

# 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: **Christopher Gerrity** – REALTOR®/Associate Broker

Address: **Maine Real Estate Experts** – Cumberland Office, 194 Gray Road, Cumberland, ME 04021

Telephone: 207-415-2918

Website: [www.gerrityisyourrealtor.com](http://www.gerrityisyourrealtor.com)

Email: [christophergerrity@gmail.com](mailto:christophergerrity@gmail.com)

Years in business:

Maine Real Estate Experts was established in 2020, and Christopher Gerrity has been working as a licensed Realtor®/Associate Broker, providing three years of professional real estate service.

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:

Maine Real Estate Experts is a full-service real estate brokerage founded in 2020. The firm has grown rapidly to over 70 agents across four offices in Maine, with locations in Standish, Rockland, Cumberland, and Windham. The team's professionals are all licensed REALTORS® who undergo rigorous state training and continuing education to stay current in the field. The brokerage handles a wide range of property transactions – including residential homes, new construction, land, waterfront properties, multi-unit investments, and commercial listings – demonstrating a broad base of experience. Christopher Gerrity is the key agent who will serve the Town's account. He is a lifelong resident of Maine's Lakes Region and has established roots in the community. Prior to his real estate career, he spent nearly 25 years in the U.S. Postal Service, honing a strong work ethic and deep local knowledge while serving communities like Windham, Raymond, and Frye Island. As a REALTOR®, he brings those values of loyalty, accountability, and confidentiality to his real estate clients. Christopher is backed by the resources of Maine Real Estate Experts' support staff and management, ensuring professional service at every step.

**Real Estate License # BA929111**

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

Christopher Gerrity and Maine Real Estate Experts offer the required 5+ years of combined experience in residential and commercial real estate. Christopher has been a licensed Realtor® in Maine for 3 years, focusing primarily on residential transactions. He has represented both buyers and sellers in numerous home sales, demonstrating expertise in listing properties and guiding buyers to closing. His familiarity with the local real estate market in the Lakes Region (including Casco's vicinity) is a strong asset – he understands property values and community trends from firsthand experience living and working in the area.

While Christopher's personal sales have been mainly residential, the brokerage's experience includes commercial real estate as well. This means he has access to colleagues and tools for commercial property marketing and can confidently handle small or large commercial listings in addition to homes. The firm's collective resume includes transactions

ranging from single-family homes to multi-unit and commercial properties, so all required sectors are covered. Christopher is a member of the National Association of REALTORS®, adhering to a strict code of ethics and maintaining an excellent reputation in the real estate community. His strong communication skills and attention to detail, developed over decades of public service, further qualify him to negotiate deals and manage the sale of Town-owned properties effectively.

Marketing budget, tools, and resources available:

Christopher Gerrity's marketing approach is comprehensive and in line with modern real estate best practices. All marketing expenses are covered by the firm as part of the commission, so the Town incurs no out-of-pocket marketing cost (per the RFP's all-inclusive requirement). A dedicated marketing budget is allocated for each listing to ensure broad exposure. Key marketing tools and strategies include:

- **Multiple Listing Service (MLS) Exposure:** Properties will be listed on Maine Listings (MLS), which syndicates to major real estate websites like Zillow, Realtor.com, Trulia, and others for maximum visibility to buyers nationwide. This provides a global reach to attract interest even beyond the local market.
- **Online & Social Media Advertising:** The team leverages online marketing heavily. Listings are promoted through social media platforms, the Maine Real Estate Experts website, and targeted online ads. Christopher will advertise the Town's properties on Facebook and Instagram (as he does for his other listings) to reach local audiences and shared networks.
- **Professional Imagery & Signage:** High-quality photographs (and virtual tours if appropriate) will be used to showcase each property. Eye-catching yard signs will be placed on-site to attract drive-by interest. Print flyers or brochures can be prepared as needed for information packets.
- **Onsite Walkthroughs/Open Houses:** Christopher will organize onsite walkthroughs and open house events for the properties. This includes coordinating convenient showing times and personally conducting tours for prospective buyers and investors, highlighting each property's features.
- **Traditional Media (As Needed):** If beneficial, the firm can also utilize local newspapers, real estate magazines, or direct mail to advertise the Town's properties. Being part of a 70-agent brokerage means there is an internal network to spread the word about listings, as well as established advertising channels in the region.

All these marketing efforts are aimed at generating strong interest and competitive offers for the Town's tax-acquired properties. Christopher's recent sales demonstrate his marketing effectiveness – for example, one client noted that he “generated a great deal of interest in the property” which “sold quickly and WELL above asking price.” This reflects the level of effort and strategy he brings to marketing listings.

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

- **Cari Turnbull** – Owner-Broker of Cumberland Office *Tel:* 207-807-2062
- **Bill Trask** – Owner-Broker, and Founder of MREE *Tel:* 207-329-2630
- **Mike Breton** – Client *Tel:* 207-332-1283

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

Christopher Gerrity has a track record of successfully marketing and selling properties in the region.

Below are a few recent examples of his real estate efforts and results:

- **66 Bridgton Road, Westbrook, ME:** Listed, marketed, and sold in June 2024 for \$361,000 (Single-family home – Christopher acted as the seller's agent). Through targeted marketing and pricing strategy, the property attracted buyers and closed successfully in a timely manner. This property sold for \$61,000 over asking price.
- **5 Nautilus Drive, Brunswick, ME:** Represented the buyers in purchasing this home, which closed in June 2024 for \$450,000. Christopher's guidance helped his clients secure the property in a competitive market.
- **87 Senator Black Rd, West Baldwin, ME:** Listed and sold a rural residential property in 2023 for \$449,000 (Christopher was the listing agent). This sale required marketing to a niche audience looking for homes in Baldwin's countryside, which was achieved through MLS exposure and local outreach. This property sold for \$54,000 over asking price.

