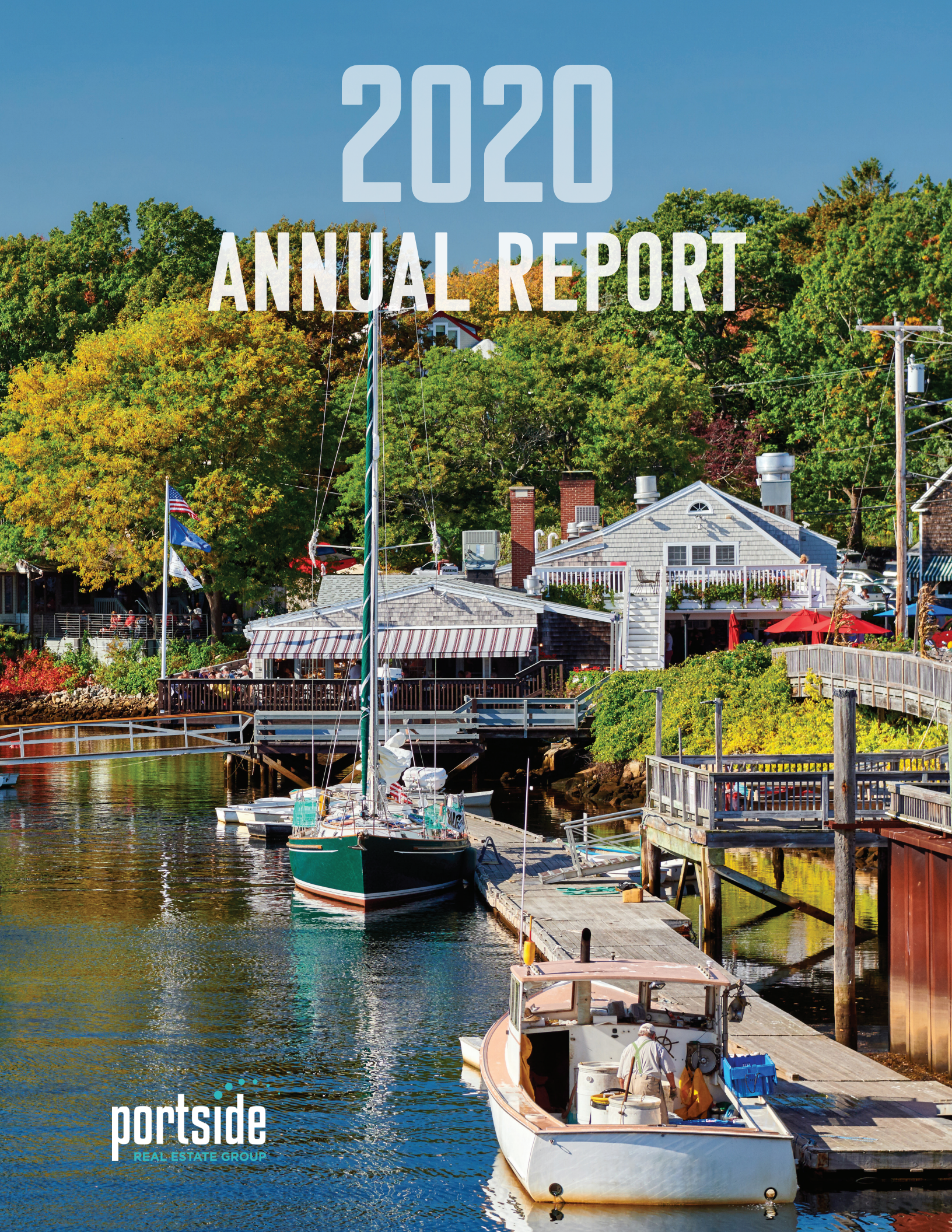
# 2020

# ANNUAL REPORT



portside
REAL ESTATE GROUP

# 2020 WILL FOREVER REMAIN A YEAR TO REMEMBER.

It was a roller coaster of fear, exhaustion, gratitude and digging deep. We started off as always, eager for a new year with high goals set, adventures and excitement awaiting. Only to be shot down and literally shut down in March as we waited for showings to be determined “essential” or “non-essential.” Once our team became comfortable with the safety protocol and realized how much we can serve our clients virtually, business picked up and did not stop for the balance of 2020.

