

TERAH@DEEPCREEKVACATIONS.COM  
WWW.DEEPCREEKLAKEHOMESFORSALE.COM

CELL: 410-487-4914  
OFFICE: 301-387-4700



# LISTING CONSULTATION

PREPARED FOR YOU BY TERAH CRAWFORD  
REAL ESTATE PROFESSIONAL  
TAYLOR-MADE DEEP CREEK VACATIONS & SALES



# A FRESH PERSPECTIVE ON REAL ESTATE

I am passionate about redefining real estate by offering a level of service, **innovative** marketing and a highly **personalized** experience to my clients. My name is Terah Crawford, and I've been serving the Western Maryland real estate market for a wonderful 5 years. I've had the pleasure of helping nearly 70 clients reach their real estate goals. I've dedicated my life to ensuring the growth of our communities is done in a way that affects us all positively. My husband and I have 2 beautiful children that get to call this awesome place home!

I studied marketing and graphic design in college before beginning my career in the hospitality industry as a restaurant manager. I have been so blessed to be a part of the dedicated and caring culture of our area. I began my career in real estate as the marketing director at a small local firm. I've built my business on integrity, hard work, and the relationships I've formed throughout my life in mountain Maryland.

As an 8th generation Garrett County native, my knowledge of the area is met only by enthusiasm for the adventure that can be found here. As a kid, I learned to swim in Deep Creek Lake. I've grown up snowboarding at Wisp and other nearby resorts like Timberline in Davis, WV. Spring and fall are the perfect times to explore our many parks. My husband and I love introducing our boys to the natural fun that can be found just about anywhere you look! It's easy to understand why people fall in love with Garrett County and Deep Creek Lake. I am happy to share in that passion and help folks make a home here!

*In June of 2018 I became part of the Taylor-Made Deep Creek Vacations & Sales Real Estate Team. This has changed the course of my career. I could not be more excited to come to work each day!*



**By incorporating intense market research, honest feedback and staging advice, high-quality media, aggressive, innovative marketing and listing activities, and strong communication skills, I am confident that I can help you reach your goals of selling your Garrett County, Maryland property!**

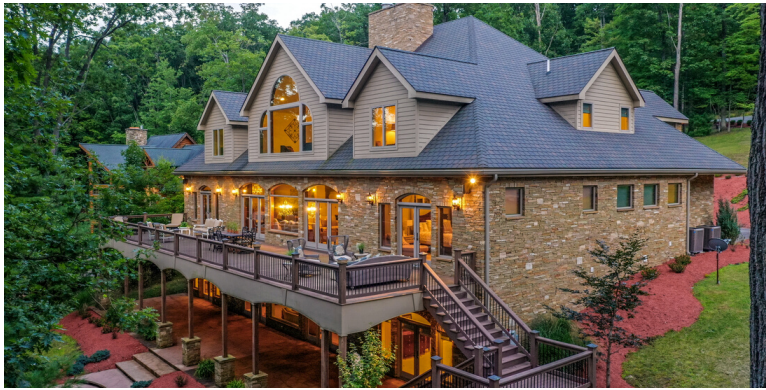
**TERAH CRAWFORD**  
Real Estate Professional



# NOTABLE SALES & STATISTICS

By working hard to research the market, prepare the property, and price aggressively based on market and sellers goals, I have been able to help my clients find success an avg of 2+ months faster than the competition.

In March 2020, I will celebrate 5 years as a real estate agent in Garrett County, Maryland! Here are some of my favorite listings, fastest sales, and stats.



**43 Acorn Lane, Swanton, MD**  
**Contract for \$2,150,000 after 31 days on the market**  
**Listed for 1 year with another agent with no results**



**1640 Penn Point Road**  
**Contract after 82 Days**



**69 Longs Overlook**  
**Contract after 17 Days**



**19956 Garrett HWY #6**  
**Contract after 20 Days**



**2144 Green Glade Rd**  
**Contract after 9 Days**



**23 Allegro Lane**  
**Contract after 18 Days**



**2490 Pigs Ear Road**  
**Contract after 9 Days**



**18506 Garrett Highway**  
**Contract after 28 Days**



**483 Skippers Point Road**  
**Contract after 21 Days**

99

My career days on market ^  
During that same time, the  
Garrett County avg days on  
market is 162



