



# Brian Coester

REAL ESTATE BROKER

BUY • SELL • RENT • FINANCE



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## Coester Real Estate Services and REC.Homes Launch Vestimate, a New AI-Powered Home Value Tool Built for the DMV Market

**Vestimates Delivers Hyper-Local, Agent-Backed Home Valuations for Washington DC, Maryland, and Northern Virginia Homeowners**

**GAITHERSBURG, MD — May 12th, 2026 —** [Coester Real Estate Services](#) and [Real Estate Connection \(REC\)](#) today announced the launch of Vestimate, a new AI-powered home valuation platform purpose-built for homeowners and buyers in the Washington DC, Maryland, and Northern Virginia (DMV) market. Available now at [vestimate.com](http://vestimate.com), the tool combines advanced automated valuation modeling with the local market expertise of one of the region's most established real estate teams.

Unlike national home value estimators that rely on broad data sets and generic algorithms, Vestimate is calibrated specifically for DMV submarkets including Montgomery County, Gaithersburg, Clarksburg, Potomac, Bethesda, Northwest DC, Arlington, Fairfax, and Loudoun, where pricing nuances such as lot size, school district overlap, and per-square-foot variances by home size can swing valuations by tens of thousands of dollars.

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"Most online home value tools were built for the entire country, which means they're not really built for anywhere," said **Brian Coester**, founder of Coester Real Estate Services and host of the weekly TV show *Real Estate Report*. "Vestimate is different. It's trained on the DMV, it's reviewed by agents who actually sell here every day, and it gives homeowners a number they can trust, not just a generic estimate that's \$50,000 off the mark."

## What's Included in the Vestimate® Report

Every Vestimate® Report is delivered within 24 hours with no obligation, and gives homeowners three side-by-side scenarios so they can make a confident financial decision before they list:

- **As-Is Scenario (Sell Today)** — What the home is worth and what the seller would net if they listed in current condition, with estimated sale price, selling costs, and net proceeds clearly broken out.
- **As-Repaired Scenario (Max Value)** — What the home could sell for after strategic repairs and improvements, including estimated repair costs, selling costs, and the higher net proceeds that come with going to market in top condition.
- **Detailed Seller Net Sheet** — A full line-item breakdown of every cost a seller will face, including listing and buyer agent commissions, transfer and recordation taxes, title insurance, settlement and closing fees, home warranty, loan payoff, and prepayment penalties — all flowing to a clear estimated net proceeds number.
- **Local Comparable Sales** — Recent sales of nearby homes used to anchor the valuation, with distance and sale price for each comp.
- **Market Trend Analysis** — Median sale price trends in the immediate submarket so homeowners can see where the market is moving, not just where it sits today.



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- **Smart Recommendations** — Actionable, agent-reviewed tips on what to fix, update, or stage to increase value and attract stronger offers.

The report is free, requires no commitment, and is backed by REC's local agent team, so homeowners who want to take the next step toward listing can move directly into a full consultation with an experienced DMV agent. For buyers, the same valuation engine powers a clearer view of whether a target property is fairly priced before writing an offer.

## **Built by a 20+ Year DMV Real Estate Veteran**

Brian Coester has spent more than two decades in the DMV real estate and valuation industry, including building one of the country's largest appraisal management platforms. That valuation pedigree is the foundation of Vestimate.

"I've been on the appraisal side, the brokerage side, and the technology side of this industry for over twenty years," Coester said. "Vestimate is what happens when you combine all three. It's not a black box — it's a tool that reflects how a real appraiser and a real local agent would actually look at a property."

The launch comes as DMV homeowners face a market with elevated mortgage rates, tight inventory, and rapidly shifting submarket performance — conditions that make accurate, locally-grounded home values more important than ever for refinance, listing, tax appeal, and estate planning decisions.

## **Available Now at [Vestimate.com](https://vestimate.com)**

Homeowners across DC, Maryland, and Northern Virginia can get their free home estimate today at [vestimate.com](https://vestimate.com). Agents and team members from REC are available to provide follow-up CMAs, listing consultations, and buyer representation through [rec.homes](https://rec.homes) and [coester.com](https://coester.com).

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## About Vestimate

Vestimate is an AI-powered home valuation platform focused on the Washington DC, Maryland, and Northern Virginia real estate market. Built and operated by Coester Real Estate Services and REC, Vestimate combines automated valuation modeling with local agent expertise to deliver home value estimates DMV homeowners can actually rely on. Learn more at [vestimate.com](https://vestimate.com).

## About Coester Real Estate Services

Coester Real Estate Services, led by 20+ year industry veteran Brian Coester, provides full-service buyer and seller representation across the DMV. Brian is a licensed agent with Jason Mitchell Group and the host of *Real Estate Report*, a weekly TV show covering the Washington DC, Maryland, and Northern Virginia markets. Learn more at [coester.com](https://coester.com).

## About REC (Real Estate Connection)

REC is a Gaithersburg-based real estate brokerage team serving buyers and sellers throughout DC, Maryland, and Northern Virginia. REC pairs experienced local agents with modern client technology — including AI-powered intake and valuation tools — to deliver a faster, more transparent transaction experience. Learn more at [rec.homes](https://rec.homes).

## Media Contact

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## Brian C. Coester

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