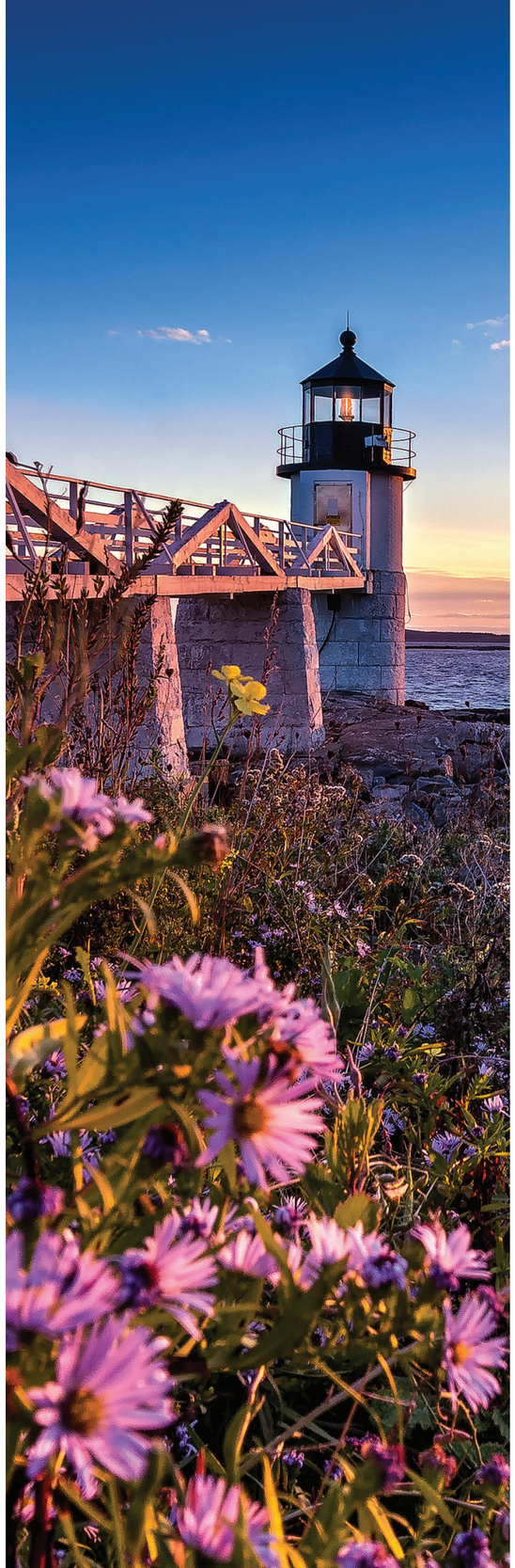
Proudly and humbly we finished 2020 with a record breaking year, serving more clients and more areas of Maine than we ever have before. Our events series had to pivot to a virtual setting and we were able to raise **$24,000**. And we upped our straight out giving from the company side to **$22,000** and the agents partnered with another **$35,000** for a total of **$81,000** given in support of Maine’s non-profits. At our core at Portside, we are Mainers helping Mainers (or people become Mainers!)

We are grateful for the opportunities we have had in 2020 and our hearts go out to all that have suffered and lost during this challenging time.

2021 will be a year of great things. Wishing you a spectacular year ahead.



**Dava Davin**
dava@portsidereg.com • postsideREG.com



Mainers helping MAINERS

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# ABOUT US

We believe in our COMMUNITY




portside
REAL ESTATE GROUP

## SERVING COASTAL + SOUTHERN MAINE

**Founded in 2012, Portside Real Estate Group is a locally and female owned, residential real estate agency with five offices throughout Southern and Coastal Maine.** Our mission is to bring a more personalized approach to the home buying and selling process – and we're committed to the communities we serve.

Leading REAL ESTATE COMPANIES OF THE WORLD

## RELOCATION SPECIALISTS

**Portside Real Estate Group's local reputation and expertise are backed by its selection as a member of Leading Real Estate Companies of the World®, a global community** of over 565 real estate companies awarded membership based on rigorous standards for service and performance.