# NOTABLE SALES



**1762 Paradise Point Road, Oakland, MD**  
**Contract for \$770,000 after 25 days on the market**



**52 Manor Drive**  
**Contract after 6 Days**



**2160 Green Glade Rd**  
**Contract after 18 Days**



**142 Arthur Devine Road**  
**Contract after 11 Days**



**135 Jeffrey Lane #2**  
**Contract after 91 Days**



**4750 Oakland Sang Run**  
**Contract after 22 Days**



**102 Roanoke Avenue**  
**Contract after 5 Days**

... A pleasure to work with. she is knowledgeable about the area, well-versed in real estate and connected to the community. Besides her professional expertise, Terah was easy to work with, energetic and flexible. I would highly recommend working with her.

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!

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

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!

# TESTIMONIALS

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.

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



# POWERFUL PLAN

## I OFFER A STRATEGIC AND COMPREHENSIVE MARKETING PROGRAMS FOR ATTRACTING BUYERS AND GETTING HOMES SOLD.

### • PRICING RIGHT

- Price your home strategically so you're competitive with the current market and current pricing trends.

### • STAGING TO SELL

- Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.

### • INTERNET MARKETING ADVANTAGE

- Optimize your home's internet presence by posting information in the Taylor-Made Deep Creek Vacations & Sales network, as well as local and global MLS Systems, including plenty of photographs and a description of your property.
- When it comes to internet marketing, you want an agent who specializes in social media. 77% of Americans are active on social media everyday!
- Make Zillow count. Websites like Zillow and Trulia are popular among buyers. Adding a video and extended description to these sites is an important step

### • MEDIA MATTERS

- Produce high quality images, twilight images, aerial photos and video, live and produced videos, 3D tours and printed and online materials to show your home in the best light possible

### • SPREAD THE WORD

- Target my marketing to active real estate agents who specialize in selling homes in your neighborhood. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
- I use big data to target prospective buyers around the tri-state region and beyond. This helps me run more strategic advertising, making mailed materials and even social media posts more effective.
- Open houses are a crucial part of my business. Create an Open House schedule to promote your property to prospective buyers and market the open houses.

### • PERSONAL REACH

- Target active buyers and investors in my database who are looking for homes in your price range and area. With regular email updates to my 500+ email list and open rates over 87% percent, I have a great strategy for showing your property to the right people!

### • KEEPING YOU INFORMED

- I will provide you with updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

