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Alexandria 2021 Year in Review

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Alexandria Year in Review



Quite a bit happened in 2021 in Alexandria. From new restaurants and commercial development to Olympic stars, 2021 was a busy year. We navigated COVID and emerged with a new found sense of community and home. To recap, here are our top news stories and developments from 2021.

The 100 Block of King Street becomes Pedestrian-Only

Alexandria saw a lot of change this year as COVID restrictions lifted and the city began to adjust to a new way of doing things. One of the most memorable things to happen was the permanent pedestrian-only zone of the 100 block of King Street in Old Town. While discussions had surrounded this topic for some time, it became permanent this fall when the city council voted to keep the 100 block of King Street car-free.

New Restaurants Open

Old Town also saw a big restaurant revival with many new restaurants opening in 2021,

including Ada's on the River, BARCA Pier and Wine Bar, Chewish Deli, Goody's, and Emmy Squared Pizza, among others. In Del Ray, more unique pizza places opened their doors, with Stracci Pizza offering Roman-style pizzas and Piece Out offering Detroit-style pies.

Transportation Improvements Take Shape

If you live in the Potomac Yard or Del Ray neighborhoods, chances are you've noticed the massive new Potomac Yard Metro station start to take shape behind the Potomac Yard shopping center. A few construction setbacks have set the project back a few months, but the new station is still slated to open, likely in

in the fall of 2022. Also, with transportation, we saw major changes at Reagan National Airport with a brand new terminal opening (goodbye Gate 35X!) and new security checkpoints.

Evolving Neighborhoods

The northern city of the city continued to evolve as several new commercial and residential construction projects kicked off. In Potomac Yard, several new construction residential projects will bring more desperately needed inventory to the market. The Potomac Yard shopping center will also include a new Amazon Fresh Market with the recently opened Total Wine Store.

Construction also kicked off on the new Virginia Tech Innovation campus that will soon become visible in Potomac Yard.

Plans were also unveiled for the newly reimagined Landmark Mall area. These plans include the new Inova Alexandria Hospital and residential and commercial buildings. We've also seen more growth on our city's West End with new apartments, condos, and grocery stores opening.

Local Schools Make Major Changes

We also saw two of our city's schools re-named including T.C Williams now taking the name Alexandria City High School and Maury Elementary School become Naomi Brooks Elementary school. After many years of debate and construction, Alexandria City High School once again was able to play home football games at night after completing a modernization project to install lights, new concessions, athletic turf, and a scoreboard.

Cicadas Bring the Noise

We also can't talk about the spring and summer months without mentioning the cicadas. We saw the Brood-X cicadas make their appearance in late May after a long 17 years. They sure were noisy and annoying for a few weeks as our pets snacked on them, and we couldn't walk a few feet in our yards or sidewalks without stepping on one. Then in mid-June, they were thankfully gone again and not to be seen again for another 17 years.

Celebrating our Olympians

Over the summer, we watched as several Alexandrians competed in the Summer Olympics over in Tokyo. These athletes competed in track, swimming and boxing. We even saw Noah Lyles, a 2016 graduate of Alexandria City High School, bring home a bronze medal in track. Congrats to Noah!

Alexandria Stands Out From the Crowd

In 2021 Alexandria was named the third best small city in the United States by the Conde Nast Travelers Readers' Choice Awards. According to Oprah Daily, Alexandria was voted the 14th most Most Magical Christmas Town. Lastly, Alexandria was ranked the sixth most diverse city in the United State according to Wallet Hub

Alexandria Market Report - 2021



For our market report, we surveyed five Alexandria zip codes (22314, 22301, 22302, 22304, and 22305) comparing market activity from 2019 to 2021. We wanted to gain some insight into how the market acted both pre-pandemic versus during the pandemic and as has things stabilized a bit in 2021. The results are fascinating.

We reviewed the inventory of homes that sold during the last three years. Here are the key findings of our City of Alexandria market report.

Average Price of Home Sold - 2019 Versus 2021

The data shows that some markets have been hotter than others over the last three years. For instance, 22314 and 22301 saw the biggest increase in average sold price from 2019 to 2021, with 22301 increasing by 17 percent and 22314 increasing by 16 percent. Prices in 22302 and 22305 increased by 10 percent from 2019 to 2021, while 22304 saw the slowest growth in average price at 9 percent.

