



Neighborhood Report



Serene Knell, BROKER, REALTOR®

Simply Sell Now

119 Drum Hill Rd Suite 343

Chelmsford, MA 01824

Office: 978.726.0261

Fax: 978.236.7257

email: serene@simplysellnow.com

Web: www.simplysellnow.com



Personal and Professional Information



Serene Knell

Affiliation

Simply Sell Now
119 Drum Hill Rd Suite 343
Chelmsford, MA 01824
Office: 978.726.0261
Fax: 978.236.7257



Experience

Century 21 Commonwealth
Century 21 Heritage
Century 21 DeAnn Group
Boston Globe (Marketing Division)
DGA (Sr. Operation Mgr/Marketing Firm)
Radio City Music Hall (Production)
Apollo Theatre (Production/Staging)
CBS (Television Production/Line Producer)
Meadowlands Arena (Stage Manager)
Serene Hands (Neuromuscular Sports Massage Therapist)

Personal Information

Simply Sell Now is licensed in Massachusetts and New Hampshire. As licensed Realtors we are also members of Massachusetts Association of Realtors, National Association of Realtors and Northeast Association of Realtors.

L. Serene Knell was born and raised in Chelmsford, Massachusetts yet spread her wings and made her home in New York City where she worked her way up the ladder in the entertainment industry working at Radio City Music Hall, Apollo Theatre and Giants Stadium/Continental Airlines Arena as well as the Beacon and other theatrical venues in the capacity of Production Manager, Stage Manager and Director. Her ability to assess a situation and remedy any obstacles with her positive attitude and integrity raised the bar for those who worked by her and for her. Problem solving accompanied by creativity was just what the entertainment industry craved as she was hired to run television shows in Hollywood and made it her home for over seven years. Organization, engaging marketing skills and constantly reinventing herself allowed for a very successful career in such a cut throat business. Serene moved back to Chelmsford 6 years ago so her now adult son could

Prepared by Serene Knell, BROKER, REALTOR®



Personal and Professional Information



get to know his extended family and she has applied everything that has brought her success to the industry of Real Estate. Serene worked with Century 21 for many years while she assisted, educated and guided her Buyers and Sellers through each transaction. The ability to relieve their stress and ensure a negotiation goes from conception to closing is imperative for a sale or purchase of such monetary value and emotional magnitude. The art of listening is vital to being successful. Great ideas mean nothing if not executed properly. Most importantly the ability to communicate in a likable manner and encourage everyone involved to do their part successfully requires someone such as Serene to see a transaction through to the end. There is always a Buyer and there is always a Seller... it's about proactively seeking the one out for the other through every possible venue and ingenious marketing skills that are true and not just a gimmick.

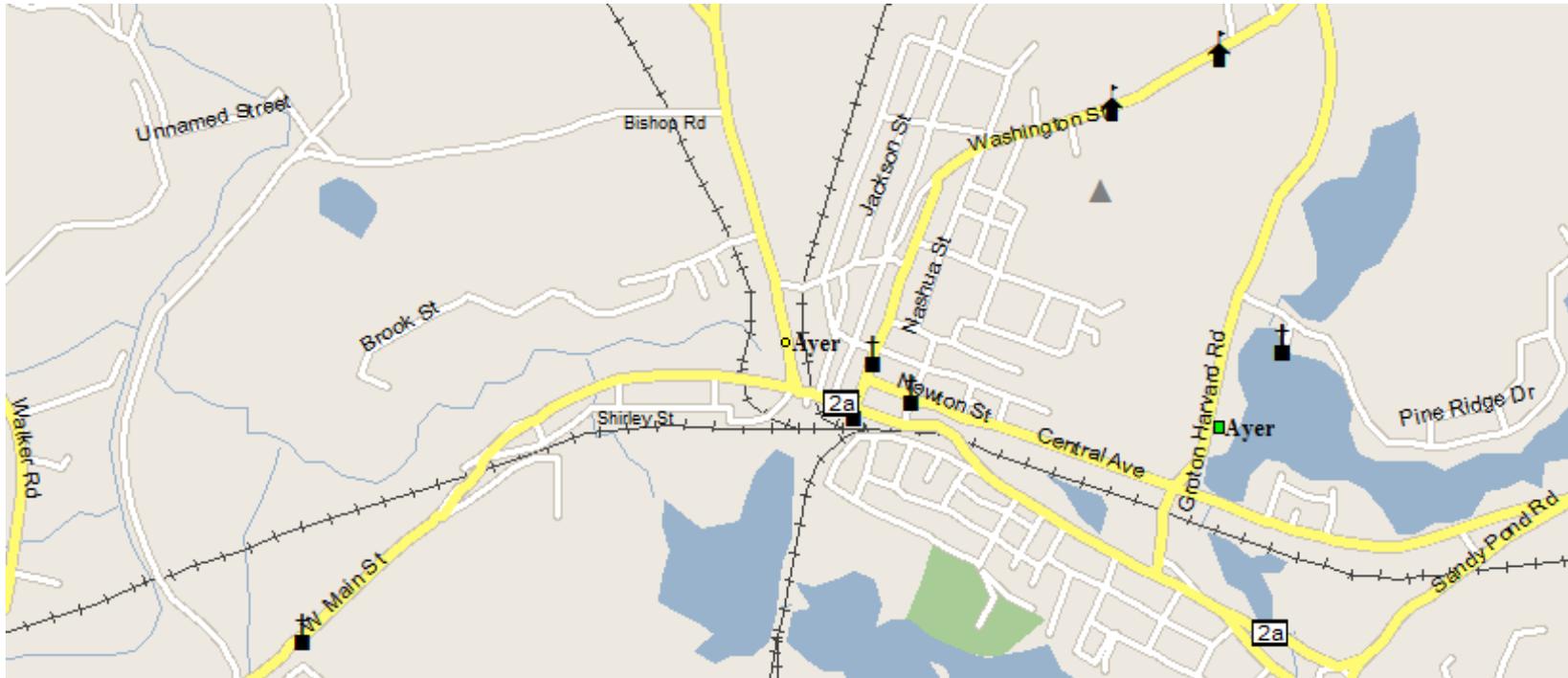
Serene has also flipped many properties over the years which has given her extensive knowledge on the bones of a home. She knows what to look for that may cause a red flag when buying or selling. How to make minor changes that will give you a major return and how to properly stage a home that makes the difference of selling in a timely manner and setting your home apart from the rest. These skills made her client base grow quickly. Serene continues to educate herself so she can educate her clients and eventually she became a Broker and started Simply Sell Now.com which is exactly what it's name states. Simply Sell Now opened in April of 2007 and was created for Serene to utilize all of her creative marketing skills to enable her clients to accomplish their goals. Serene is the Broker/Owner and has chosen not to hire additional agents so she can focus on what she loves to do...work with her clients directly!

Make today a Great Day!





AYER, MA





Neighborhood Facts

AYER

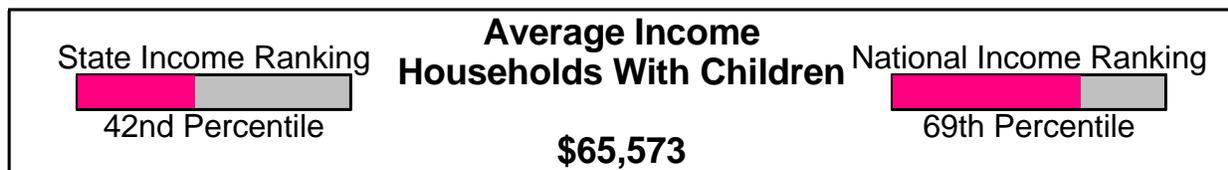
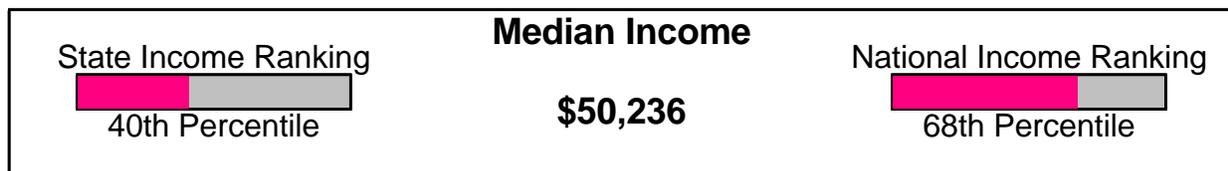
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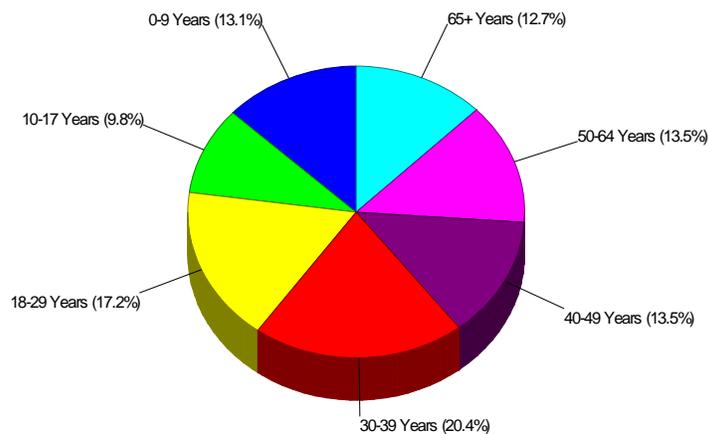
Neighborhood Facts



