



Listing Presentation



A Comprehensive Guide to Selling Your Property

Contents and Overview

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For more than 40 years, Railey Realty has been a locally recognized name for both Deep Creek Lake vacation home and residential real estate sales. Offering the most experienced, producing, and friendly sales team, we continue to be the area's leader for sales and listings sold in the Deep Creek Lake area, representing 72% of Lake Front properties sold in 2016. Our website offers the largest selection of properties available, along with the most comprehensive overview of the Deep Creek Lake area. We specialize not only in Deep Creek lake real estate, but also in surrounding Garrett County and nearby West Virginia real estate.



www.Railey.com

More than 85 years of Railey History...

1925

Deep Creek Lake was formed

1930

Railey family builds first general store & rental cottages at Deep Creek Lake

1974

Railey Realty was founded

1984

Expands & builds new office on Rt.219 near Deep Creek Lake Bridge

1995

Becomes market-share leader for Deep Creek Lake & Garrett County

1997

Expands & builds new office on Vacation Way

2013

Expands by purchasing mid-lake Branch Office

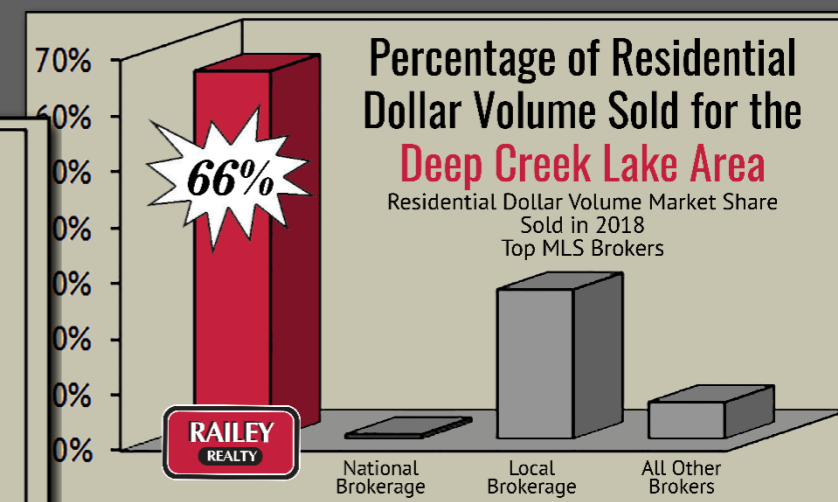
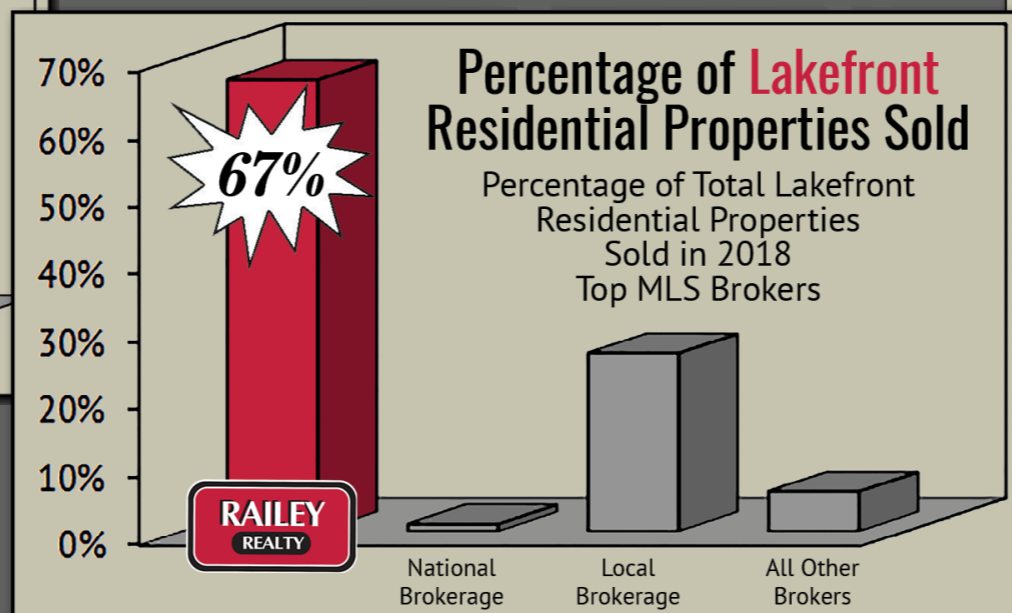
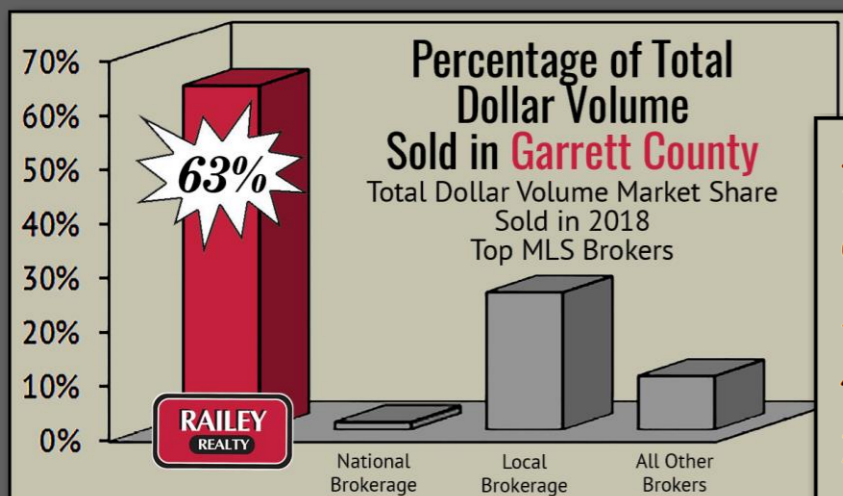
2017

