Real Estate Services Proposal







Prepared Especially for:
Tom & Mary White
7 Deep Run Court
Hunt Valley, MD 21030

Prepared by:
Angela McKendrick, CRS, GRI
Agent
Demo Realty
123 Main Street
Miami FL, 33101

Office: 305-555-6546
Home Office: 305-555-6542
Fax: 305-555-6540
Web Site: www.demorealty.com/angela
Email: angela.mckendrick@demorealty.com

Date: October 21, 2026

EQUAL HOUSING OPPORTUNITY

REALTOR®

LOGO

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EQUAL HOUSING OPPORTUNITY

REALTOR®

October 21, 2026

Tom & Mary White
7 Deep Run Court
Hunt Valley, MD 21030

Dear Tom & Mary:

Thank you very much for giving me the opportunity to present the enclosed proposal for real estate services. I appreciate the time you spent with me outlining the criteria for your new home.

You will receive competent and professional service when you select me and Demo Realty as your Buyer Representative in your search for a new home. We have assisted many families in this area in their search for their ideal home. I hope you will select me as your Buyer Representative in this very important transaction.

This proposal includes information on me and Demo Realty that will confirm my qualifications.

Sincerely,

Angela McKendrick, CRS, GRI
Agent, REALTOR®

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Customizable Text Page

You may use this screen to enter text that will display on a page with the same graphics and colors as the rest of your presentation. You should replace this text with your own information or go back and remove this page from your presentation.



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Choosing Buyer Representation

A Buyer's agent is specifically committed to representing the Buyer, from the initial selection of properties, to the contract negotiations, to the settlement table. Having an agent represent you in the buying process helps eliminate the stress of buying a home by providing a variety of services, one-on-one dedication, and expertise.

An agent representing a buyer may request a signed agreement (like what the selling agent has with the seller). Since August 17th, 2024, the National Association of Realtors requires its agents who are providing services to a buyer to enter into a written agreement before the buyer tours a property listed on the MLS. The legally binding contract provides protection and transparency for the agent and consumer alike. Rather than relying on a verbal conversation or assuming an understanding, a written agreement during a transaction spells out expectations, including the services provided to the buyer, the agency relationship, how the brokerage is compensated, and how that system serves the buyer's best interest.



Whether you're a first-time buyer or an experienced buyer, it is an advantage to have a real estate agent on your side as you select a home.



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Put an Experienced Buyer Representative to Work for You

Property Search

Your buyer representative will appraise your particular criteria for a house and neighborhood then search for properties that fit those specifications. Your buyer representative will set appointments for showings and monitor the market as new listings become available.

Market Data

Market value is determined by many factors, including the availability of similar properties at competitive prices, location, condition, and most of all the price that a knowledgeable buyer is willing to pay. Your buyer representative will provide market data to help you establish an offering price.

Purchase Offer

There may be other considerations besides price that are equally important in structuring a purchase offer. The terms and conditions of the offer, amount of deposit and possession date are likely to be factors when an offer is made. Your buyer representative will help in your preparation of a purchase offer.

Negotiating

When a purchase offer is made, the sellers may be concerned with certain aspects including the ability of the purchasers to fulfill their agreement, the terms and conditions of the offer, the breakdown of closing costs between buyer and seller and even the motivations and lifestyle of the prospective new owners! Your buyer representative will help structure a negotiating strategy that will create the desired result, a new home.

Handling Details

A lot has to happen between signing the purchase offer and moving into a new house. Your buyer representative will attend to the details and keep you in touch with the transaction each step of the way.

Sellers list their homes with real estate agents to ensure professional representation throughout the home selling process. As a buyer, you deserve the same kind of service!



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Buyer's Agent vs Listing Agent

What Is A Buyer's Agent?

A buyer's agent is a licensed real estate professional who represents the buyer during the home buying process. A real estate agent or REALTOR can be either the buyer's agent (sometimes known as the buying agent) or the listing agent depending on the transaction. Keep in mind that real estate agents can represent more than one client at the same time. So you may encounter a buyer's agent who's also representing a seller as their listing agent. This could take place at the same time they're working with you.