U.S. MILITARY ON THE MOVE
POWERED BY LEADING REAL ESTATE COMPANIES OF THE WORLD

## THANK YOU FOR YOUR SERVICE

**Military on the Move® is a global network of over 500 premier real estate firms, giving you access to exceptional service from top quality associates** living and working in your market, providing you with a seamless real estate transaction and exclusive benefits.

## DEDICATED TO INCLUSION

**Portside Real Estate Group is anti-racist, we are an inclusive community. We believe that everyone deserves equal housing rights and opportunities.** We are committed to impacting sustainable change for everyone.

WOMEN OWNED

## PORTSIDE IS 100% WOMAN OWNED

Woman owned businesses create diversity that promotes innovation, opens doors, and provides perspectives that fuel the economy. Our leadership focuses more on collaboration than competition, self-awareness and empathy, as well as the ability to listen. **The Women's Business Enterprise National Council (WBENC) is the largest certifier of women-owned businesses in the U.S.** and a leading advocate for women business owners and entrepreneurs. (application pending)

## PORTSIDE IN THE COMMUNITY

# PORTSIDE FOUNDATION

**Mainers helping Mainers. We believe if we care about our neighbors, the difference we make will be sustainable and life changing for Mainers.**

The Portside Foundation 501(c)(3) is dedicated to improving the health and well-being of Maine's communities by supporting humanitarian, environmental, and health-and-youth assistance programs. The Foundation organizes and produces multiple fundraising events and awareness campaigns on behalf of local nonprofits. These thoughtful events generate income through corporate sponsorships, ticket sales, auctions, and donations. The proceeds from these events are used to fund grants to community-based charitable initiatives and institutions. In 2020 alone, the Portside Foundation raised enough capital to donate over $81,000 to cancer causes, affordable housing, youth wellness, and wildlife conservation programs in Maine.






Portisde GIVES Back













Full Plates Full Potential

**$30,000 Club** (in 2020 alone)
www.fullplates.org/partner/portside

**Portside is committed to giving one percent of gross revenue to Maine's future.**

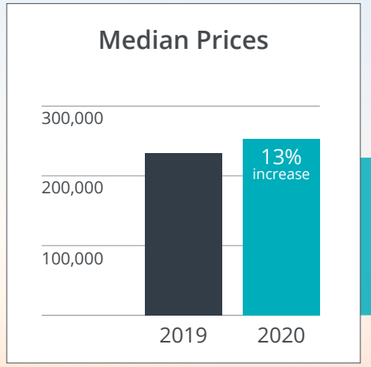
Investing in Maine's tomorrow, 1% at a time
(see page 14 for more details)

1% for Maine

# MARKET UPDATE

Experience dedicated to RESULTS.

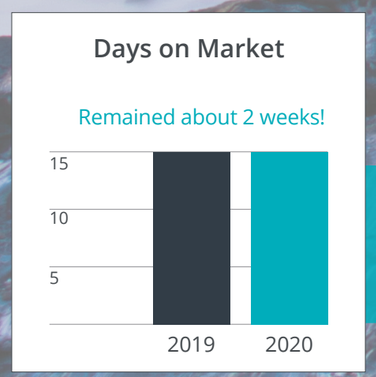
## State of Maine Single Family




Prices are up over 13% in Maine. Competitive offers made by out-of-state buyers drove prices up.

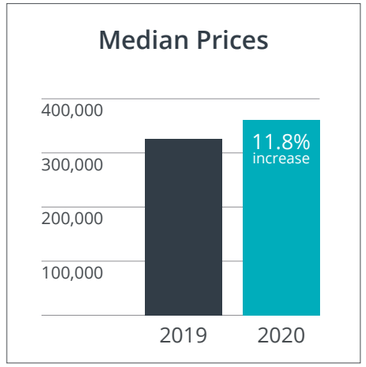


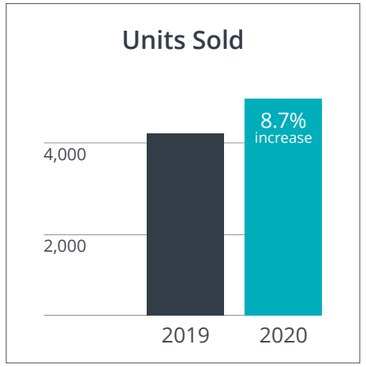

Units transacted have been flat for several years, Covid-19 has caused more Mainers to make a move.