Income For Neighborhood Within Locality of Ayer



Age Breakdown For Neighborhood Within Locality of Ayer Average Age = 35.2 Years



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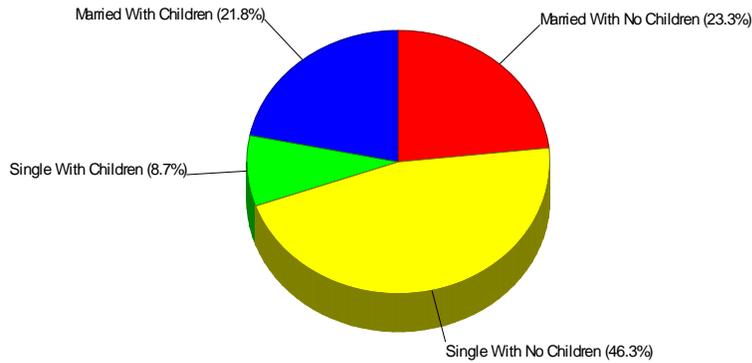


Neighborhood Facts



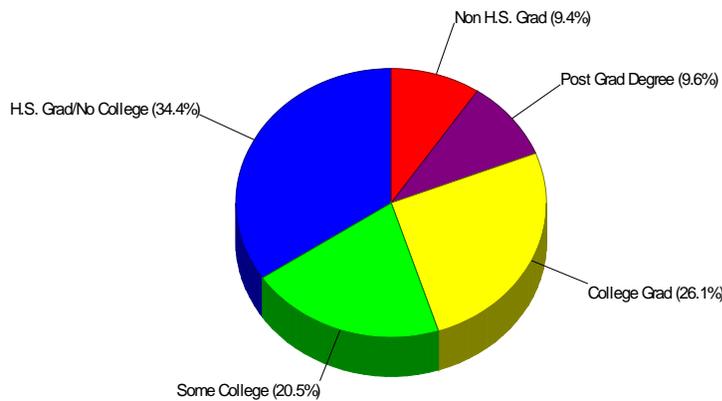
Household Characteristics For Neighborhood Within Locality of Ayer

45.0% Married
30.4% With Children



Adult Education Level For Neighborhood Within Locality of Ayer

90.6% High School Graduates
35.7% College Graduates



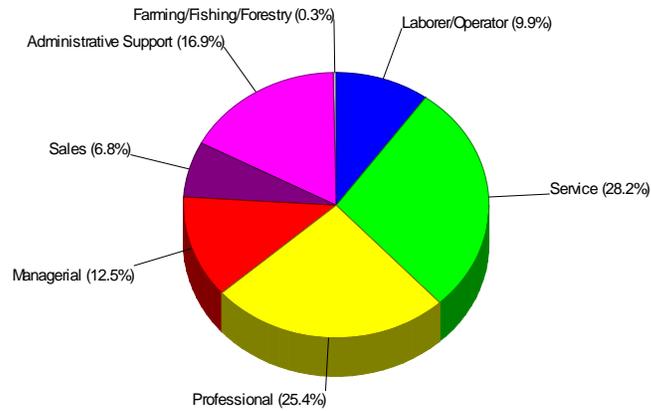
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Neighborhood Facts



Employment For Neighborhood Within Locality of Ayer Average Travel Time To Work = 30.9 Minutes



Occupation





Area Facts

AYER

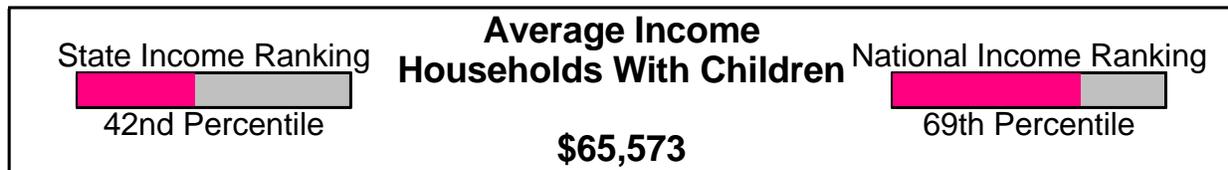
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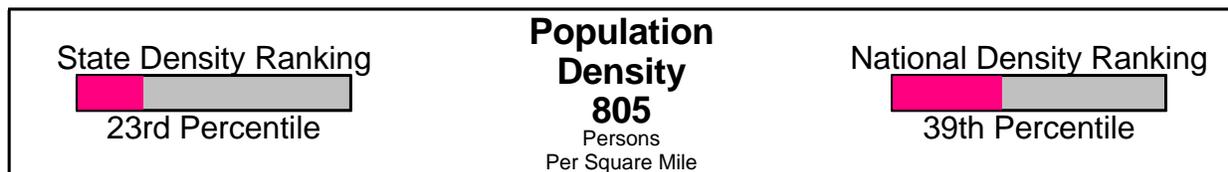
Area Facts



Income For Town of Ayer



Population For Town of Ayer Population = 7,255 Land Area = 9.0 Square Miles

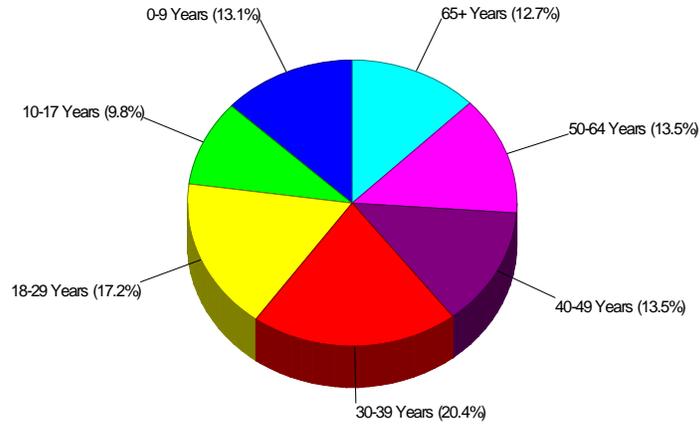


Area Facts



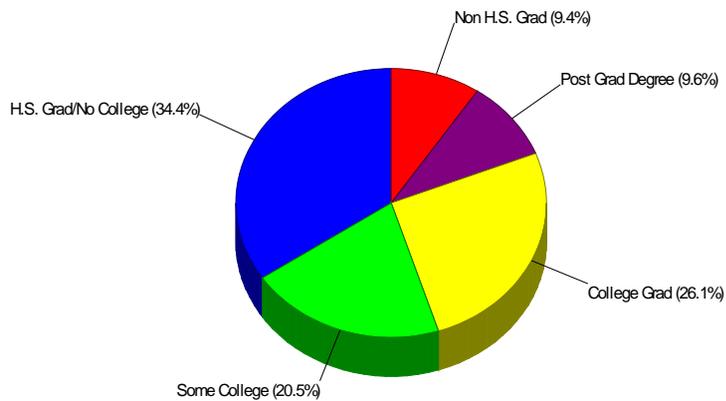
Age Breakdown For Town of Ayer

Average Age = 35.2 Years



Adult Education Level For Town of Ayer

**90.6% High School Graduates
35.7% College Graduates**



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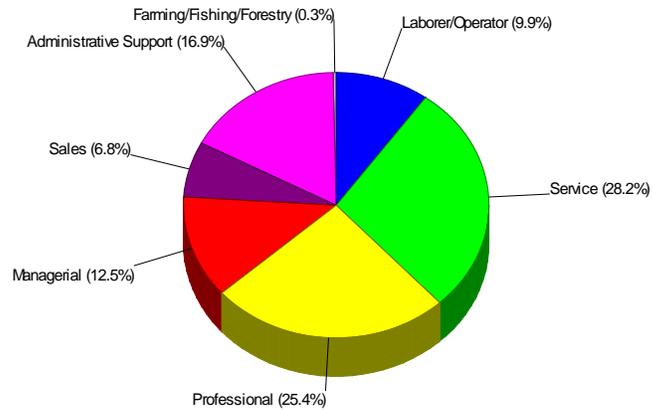


