



Team Paton's Marketing Strategy

The Most Comprehensive Marketing Plan in Metro Detroit!

For Sellers, Team Paton provides the most comprehensive marketing program in Metro Detroit, including exposure on **30+ websites**.

- Carol Paton, as well as two full-time assistants, ensures your ability to speak with a “live person” during business hours. Our office is open 7 days per week.
- Your home will be listed in two local MLS systems: MiRealSource and Realcomp MLS.
- **Website Marketing:** our homes are featured on more than 30 websites, including our personal site www.teampaton.com.
- Professional quality photos are taken of you home and placed on all websites.
- **Listing Book Promotions** – Listing Book is a website that allows real estate agents, as well as prospective buyers, to view your home’s information and pictures any time of day.
- **Feature Sheets** outside for easy access to all interested parties.
- All sellers will receive an e-mail link to **Listing Book** so they can stay abreast of market activity with Morning Reports.
- Our **Prospect Match Program** enables our buyers, as well as other agents to receive updates daily on new listings as well as price changes. Our **Relocation Network** services out-of- state and out-of- country purchasers.
- **Open Houses** are held regularly on multiple properties, as we employ several licensed agents during peak weekend times. We advertise our Open Houses via our **CBWM Facebook Fan Page**, **TWITTER** as well as in the Sunday edition of the **Detroit News and Free Press**, **realtor.com** and **trulia.com**

Carol’s unique TEAM approach to real estate means a GROUP of agents and assistants are all working for YOU, to increase the chances of a faster sale at a higher price, with better service throughout the listing.

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