Buyer's agents are legally obligated to protect their client's best interests. They should exhaust every effort to find homes for you to view, submit offers to listing agents and negotiate the most favorable purchase contracts.

How Is A Buyer's Agent Different From A Listing Agent?



A buyer's agent differs from a listing agent in a significant way. While both are real estate professionals who are heavily involved in completing real estate transactions, a buyer's agent represents the buyer and their best interests while the listing agent represents the seller and their best interests.

The buyer's agent negotiates the best deal on the home and ensures that the contract contains protections for the buyer.



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Understanding Agent Fees

In the past it was assumed that when a seller listed a home with a listing agent, they agreed on a commission percentage to be paid upon the sale of the home. This commission was often split between the listing agent and the buyer's agent. This commission was traditionally paid by the seller at the close of the transaction from the proceeds of the sale.

However, due to new regulations by the National Association of Realtors, the Buyer's Representative has a responsibility to inform the buyer of how they will handle the Buyer's commission prior to starting a home search. A buyer is required to have the client sign a Buyer Representation Agreement, or a Buyer-Broker Agreement.

A buyer representation agreement or a buyer-broker agreement, is a contract between a home buyer and a real estate agent that outlines the terms and conditions of their working partnership.



It's important to have a clear understanding with your agent about their commission structure before you start the home-buying process.