Area Facts



Employment For Town of Ayer

Average Travel Time To Work = 30.9 Minutes



Occupation





School Information

AYER

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School Information



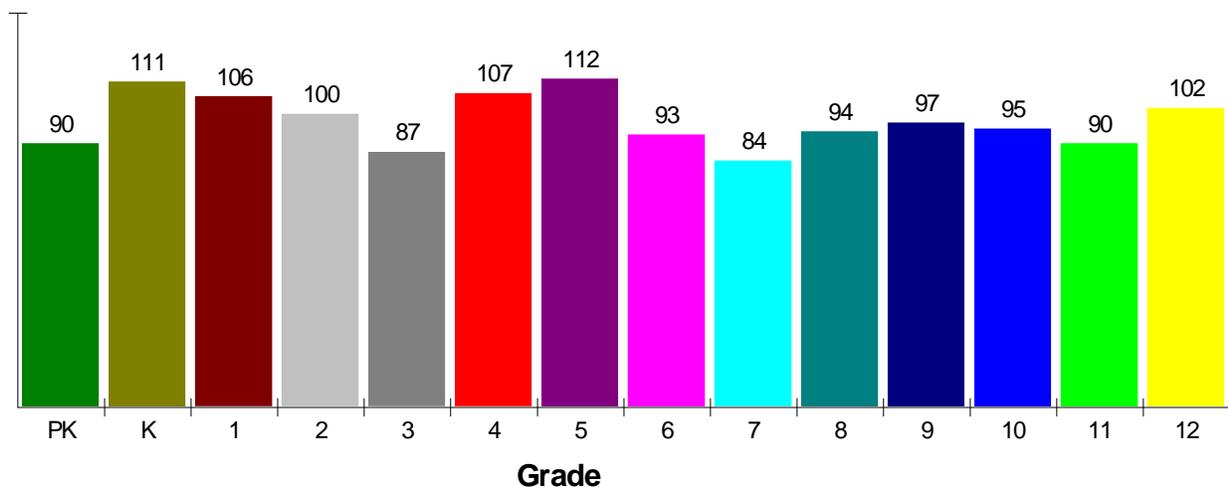
General Facts FOR AYER

AYER
141 WASHINGTON STREET
AYER, MA 01432

Type:	(978)772-8600	Independent Local District
Grade Range:		PK - 12
Schools:		3
Teacher:		104
Students:		1,368
Student/Teacher Ratio:		13.2 To 1
Student/Librarian Ratio:		1,368.0 To 1
Secondary Student/Guidance Ratio:		128.0 To 1

Student Enrollment By Grade FOR AYER

Total Enrollment = 1,368



National Enrollment Ranking: 7,090 of 15,679 (54th Percentile)
State Enrollment Ranking: 218 of 354 (38th Percentile)

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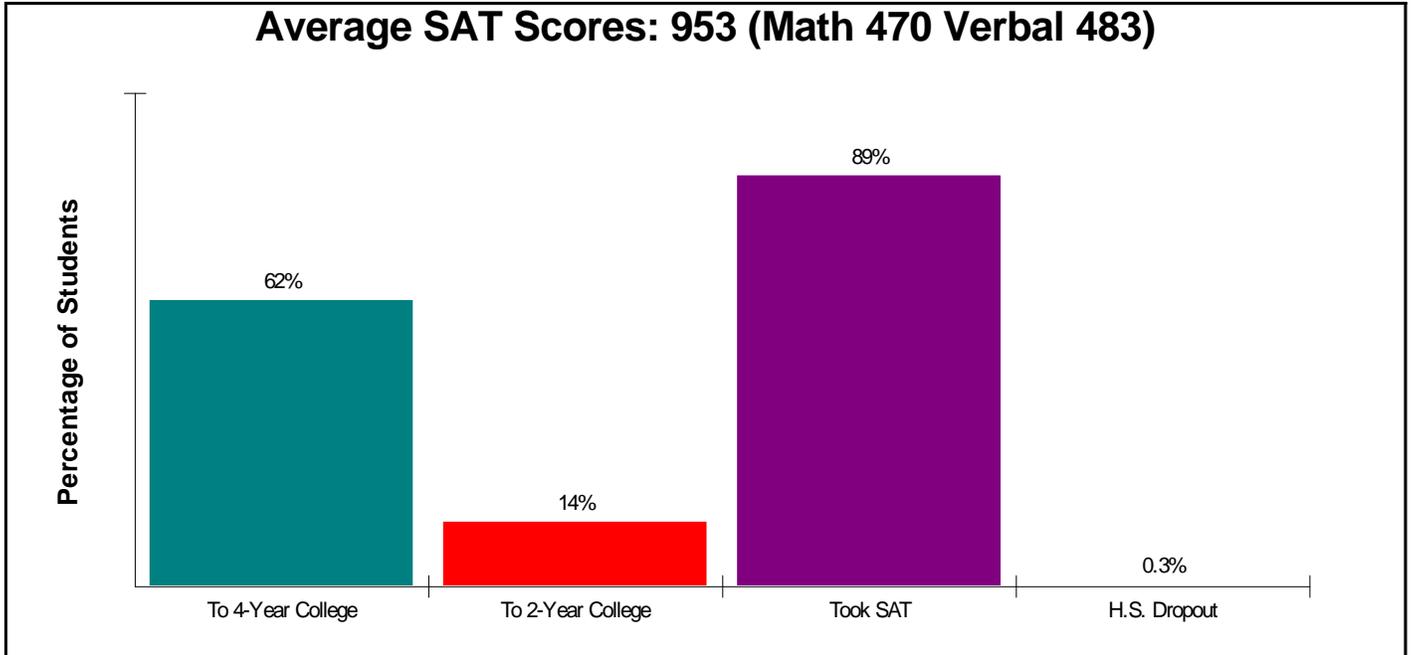


School Information



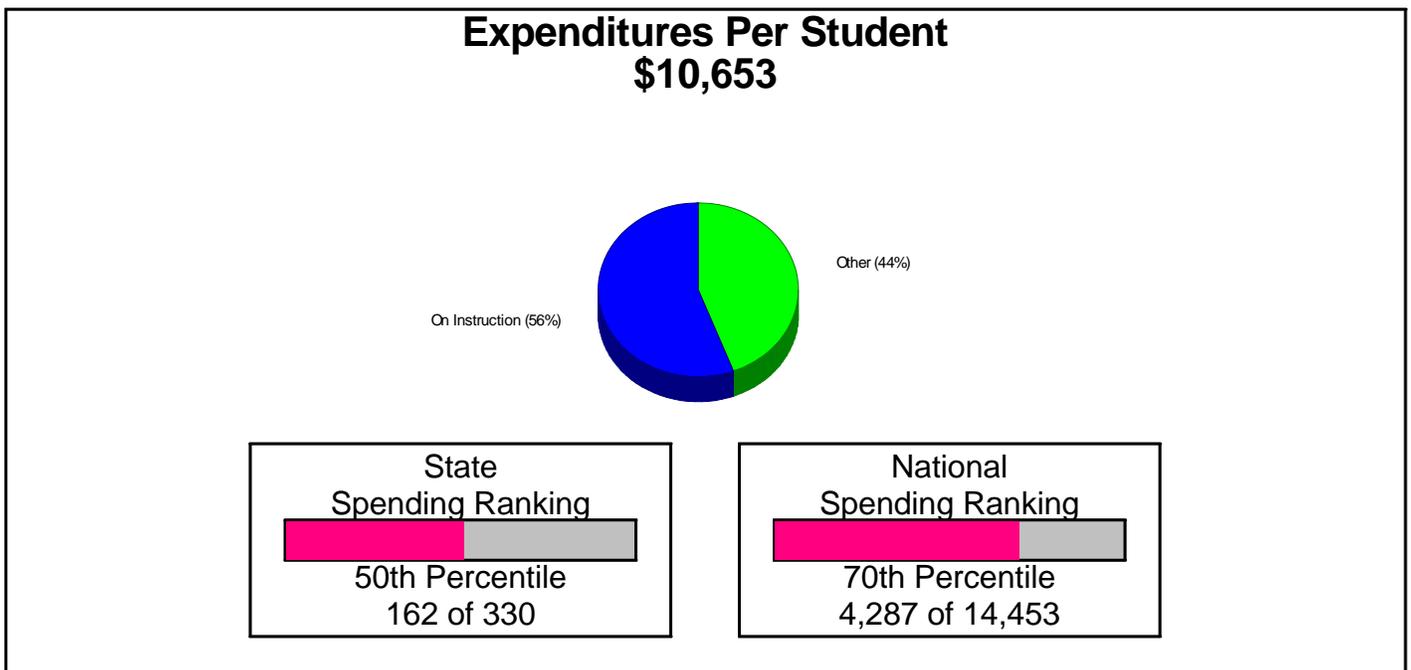
High School Statistics FOR AYER

Average SAT Scores: 953 (Math 470 Verbal 483)



