

# Graham

## REAL ESTATE

**Carolyn C. Sutherland**  
Associate Broker & Rental Manager

### *About Graham Real Estate*

Graham Real Estate is proud to be the leader in area sales and rentals for over 40 years. With a name synonymous for honesty and integrity, we work hard on behalf of both sellers and buyers to assure every transaction is seamless and hassle free.

- No other name in Northern Michigan is more identified with real estate than Graham, a Harbor Springs landmark since 1972.
- Our main office is prominently located on Main Street in downtown Harbor Springs.
- Branch sales offices are located in both Bay View and Good Hart, along with full rental services in Harbor Springs and Good Hart.
- Locally owned and operated since the beginning, in 1972.
- Year after year, Graham consistently holds the largest market share in the greater Harbor Springs area.
- Specializing in Northern Michigan real estate for over 40 years, Graham boasts a notable reputation for honesty, integrity, and professionalism.
- Fourteen full time sales professionals, 2 working over 40 years with Graham, another 5 working over 20 years.



- The Graham office has consistently grown in staff size since it originated in 1972.

- Graham effectively and proactively markets area listings via print, web, and direct mail/email campaigns.

- Graham Real Estate is an established community leader, regularly offering volunteer support and providing donations to area causes.



# Graham

## REAL ESTATE

**Carolyn C. Sutherland**  
Associate Broker & Rental Manager

### *About Graham Real Estate*

Graham • As a member of the Emmet Multiple Listing Service, Graham Real Estate will place your property in the Emmet County Board of Realtors MLS, making it available for all MLS member realtors to view throughout the state of Michigan.

- Your property will be listed on realtor.com, zillow.com, trulia.com, homes.com, lakehomesusa.com, and 40 other leading national real estate websites.
- A detailed listing sheet with photos will be distributed to all interested buyers on our mailing list. This listing sheet will also be displayed and available to interested buyers at the main office in Harbor Springs as well as the Good Hart branch office.
- Your listing will be announced via our email marketing campaign, reaching hundreds of qualified buyers on our exclusive and private email database.
- When appropriate, a video presentation of your listing will be created and distributed via the web and DVD at our Harbor Springs and Good Hart offices.
- Your property will be placed on grahamre.com as well as grahamgoodhart.com, offering immediate accessibility to the entire digital world.
- Your property will be marketed through the social media sites, Facebook, Twitter, Pinterest, and also, when a video is created, via YouTube.
- A "For Sale" sign will be placed at the location of your property making your sale present to local road traffic.
- Details of your listing will also be noted in all Graham Real Estate listing brochures (an annual publication distributed locally and regionally).
- In an effort to inform your neighbors, we will personally contact all property owners in the immediate area of your property to advise them of the sale. Often is the case that best leads are neighbors and friends.
- An electronic PDF brochure of your listing will be created and sent to you for personal use. The same file will be distributed to interested parties and via grahamgoodhart.com.
- Your property will be included on the Tuesday morning office tour, which will allow all brokers at Graham Real Estate a first-hand familiarization with your property.

