

Questions and Answers of Marcie Sweet:

Is this video the most unique marketing approach you have used when selling?

I work with a lot of builders. Of course, each project is different and requires its own approach. This home was so unique, the builder and I knew it needed/deserved something unprecedented. I have enlisted unique tools but the video we came up with was perfect and a first to our knowledge.

How did the video, “ps. And you will come home” come about?

I had seen where youtube and other Internet sites are now being utilized as a means to market real estate. Videos are nothing new. And, the virtual tour format, though proven, is a common practice and listings can easily get lost in the mix. Since my client was a songwriter/artist, I knew he had a creative side as well. So I asked him to write a film or skit that featured the house. He declined based on finances and energy required for such an undertaking. The next morning he called and said, “get your camera and come over...don’t ask questions.” Within a few days, we had recorded the film that was playing in his head related to his unique project, this historic-styled American Foursquare. We then edited the film and made the music work. The more we worked on it, the better it became. It is as unique as the home we are marketing and it was bound to be a winner.

The market is competitive right now. Why take such an unproven approach?

If necessity is the mother of all invention, then we must have needed an approach that set us apart from those we compete with. The same actions bring about the same results and sales results are slow right now...hence something out of the box.

Strange combination...isn’t it true that builders and agents, historically, are at odds?

It is all that and true. Many builders see most agents as lazy. Compared to the months and years of heavy labor, stress, experience and risk that builders typically undergo, they are not quick to give up profits to someone who *appears* to invest little.

Many agents feel that builders lack an understanding in the valuable role they can play in ensuring that all the hard work that goes into a project brings a “pay day” for the builder. While builders wrangle thousands of details 24/7, one small slip up on a contract with a potential buyer can mean financial ruin to the seller. A good agent will look out for the best interest of his/her client. These hard times have agents and builders shaking hands and sitting down to plan strategies. Both agents and builders suffer when the market slips. Two cool heads are smarter than one. True the relationship is a chemistry thing but when both parties fire on all cylinders, such as me and Wes, the outlook seems a bit brighter and good things can happen. Besides, Wes is likely the best looking man in the United States. See attached photo...

Do you see the market turning around any time soon?

The majority of foreclosures are in Memphis. Our market is slow but still has strong areas. I think a lot of people are wary about the economy. But during down turns, there are great deals out there so someone is always making money, buying and selling. People who prefer, and can purchase quality or value, will always survive since they understand how the economy works.

Do you have any more real estate videos due to be released?

The builder has the next few written and I have been approached by others who would like a unique video made about their property. We will see!