# POSITION YOUR HOME TO SELL

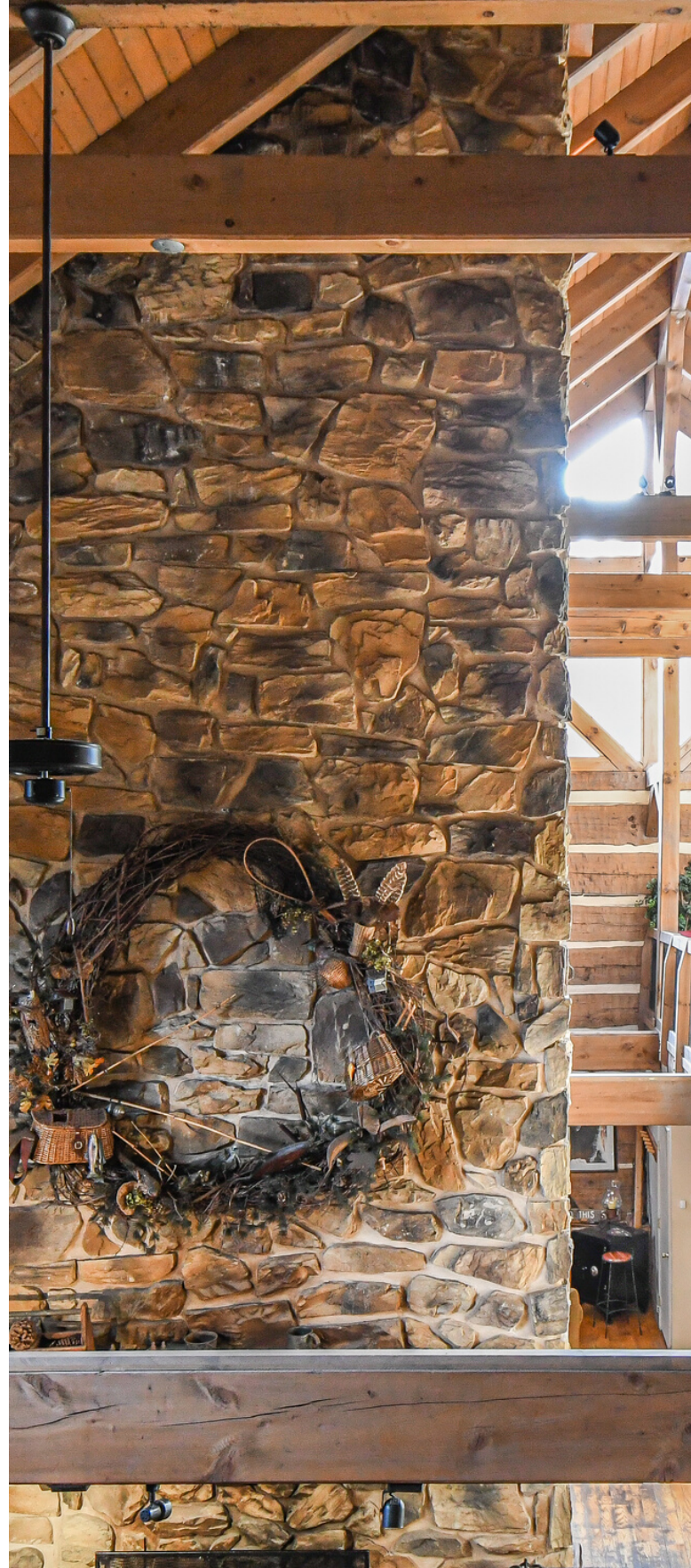
**In real estate, knowledge is power, and I am here as your local-market expert. By sharing current market data, trends and a comparative market analysis (CMA), they'll help you make an informed decision about your home's market value and ideal asking price.**

## **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





# CMA

			
Address <b>75 Homestead Ct Rd</b>	<b>57 Allegro Ln</b>	<b>718 Boy Scout Crosscut Rd</b>	<b>95 Bearfoot Rd</b>
County Garrett, MD	Garrett, MD	Garrett, MD	Garrett, MD
Municipality Unincorporated			
Neighborhood	TANGLEWOOD	NONE AVAILABLE	WINDING RIDGE
Status Public Record Comparable	Closed	Pending	Closed
Closed Date 9/14/05	11/22/2019		03/22/2019
List Price	\$199,990	\$245,000	\$269,000
Closed Price <b>\$98,000</b>	\$195,000		\$255,000
Concessions	No, \$0		No, \$0
Financing	Conventional		Conventional
Property Class RES	Residential	Residential	Residential
Structure Type	Detached	Detached	Detached
Ownership	Fee Simple	Fee Simple	Fee Simple
Sale Type	Standard	Standard	Standard
Style Cabin	Chalet	Cabin/Lodge	Chalet
Levels/Stories	2	2	1.5
Year Built 2007	2004	2005	2005
Condition Shows Well		Shows Well	Turn Key, Shows Well
Annual Tax \$2,678	\$2,853	\$1,928	\$2,475
Tax Total Asmt \$229,333	\$258,900	\$0	\$224,633
Lot Acres/SqFt 3.4a / 148104sf	3a / 130,680.00sf	1a / 43,996.00sf	5a / 235,660.00sf
Lot Dimension			
Waterfront N	No	No	No
Abv Grd Fin SF 2016	2,524	1,363	1,656
Blw Grd Fin SF 0	0	0	0
Total Bldg SF	2,524	1,363	1,656
Total Units 1	0	0	0
Bedrooms 3	3	3	3

This analysis will help you understand the current housing market, how much properties similar to yours are worth, and what you can reasonably expect to sell the home.

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

I 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.