Widespread multiple offers fueled the impressive growth in sales price in each part of the city. And when you consider that there can be dozens of buyers competing for the same house, the winning bid will generally out-pace the other offers.

It's clear buyers love Del Ray and Rosemont as 22301 saw the largest increase in average sales price. Is 2022 the year the average sales price passes \$1 million in 22301? Time will tell, but the way the zip code is trending, it looks like it will.

Inventory Levels - Total Number of Homes Sold - 2019 Versus 2021

Now, let's look at market activity from another perspective. Is the available inventory of homes dramatically more or less in 2021 than in the prior two years?

The number of homes sold increased in each of the five zip codes year over year except in 22301, which saw a slight dip from 2019 to 2020. However, the increases varied considerably across the city. The highest increase in homes sold came in 22305, with an astonishing 47 percent increase in homes sold from 2019 to 2021.

With close access to Amazon and the new Potomac Yard developments, 22305 has become a popular choice for buyers. 22314 also saw significant growth in homes sold, with 988 homes sold in 2021, a 34 percent increase from 2019. 22304 and 22302 were slightly slower in growth, with the percentage of homes sold increasing by 26 and 20 percent, respectively. Perhaps in 22314 and specifically Old Town, homeowners found that they no longer needed to live close to work and entertainment and felt it was time to move.

The Average Days on Market - The Rise and Fall

The average days on market numbers vary widely across the city. Oddly enough, the average days on market remained the same from 2019 to 2021 in 22314. The average days on market in 22301 increased slightly from the same from 2019 to 2021, increasing from 13 days to 15 days. However, in 22302, homes were on the market for an average of under two weeks in 2019, while in 2021, homes were on the market for an average of 24 days. Quite a jump!

22304 saw similar results with homes on the market for an average of 17 days in 2019, and then up to 21 days in 2021. Finally, in 22305, the average days on market re-

mained under two weeks, sitting at 13 days in 2021, faster than 2019 when the average days on market was 15 days.

In all but two zip codes, 22301 and 22314, homes moved quickly in 2021, though not as fast as they did in 2020. The summer and fall markets in 2020 remained hot when that is usually the time of year when things cool off. Perhaps in 2021, the market returned to “normal” in how quickly homes sold as we saw our usual cool off in the summer and fall. It will be interesting to see how things fare in 2022 in if we revert to the 2020 market or continue the 2021 trend of a more normal market flow.



Attached Versus Detached Price Growth

Each of the five zip codes saw increases in both attached and detached prices from 2019 to 2021. 22314 saw the most increase in the attached and detached categories, with the average attached price increasing by 16% from 2019 to 2021 and the detached average price rising by an astonishing 40% from 2019 to 2021. 22301 also saw significant growth in both categories, increasing 15% for attached homes and 20% for detached. 22305 saw the smallest change, with attached increasing by 9% and detached by 12%.

Competition - Where is it?

One of the best ways to measure competition among buyers is by looking at the sales to list price ratio. The sales to list price ratio is the final sale price (what a buyer pays for the home) divided by the last list price expressed as a percentage. If it's above 100%, the house sold for more than the list price, likely meaning multiple offers came in. Based on the numbers, it's safe to say every part of the city was competitive for buyers. Some areas of Alexandria were a good bit more competitive than others.

The most competitive part of the city was 22301. As we saw the largest average price increase in 22301 as well, it's clear buyers have their eyes on homes in this zip code. The average sales price to list price ratio in 22301 in 2021 was 101.4%. This is an increase from 100.6% in 2019. On the contrary, the Old Town market, while still busy and competitive, remained under 100% for the third straight year sitting at 99.3%.

This is similar to how we saw a slight drop in the average sales price in 22314. Also, on the competitive side is 22305, where the average list to sales price ratio was above 100% for three years in a row. 22304 and 22302 saw similar results with the average list to sales price ratio at 100% in 2019, though dropping to 99% in 2021.

With vaccines in place, it will be interesting to track our spring market in 2022 compared to the market in 2021 and, of course, to 2020 when things came to a screeching halt in March.