In total, Christopher has closed five real estate sales in the past two years (2023–2024) across Cumberland County, ranging from mid-priced single-family homes to properties nearing half a million dollars. These transactions illustrate his ability to handle diverse listings and see them through to successful sales. Notably, his marketing efforts have yielded excellent results – as mentioned, his listings garnered multiple offers and sold above the asking price due to the effective promotion and pricing. Each sale involved coordinating showings, negotiations, and overcoming any hurdles to close the deal, experience which will directly benefit the Town of Casco's property sales.

Additional relevant services offered through your firm:

Beyond standard brokerage services, Christopher Gerrity (and Maine Real Estate Experts) offer several value-added services that could benefit the Town and streamline the sale process:

- **Free Market Analysis & Pricing Consultation:** Christopher provides complimentary Comparative Market Analyses (CMAs) for potential sellers. He will evaluate each Town-owned property and furnish a detailed market value report and pricing strategy at no cost, helping the Town determine optimal listing prices.
- **Professional Network Access:** Through Maine Real Estate Experts, Christopher gives clients access to a network of trusted professionals. This includes referrals to photographers (for high-quality listing photos), inspectors, contractors (for any minor repairs or maintenance), and mortgage lenders (as needed for buyers). For example, he can connect buyers to financing options (his website even provides lender information for convenience). This network ensures all aspects of the transaction are handled smoothly by qualified experts.
- **Transaction Coordination from Start to Finish:** Christopher will handle all customary transaction activities, from listing through closing. He will coordinate required services such as appraisals, inspections, and title work, and work closely with the Town Manager and legal counsel during the closing process. He is also prepared to attend and present at any public meetings or Selectboard meetings if the Town requires updates on the marketing progress or to gain approvals (per RFP expectations). In short, he offers a turnkey solution for selling the Town's foreclosed properties, managing details so the Town staff can remain hands-off.

These additional services underscore Christopher's commitment to providing a full-service experience. He is proactive in communication, readily available to answer questions, and dedicated to making the sales process as efficient as possible for the Town of Casco.

Listing of current litigation, outstanding judgments, and liens:

None. There are no current litigation issues, outstanding judgments, or liens involving Christopher Gerrity or Maine Real Estate Experts. The firm and agent are in good standing with no legal disputes to disclose. Christopher Gerrity maintains an excellent reputation, and there have been no disciplinary actions or court judgments against his real estate practice.

State firm's all-inclusive commission rate for services

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

Christopher Gerrity proposes an all-inclusive commission rate of 5% of the final sale price for his listing and marketing services. This commission would be earned only upon the successful sale of a property and would be split between the listing brokerage and the buyer's brokerage (for example, 2.5% to Maine Real Estate Experts as the listing agency and 2.5% offered to a cooperating buyer's agent). This rate covers all marketing costs, advertising, and real estate services – the Town will not be charged any additional fees for listing or marketing expenses. The 5% commission is competitive for full-service real estate brokerage in Maine and is in line with standard practices. It ensures that Christopher and his brokerage are fully incentivized to achieve the highest possible sale price for the Town's properties. (If Christopher or Maine Real Estate Experts also procures the buyer directly without a second brokerage, the total commission would still not exceed 5%.) This straightforward commission structure meets the Town's requirement of an all-inclusive fee and aligns with the expectation that the realtor covers marketing as part of the commission.

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Signature

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Date



# CERTIFICATE OF LIABILITY INSURANCE

DATE  
04/30/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND, OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b>  PBI Group 16224 Old Castle Road Midlothian, VA 23112	<b>CONTACT NAME:</b> Paul Bondy	
	<b>PHONE:</b> (443) 502-5645	<b>FAX:</b> (888) 600-4130
	<b>EMAIL ADDRESS:</b> paulbondy@pbigroupsolutions.com	
	<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURED</b> Friends & Neighbors Realty Inc dba Maine Real Estate Experts 47 Ossipee Trail East Standish, ME 04084	<b>INSURER A:</b> Palomar Specialty Insurance Company	<b>NAIC #</b> 20338
	<b>INSURER B:</b>	

## COVERAGES

## CERTIFICATE NUMBER:

## REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	<b>GENERAL LIABILITY</b>						EACH OCCURRENCE \$
	COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence) \$
	CLAIMS-MADE OCCUR						MED EXP (Any one person) \$
							PERSONAL & ADV INJURY \$
							GENERAL AGGREGATE \$
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG \$
	POLICY PROJECT LOC						\$
	<b>AUTOMOBILE LIABILITY</b>						COMBINED SINGLE LIMIT (Ea accident) \$
	ANY AUTO						BODILY INJURY (Per person) \$
	ALL OWNED AUTOS						BODILY INJURY (Per accident) \$
	HIRED AUTOS						PROPERTY DAMAGE (Per accident) \$
	SCHEDULED AUTOS NON-OWNED AUTOS						\$
	UMBRELLA LIAB						EACH OCCURRENCE \$
	EXCESS LIAB						AGGREGATE \$
	DED RETENTION \$						\$

						Occurrence Limit: Aggregate Limit: Deductible:
A	Real Estate E&O			CPPLREO-25-01377-00	5/19/2025	5/19/2026
						Occurrence Limit: \$1,000,000 Aggregate Limit: \$1,000,000 Deductible: \$5,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)  
FOR INFORMATION PURPOSES ONLY

## CERTIFICATE HOLDER

## CANCELLATION

FOR INFORMATION PURPOSES ONLY

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE:

*Paul Bondy*

04/30/2025