# 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:

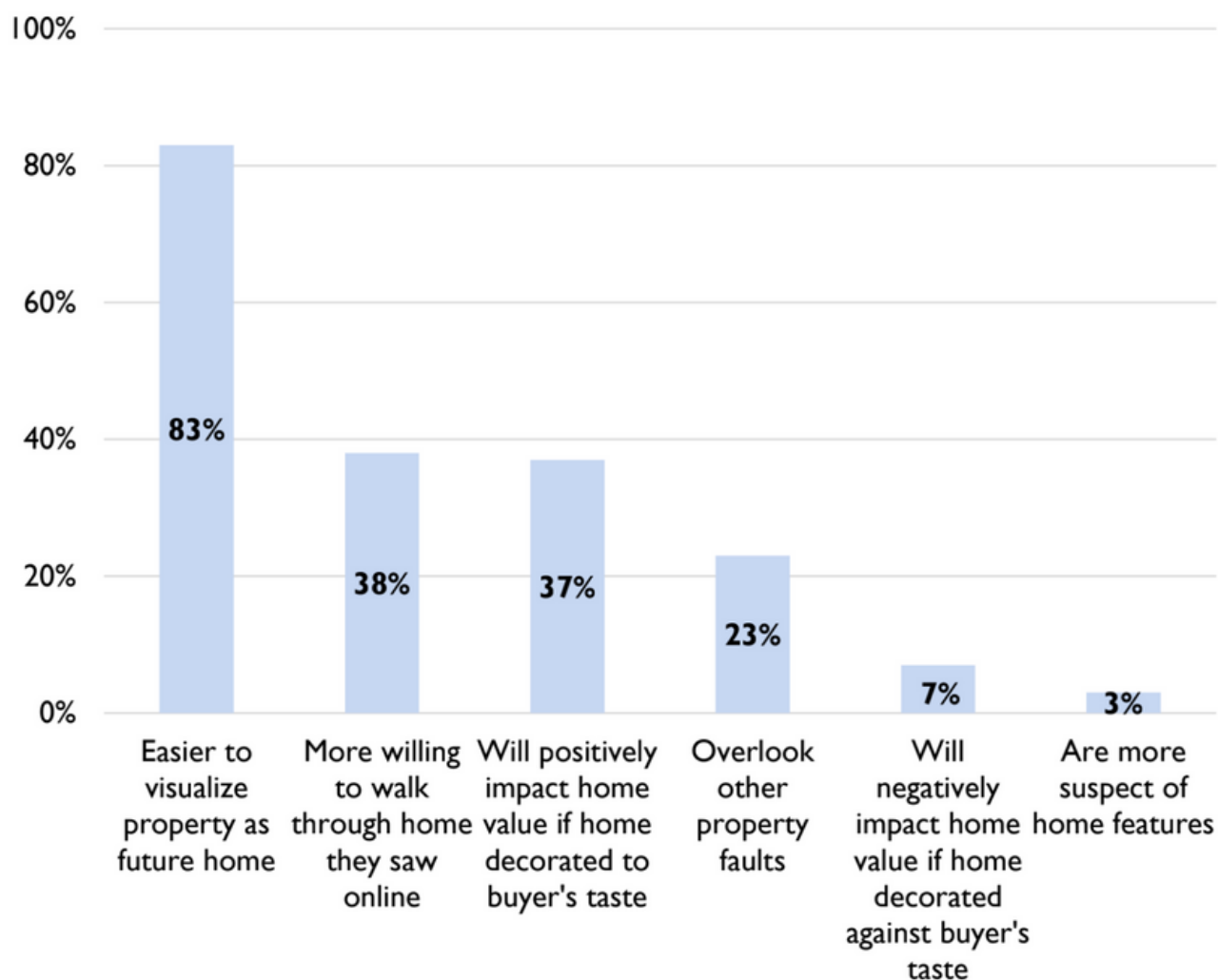
Repaint or touch up trim, Make needed repair, Wash windows and screens, Trim trees, hedges and shrub, Weed and feed lawn and maintain mowing

