

For More Info
214.587.3806



Matt Callahan | Realty Group

RESTORING EXCELLENCE

We strive to transform the ordinary listing into one that is remarkable. In our world of imagery, standing out is being noticed. Thus, the bar is being raised, the home buying audience begs to be captivated. Ad placement and attractive marketing sells homes faster with higher sales prices!





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Not intended to solicit already listed properties.

WWW.CALLAHANREALTYGROUP.COM

GREATER EXPOSURE = LESS DAYS ON MARKET!

At **Callahan Realty Group** the formula is simple! We have found there is a direct relationship to days on the market and exposure to the nations top real estate websites. For this reason, we are committed to getting your home in front of real buyers!

Once listed, your property's enhanced marketing will be submitted to a network of websites with coverage north of 900 different quality sites. We maximize every opportunity to attract qualified buyers through partnerships with the leading consumer real estate websites. In addition, to marketing nationally, your listing will travel the globe to over 30 international sites in more than 25 countries.

Some of our National Publishing Partners Include:

Realtor.com	TheRealEstateBook.com	RealtyTrac.com
Zillow.com	YahooHomes.com	LandWatch.com
Trulia.com	Vast.com	AolRealEstate.com
HomeFinder.com	LandsOfAmerica.com	Homes.com



TOMORROW'S TECHNOLOGY

CALLAHAN REALTY GROUP utilizes tomorrow's tools & technology to command the attention of today's computer-savvy buyer. The Real Estate game has evolved! Today's showings are done online. If you do not show well virtually, the translation is far less real showings and more days on the market. Let us present you with a glimpse into the future and demonstrate what tomorrow can bring!



THE RUNDOWN



Matt Callahan, is a seasoned fifteen year veteran in the multimedia and online marketing world. Matt's specialties include: web-mobile design technologies, professional photography and graphic design. In addition, to satisfied Real Estate clients, Matt's marketing and media background include working for companies such as Oxygen Network, Verizon, Bodycology, Porsche, Land Rover, American Express and many of Dallas' finest restaurants. His graphic design and photography work have appeared in publications such as Bon Appetit, Texas Monthly, In Style, D Magazine, Modern Luxury, and Dining Out Magazine. During Matt's time with Keller Williams Realty he was recognized and awarded "Top Agent" in terms of buyer's sales volume. Matt's background gives him a true advantage to most when it comes to marketing properties online but he says: "The most desirable qualities you should look for in a successful agent are: Someone who possesses a high level of integrity. An agent with the tenacity to keep the deal alive. An individual with the perseverance to get back up when things fall apart."

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ART OF LIGHTING

You may have heard the saying “A picture is worth a thousand words.” I would like to take that a bit further by saying “A picture is worth thousands of dollars to your listing.” Professional photography will not only bring your listing more showings but the numbers show that it will sell faster and for more money. When listing your home ask your REALTOR® if they use a professional photographer for their listings. Many REALTORS® do, but, one thing to keep in mind is most rely on photographers that schedule multiple photo-shoots and clients per-day. Request a time slot that will show your home in the best light! As a general rule of thumb early morning or evenings work best!

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ONE MISSION

TO GET

YOU

STARTED