School Expenditures FOR AYER

Expenditures Per Student
\$10,653



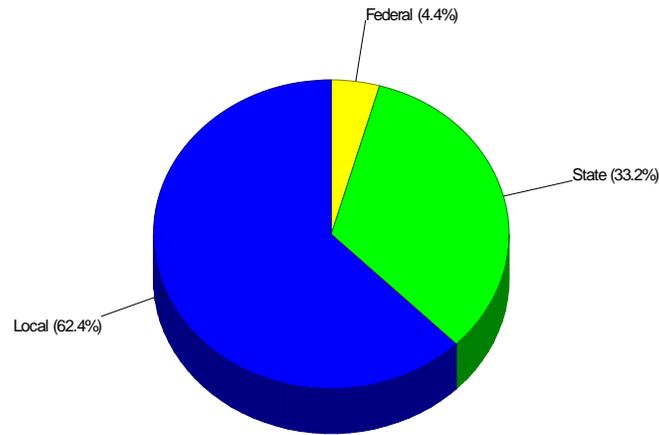
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School Information



School Funding FOR AYER



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School Information



Public Schools for District

PAGE-HILLTOP

115 WASHINGTON STREET, AYER, MA 01432

Distance from Subject: 0.7 Miles

Student/Teacher Ratio: 13.0 to 1

School Type:

Students/Teachers:

Regular

583/45

Phone: (978)772-8600

Grades: PK - 4

AYER HIGH

141 WASHINGTON STREET, AYER, MA 01432

Distance from Subject: 0.9 Miles

Student/Teacher Ratio: 12.5 to 1

Mascot: Panthers

Average SAT: 953 (Math 470 Verbal 483)

Students Taking SAT: 89.0%

School Type:

Students/Teachers:

School Colors :

Graduates To 2-Year College: 14.0%

Graduates To 4-Year College: 62.0%

Regular

362/29

Maroon & White

Phone: (978)772-8600

Grades: 9 - 12

AYER MIDDLE

141 WASHINGTON ST, AYER, MA 01432

Distance from Subject: 0.9 Miles

Student/Teacher Ratio: 11.6 to 1

Mascot: Panthers

School Type:

Students/Teachers:

School Colors :