The Takeaway for Sellers and Buyers

The findings are abundantly clear for homeowners thinking about putting their homes on the market. Homes prices can be crazy high, regardless of the supply level of homes on the market. Buyers are proven to be actively looking throughout the year, not just in the spring and summer. Many buyers are "waiting in the wings" for the right home to come onto the market that may not exist. As the buyer group continues to grow, now is the time for homeowners thinking about selling to prepare their homes for the market.

For buyers, with inventory remaining low and likely to stay that way, it will be tough to find that home that checks all the boxes. If you're a first time buyer, remember that these early home purchases are likely not your dream home. Buyers will also want to pack their patience as the competitive market is likely to not let up soon. If you don't want to fight multiple offers, perhaps waiting for the fall or later summer is your best bet.

The Goodhart Group's Best of Alexandria



Everyone on our team truly loves calling Alexandria and Northern Virginia home and we love to be ambassadors for our town and region. We use the tagline “love where you live” not because we think it’s a catchy tagline but because we live it every day! Read more below on some of our favorite local things to visit and do. While it’s not an exhaustive list, it’s a good bet that if you’re out and about, you’re likely to see us at some of these places.

Restaurants

Landini Brothers

Landini Brothers has been a mainstay in Old Town on King Street since 1979. If you’re looking for a place to sit down, relax, and enjoy a fine Italian meal, then Landini Brothers is your answer! Its “casually elegant” atmosphere and delicious Tuscan cuisine have made it a local favorite. Its romantic atmosphere, complete with exposed brick, stone, and wood walls, can’t be beaten! Outdoor dining is also available. The Goodhart family loves dining at Landini Brothers, especially on Christmas Eve, as it has become a family tradition.

Augie’s Musel House and Beer Garden

Augie’s is an open-air beer garden located on King Street that offers more than 70 beers and Belgian bites, and traditional American bar food. Augie’s cozy yet large patio is furnished with communal tables and several TVs where you can catch the big game. Pets are welcome on Augie’s patio but note that outdoor seating is only available on a first-come, first-served basis. If you can’t get a seat inside, don’t worry because there is a bar and a seating area inside and upstairs. Augie’s is also one of our favorite places to stop for an after-work drink.

BARCA Pier and Wine Bar

Located in Robinson Landing along the Potomac River, BARCA was built on an Old Town commercial pier. An industrial freight container doubles as BARCA's main bar, where you can find a great selection of red and white wines and specialty drinks. BARCA's menu features classic Spanish small plates. Barca Pier features al fresco dining, with seating for up to 200 guests at tables, a bar, and lounge areas covered by retractable awnings. Barca features a vast selection of unique wines from around the world. Boat owners can pull up to the dock at Robinson Landing and for a small hourly fee, be assisted by the Robinson Landing dockmaster. Dogs are welcome at BARCA too!

Parks

Windmill Hill Park

Windmill Hill Park is a beautiful park located on the south end of Old Town. It's perfect for a family or outdoor group outing. It has basketball and volleyball courts, a fabulous playground for the little ones, and lots of open space. Best of all? Windmill Hill Park is right on the waterfront, so you can enjoy fabulous views of the Potomac while having fun with the kids. You might spot Allison and her two young boys hanging out doing some work on one of the benches as they overlook the river.

Jones Point Park

Located down the street from Windmill Hill Park, Jones Point Park has become a place for everything from fitness to trendy photoshoots under the Wilson Bridge. The park features an adventure ship structure, climbing equipment, slides, a seesaw, a separate toddler area, and two ketball courts. Jones Point was a shipyard used

ship's rudder here and panels along trails highlighting the history and importance of the shipyard during colonial times. The Mount Vernon Trail also runs directly through Jones Point Park. The park can be accessed through S. Royal Street.

Fort Ward Park

Located between Seminary Ridge and Fairlington, Fort Ward Park is a historic fort that was built to defend Washington, DC, during the Civil War. Today it includes a playground rock wall, chain ladder, suspension bridge, stepping stones, corkscrew bars, slides, and swings. It also has several picnic areas, an amphitheater, and a dog exercise area, and houses a Civil War museum. You may even spot Sue working in her spare time at Fort Ward Park.





