

Turning *For Sale* into *Sold with Integrity*: Behind the Business with Moore Real Estate Team LLC in Peabody, MA

When someone looks at you and says, “You can do this on your own,” it tends to stick. For Cindy Moore, that moment came after helping a client sell one home and purchase another. Their simple statement lingered, and in November 2023, after eight years in real estate, she decided to run with it and open her own company. Coming from a large entrepreneurial family as the seventh of ten children, business ownership was not unfamiliar territory. With their encouragement, she stepped forward and launched Moore Real Estate Team LLC, bringing with her years of experience and a clear set of values.

Her philosophy is rooted in honesty, integrity, and commitment. Of those three, integrity stands tallest. “I always want to be doing the right thing, even when no one is looking or when it’s not necessarily the best for me,” she says. Putting the client first is not a tagline. It is her standard. Moore has built her business through relationships and referrals rather than traditional cold calling. She believes real estate works best when there is trust and connection from the start.

The company’s growth has come through her sphere of influence, seven networking groups, including long standing involvement with the Peabody Area Chamber of Commerce, Women’s Business League, Provisors, Woamtec, Elder Professionals Networking Group, and North Shore Women’s Connect. She is also an active member of the North Shore Realtors Association, staying current on education and industry regulations. Accreditation with the Better Business Bureau adds credibility, and social media supports her efforts, but it is connection that fuels her business. She also holds the Senior Real Estate Specialist (SRES) designation, with a special interest in serving older adults, a passion that began when she was a stay-at-home mom volunteering with seniors. “My goal is simple,” Moore said. “Make sure they are cared for and not taken advantage of during life’s transitions.”

According to Moore, the real estate landscape has shifted significantly in recent years. Buyer contracts are now required. Inspections can no longer be waived to secure a deal, and new regulations impact higher value properties. Rather than see these as hurdles, Moore sees them as safeguards that create more transparency and protection. Like any real estate professional, she encounters obstacles. Real estate deals can be complex. “You want a realtor that pays attention to details so things move smooth and helps resolve challenges if they arise so the deal can go through.”

What she appreciates most about running Moore Real Estate Team LLC is the freedom. “I have total control of the way my company is seen in the community and how it aligns with my values,” she says.

Born and raised in Peabody, she is often referred to as “Miss Peabody.” “I love New England,” she says. “I love the four seasons. You’ll find me skiing in the winter and at the beach in the summer. It’s all part of what makes living and working here so special.”

Moore's commitment to community runs deep. As president of the Peabody Rotary Club, she organizes and participates in town cleanups, helps raise money for scholarships, and volunteers with Citizens Inn and The Great Rock Church. Moore Real Estate Team LLC serves clients throughout the North Shore, including Essex and Middlesex counties, and plans to expand into New Hampshire in 2026.