

Paragon Properties

Results Oriented Marketing Plan

Install a Paragon Properties Sign & Post with Brochure Box

We install a professional quality metal sign on 4" x 4" Crossarm. We mount a brochure box to contain a supply of fact sheets.

Post Listing and Photos on Internet Based MLS & Realtor.com

Details of your home and its features will be exposed to all Realtors participating in the Wasatch Front Regional Multiple Listing Service. Listings will also get nationally exposed on the [Realtor.Com](#) Web Site. Both Sites offer public access to maximize exposure directly to buyers. Your home is also featured on the Paragon Properties web site: www.paragonproperties.biz and www.virtual-home-tours.com. We also do virtual property tours and post them on all the above internet sites.

Prepare Professional, Full Color Facts Sheets with Photos

We use digital cameras to photograph interior and exterior features of your home. These images are loaded into the above-mentioned Internet sites, and used on color fact sheets.

Conduct a Realtor Tour of Your Home

We expose your home to Realtors from all companies through a Realtor's bus tour. We prepare evaluation sheets for Realtors. We review this valuable feedback with you.

Advertise Extensively in Newspapers

We place large ads in the newspapers at least every other weekend.

Hold Regular Open Houses at Your Convenience

We expose your home to more potential buyers during a short period of time during weekend open houses scheduled at your convenience.

Arrange all Showings and Provide Agent & Buyer Feedback

We set all appointments for showings so you are not contacted by other agents. We contact agents for feedback and report back to you after showings.

Evaluate the Pro's and Con's of Each Offer Submitted

We help you evaluate each aspect of any offer submitted, mindful of our duty to help you obtain the best price and terms, while looking out for your interests in the transaction.

Coordinate the Transaction Through Financing & Closing

We keep the transaction moving toward a successful closing by coordinating with inspectors, appraisers, lenders, title companies and other agents to insure that contingencies are eliminated.