23rd consecutive year as #1 Brokerage in Deep Creek Lake & Garrett County

**RAILEY
REALTY**

www.Railey.com

Market Leader



Since 1995, Railey Realty has been the Market Leader for Deep Creek Lake & Garrett County Sales.

As the area's largest and most productive brokerage, Railey Realty can offer you exposure and experience that no other brokerage in our area can. For the past 20 years, we have led the market in sales for Lake Front properties, the entire Deep Creek Lake area, & Garrett County. Our in-house marketing team works side by side with our sales agents to produce high-quality marketing for each and every listing. Our sales team is the most experienced, highest producing, and friendliest group of agents in the Deep Creek Lake & Garrett County area.

All data obtained from BrightMLS for the period 1/1/2018-12/31/2018. All data is believed to be accurate but should not be relied upon without verification.

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Professional Photography



Professional Photography is a key element when your home makes its photographic debut online.

Almost all home searches begin online, making your home's digital 'first impression' very important to us. Railey Realty offers professional photography on all listings to present your property in the best possible way. Our photographers work side by side with our agents to show off your home's best features, using both standard and drone photography. Our agents can also provide useful tips for preparing and staging your home for future showings!

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Professional Videography



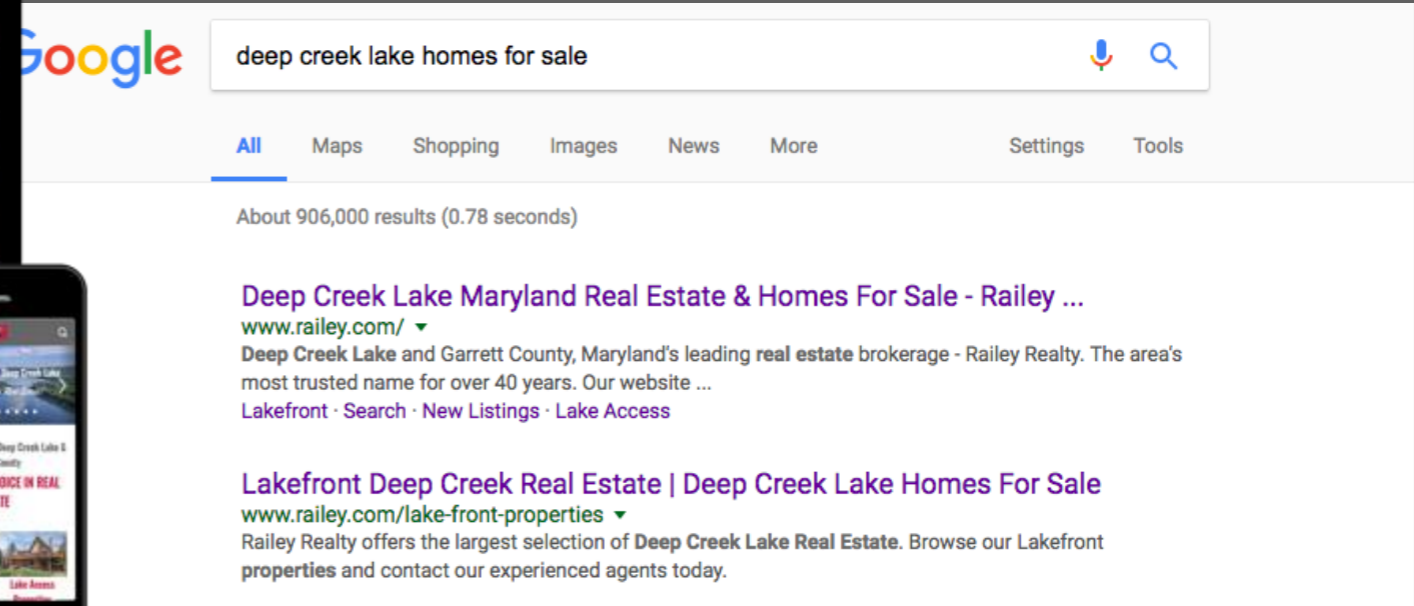
Maximize your home's online engagement with professional videography.

With more users than ever online, and the rise of videos in the digital culture, professional videography of your home can offer that extra edge when listing your home. Video of your property allows potential buyers to walk through, fly over, and circle around the entire property in a way that photos cannot. Our videos are uploaded to YouTube & Vimeo, are added to the MLS listing, and are embedded on the property's page on our website.

www.Railey.com



Internet



Our organically #1 Google ranking, responsive website receives thousands of views each day, and is a go-to site for Deep Creek Lake Real Estate.

The internet is a crucial tool for Real Estate. Our website, www.Railey.com, is the highest ranked website for Deep Creek Lake real estate searches, making it an easy first choice for browsing buyers. More than 92% of homebuyers start their search online!

www.Railey.com



Maximum Internet Exposure



Railey Realty is featured in premium locations on all top real estate search sites, including Zillow, Trulia, Realtor.com, and MRIS, our local MLS.

Most buyers are searching multiple sites online before ever contacting an agent. With premium exposure on the top real estate sites, your listing will be seen by more people than the average listing. In addition to the top buyer sites, our listings are also featured on the local MLS system, MRIS, which is what showing agents in our area will use to view listings suitable for their buyers. Your listing is displayed on all these top sites, our website, and 50+ other online websites used for real estate searching.

www.Railey.com



Social Media

Railey Realty Deep Creek Lake
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This Deep Creek Lake area custom home is appointed with the finest materials; maple, slate and marble floors, bathroom heated floors, custom cabinetry, granite countertops, Viking and LG appliances. Thoughtfully designed so you have the space you need for friends and family but small enough to keep annual expenses low. Meander down the forested drive to your very own cabin in the woods!