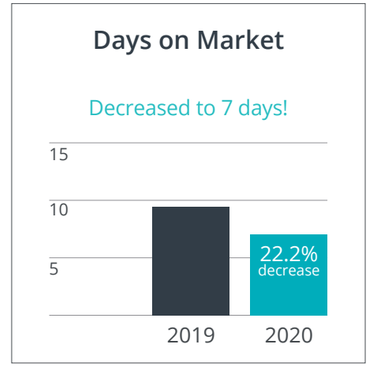



Supply + demand has homes flying off the market in record time.

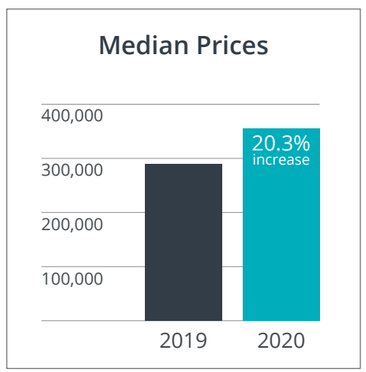
## Cumberland County

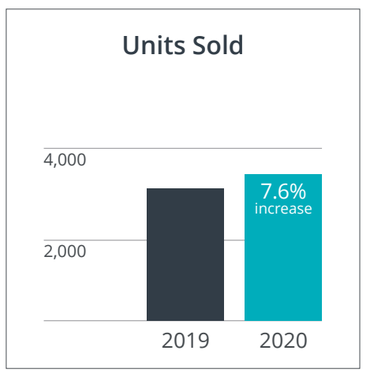


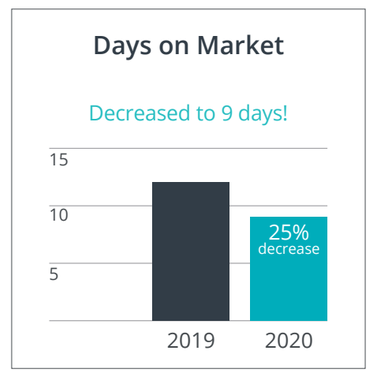



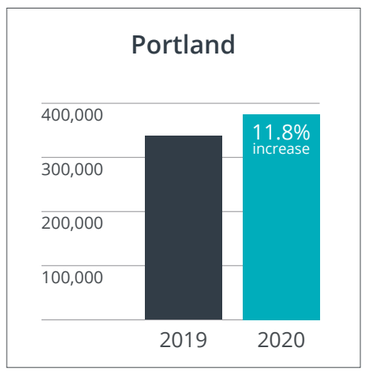

## York County

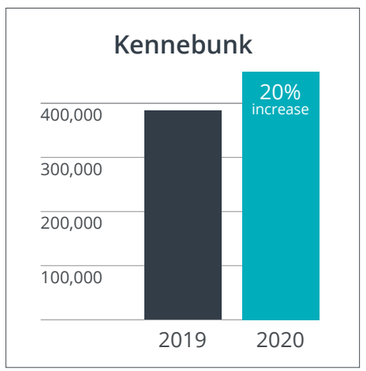


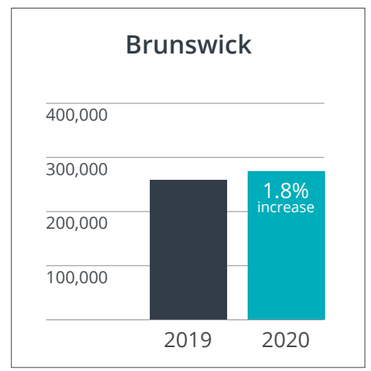




## Median Price Trend

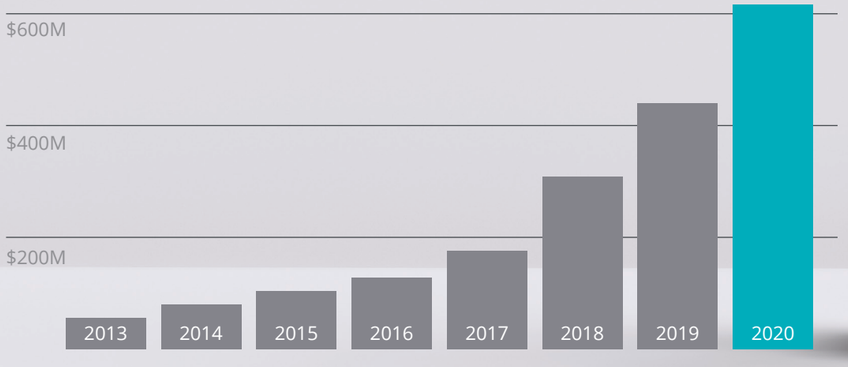


# A LOOK BACK

Sales volume growth from 2013–2020






## OUR STORY

#1 Maine-Based Real Estate Company in the State

**OCTOBER 2012**

**Portside's Founded**
opened on a wing
and a prayer



**APRIL 2016**

**Portside Portland Opens**
#1 boutique agency in Portland
for units and volume



**NOVEMBER 2017**

**Portside Aquires RE/MAX Heritage in Yarmouth**
#1 agency in Yarmouth for units



**DECEMBER 2017**

**Falmouth Headquarters Opens**
#1 boutique agency in Falmouth
for units and volume



**DECEMBER 2018**

**Portside Cape Elizabeth Opens**
#1 agency in Cape Elizabeth
for units and volume



**JANUARY 2020**

**Portside Kennebunk Opens**
#3 boutique agency in
Kennebunk units/volume

Portside has grown 46% in 2020 alone!

# YEAR IN REVIEW

## $635,000,000
### IN REAL ESTATE SALES
Portside was involved in $635 million in sales in 2020

