

Cara Mossington  
White Glove Realtor®  
Rochester, MI  
312-545-8428



When I sell a home, I treat it like it's my own asset. I speak the truth, won't be outworked, and know what true fiduciary duty means. I aim to be the best marketing executive in Michigan residential real estate. I'm also a formerly licensed investment advisor who has negotiated for local families, a NY real estate multi billionaire, and a global multi trillion-dollar firm. I throw myself into the marketing until the home is under contract, for the highest price the market will allow.

No one will outwork me or communicate more, and not one realtor in this area has the combined connections and experience that I do for marketing to the right segment of buyers. I am a National Association of Realtors Certified Pricing Strategist, a former investment advisor, and have worked directly for a real estate billionaire.

When we put your home on the market, the obvious goal is to generate enormous interest, drive traffic & offers, and target the highest price allowable by the market for your property. From featuring your home in local publications, to hiring a professional photographer & videographer, to getting the most potential buyers looking at your property, my mission is to achieve the highest net proceeds possible for you. Here are the ways I actively market my client's homes:

#### **Marketing team:**

- Cara Realtor®, Home Marketing Expert
- Jay, Photographer and Videographer
- Ella, Actor and Team Lead



#### **Videography**

- Video can immerse potential buyers into your home's features.
- 80% of online consumption is video and over 50% of buyer's search YouTube when buying a home.
- I create targeted YouTube ads reaching the right buyers.
- Here are examples of videos that my team has produced to help showcase a home's location and features, which is a must. People buy for the house, yes, but they also buy for the area. Lifestyle videos are created for every listing. [https://www.youtube.com/playlist?list=PLOY\\_r10uiqPZcqymeBbd5mszrgSU2Nekn](https://www.youtube.com/playlist?list=PLOY_r10uiqPZcqymeBbd5mszrgSU2Nekn)



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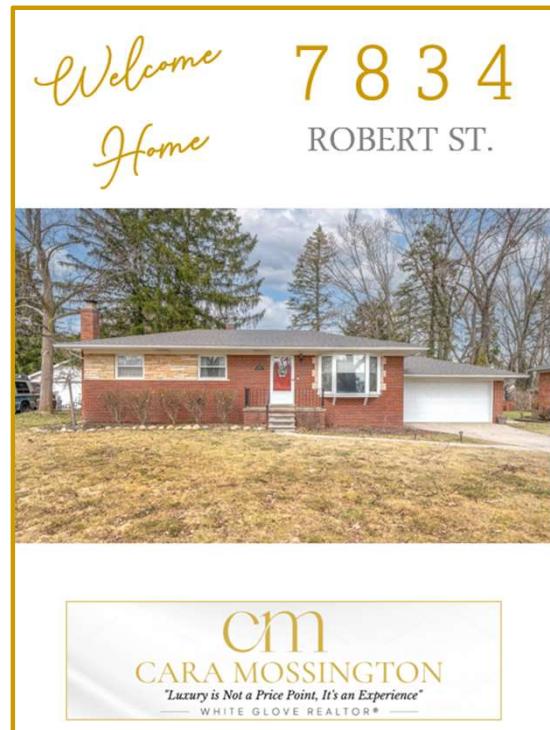
KELLERWILLIAMS  
*Luxury*

### **Photography:**

- I will present your home in the best possible way through professional photography, capturing buyers' attention and keeping them engaged. Choosing the right photos in the best order, with appropriate titles is of the utmost importance. Rather than just pasting photos into the MLS (which is common in my industry), your professional photos will be carefully chosen to peak and maintain buyers' interest.

