



# RESULTS MATTER

## Metropolitan Washington Area 2016

In 2016, McEneaney Associates sold the homes we marketed **more quickly and for a higher percentage of original listed price than the competition.** (We started tracking this performance in Northern Virginia in 1999, and we have sold our listings closer to list price every year. Since opening our first office in Washington in 2007, we have added DC, Montgomery and Prince Georges Counties to our evaluation, and we've topped this category every time in the last ten years.) And by the way, the average sales price in the metro area was \$471,500 – our average sales price was \$637,400.

We looked at the results for the ten largest real estate companies in the Metropolitan Washington area as measured by settled listing volume.\* These companies encompass a wide variety of business models and an equally wide variety of company sizes. This includes the two largest independent real estate companies in the United States and the local arms of the largest real estate company in the world. We know it isn't the **number** of agents or the **number** of offices in a company that matter. It's the quality of agents and the company, and their ability to **deliver results for the client that matter.**

Market conditions have varied widely in the eighteen years we have been tracking these numbers, from balanced markets, to sellers' markets to the current transitioning market. And we have adapted to these changing conditions, outperforming the competition regardless of market conditions. Our carefully assembled team of the most productive Sales Associates in the Washington Metro Area makes all the difference for our clients.

### PERCENTAGE OF NET SALES PRICE TO ORIGINAL LIST PRICE

<b>McEneaney Associates</b>	<b>98.0%</b>
Keller Williams	96.7%
Coldwell Banker	96.3%
Long & Foster/Miller	96.1%
Weichert	96.0%
Century 21	96.0%
RE/MAX	96.0%
TTR Sotheby's	94.8%
Washington Fine Properties	94.2%
<b>MARKET AVERAGE</b>	<b>95.7%</b>

### AVERAGE DAYS ON MARKET

<b>McEneaney Associates</b>	<b>42.6</b>
Keller Williams	44.4
Century 21	44.5
Coldwell Banker	47.3
Long & Foster/Miller	48.4
RE/MAX	48.8
Weichert	50.5
TTR Sotheby's	50.8
Washington Fine Properties	68.3
<b>MARKET AVERAGE</b>	<b>46.2</b>

\*This information is based on all resale home listings that went to settlement between January 1 and December 31, 2016 in Washington, DC, Montgomery and Prince Georges Counties in 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 \$700,000,000 in settled listing volume were included. Net Sales Price is the Sold Price less any seller-paid subsidy. Data derived from the MRIS Multiple Listing System and are believed reliable but not guaranteed. Some RE/MAX, Keller Williams, Century 21 and Coldwell Banker offices are independently owned and operated.

