

**Why Scott Deaton with Deaton Group Realty?
Mastering the Craft of Real Estate & Providing Exceptional Service**

*"I help families invest in real estate as part of
God's plans for that family, and the local community."*

Seller Unique Service Features	Exclusive Benefit to You
Digital Marketing Strategy	Exclusive online & technology driven marketing program running 24/7
Professional Property Condition Analysis	Higher quality condition of home = higher sales price
VIP Pricing Services	Real-time, accurate data for "Most Likely Sales Price"
Professional Market Knowledge	18 Years of Central Arkansas Real Estate Experience
12 Years Information Technology Experience	Extensive knowledge on technology tools and resources
BSBA Marketing Management & MBA	Extensive education in Business and Marketing Strategy
Service with the Mindset of a Teacher	No fancy sales techniques, just honest and trustworthy guidance
Real Estate Master Designation	Only Central Arkansas agent, from Real Estate Training Institute
Premier Agent: Realtor.com, Zillow & Trulia	Your listing top of search results/Featured Listing/Higher Exposure
Professional Photographer	HD, crystal clear photos with property depth, width, and lighting
Video Marketing	Listings with video receive 403% higher inquiries
Mobile Compatibility	All marketing tools are mobile friendly from tablet or smartphone
Social Network Marketing	78% of agents who use social media out-sell their peers
Online Targeted Advertising	Your property, advertised to local buyers visiting national news sites
Community Infographics	Area reports highlighting convenience, outdoors, school, & food
Free & Exclusive Moving Concierge Service	One phone call to sign up for mail forwarding, cable, internet, utilities, etc.
Showing Service	Easy access for buyers & agents to view your property

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Satellite Technology Lockbox	Allow monitored, controlled & secure access to your home
Higher Sales Price	Average 4% higher sales price than the average seller
Shorter Time on Market	Average 40% shorter "Days on Market" time
Higher Percent of Homes Sold	Average 9 out of 10 homes SOLD
Reverse Prospecting	Exclusive marketing technique to find the 'now' buyers
One Stop Shopping	A single point of contact to satisfy all your real estate needs
Seller Communications	Communication plan to keep you informed of activity and feedback
24/7 Property Information & Lead Capture	Interactive tool that never sleeps
Showing Feedback & 30-Day Market Reviews	Instant buyer & showing agent feedback, & 30 day "snapshot"
Personal Service	Personal, one on one, service, attention, and communication
Exclusive Homes for Heroes® Affiliate	Exclusive discounts and rebates for you and your buyer
Multiple Listing Service	Exposure to over 8000 Arkansas REALTORS
Professional Interior Designer	Free staging & design consultation
Home Warranty Insurance	Free coverage on your home's systems during listing period
100% No Risk & Service Guarantee	A personal guarantee of service with ZERO cancellation fees
FREE Ocean Adventure Cruise	FREE 5 Day Ocean Cruise, for two
Preferred Partners	Providing trusted, quality & cost-effective vendors