Things to Do With Kids

First Thursdays in Del Ray

On the first Thursday of every month from April to September, the neighborhood of Del Ray hosts a free outdoor street festival on Mount Vernon Avenue. Hosted by the Del Ray Business Association, First Thursdays include free food, live music, and different activities for children. Local businesses line the streets and create a happy atmosphere for all visitors.

Visiting Local Farmer's Markets

One of our favorite places to visit are the many wonderful Alexandria farmers' markets around town. Did you know that the market held in - aptly named - Market Square is the country's longest continuously running farmers' market? George Washington even peddled his produce there! In addition to the market in Market Square, we also love checking out the Del Ray Farmer's Market' and the

West End Farmers' Market. Taking your kids to the farmers' market is a great way to promote healthy eating and teaching them how food makes its way from the farm to your kitchen table.

Screaming for Ice Cream

What kid doesn't love ice cream? In Alexandria, there is no shortage of delicious options. There is something for everyone from longstanding local spots like The Creamery and Pops in Old Town to newcomer chains like Jeni's. If custard is more your flavor, there's also the Custard Shack in Belle Haven, Dairy Godmother in Del Ray, and more recently Goody's in Old Town. There aren't many better ways to end a summer night than getting a scoop of your favorite ice cream in Old Town and people watching down on the waterfront or King Street.

Our Top Five Most Popular Blogs of 2021



We love that our website is your go-to source for all things real estate and Alexandria and DC area. In 2021, we had over 290,000 visitors to our website for a total of 660,000 page views. Read more below on our most-read blogs from 2021. Some of the top blogs may surprise you!

Your Home's First Weekend on the Market

This blog has continually been one of our most popular blogs. It shouldn't come as many folks are often unsure of what to expect that first weekend their home is on the market. We detail how many showings to expect in the first week, open houses, and what to do if you don't get any showings in the first week.

What to Know Before Buying New Construction

Buying a new construction home is a different process from purchasing a previously owned home. In this blog, we give you the inside information on things like deposits, standard options versus upgrades, warranties, and walk-throughs. Many buyers love to explore new construction options to be able to live in a brand new home.

Top Five Improvements to Add \$100,000 in Value

One of the most popular questions we get is, "how can I add value to my home?" in today's game of intense competition for buyers, adding any sort of value to your home can be very beneficial for home sellers. From simply adding to easy things like curb appeal, these five things have been proven to attract more buyers and make your home more valuable. Whether you're selling soon or planning to stay put, the idea of adding such value to your home is very enticing.

Bottomless Brunch in the DC Area

With indoor dining resuming in most of the area this year, bottomless brunches also made their triumphant return. If you've lived in the DC area for any amount of time, you definitely know that DC knows how to brunch. There's something for every brunch goer, from fun brunch drinks to unique dishes and American breakfast classics. Our brunch blog has consistently been one of our most-read blogs on our website.

The Best Happy Hours in Old Town

2021 also brought the return of happy hours back to our city. It's been so great to see Old Town Alexandria buzzing again with excitement. Plus, who doesn't love a good happy hour? Lucky for who live and work in Alexandria, there are plentiful options for Happy Hours in Old Town Alexandria. Whether you like beer, wine, cocktails, or just some happy hour apps, there is likely a fabulous option in Old Town near you.



Our Top Five Instagram Posts of 2021

2021 was a big year for us on social media. We gained lots of new followers with about 4,200 of you now following us on Instagram. We experimented with several new content strategies including using more video in Reels and IGTV as well Takeover Tuesdays where a local business would take over our account on Tuesdays. Both of these have proven to be a resounding success and we plan to continue these in 2022. Read more about our most popular Instagram posts from 2021 below.

Celebrating Three Years With Compass

In June, we celebrated our three-year anniversary of joining Compass. In June 2018, we took the leap and became the founding members of the Compass Alexandria. Since then Compass has grown to 91 agents in Alexandria. In 2021, Compass became the leading brokerage in market share in Alexandria. Here's to a great year four with Compass!