Custom Lake Area Cabin - Deep Creek Lake, Maryland

Western Maryland's Four Season Resort Destination! Located 3 hours from Washington, D.C. and Baltimore, and only 2 hours from Pittsburgh.

[WWW.RAILEY.COM](http://www.railey.com)

[Learn More](#)



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77 likes · 25w

raileyrealty Raise your hand if you want to spend forever here 🏡 #WantItWednesday is 1875 Penn Point Road! This stunning Adirondack Style Lake Front masterpiece boasts 5 bedrooms and 5 full baths. Built with the lake and mountains in mind, this awesome home is your dream come true. Follow the link for more info:

<http://bit.ly/2aem6YC> #deepcreeklake #raileyrealty #vacationdc #realestate #realestatelife #realtor #realtorlife #lakehouse #lakelife #homesforsale #milliondollarlisting #luxurylisting

thegoodallgroup great photos!

alphahaynes radical homie

vincethebuilder Stunning!

herrhebe @thatsbunny2u

matt_defede_nutleyrealtor_ So adorable

ittherealtor 🥰

Add a comment

Railey Realty Deep Creek Lake

Sponsored · Like Page

Enjoy the luxury of this tastefully decorated mountain top home, offering lake access via the Mountainside Lakefront Clubhouse. Quality finishes, large private deck, room galore & 5 large over-sized bedrooms with one master on main level. Plenty of room in the kitchen & dining for entertaining or family & friends dinners. Minutes from Wisp Resort & area amenities!

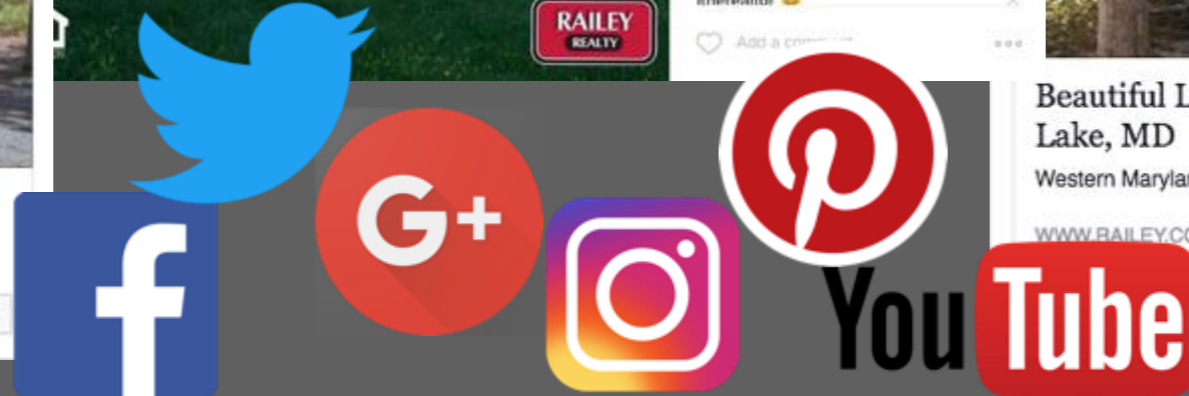


Beautiful Log Home with Lake Access | Deep Creek Lake, MD

Western Maryland's Four Season Resort Destination! Located 3 hours from...

[WWW.RAILEY.COM](http://www.railey.com)

[Learn More](#)



Maintaining a strong presence on all major social media platforms allows us to connect to potential buyers, clients, and our community.

Not only does Railey Realty carry a strong presence on all major social media channels, but we also integrate our marketing throughout social media. You can find Railey Realty on Facebook, Google+, Youtube, Twitter, Instagram, & Pinterest! Utilizing Facebook Advertising, we're able to advertise our listings to targeted buyers. Our ads target likely buyers in local areas, including metropolitan regions such as Pittsburgh, Baltimore, and Washington, D.C.



