

TOWN OF CASCO, MAINE

REQUEST FOR PROPOSAL

Realtor Services

RFP#: 2025-001

BID DEADLINE: May 12, 2025 @ 10:00 am

PROPOSAL FORM

TO: Anthony Ward, Town Manager
Town of Casco
635 Meadow Road
Casco, Maine 04015

By submitting a proposal, you represent that you have (1) thoroughly examined and become familiar with the scope of services outlined in this RFP and (2) are capable of performing quality work to achieve the Town's objectives.

Name: Ashley Fearon

Address: P.O. Box 1033, Windham, Maine 04062

Telephone: (207)595-0427

Website: www.ateammaine.com (company) ashleysellsmaine.com (personal)

Email: ashley@ateammaine.com

Years in business: 9

Description of your firm including size of firm, location, number and nature of the professional staff, staff experience and training, including a brief resume for each key person listed that will be assigned to service the Town if awarded, including the individual real estate license information:

Our office is made up of well rounded team of 9 experienced agents, a full time (in office) admin, and a dedicated social media expert who handles the digital marketing of all of our listings. While all of these members may play a vital roll in some transactions, I will personally handle all town related deals from start to finish. This ensures client satisfaction and helps me to maintain the highest level of quality service.

Describe qualifications and experience (minimum five years previous experience) your firm has as a licensed residential and commercial realtor:

I first became licensed in real estate in 2016, initially focusing on residential transactions where I built a strong foundation working closely with buyers and sellers. In 2017, I expanded into commercial real estate, which allowed me to broaden my expertise and handle a more diverse range of client needs. In 2021, I earned my broker's license, the highest level of licensure in the field, which reflects both my experience and commitment to growth in this industry. I have also consistently ranked in the top 1% of brokers across the state of Maine.

Marketing budget, tools, and resources available:

My marketing and budgeting approach is customized to fit each individual transaction, as every property is unique. While there is no fixed budget per listing, I ensure that each property receives the level of exposure it deserves. This typically includes professional photography, aerial drone shots, and property videos. Every listing is also strategically promoted on social media platforms to reach targeted audiences. For commercial properties I also utilize the New England Commercial Property Exchange (NECPE) platform to ensure visibility among serious investors and industry professionals. My goal is always to create maximum exposure with a tailored approach that gets results.

List of at least three (3) references, provide names and telephone numbers of contact persons:

Riley Hackett (207)899-9233

Thomas Boughter (207)899-6070

Juie Holden (207)747-9778

Provide examples of recent marketing efforts for similar property for sale or sold by your firm:

A couple of recent transactions that highlight the strength of our marketing approach and understanding of the local market; I sold a commercial property at 1575 Bridgton Rd in Westbrook. I implemented a full marketing campaign including social media, a listing on NECPE, custom made sign and professionally designed brochures. The property was on the market just 47 days compared to the areas average of 119 days for commercial properties. More recently, 23 Belvedere went under contract in just 3 days with multiple offers after being promoted with social media, Maine Listings, and an open house.

Additional relevant services offered through your firm:

What sets me apart is not just the services that I offer, but the level of commitment I bring to every transaction. As a full time broker, my clients have my undivided attention. I'm fully invested in every step from pricing strategy to closing. I have a local expertise, accurate pricing strategies and guidance throughout negotiations and inspections.

Listing of current litigation, outstanding judgments, and liens:

None

State firm's all-inclusive commission rate for services

(Note: listing and marketing expense are the realtor's responsibility):

My fee for all transactions is 5%, which does include full buyer agent compensation.

Signature



05/11/2025

Date



Ashley Fearon
Broker/ Owner/ Realtor®
A Team Realty

391 Roosevelt Trail
Windham, Maine 04062
(207)894-8484

Contact:

☎ (207)595-0427
✉ ashley@ateammaine.com

🌐 www.ashleysellsmaine.com
🌐 www.ateammaine.com

Professional Summary

Maine native and seasoned real estate broker with 9 years of experience in residential and commercial real estate. Founder and co-owner of A Team Realty, consistently ranked in the top 1% of brokers statewide with over \$200 million in closed sales. Recognized for deep local market knowledge, innovative marketing strategies, and exceptional negotiation and interpersonal skills.

Experience

- A Team Realty, Windham, ME
August 2021 – Present
 - Co-founded A Team Realty to provide unparalleled service in central and southern Maine.
 - Lead a team of top-producing agents, fostering a client-first approach and 24/7 availability.
 - Implemented cutting-edge marketing and technology tools to enhance property visibility and client engagement.
- Broker
- Independent Agent with Better Homes and William Ravis, Windham, ME
- 2016 – August 2021
 - Specialized in residential real estate, expanding into commercial services in 2017.
 - Built a reputation for excellence, achieving top 1% broker status in Maine.

Core Competencies

- Local Market Expertise
- Strategic Marketing & Technology Integration
- High-Level Negotiation Skills
- Strong Interpersonal Communication
- Residential & Commercial Real Estate
- Client-Centered Service Approach

Education

- Bachelor of Science in Nursing (BSN). University of Southern Maine, 2007

Professional Affiliations

- Member, Greater Portland Board of Realtors
- Member, Mountains to Shore Board of Realtors
- Member, Maine Commercial Association of Realtors
- Member, National Association of Realtors

References

Julie Holden
(207)747-9778
julie.holden26@gmail.com

Thomas Boughter
(207)899-6070
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Riley Hackett
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