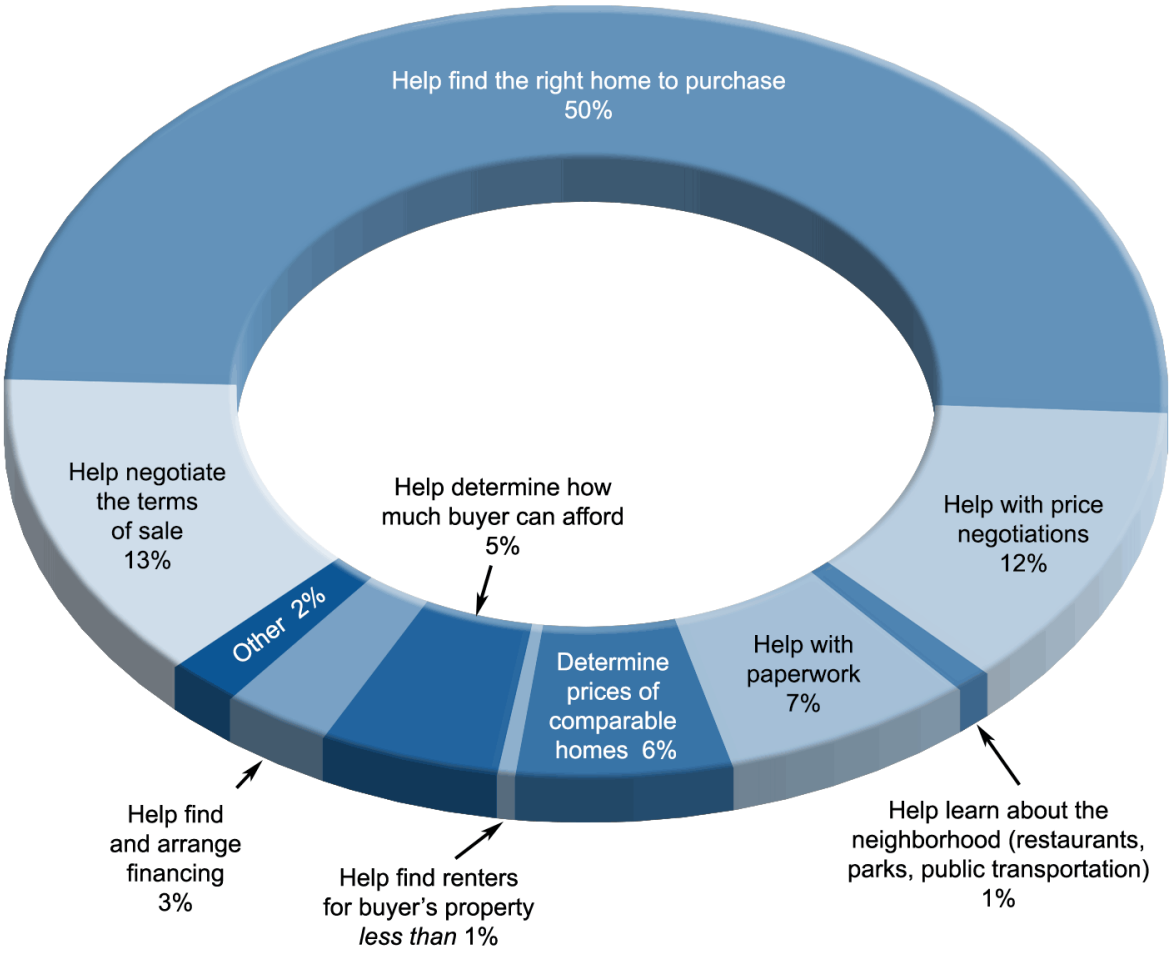


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What Buyers Want Most From Real Estate Professionals

Real estate professionals best serve their clients when they know what home buyers expect from them.



Source: National Association of REALTORS®
Profile of Home Buyers and Sellers.



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Home Search Tips

Buying a home can be a long and stressful project. Here are several tips that can help you make the process easier and less time consuming.



Tip #1
Take photos as you go through the open houses so you remember the layout and the feel of each house you visit.

Tip #2
Pay attention to features of the property that are fixed such as the neighborhood, the lot size, and the orientation of the home.

Tip #3
Don't pay too much attention to the colors of the walls or the furniture. Be sure to check out the small details like the light switches, water features, and appliances to make sure everything works.

Tip #4
Be sure to make a list of your must haves, wants, and don't cares. As you go through the viewings, make sure you check off all your must haves.

Once you find a house you love, you can make an official offer to the seller!



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Factors in Making an Offer

There are many factors to consider in making an offer on your new home. As your Buyer's agent I will do everything I can to help guide you through the process and look out for your best interest.

Market value: What did similar homes in the same area sell for recently? This determines the current market value.

Condition of the property: Consider the age of the home, repairs needed, and any upgrades/renovations made to the property.

Location: The location of the home plays a significant role in determining its value. Factors such as school districts, transportation, and nearby amenities can influence the price.

Your budget: Determine how much you can afford to pay for a house based on your income, expenses, and credit score.

Seller's motivation: If the seller is highly motivated to sell quickly, they may be more willing to accept a lower offer.





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Competing with Multiple Offers

Sometimes when a buyer goes to make an offer on a home, the seller has already received an offer or two from other potential buyers. In this case, the seller has the right to choose which offer he or she would like to accept. In this case you have several options to help make your offer the one the buyer ultimately accepts.

Find out what is important to the seller
This could be a specific closing date or selling all of their furniture. It is important for your buyer's agent to have a conversation with the listing agent to find out this information.

Offer a larger deposit
Most buyers offer a deposit to hold the house. By offering more money than the other potential buyers, it shows the seller you are serious about your offer.

Shorter Inspection Period
Most inspection periods are 10 days. Seller's like shorter inspection periods because if the deal falls apart after inspection, they can put the home back on the market quickly, without losing a lot of time.

Waiving Contingencies
There are often a few contingencies in a standard purchase contract that can be waived, like your inspection and mortgage contingency. Waiving either of these items is not for everyone and is not typically advised but it is good to know you do have this right. It is important that you weigh the pros and cons with your buyer's agent so you can make an informed decision about what is right for you.





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Resume

Angela McKendrick

Experience:
1998-Present: Real Estate Agent specializing in single family, multi-family, condominiums, and land sales.
1994-2002: Marketing Director for McCormick Company.

Affiliations:
Greater Baltimore Board of Realtors.
Maryland Association of Realtors.
National Association of Realtors.
Residential Sales Council.

Education:
Columbia University
North Carroll High School
Professional Courses sponsored by the National Association of Realtors.

Community:
Former American Cancer Society "Person of the Year."
Hunt Valley Community Association.
Greater Baltimore Association.
Scoutmaster Troop 211.