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

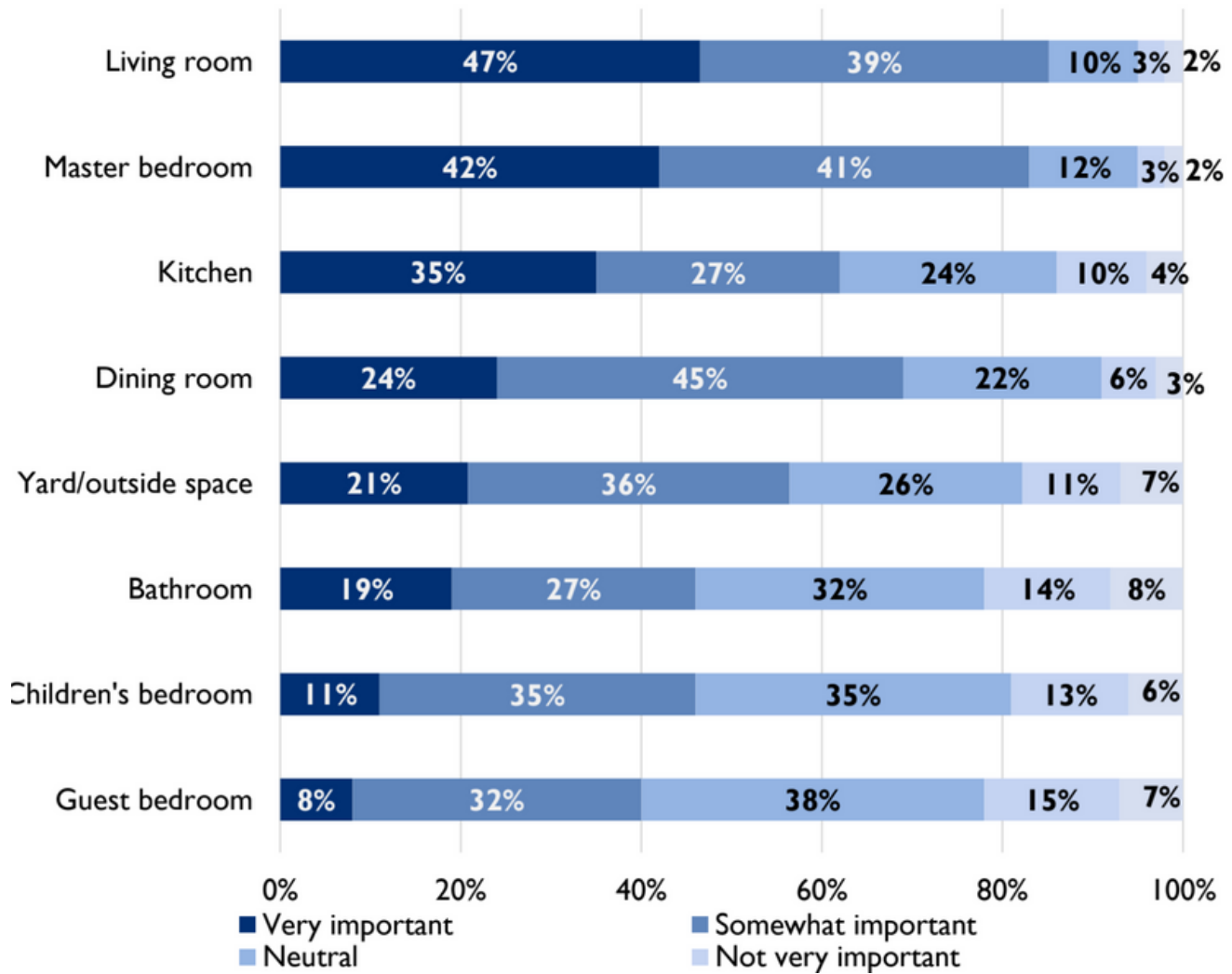
**Impact of Buyers Viewing a Staged Home**





# STAGING TO SELL

## Importance of Rooms Staged for Buyers



### 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 De-clutter counters, Re-grout 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

# A FRESH PERSPECTIVE

The "millennial" generation is made up of people born between 1981 – 1996. Today that makes this group between the ages of 39-24. These are the people buying their first homes, and even their first vacation homes. And a whopping 99% of the time, they are using the internet to begin their search!

Being listed on one website, or even 2 or 3 is no longer going to attract the type of attention that home sellers need to get the best price in the shortest amount of time for their properties. Working with an internet-savvy agent who can navigate the necessary channels to maximize your exposure is the absolute best way to find success in this real estate climate.