Regular

361/31

Maroon & White

Phone: (978)772-8600

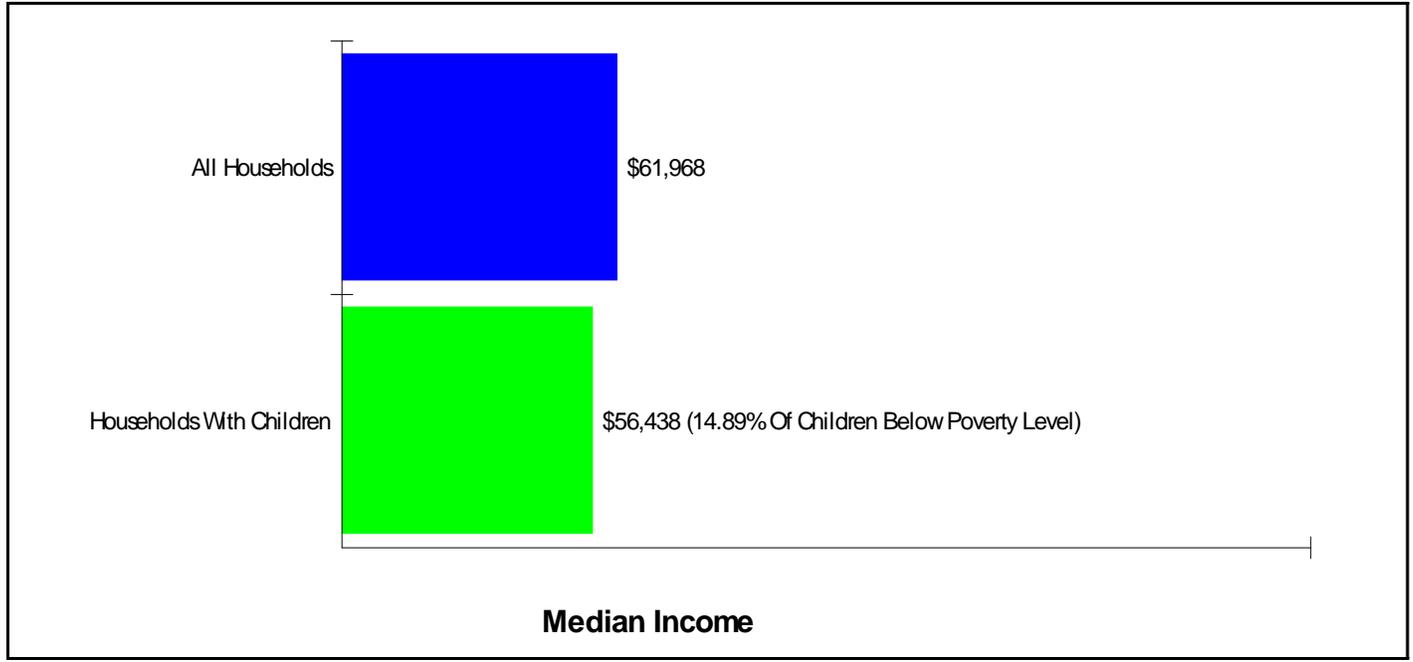
Grades: 5 - 8



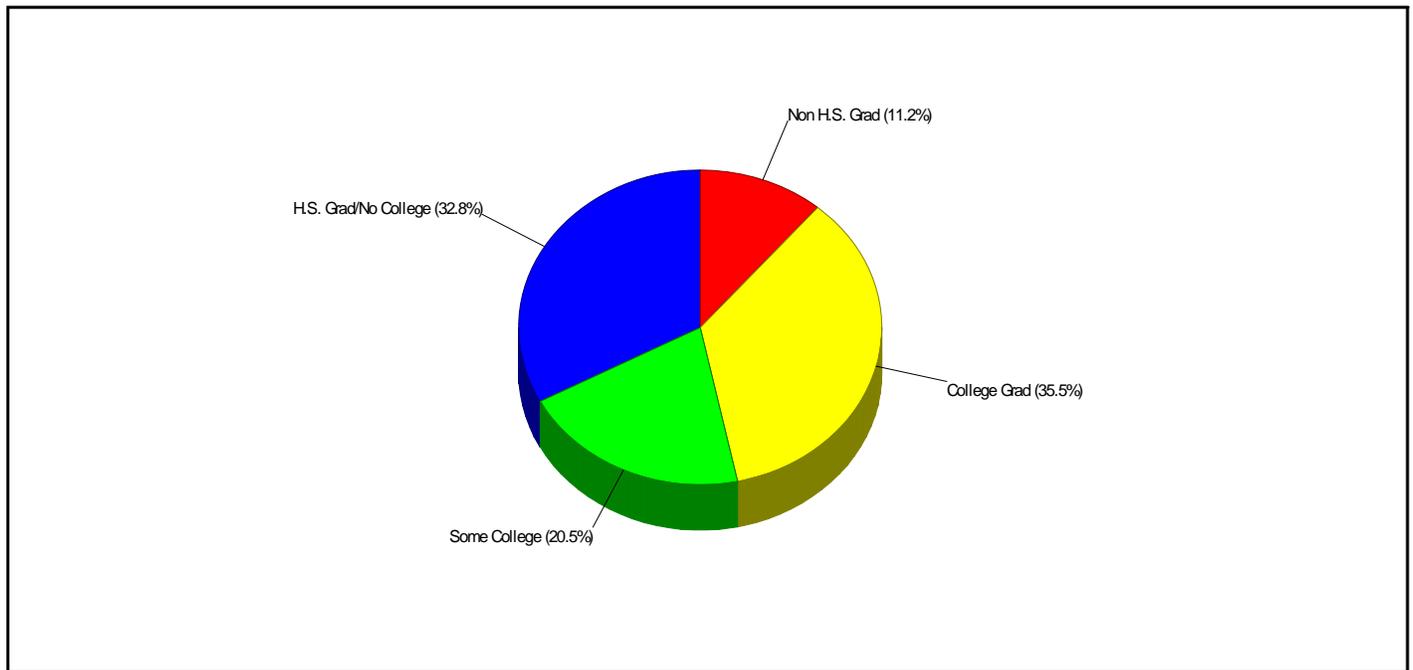
School Information



Income FOR AYER



Parent Education Level FOR AYER



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School Information



Private Schools

Private School Enrollment= 4.87% within School District

GROTON COMMUNITY SCHOOL

Phone: (978)448-6179

Grades: PK - K

Distance from Subject: 2.9 Miles

School Type: Not Given

Affiliation: Nonsectarian

Gender: Coed

Students: 195

Student/Teacher Ratio: 8.9 to 1

Enrollment By Grade: PK-179 K-16

COUNTRY DAY SCHOOL OF HOLY UNION

Phone: (978)448-5646

Grades: PK - 8

14 Main St Box 993, GROTON, MA 01450

Distance from Subject: 3.0 Miles

School Type: Regular

Affiliation: Roman Catholic

Gender: Coed

Students: 236

Student/Teacher Ratio: 17.1 to 1

Student/ Homeroom Ratio: 23.6

School Colors: Navy & Gold

Enrollment By Grade: PK-26 K-26 1-26 2-25 3-26 4-25 5-24 6-25 7-17
8-16

LAWRENCE ACADEMY

Phone: (978)448-6535

Grades: 9 - 12

POWDER HOUSE RD, GROTON, MA 01450

Distance from Subject: 3.2 Miles

School Type: Regular

Affiliation: Nonsectarian

Gender: Coed

Students: 382

Student/Teacher Ratio: 8.0 to 1

Enrollment By Grade: 9-81 10-108 11-103 12-90

GROTON SCHOOL

Phone: (978)448-7642

Grades: 8 - 12

Farmers Row PO Box 991, GROTON, MA 01450

Distance from Subject: 3.5 Miles

School Type: Regular

Affiliation: Episcopal

Gender: Coed

Students: 346

Student/Teacher Ratio: 6.3 to 1

Student/ Homeroom Ratio: 23.1

School Colors: Black & White

Enrollment By Grade: 8-27 9-70 10-89 11-86 12-74

Mascot: Zebras

CHILDREN'S EXTENDED CARE

Phone: (978)448-3388

Grades: Ungraded

22 HILLSIDE AVE, GROTON, MA 01450

Distance from Subject: 3.6 Miles

School Type: Special Education

Affiliation: Nonsectarian

Gender: Coed

Students: 38

Student/Teacher Ratio: 4.8 to 1

Enrollment By Grade: UG-38

School Information



Private Schools

Private School Enrollment= 4.87% within School District

VILLAGE NURSERY SCHOOL

40 POOR FARNM ROAD, HARVARD, MA 01451

Distance from Subject: 3.9 Miles

Affiliation: Nonsectarian

Students: 78

Enrollment By Grade: PK-70 K-8

Phone: (978)456-3993

Grades: PK - K

School Type: Early Childhood

Gender: Coed

Student/Teacher Ratio: 6.2 to 1

ST. BENEDICT SCHOOL

254 Still River Rd-Box 22, STILL RIVER, MA 01467

Distance from Subject: 4.9 Miles

Affiliation: Not Given

Students: 39

Student/ Homeroom Ratio: 4.3

Phone: (978)456-8017

Grades: 3 - 12

School Type: Not Given

Gender: Not Given

IMMACULATE HEART OF MARY

PO Box 1000 282 Still River Rd, STILL RIVER, MA 01467

Distance from Subject: 4.9 Miles

Affiliation: Roman Catholic

Students: 114

Student/ Homeroom Ratio: 10.4

School Colors: Navy & Red

Enrollment By Grade: 1-8 2-14 3-12 4-16 5-12 6-8 7-8 8-5 9-10 10-6
11-7 12-8

Phone: (978)456-8877

Grades: 1 - 12

School Type: Regular

Gender: Coed

Student/Teacher Ratio: 13.6 to 1

LITTLETON GIRLS HSE[DARE]

PO Box 2335, LITTLETON, MA 01460

Distance from Subject: 5.9 Miles

Affiliation: Nonsectarian

Students: 10

Student/ Homeroom Ratio: 1.1

School Colors: Royal & White

Enrollment By Grade: UG-10

Phone: (978)486-9227

Grades: Ungraded

School Type: Regular

Gender: All-Female

Student/Teacher Ratio: 3.6 to 1

MARY MCLEOD BETHUNE INSTITUTE

15 SQUANNACOOK DR, GROTON, MA 01450

Distance from Subject: 6.3 Miles

Affiliation: Nonsectarian

Students: 100

Enrollment By Grade: 3-25 4-15 5-10 6-17 7-15 8-5 9-5 10-2 11-3

Phone: (781)935-2400

Grades: 3 - 12

School Type: Alternative

Gender: All-Female

Student/Teacher Ratio: 40.0 to 1





Housing Information

AYER

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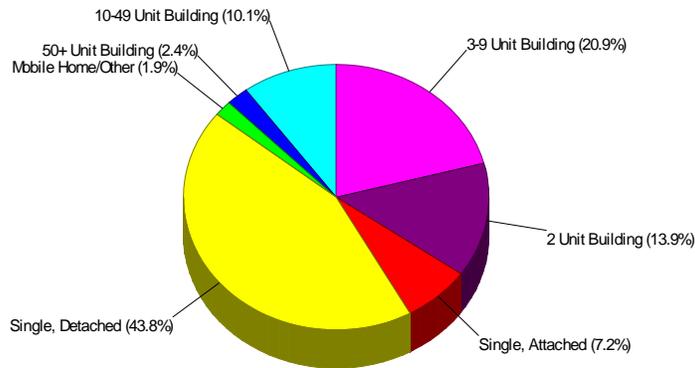


Housing Information



Housing Characteristics For Neighborhood Within Locality of Ayer

Average Age of Housing 38 years



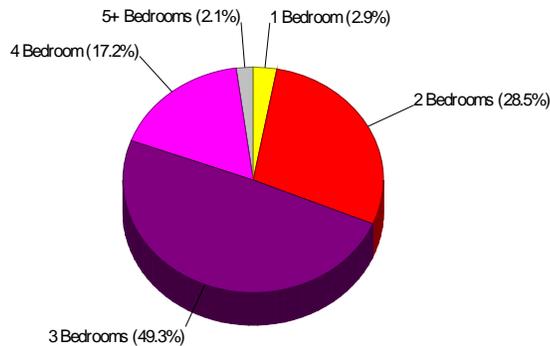
Type of Dwelling

Home Ownership For Neighborhood Within Locality of Ayer

Owner Occupied Households = 55.7%

Median Housing Value = \$245,071

Median Number of Bedrooms = 3



Home Size Breakdown

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Housing Information



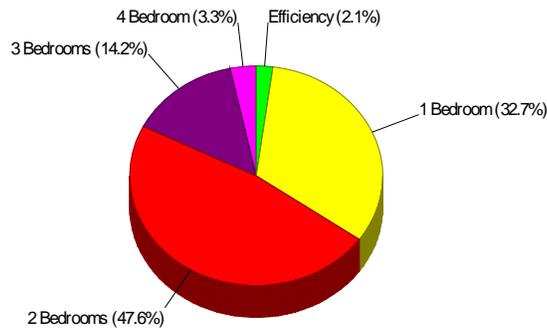
Rental

For Neighborhood Within Locality of Ayer

Renter Occupied Households = 44.3%

Median Monthly Rent = \$646

Median Number of Bedrooms = 2

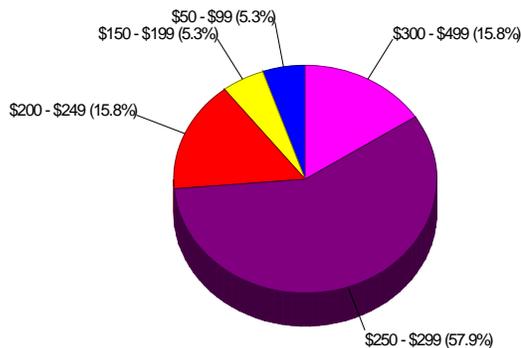


Home Size Breakdown

Home Sales Pricing Pattern (Closest 20)