Personal:
Married to Jason McKendrick.
Children: David (31) and Anna (26).
Hobbies: Golf and Tennis.

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Customer References

Sellers...

Fred & Susan Fredericks	23 Elm Street	822-4554
Joe & Lisa Johnson	1400 N. Timonium Road	922-2222
Ron & Dawn Larkin	2311 E. Roundtop Circle	444-3948
Debra Jones	433 Forest Drive	231-6932
Don & Julia Smith	32 E. Running Road	211-4599
Len & Hanna Leonard	443 Forest Drive	343-6798

Buyers...

Mark & Joan Dawson	2300 S. Timonium Road	666-3033
Suzanne Swift	22 Forrest Avenue	667-9888
Ron & Joan Burns	55 W. Running Road	333-9843
Joe & Ann Reese	321 Pine Forest Lane	222-4563
Robert Johnson	324 82nd Terrace	342-6879
Jay & Sarah Volkers	75 Winding Way	234-1098



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Zillow Reviews

Angela McKendrick, REALTOR

Real Estate Agent

★★★★★ 5 Reviews

40 Recent Sales with Reviews

★★★★★

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3/18/2026 Melissa Parker

★★★★★

Working with Angela McKendrick was one of the best decisions we made during our home search. She took the time to understand exactly what we wanted in a luxury property and delivered beyond our expectations. Her market knowledge, attention to detail, and honest advice made us feel confident throughout the entire process. After 40 years in residential real estate, Angela truly knows Miami inside and out. We highly recommend her to anyone looking for an outstanding Realtor.

3/16/2026 David Hernandez

★★★★★

Angela McKendrick made purchasing our luxury home in Miami an enjoyable and stress-free experience. She is incredibly knowledgeable, responsive, and genuinely cares about her clients. Her deep ties to the community and extensive experience gave us valuable insights into neighborhoods, market trends, and future investment potential. Angela's professionalism and dedication are second to none. We would absolutely work with her again.

3/14/2026 Jennifer Collins



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RealSatisfied Client Testimonials

Angela McKendrick
Real Estate Agent
5.0 rating based on 5 reviews.

Overall Satisfaction	Overall Performance	Overall Recommendation
★★★★★	★★★★★	★★★★★

(Seller)
3/18/2026 10:14:37 AM Melissa Parker, Coral Gables, FL 33134
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(Buyer)
3/16/2026 2:41:18 PM David Hernandez, Pinecrest, FL 33156
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(Seller)
3/14/2026 9:52:44 AM Jennifer Collins, Aventura, FL 33180
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(Buyer)
3/11/2026 4:08:56 PM Michael Rosen, Miami Beach, FL 33139
If you're looking for a luxury real estate expert in Miami, Angela McKendrick is the one to call. Her four decades of experience are reflected in every conversation and recommendation she makes. She listened carefully to our needs, negotiated skillfully on our behalf, and always kept us informed throughout the process. Her local connections and understanding of the Miami market made finding our perfect home much easier than we ever imagined. Five stars all the way!



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Reach150 Recommendations

Recommendations for Angela McKendrick
6/29/2026

(Interior Designer)
3/18/2026 10:14:37 AM Melissa Parker, Coral Gables, FL 33134
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(Business Owner)
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(Healthcare Executive)
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(Financial Advisor)
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Testimonial Tree Testimonials

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Melissa Parker

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Google Reviews

5 Reviews

★★★★★

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My Social Media

With so many people using social media to stay up-to-date, it is very important for a Realtor to have multiple social media tools including Facebook, Instagram and Twitter. Social media is an important method for marketing your listings to both buyer and seller prospects. My company and I have an impressive social media presence designed to engage, inform and connect with today's buyers and sellers.

Facebook: https://www.facebook.com

Instagram: https://www.instagram.com

X: https://www.X.com



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In Conclusion

When you choose Angela McKendrick you will receive:

- Excellent service and support.
- A market analysis of your new home.
- A winning search plan.
- Every effort to find your perfect home.
- The resources of Demo Realty.

Continue your Search with Angela McKendrick!





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