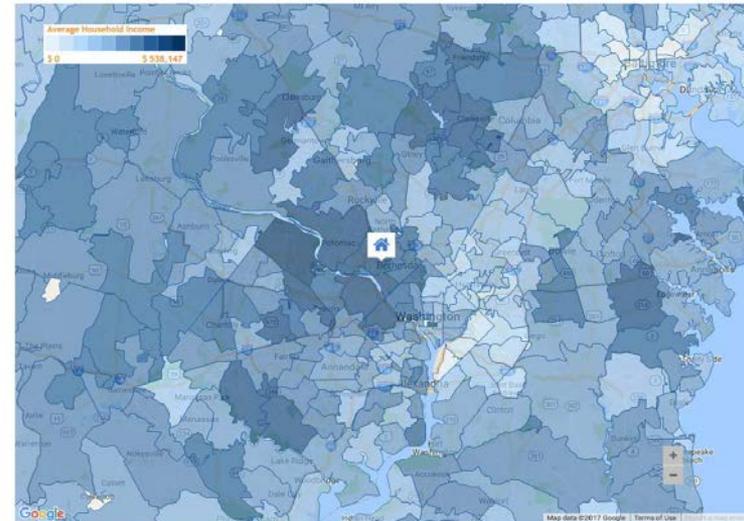
IDENTIFY

Who is the Buyer?

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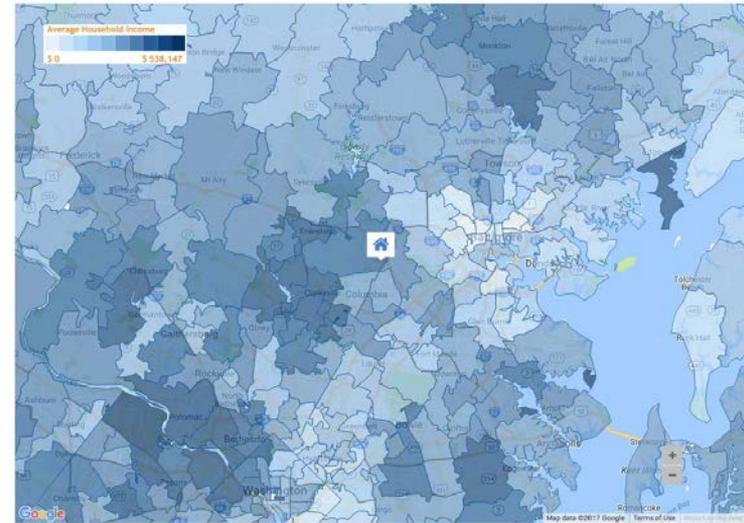
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Who is the Buyer?

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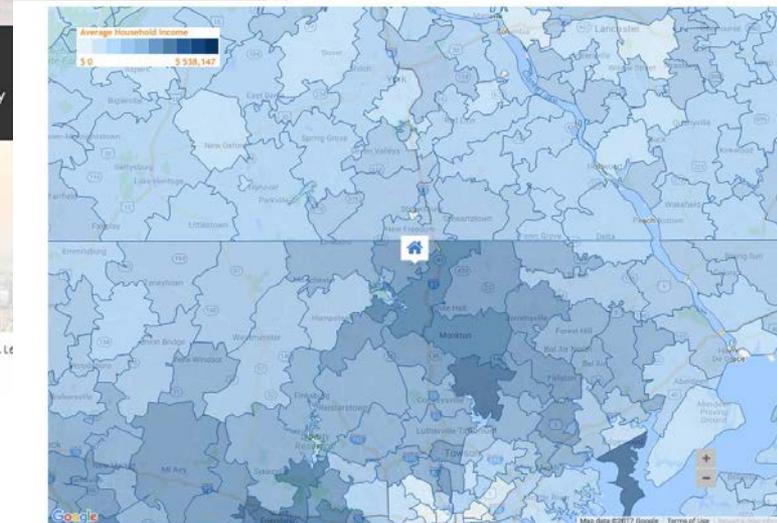
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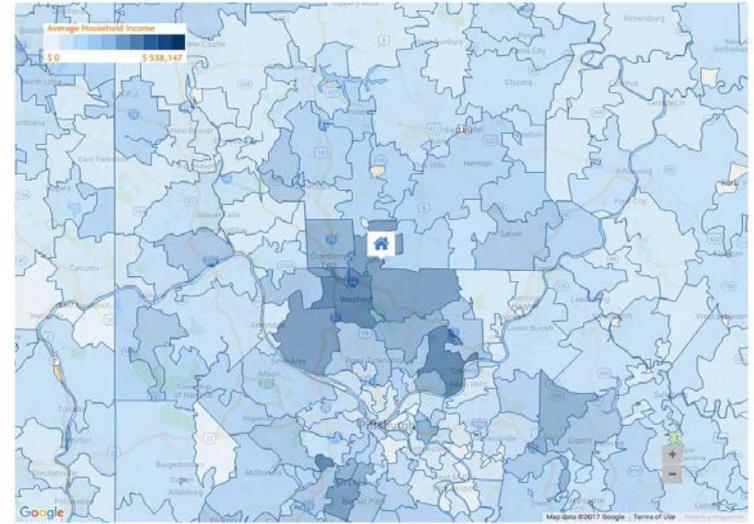
IDENTIFY