Median Price = \$255,000

Average Price = \$262,474



Dollars In Thousands
Homes Sold In Past Year

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Crime Information

AYER

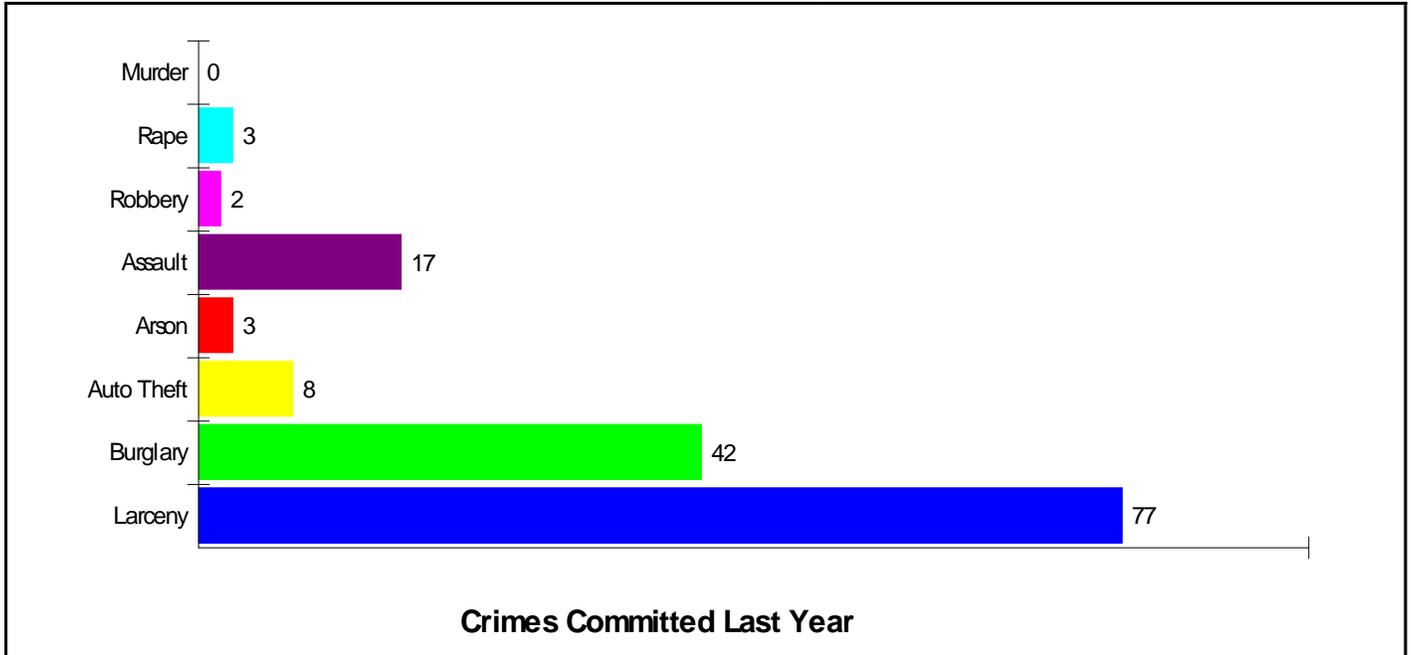
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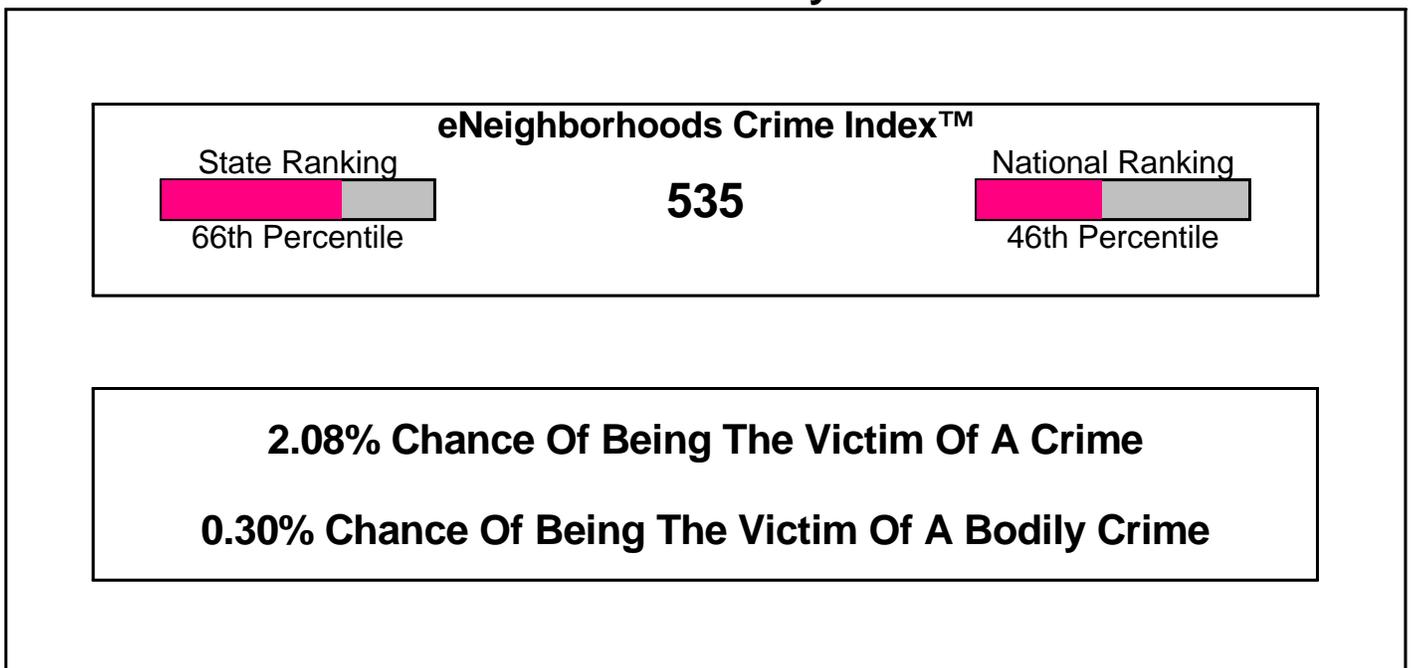
Crime Information



Crime Incidents For Town of Ayer



Crime Index For Town of Ayer



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Climate Information

AYER

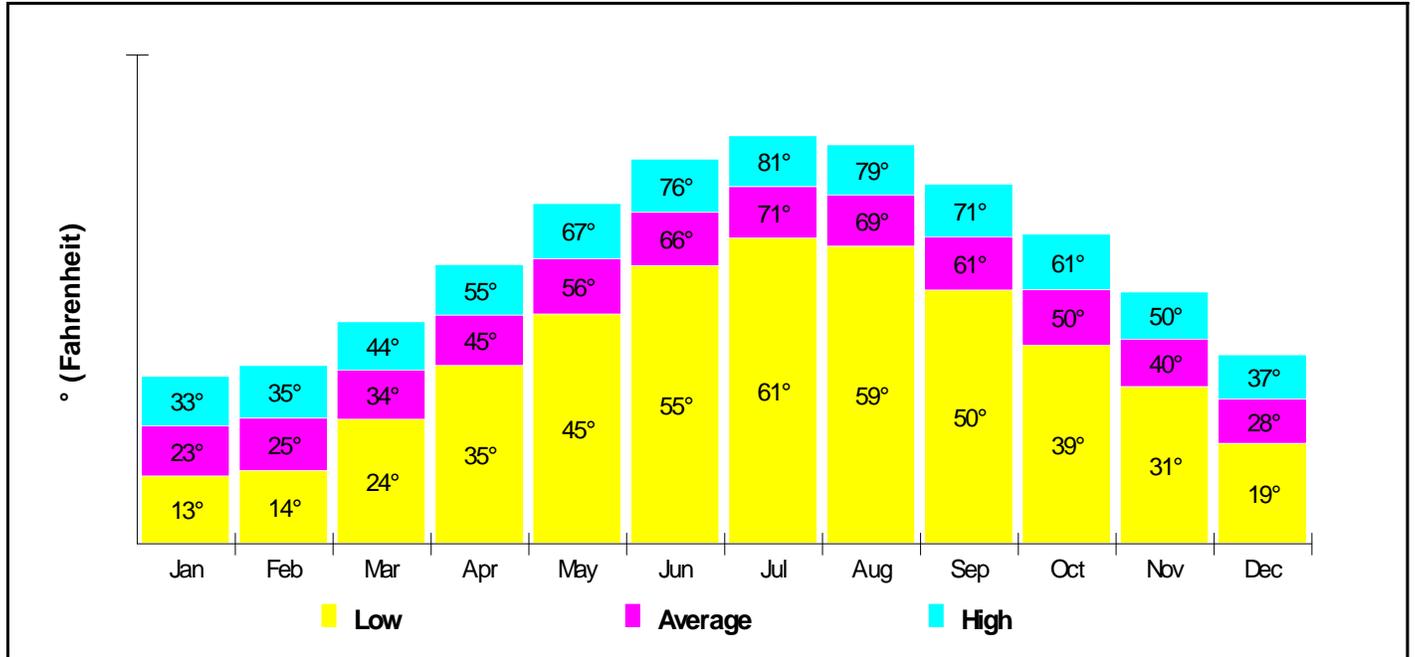
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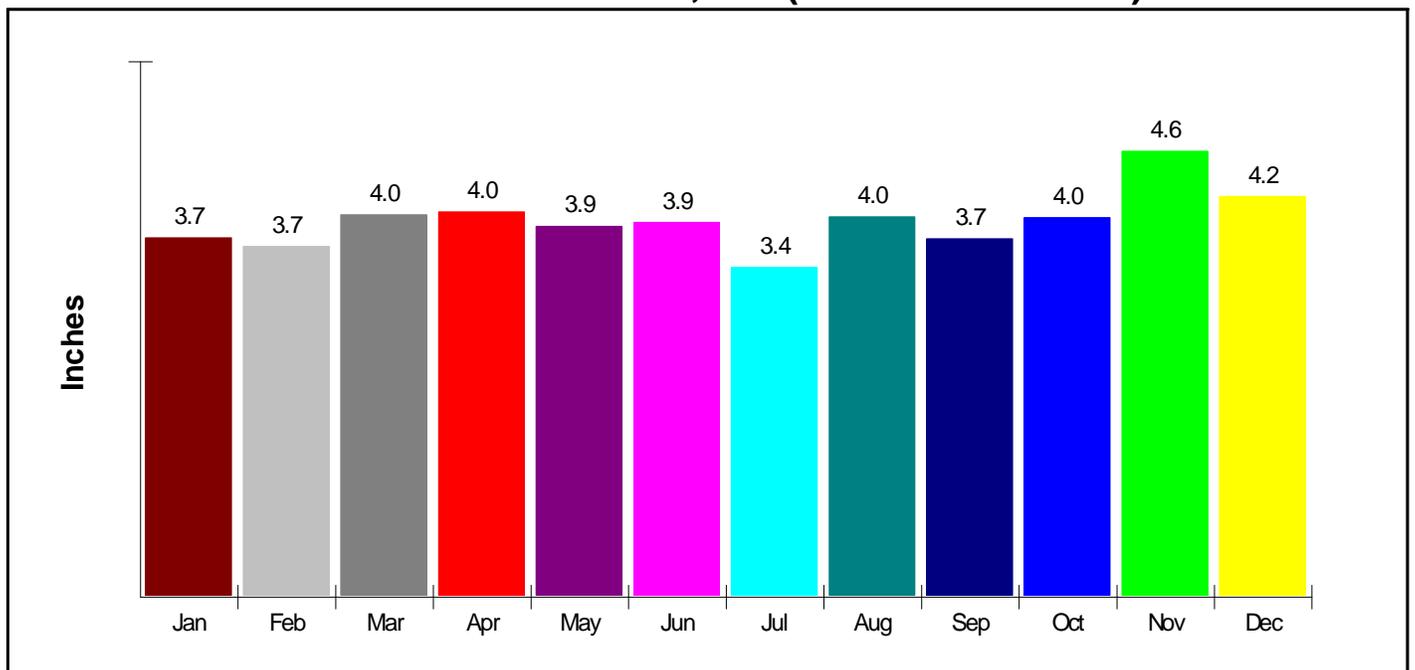
Climate Information