Sue and Marty Celebrate 29 Years in Real Estate

Our team has come a long way since Sue and Marty first started in real estate 29 years ago. With fax machines as one of the primary forms of communications and social media still years away from being invented, it's safe to say things were a lot different then. We love looking back on the early days of Sue and Marty's real estate career to help us remember truly how far we've come. We're also looking forward to our big party celebrate year 30 this year.



Mother's Day with Sue, Allison, and Amanda

Mother's Day was a big day at Sue's house in 2021 as Sue's daughter, Amanda, celebrated her first Mother's Day as a mom. Sue posed out in front of her house with Allison's two boys, Brooks and Wesley, Amanda and her now 1-year old son, Chase.



A Working Happy Hour

We love the early springtime when flowers bloom, and temperatures get warmer, and we finally get to thaw out from winter. Of course, springtime is also when our Nats take the field again each year. Sue and Allison decided to head to one of our favorite outdoor bars, Augie's, for one of their regular afternoon meetings. The atmosphere couldn't be beaten with the Nationals on, nice weather, and live music.



Sara Welcomes Son Carson to the World

Our Director of Sales, Sara Melander and her husband Justin were so excited to become parents this fall with the birth of their son Carson. Sara and Justin are enjoying being parents and their dog, Livvy, is excited to have a new baby brother to hang out with. We also took the time to discuss our blog series on what you need in your home if you have a newborn on the way.



Things to Do if You're Thinking About Moving: For Sellers



Are you planning to sell your home in the future? Are you overwhelmed with where to start in your preparation? We can help! The top three areas of a home that typically get the most attention from prospective buyers are the kitchen, bathroom(s), and main family room. So in preparing to sell your home, you will want to focus most of your efforts on those areas. At a minimum, plan on decluttering, depersonalizing, cleaning, and think about Curb Appeal.

Clean

We always suggest spending the money on professional deep cleaning. You want every surface of your home to shine - so make sure that grout is scrubbed, windows sparkle, and the floors and countertops gleam. Buyers will have a tough time looking past crumbs and dog hair to see the real potential of your home.

Declutter

Think of decluttering as simply pre-packing for the move. This is one less thing that you'll need to do once your house sells. Declutter for set periods, so the task seems less daunting. Keep in mind that many local charities will happily come to pick up anything you wish to donate.

Depersonalize

It's also very important to depersonalize your home so prospective buyers can imagine themselves living in it instead of you. This means removing all personal photos and mementos, including diplomas and kids' trophies.

Think About Curb Appeal

When listing your home, you want to make its entry and exterior as welcoming as possible. Some easy ways to do this include replacing exterior lighting, adding a fresh coat of paint to your shutters or front door, and purchasing a new welcome mat. You'll also want to ensure your gutters are clear and roof is clear of any fallen branches.

Things to Do if You're Thinking About Moving: For Buyers



Do you imagine moving into a new home soon? Or maybe becoming a homeowner for the first time. Perhaps you see yourself in an urban condo, or maybe it's a single-family home in the suburbs. Whatever your idea of homeownership is, now is the time to start planning for it. While you may not be ready to buy now, there are plenty of steps you can take now to turn your dream into reality. By taking some action now and some dedicated budgeting and saving, you can achieve your dreams of buying that next dream home even earlier than you think!

Have a High Level Chat With Your Realtor

It's never too early to start the conversation! We highly suggest coming in for a consultation (we'll buy the coffee) about a year before you'd like to move. Our team will guide you through the process step-by-step. We'll discuss your timing, wants and needs in a new home, neighborhoods, and yes, budget and financing.

Soul Search

This is time to think long and hard about your personal finances. Ask yourself these important questions:

- How much can you spend monthly on rent or a mortgage?
- How much upfront cash can you come up with to buy a property (down payment + closing costs?)

- How much can you save per month to put towards a future purchase?

Start a Conversation with a Lender

You'll want to have an early conversation with a lender as well. If you need suggestions, we have some great ones! We're happy to connect you. You'll want to meet with a lender so they can see if there are any financial obstacles to you buying a home. For example, do you need to pay student loans down to a specific number or percent of your income? Your debt to income ratio may need to be improved. Similarly, do you need to improve your credit score?

You will also want to review the answers to the three questions above with your lender.