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. **When you work with me, I will be certain that your listing is displayed on every relevant internet website available to us.** Below are a list of sites where your listing will be displayed. This is only the beginning! At any given time, your property will be seen on at least 60 other real estate websites!





# MEDIA MATTERS

Since 50% of all home buyers and 99% of "young" home buyers are using the internet to begin their home shopping experience, GREAT media is key. This is not limited to still photography but also includes twilight photography, drone photography and videography, property videos, and 3D tours of homes. I provide all of these to my listing clients to ensure that WHEN you are found online, you stand out among the competition.



**Twilight Photography is an AWESOME way to stand out amongst the competition as home buyers scroll through websites like Zillow.**



**Drone photography and videography**



**3D Tour**



**3-BEDROOM, 2-BATH HOUSE**

**Property Tour Video**

Homes with high quality photography sell 32 percent faster.

Homes with more photos sell faster, too.

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

For homes in the \$200,000 to \$1 million range, those that include high-quality photography in their listings sell for \$3,000-\$11,000 more.



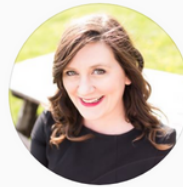
# SPREAD THE WORD

Using my **expansive social media reach, video marketing, email marketing, regular blogging, open houses, broker opens, print marketing, post card mailings, newsletters, participation in community events, and more**, I will make sure that your listing is NEVER a secret!



Instagram

Search



terahcrawford\_dclrealty

551 posts 897 followers 1,792 followers

Terah Crawford || Real Estate  
Real Estate Saleswoman • Deep Creek Lake  
[www.deepcreeklakehomesforsale.com](http://www.deepcreeklakehomesforsale.com)

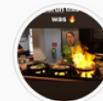
Followed by the\_beckstar0813, a.m.sincell, donqdelam +



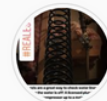
My Listings



RealEstate...



Deep Cree...



RealEstate...

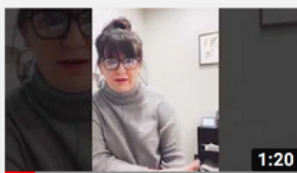
If your agent isn't using video to sell your listing, they're doing it wrong!

- 85% of all internet users in the United States watched online video content monthly on any of their devices.
- 54% of consumers want to see more video content from a brand or business they support.
- 87% of marketing professionals use video as a marketing tool.



FHA Renovation Loans // Deep Creek Lake Real Estate

3 views • 1 week ago



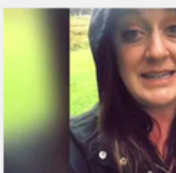
Deep Creek Lake Real Estate Update

3 views • 1 week ago



Davis, West Virginia Hike

22 views • 4 months ago



Deep Creek Lake Home SOLD!

1 view • 4 months ago



Market Monday // Deep Creek Lake Real Estate...

3 views • 5 months ago



Charming Home For Sale - 1138 Eagle Rock Road,...

101 views • 5 months ago



Deep Creek Lake Luxury Home For Sale...

29 views • 5 months ago



Deep Creek Lake August Contest Winner

3 views • 5 months ago



Deep Creek Lake Home For Sale - 1762 Paradise Point Rd

3 views • 6 months ago



Deep Creek Lake - New Women's Boutique

4 views • 6 months ago



Garrett County Fair, Deep Creek Lake

45 views • 6 months ago



Deep Creek Lake Real Estate

10 views • 6 months ago



# KEEPING YOU INFORMED

I work with many home sellers who have previously worked with other agents. I hear so often "we never knew what was happening." I work hard to provide regular updates to my clients! You'll receive a notification and feedback each time the home is shown, PLUS a biweekly update of online activity and exactly what I'm doing to SELL your home!