Temperature Measured at CLINTON, MA (elevation = 398ft.)



Average Precipitation Measured at CLINTON, MA (elevation = 398ft.)



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Houses of Worship

AYER

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Houses of Worship



Houses of Worship

FEDERATED CHURCH

21 WASHINGTON ST, AYER, MA 01432

Denomination: Baptist Churches**Phone:** (978)772-2044**Distance from Subject:** 0.10 miles

CHRISTIAN SCIENCE CHURCH & READING RM

30 MAIN ST, AYER, MA 01432

Denomination: Christian Science Churches**Phone:** (978)772-3698**Distance from Subject:** 0.20 miles

APPLE VALLEY BAPTIST CHURCH

12 COLUMBIA ST, AYER, MA 01432

Denomination: Baptist Churches**Phone:** (978)772-0810**Distance from Subject:** 0.20 miles

SAINT ANDREW'S EPISCOPAL CHURCH

FAULKNER, AYER, MA 01432

Denomination: Episcopal Churches**Phone:** (978)772-2615**Distance from Subject:** 0.80 miles

SEEDS OF FAITH

AYER, MA 01432

Denomination: Pentecostal Churches**Phone:** (978)772-1884**Distance from Subject:** 0.80 miles

GOD CHRISTIAN COMMUNITY CHURCH

210 W MAIN ST, AYER, MA 01432

Denomination: Baptist Churches**Phone:** (978)772-0740**Distance from Subject:** 0.90 miles

AGG SYSTEMS CORP

325 AYER RD, HARVARD, MA 01451

Denomination: Churches, Denomination Unknown**Phone:** (978)772-4085**Distance from Subject:** 1.40 miles

NEW PATRIOT'S CHRISTIAN CON

12 ANTIETAM ST, DEVENS, MA 01434

Denomination: Churches of Christ**Phone:** (978)772-7707**Distance from Subject:** 1.40 miles

CHURCH OF GOD

41 LITTLETON RD, AYER, MA 01432

Denomination: Churches of God**Phone:** (978)772-6055**Distance from Subject:** 1.50 miles

HOPE NEW BAPTIST CHURCH AYER

139 SANDY POND RD, AYER, MA 01432

Denomination: Baptist Churches**Phone:** (978)772-1755**Distance from Subject:** 2.40 miles

Houses of Worship



Houses of Worship

EMMANUEL MISSIONARY BAPTIST CHURCH

139 LITTLETON RD, AYER, MA 01432

Denomination: Baptist Churches

Phone: (978)772-2863

Distance from Subject: 2.50 miles

GREATER GETHSEMANE C O G I C

39, SHIRLEY, MA 01464

Denomination: Pentecostal Churches

Phone: (978)425-0365

Distance from Subject: 2.70 miles

SISTERS OF THE HOLY UNION

14 MAIN ST, GROTON, MA 01450

Denomination: Churches, Denomination Unknown

Phone: (978)448-6042

Distance from Subject: 3.00 miles

TRINITY CHAPEL

CENTER RD, SHIRLEY, MA 01464

Denomination: Episcopal Churches

Phone: (978)425-9041

Distance from Subject: 3.10 miles

SAINT ANTHONY'S RELIGIOUS CENTER

14 PHOENIX ST, SHIRLEY, MA 01464

Denomination: Catholic Churches

Phone: (978)425-0980

Distance from Subject: 3.20 miles





County Facts

AYER

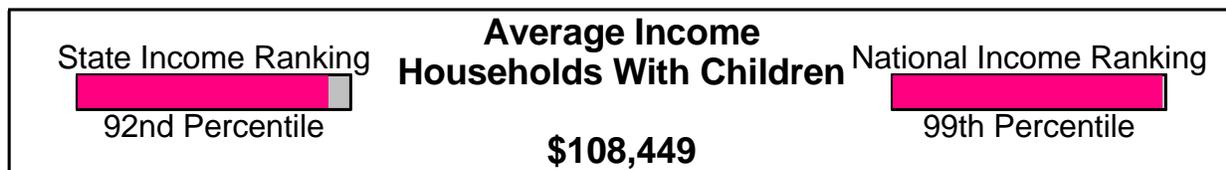
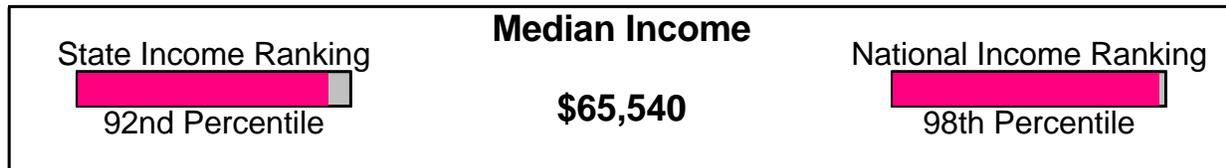
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County Facts

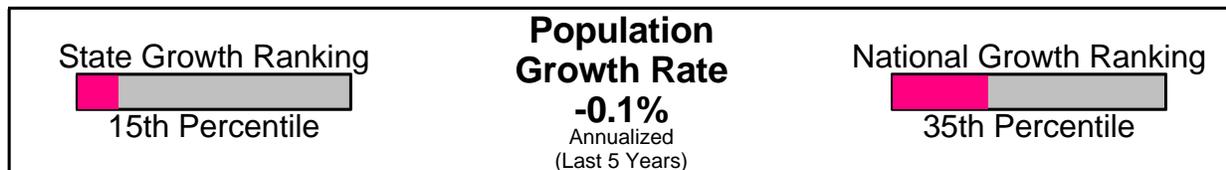
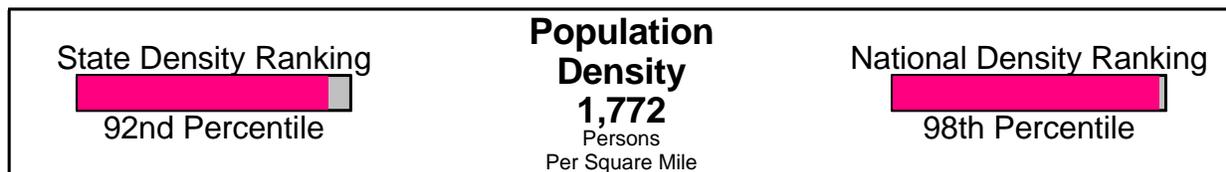


