



RESULTS MATTER

Metropolitan Washington Area First Half of 2009

McEneaney Associates' listings had the highest average net sales price in the first half of 2009 among all real estate companies with at least 250 settled listings in the Metro DC Area* - by far!

Generally speaking, more expensive properties take longer to sell and typically sell at a deeper discount to the original list price. That makes it even more remarkable that our listings sold, on average, *more rapidly and closer to the original list price* than the listings of these other fine real estate companies.

Our carefully assembled team of the most productive Sales Associates in the Washington area makes all the difference for you.

Average Net Sales Price	
McEneaney Associates	\$543,240
Long & Foster/Miller	\$442,850
Weichert	\$410,336
Coldwell Banker	\$371,331
Prudential	\$368,375
Re/Max	\$320,796
Century 21	\$297,824
Keller Williams	\$290,687
Jobin	\$283,952
Fairfax Realty	\$264,155
Avery Hess	\$249,085

*This information is based on all resale home listings that went to settlement between January 1 and June 30, 2009 in Washington, DC, Montgomery County, Maryland, and in Virginia - Arlington, Fairfax, Loudoun, and Prince William Counties and the Cities of Alexandria, Falls Church, Fairfax, Manassas and Manassas Park. Only those companies with at least 250 settled listings were included. Data derived from the MRIS Multiple Listing System, and are believed reliable but not guaranteed. Some Re/Max, Keller Williams, Jobin, Fairfax Realty, Century 21, ERA and Coldwell Banker offices are independently owned and operated. Net sales prices is the sales price less any seller paid subsidy.



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In the first half of 2009, McEneaney Associates sold the properties we marketed in less time and for a higher percentage of the original list price. (By the way, we started tracking this performance in Northern Virginia in 1999, and we have sold our listings in less time and closer to list price in twenty of the last twenty-one semi-annual periods. Since we opened our first office in Washington, DC in 2007, we have added DC and Montgomery County to our evaluation.)

We looked at the results of the eleven largest real estate companies in the Metropolitan Washington area as measured by the number of listings settled. These fine companies encompass a wide variety of business models and an equally wide variety of company size. This includes the two largest independent real estate companies in the United States and the local arm of the largest real estate company in the world. And we found what we have always known: size doesn't matter in obtaining the best price in the shortest time.

Market conditions have varied widely in the eleven years we have been tracking these numbers, from balanced markets, to sellers' markets to the current buyers' market. And we have adapted to these changing conditions, outperforming the market regardless of what the market conditions are. Our carefully assembled team of the most productive Sales Associates in the Washington area makes all the difference for you.

Percentage of Net Sales Price to Original List Price	
McEneaney Associates	93.6%
Avery Hess	92.3%
Long & Foster/Miller	91.7%
Keller Williams	91.6%
Jobin	91.6%
Re/Max	91.4%
Century 21	91.4%
Prudential	91.3%
Coldwell Banker	91.2%
Weichert	90.1%
Fairfax Realty	85.2%

Average Number of Days on the Market	
McEneaney Associates	63.6
Jobin	78.8
Keller Williams	85.6
Re/Max	86.5
Century 21	87.6
Long & Foster/Miller	87.7
Coldwell Banker	89.5
Avery Hess	93.9
Weichert	94.3
Prudential	95.4
Fairfax Realty	106.0

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