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Direct Mail



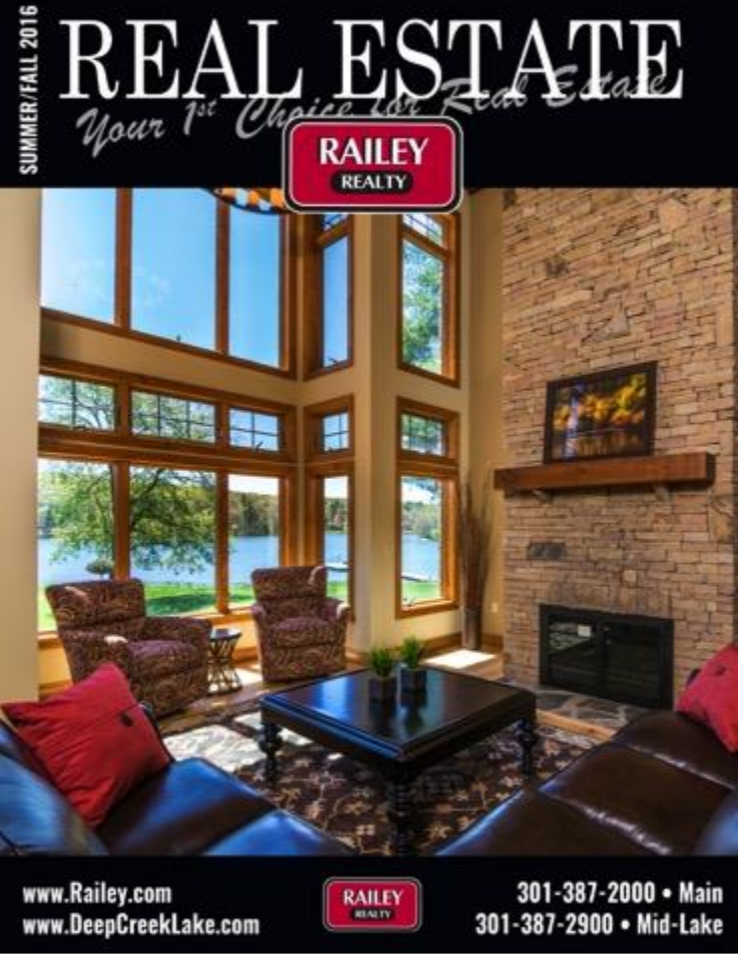
Sending Direct Mail to targeted recipients allows not only for advertising of your specific property, but also overall brand recognition.

Railey Realty sends direct mail each month to targeted addresses to help brand our company and keep our local awareness high. Each new listing at Railey Realty is also featured in its own Just Listed campaign, including direct mail postcards. Not only does our in-house marketing team design and send the cards, but agents are also provided with digital copies of their cards for additional advertising.

www.Railey.com



Publications



Even with the rise in internet searching, printed publications are still highly used in our area, putting your listing in front of buyers when they are looking for Real Estate.

Railey Realty produces multiple publications each year, with thousands of copies printed, all distributed throughout the county and lake area in high traffic places and in most rental homes. Our iconic sales guide features currently listed properties and is one of the most requested and picked up guides in the area. We also print our Resort Report bi-annually, featuring market updates and need-to-know news about the area. Our map of the community is also widely distributed and is one of the most useful maps of the lake area.



www.Railey.com

Testimonials



We would recommend Railey Realty in a second. Very professional with a personal touch.

Jonna W.



The Railey agents spent so much time with us to find the perfect house. It was a terrific realty experience and we will definitely recommend Railey to others!

Nathan & Meredith M.



We can never adequately express our gratitude for the exceptional work on selling this property. Thank you!

Charles & Elizabeth R.



My experience with Railey Realty was excellent. The agent was very knowledgeable and was a very good communicator. He had the moral courage to recommend a lower price than I wanted but was the right price for the market.

Jack M.