### **Advertising**

- Targeted YouTube ads created with the video of your home to place it in front of targeted active buyers.
- Local advertising is another great way to expand my reach to buyers. Here are examples:
  - <https://www.theoaklandpress.com/2021/07/17/dream-home-luxury-lakefront-home-in-northeast-oakland-county-offers-up-north-feel/amp/>
- Print marketing materials will be created and distributed.
- All social media channels are utilized. Example is here: [https://www.instagram.com/reel/Cv-rPMEpNNi/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzR1ODBiNWF1ZA==](https://www.instagram.com/reel/Cv-rPMEpNNi/?utm_source=ig_web_copy_link&igsh=MzR1ODBiNWF1ZA==)



**Open house specific to your home, if you will allow.**

### **Telephone:**

- I send my marketing to each of my office's agents.
- I follow up and speak directly with every agent that shows the home after seeing it with their buyer.
- I follow up with every potential buyer and broker who visits the open house.
- I share all feedback with you promptly.

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## What Makes Me Different

**As a realtor, when I help a client buy or sell a home, I am their licensed fiduciary with the asset. I take this literally and very, very seriously. The same as I did when I was a licensed investment advisor and Director of Marketing for a \$4+ trillion-dollar financial institution servicing the Forbes 400 list in my former career. When I am the fiduciary of your real estate asset, I treat it as if it were my own home and you better believe that I would go above and beyond to get what I think it's worth. I don't have my team do it, I personally handle every aspect of getting it sold. The same as I would if it were my asset.**

### My marketing experience

- Before becoming a realtor, I was the Director of Marketing for Northern Trust and Plante Moran Wealth Management and Family Office for 12 years.
- For 5 years I worked as the Director of Marketing for 2 billionaires. One's firm is often featured on the TV show *Million Dollar Listing*.
- Experience translates into getting your home sold due to my marketing knowledge, work ethic, industry connections, and family relationships.
- I choose the best photos, write compelling copy, and choreograph a video which highlight home features that appeal to the broadest buyer base.
- I create an Open house plan specific to your home.
- Leverage all my contacts and friends from my years as a realtor and 17 years in wealth management to find you a buyer.

### Story telling

Write a compelling story about your home and the lifestyle it provides. Post it all over the internet and in local publications. This gives further exposure outside of the pictures and video.

### I have a limited number of public active listings at one time

### You get me

I PERSONALLY handle everything from qualifying every person who steps foot into your home, being present at the appraisal & inspections, overseeing every detail of the transaction, to negotiating on your behalf. The only time that my team steps in is when I need a second opinion or am ill. You get ME on the buy and sell side. Not a team member, showing/buyer's agent, transaction coordinator, nor virtual assistant. I do what I do because I love it, not to gain the highest number of transactions/sales, thus I am selective with the number and types of clients that I work with.

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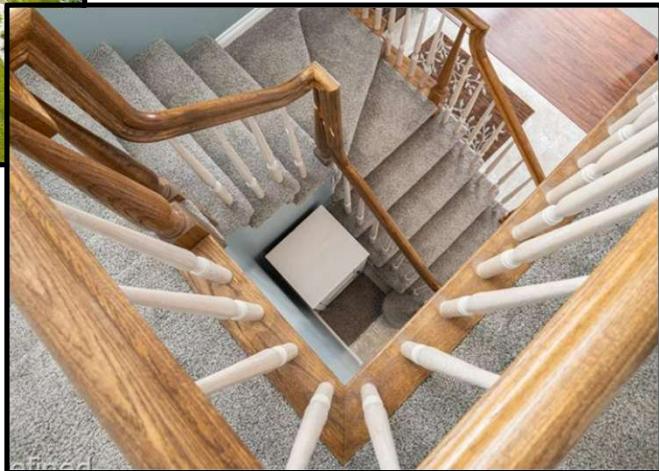
## What Makes Me Different

### Email marketing:

- Aside from the standard email marketing campaign that some agents would employ, which distributes details about your home to agents with buyers, I'd execute the following "invitation" for agents to send to their clients: Design an eloquently scripted email for agents who have clients with the means to buy your home to send to their clients without my name on it. It would include the house video and a list of amenities, and special features to look at while there.
- I also send the lifestyle listing video and details about your home to my currently active buyers as well as my national and local family and service provider connections. Aside from the wealth management service providers, my list includes 200 multi-generational families here in MI and around the country.