They will use this info to show you your current options (if you were to buy a home today) and the outlook after a year of the new savings plan. Ask your lender to give you a purchase plan for today and after the year. It's important to note here that interest rates can change and likely will again before you buy, which will affect your purchasing power.

Another great way to see what you need to do from a savings perspective is to show your lender a few properties you like. They will then work backward and give you a sense of the required cash outlay and mortgage payment.

Save

Save, save, save. It's never too early to start saving. Make a budget and stick to it. Beat it if possible. Chances are, you will need to spend more than you anticipate, and the more cash you have on hand post-closing, the happier you'll be. Think about how you can add as much per month as possible to your new account. For example, cut out your daily Starbucks habit. If you're spending \$5 every workday on Starbucks, that's an easy \$100 per month!

After you've talked to a lender, opened your account, and have thought through your savings plan, schedule a time to meet with us again. We will regroup and talk about the next steps on your path to homeownership.

Regroup With Your Realtor

After meeting with your lender, schedule a time to meet with us again. We will regroup and talk about the next steps on your path to home ownership!



Spring Home Maintenance Tips



When spring comes, you're (hopefully) going to be spending more time outside. Make sure the outside of your home and your yard are ready!

- Rake your yard thoroughly before starting any work to remove any thatch and expose any dead spots.
 - Trim trees, bushes, and shrubs. Wait until spring-flowering shrubs have finished blooming before trimming those.
 - Do a soil test if it has been more than three years since you've done one. This test will tell you what, if any, nutrients your lawn needs (and how much).
 - Aerate your yard if you did not do so in the fall.
 - Clear out all of the flower beds around the house.
 - Clean your gutters in advance of those famed April showers!
 - Check house and garage for any rotting wood, and repair as needed.
 - Check porch flooring, and repair as needed.
 - Check for holes to see if they need replacing. If you don't have screens, consider if you'd like to make that purchase for the spring season.
 - Clean and check the home's screens for holes to see if they need replacing. If you don't have screens, consider if you'd like to make that purchase for the spring season. Fresh air is never a bad thing!
 - Tune-up your lawnmower (get new gas, sharpen blades). While you're getting gas, check to see if you need propane for your grill.
- You should also prepare the inside of the house for warmer weather too. Here is what you can do:
- Schedule your air conditioning tune-up to make sure it's ready for summer.
 - Check around the house for leaky faucets, clogged drains, or sweaty pipes.
 - Check your basement for dampness.
 - Check your attic for any critters that may have taken up residence over the winter, as well as for any signs of mold.

Fall Home Maintenance Tips



It's important to properly maintain your home all year long. Fall home maintenance is critical so that winter weather doesn't cause major damage to your home and valuables. Take action now to avoid headaches later.

- Aerate your lawn to allow moisture and nutrients to get into the roots. When you're done, spread fertilizer then grass seed.
- Drain all garden hoses and store them indoors to protect them from the elements.
- Turn off all outdoor faucets and drain the exterior pipes to avoid freezing and bursting (and potential water damage).
- Survey your roof for any damage or missing shingles.
- Clear your gutters and eaves of leaves, sticks, and other debris so that rainwater can flow freely through them.
- Make sure to also have a plan to rake and remove leaves if they are not being mulched while mowing (which is better). Leaves piled up over winter are mostly not good for lawns, driveways, and roofs/gutters.
- Stop cold air and water from entering your home by caulking and sealing around exterior door and window frames. Apply weathertstripping in these areas as well. Add door sweeps to the bottoms of drafty doors.
- Replace the filter in your furnace. Schedule inspections for your HVAC system and fireplace/chimney before their cold-weather workout begins.
- Make sure you have an emergency 5-day kit, and plan for a potential power outage or blizzard.
- Seal any gaps around your home where critters may try to enter in the winter months.
- Test your smoke and carbon monoxide detectors and replace the batteries as needed. Check your fire extinguisher's expiration date and replace it if it's passed. Consider ordering a radon test, especially if you live in a home with a basement.
- Check your home for energy leaks that could reduce your heating bills.
- Trim any tree limbs that are getting close to power lines or the roof of your house. Limbs can easily break with the weight of the wind, snow, or ice.



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