I've had many dealings with Railey Realty over the years and they never disappoint. Railey's always responds promptly and professionally, making the buying or selling experience the best it can be for all involved. I would definitely recommend Railey Realty!

Bruce S.



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ShowingTime

The image displays the ShowingTime software interface on a tablet and a desktop monitor. The tablet shows listing details for 7685 Bancroft, appointment instructions for Alison Townsend, and a calendar for scheduling. The desktop monitor displays a 'Feedback at a Glance' dashboard with four pie charts showing client interest, overall experience, price opinion, and listing rating.

Feedback at a Glance

- Is your client interested in this listing?**
 - Very (3): 14%
 - Somewhat (6): 38%
 - Maybe (2): 10%
 - Not interested (8): 38%
 - * 21 responses
- Please rate your overall experience at this showing.**
 - Excellent (4): 22%
 - Good (13): 72%
 - Fair (1): 6%
 - Poor (0): 0%
 - * 18 responses
- Your (and your client's) opinion of the price:**
 - Just right (1): 17%
 - Too high (5): 83%
 - Too low (0): 0%
 - * 6 responses
- Please rate this listing (5=Best; 1=Worst):**
 - 5(Best) (3): 25%
 - 4 (5): 42%
 - 3 (4): 33%
 - 2 (0): 0%
 - 1(Worst) (0): 0%
 - * 12 responses

Using ShowingTime, your listing is easier than ever to show.

Railey Realty integrates ShowingTime with every listing, making it simple for agents to show your property. Our office is equipped with special ShowingTime software that allows our staff to schedule appointments, confirm requested appointments, and keep track of all scheduled showings. Our staff works alongside all rental companies to get potential buyers into rental homes, even if they're rented! ShowingTime prompts buyers agents to fill our feedback, providing sellers with real opinions from buyers. This program also gives sellers the option to confirm or deny showings themselves!

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Edit, share, sign, store documents anytime, anywhere.

Intuitive and powerful technology designed to keep up with your top-performing, on-the-go lifestyle.



Focus on what matters

Say goodbye to paperwork: easily access and auto-fill forms so you can close more, faster.



Happy clients, happy agents

Deliver a seamless end-to-end experience that wows your clients - and their referrals.



Wherever, whenever

Whether you're on the road or the beach, get deals done with dotloop for iOS and Android.

Using DotLoop, Real Estate transactions can safely and securely be signed and processed!

Integrating DotLoop into Railey Realty's transactions has streamlined the listing and selling process ten-fold. Your agent can send you documents to sign and review electronically, making it easy and convenient to sign your listing agreement, price change requests, extensions, and ultimately the contract. DotLoop verifies all signatures, making sure that your transactions are valid.

Staff



Nancy Trotta

Broker



Laura Michaels

General Manager



Kristin Skeweris

Media Director



Pam Colon

Receptionist



Tayler Roth

Administrative Assistant



Wendy Cardiff

Branch Secretary

Our staff is committed to providing all clients with top-notch, dedicated service.

We rely on our incredible staff to keep all of our office operations running smoothly. From in-house marketing and advertising, to setting up showings and processing all real estate documents, our staff is dedicated to the success of our company and our clients. Our staff is incredibly friendly and helpful and are always here to assist our agents, sellers, & buyers.

www.Railey.com



Now Serving You in Two Locations



Main Office

2 Vacation Way | McHenry, MD 21541
Office - 301-387-2000 | Fax - 301-387-6566

info@railey.com



Mid-Lake Office

19567 Garrett Highway | Oakland, MD 21550
Office - 301-387-2900 | Fax - 301-387-3379

info@railey.com

www.Railey.com



Affiliations



Vacation Rentals

Railey Vacations

5 Vacation Way | McHenry, MD 21541

Office - 301-387-2124

www.deepcreek.com



Title Services

Deep Creek Title Group

19567 Garrett Highway Suite 2 | Oakland, MD 21550

Office - 301-334 - 1001

www.deepcreektitle.com