### Buyer research:

- Aside from the standard "preapproval or proof of funds" prior to presenting an offer, I employ the following name search:
  - Buyer previous and current address and vehicles owned scan
  - Criminal History check
  - Financial difficulties checks including back taxes owed, bankruptcies, etc.
- Before an offer is accepted, I speak directly to their lender, banker and/or financial representative to ensure validity of offer and probability of it going through.
- We want to enter a contract with eyes wide open.



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### The Keller Williams Advantage

- With a presence in 5 continents, the Keller Williams network's global footprint is enormous with over 10,000 agents outside the U.S. and Canada.
- Aside from my social media strategy for your home, I also take advantage of everything Keller Williams global deploys.
- Keller Williams listings are syndicated on the Keller Williams network, including kw.com and www.kwworldwide.com. This establishes an outstanding reach for your home.

## THE HOUSE OF EXCELLENCE

Serving Locally, Selling Globally — Representing 5 Continents



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With 25 years of experience, I aim to raise the bar in our local real estate industry. Prior to my real estate career, I was Vice President and Director of Marketing at Northern Trust Wealth Management and Family Office. Next, I went on to be the Director of Marketing for a real estate billionaire whose firm is often featured on the television show *Million Dollar Listing*. Today, I enjoy being a full time Realtor®.

I am also a formerly licensed investment advisor who has sat on the board of two non-profits including one belonging to President John F. Kennedy's nephew.

I use my extensive marketing background to market my client's homes and use my investing background to oversee all the paperwork. Given my investment background, I am meticulous about the entire process and handle it from start to finish. I also hold a degree in marketing from Michigan State University.

Alongside being the mother of 2 young adults, volunteering at Grace Centers of Hope and acting as a Court Appointed Special Advocate for Oakland County Foster Children is what fills my cup.

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White Glove Realtor® ~ Luxury is Not a Price Point, It's an Experience

KW Paint Creek ~ Keller Williams Luxury

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## Client Testimonials

Cleveland Clinic Genetics Research Doctor in Oakland Township:

*“Cara Mossington provided exceptionally good professional realtor services. We have bought and sold a lot of homes and worked with many brokers. Cara was a cut above all of them. She listened to our needs. She provided expert advice. Her vast experience translated into strategies that served us well. At every point in the process, she went above and beyond. I can recommend Cara without reservation; she guided us through a process that ended successfully in no small part because of her good and hard work.”*

Automotive Executive:

*“Cara was excellent to work with from the very beginning. Upon our first meeting, the level of care and preparation was evident. Her vast experience, blended with her passionate personality, resulted in strong confidence that my investment was in the right hands!*

*However, what differentiated Cara was the genuine level of care (what she may call the “white glove service”). I asked a ton of questions; she had the patience and thoughtful answers. I was challenging to get ahold of given work and travel, she was consistent in communication. I was newer to home negotiation; she was steadily confident in her skillset. And these examples are just a few of the many reasons I would recommend!*

*Overall, there’s a difference of getting the job done and having piece of mind you’re in great hands knowing you’re going to get everything completed with maximum return. There isn’t a doubt, my experience working with Cara was exceptional!.”*

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Patent Attorney in Troy:

*“Cara is the consummate professional; she is smart, knows the market and the area well, and is very responsive. She listened to what my property needs are, found a beautiful property for me, and put together a successful offer in rapid succession. Cara is friendly and knowledgeable and is a dedicated agent. Cara more than earned my highest recommendation.”*

Retired Automotive Manager:

*“Cara Mossington of Keller Williams presented the best advertisement campaign for my house or any house I have ever seen. The video was so fantastic she sold my house in just 3 days and well over asking. She is the hardest working agent in the area. It was a pleasure doing business with her. If you're looking to sell or buy, I would definitely give her a call.”*

Retired Couple on Lakeville Lake:

Dear Cara,  
I couldn't find the  
“Thank you” card that expresses  
my thoughts — but this  
card is what I wish for  
you and yours.  
I can't tell you how much  
I appreciated your professionalism  
tenacity and charm.  
Stay well & Thank you,  
Laura

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