Who is the Buyer?

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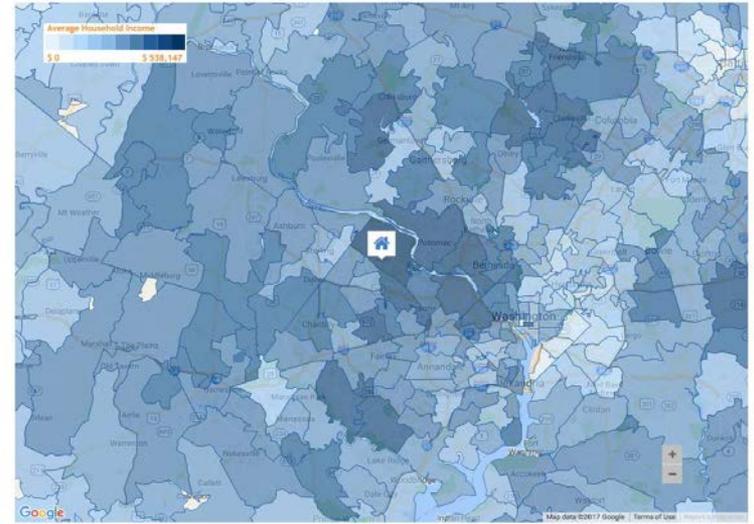
IDENTIFY

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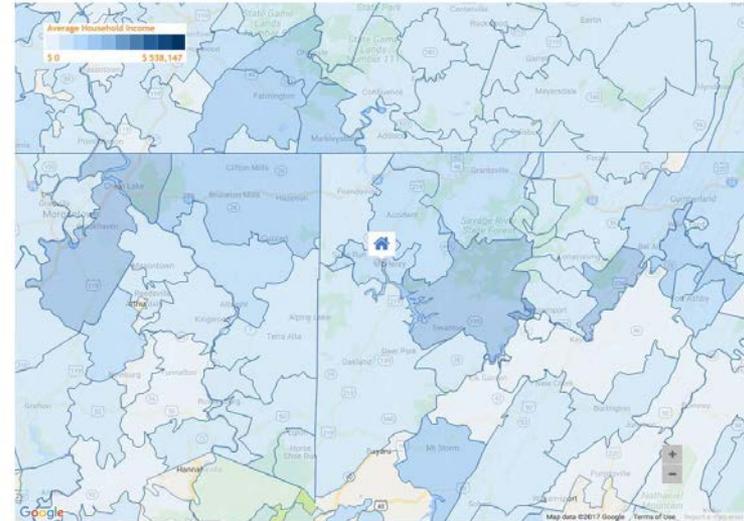
IDENTIFY

Who is the Buyer?

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YOUR HOME'S VALUE

CMA

A comparative market analysis, or CMA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information included in your CMA includes:

- Comparable properties in your area that recently sold
- Comparable properties in your area that failed to sell
- Pending sales in your area
- Comparable active listings in your area

Your agent will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive and generates excitement among buyers.





Terah Crawford
Sales Associate

Coldwell Banker Deep Creek Realty
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GETTING STARTED

Your home and your home sale needs are one-of-a-kind. Using the unmatched resources of the Coldwell Banker® network, I will develop a custom plan to:

- Provide you with proven, powerful and personal service
- Enable you to obtain the best possible sales price and terms for your home
- Close the sale in a smooth, timely manner

We are committed to your complete satisfaction and will represent your interests with the utmost care, honesty, integrity and discretion. Let's get started!



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