Income For Middlesex County



Population For Middlesex County

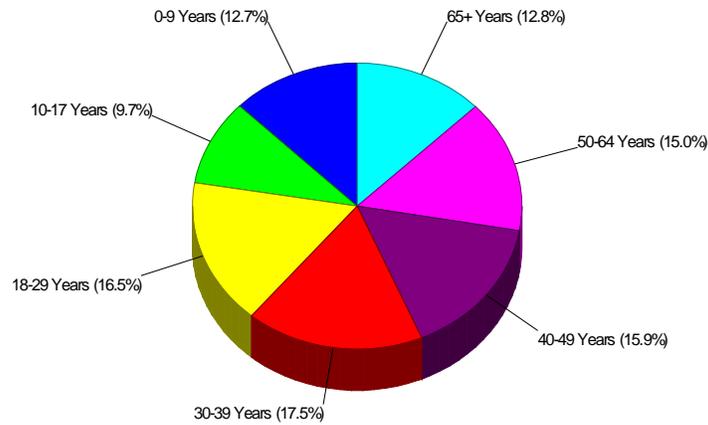
Population = 1,459,011
Land Area = 823.5 Square Miles



County Facts

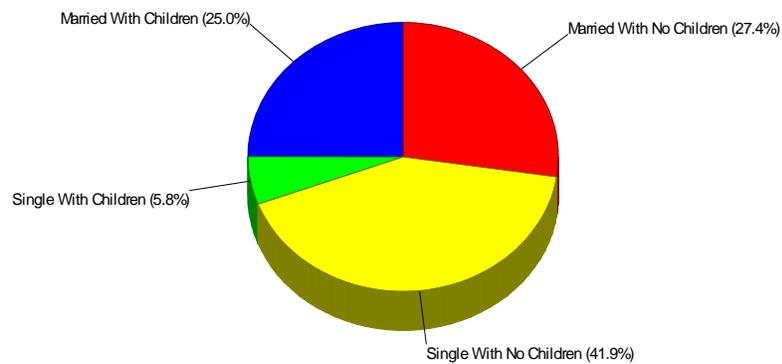


Age Breakdown For Middlesex County Average Age = 36.5 Years



Household Characteristics For Middlesex County

52.3% Married
30.7% With Children



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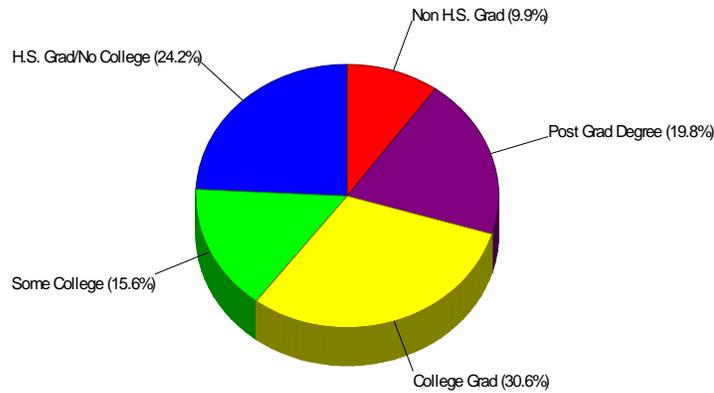


County Facts



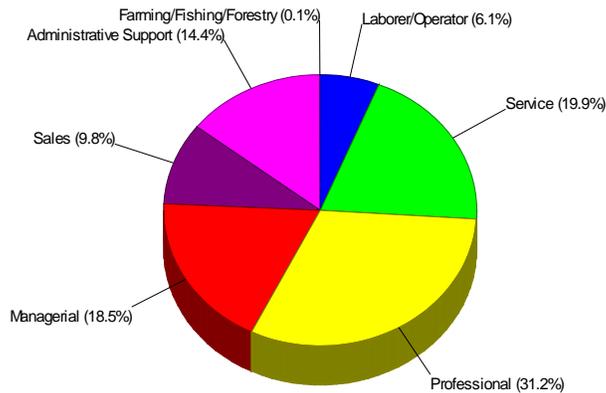
Adult Education Level For Middlesex County

**90.1% High School Graduates
50.4% College Graduates**



Employment For Middlesex County

Average Travel Time To Work = 29.7 Minutes



Occupation

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State Facts

AYER

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State Facts



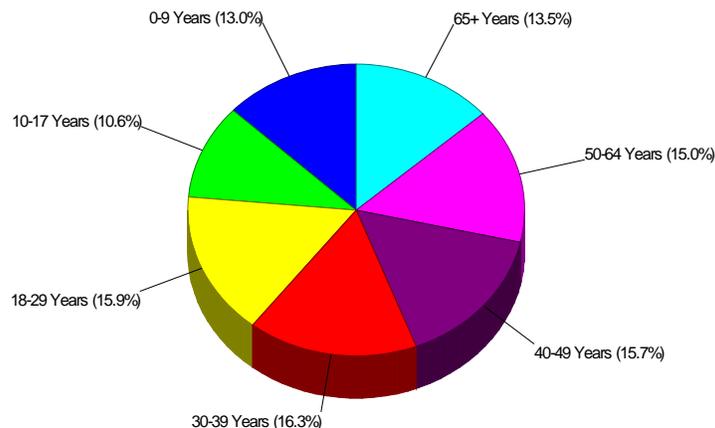
General Facts For Massachusetts



Median Income:	\$52,713
Income (W/Children):	\$81,908
Population:	6,398,743
Land Area:	7,840 Square Miles
Population Density:	816 Persons Per Square Mile
Nickname:	Bay State
Capital:	Boston
Date of Statehood:	February 6, 1788
State Bird:	Chickadee
State Flower:	Mayflower
State Tree:	American Elm

Age Breakdown For Massachusetts

Average Age = 36.6 Years



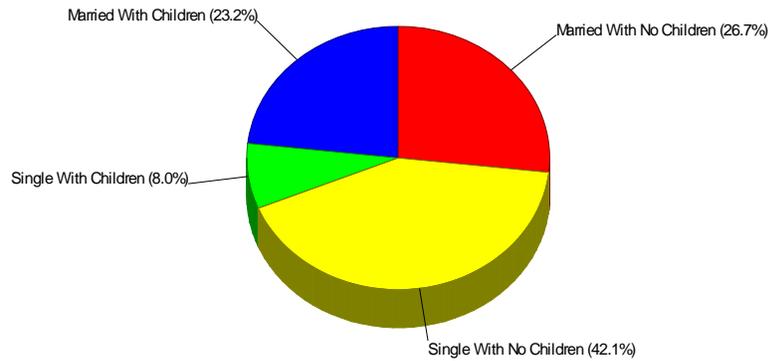
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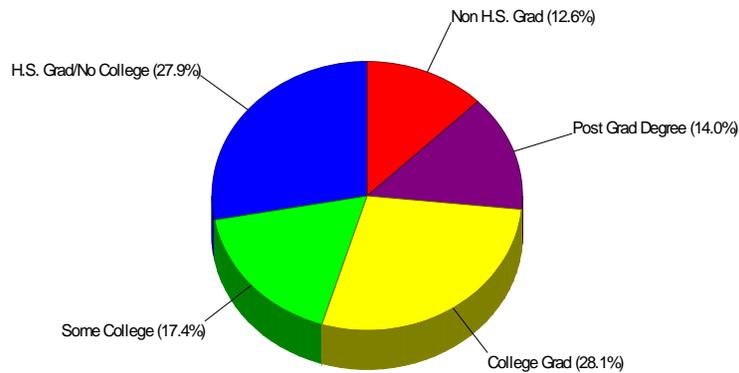
Household Characteristics For Massachusetts

49.9% Married
31.2% With Children



Adult Education Level For Massachusetts

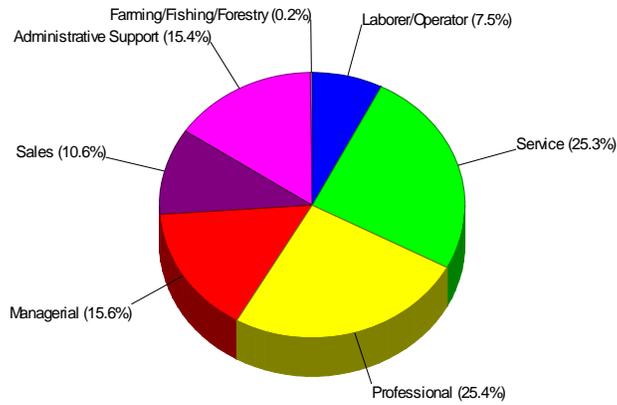
87.4% High School Graduates
42.1% College Graduates





Employment For Massachusetts

Average Travel Time To Work = 29.2 Minutes



Occupation

