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### SLOWING HOME SALES RESULTS IN CREATIVE COMBUSTION

NASHVILLE, TN (July 22, 2008) – Local builder, John “Wes” Taylor, and Realtor, Marcie Sweet, combine creative talents and take the “chill” out of real estate marketing. As unlikely as this combination may seem, what is more unlikely is the result of their collaboration.

Taylor intentionally created a unique property, an American Foursquare in the heart of Green Hills, forecasting some insurance in the event of declining home sales. People love American and historic architecture, but this style of home in affluent areas is rare. Taylor knew he needed a creative marketing approach but drew a blank.

In a declining market, two unlikely forces come together and create an innovative approach to marketing real estate. It’s no secret that typically builders and agents are usually at odds with one another. Historically builders have felt that they did not need representation from a Realtor in order to sell their homes.

Working within the building industry for nearly 10 years, Sweet understands the recent hit builder’s have taken and knew immediately to market such a rare property she would need to design a marketing campaign equivalent to its counterpart.

Sweet recommended a video but knew it would have to stand out and be unlike the typical virtual tour. Sweet knew her client was a songwriter/artist, and had a creative side, so she asked him to help write a film that featured the house. Taylor declined. The next morning Taylor called Sweet and said, “Get your camera and come over...don’t ask questions.” Within a few days, Taylor and Sweet had written, directed, produced and edited the final product.

Marrying themes of “American Tradition,” with the feeling of “Coming Home,” the video entitled, P.S. And You Will Come Home, is the result of their collaboration. The video is dedicated to those who offer the ultimate sacrifice and ensure our American way of life.

“Our research tells us this video is one-of-a-kind for real estate marketing,” says Sweet.

See video and more information at [marciesweet.com](http://marciesweet.com)