## #1
### IN PORTLAND
PORTSIDE HAS MORE SALES
in Maine's largest market than any other company

## 855
### BUYER REPRESENTED SALES
220 buyers were from out of state

## 100 PORTSIDERS
### UP THE COAST TO SERVE YOU
30 HIRED agents

## 605
### LISTINGS SOLD
covering all of southern and coastal Maine

## 5 OFFICES
### 100 HOME OFFICES
OPENED Kennebunk office

# MAXIMUM EXPOSURE

Marketing that DELIVERS.

## Website

20,000+ hits per month

MLS Update every 10 minutes

## Social Media

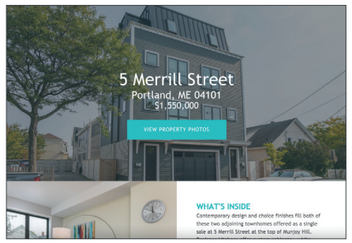
Over 9,000 Followers

Facebook, Instagram, and LinkedIn

## Portside eNews

30,000 recipients

Sent monthly




Individual property website




Social posts




Just listed postcard

## Your Home Gets Seen

- Individual property website
- Just listed postcard
- Social posts
- Digital brochures
- Virtual Tours

## Multi-Agency Networking

- Showcases listings to top agents from all agencies
- 8 Years strong!

## Leading Real Estate Companies of the World

- 26% of our buyers come from out-of-state. Our LeadingRE affiliation gets your home in front of thousands more.

## Neighborhood News

- We're ranked as one of the top 50 real estate agencies to follow on social media (we rank #14 to be precise). This visibility drives traffic to our site and YOUR home!

# WHAT'S NEXT

Always looking FORWARD!