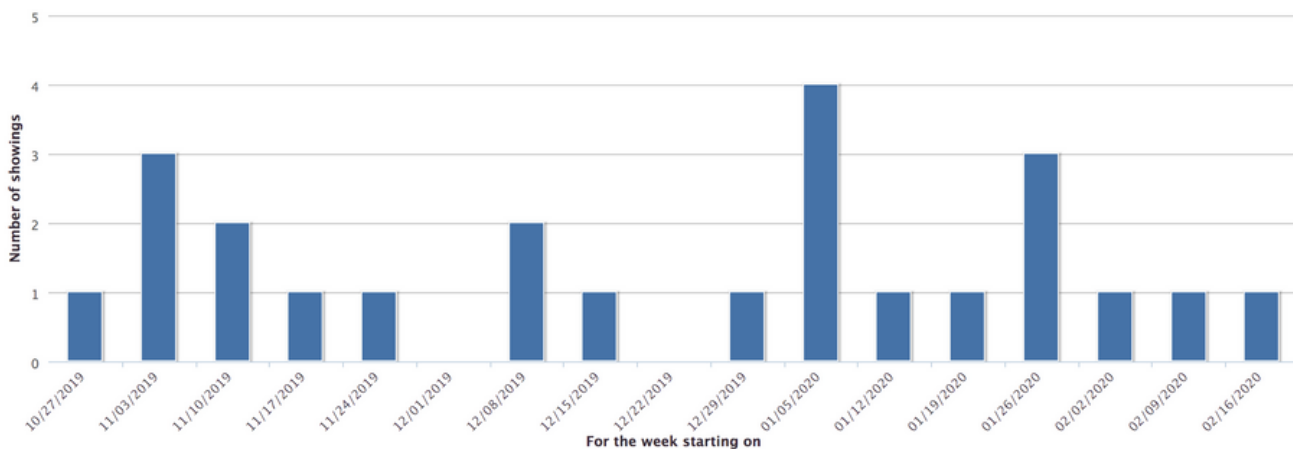
## Snapshot for Nov 01, 2019 - Feb 21, 2020

Listing ID: MDGA131654  
Address: 708 REESE, OAKLAND, MD 21550  
Price: \$80,000  
Status: ACTIVE UNDER CONTRACT

Total number of appointments: 24  
Appointments in the last 30 days: 7  
Appointments in the last 7 days: 1

Total number of agent previews: 2  
Total number of agent inquiries: 0

## Appointments Per Week



Showing  
Time  
Update  
Sample

## Bi-Weekly Update Sample

### Update on 238 Chestnut Ridge

#### Online update:

BrightMLS allows me to see how many times agents have emailed the home to prospective buyers. Since May 10 your property has been emailed to 9 people by 6 agents.

Zillow shows me how many people have viewed the property and how many have saved it. I don't have as much freedom filtering timeframes on Zillow. Since Saturday last week, your listing has been viewed 127 times. I can only see 2 days worth of "saved" data. In the past 2 days you've had 31 views and 0 saves.

On Realtor.com I can see how many searches the home has appeared in, how many viewers have clicked for more details on the listing, how many viewers have saved, shared, or printed the listing, and how many have inquired with an agent about the listing. Since May 13, the property has been viewed 3,703 times. 87 viewers have clicked for more details. 4 consumers have saved, shared, or printed the listing. We haven't had any agent inquiries or saves or shares yet.

Your property has had 5 views on "The Land Network" and 1 views on "Point 2 Homes" since March 25. Additionally, your listing is being displayed on 62 other real estate websites across the internet.

I will be running online ads this week, sharing the video, 3D tour, and photos in an effort to bring people to the home. I will keep you posted on those results.

I hope that the insights are interesting and useful to you. I will continue to work hard for you and I am confident all of these things will bring more showings soon! I am grateful for the opportunity to represent you and work to sell your home so that you can move on to your next adventure!

Best,  
Terah

## CONCLUSION

# GETTING STARTED

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

- Provide you with proven, powerful, and personal service
- Enable you to obtain the best possible sale price and terms for your home
- Close the sale in a smooth, timely manner
- Stay in touch after the sale to answer any questions that may ever arise

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

Terah Crawford  
Real Estate Professional  
Taylor-Made Deep Creek Vacations & Sales  
[www.deepcreeklakehomesforsale.com](http://www.deepcreeklakehomesforsale.com)  
[terah@deepcreekvacations.com](mailto:terah@deepcreekvacations.com)  
C: 410-487-4914  
O: 301-387-4700  
35 Towne Centre Way McHenry, MD 21541