## IN 2021...

**Portland office relocating to Back Cove!**
Major Renovations + Water Views!

**Portside MidCoast**
Our team is expanding up the coast

**York County**
Portside is the fastest growing agency in Kennebunk in the first year of opening this location.

**Portside Agent Websites:**

- Powerful search engines
- Agent recommendations for coffee spots, lobster rolls, breweries and more
- Real estate blogs

**Post COVID Event Series:**

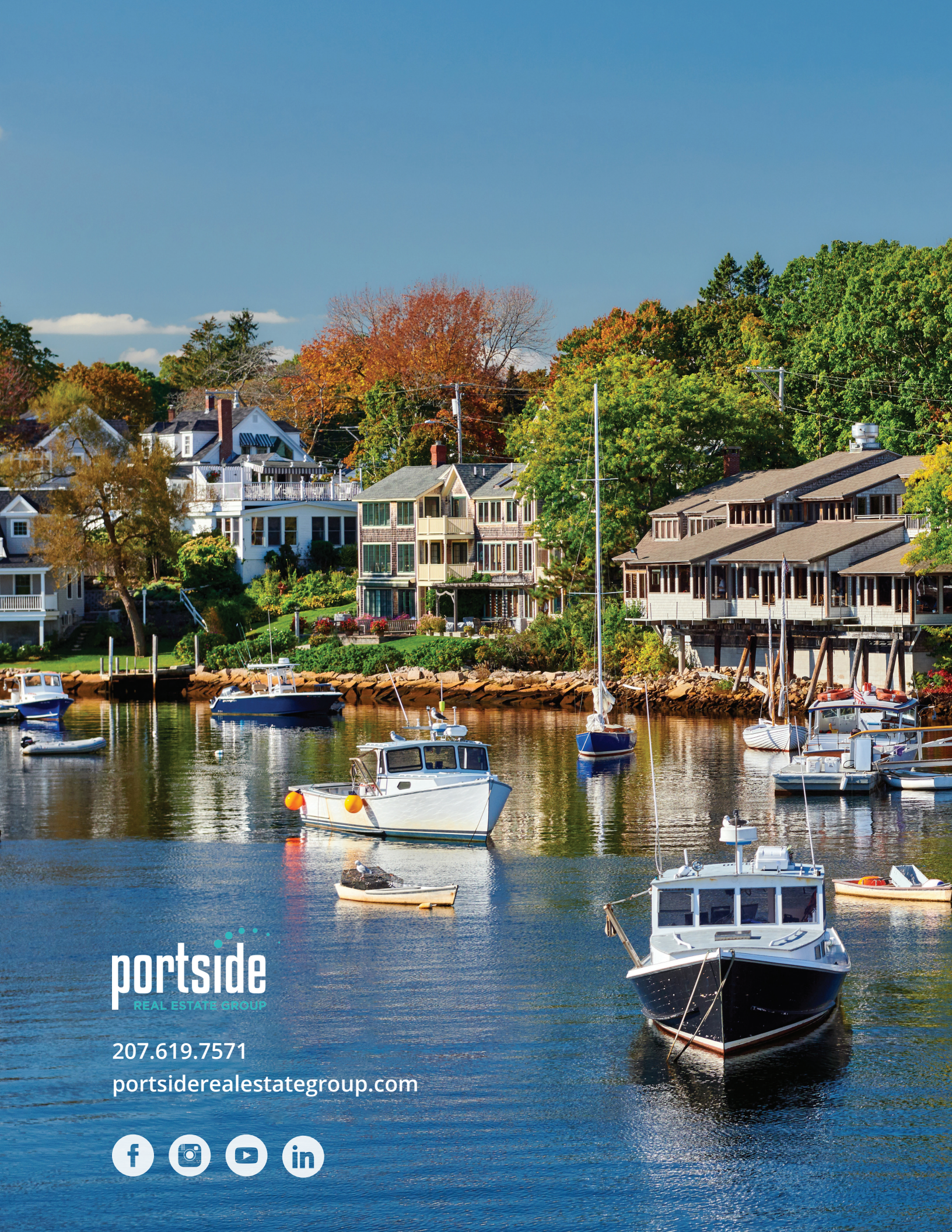
- We can't wait to bring people together again!

**Portside Tech Platform:**

- Agent CRMs
- Marketing software
- Listing + Buyer interactive presentations
- Portside HUB

**Portside U:**

- 90 Day Sales System
- Mentor Program
- Certifications through Leading RE
- Technology and marketing training
- Ninja Selling Coaching



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