

FOR IMMEDIATE RELEASE:

CONTACT:

Contact Person: Kathy Toth

Company Name: Kathy Toth and Team of Keller Williams Realty

Voice Phone Number: (734) 845-6542

Email Address: info@KathyToth.com

Website URL: www.KathyToth.com

**Top Ann Arbor Real Estate Agent Kathy Toth Creates Community Videos
That Showcase Ann Arbor Michigan on the World Wide Web!**

Kathy Toth of Keller Williams Realty and the Team Leader of Kathy Toth & Team is never far from her Flip Video Camera. What started out as a hobby, Toth's creative area videos have taken on a life of their own and catapulted Kathy Toth's business and exposure for her sellers to the next level.

Toth's strategy is so powerful she was asked to contribute her experience to a group of national real estate trainers. Toth happily demonstrates her marketing strategy which includes using area videos to benefit the community and creates traffic for her sellers.

According to an article published by AgentInnerCircle.com, a top Real Estate community resource, Toth's strategies have "created a brilliant way to get instant credibility and demonstrate her value to potential clients." Using viral video clips as a marketing tool in Real Estate is relatively new in the industry and with hundreds of videos under her belt, Toth is certainly leading the pack.

Toth's videos demonstrate her superior market knowledge and expertise. Her extensive video library includes interviews of city and government officials on the current state of real estate market, interviews with industry expert, and custom videos of area events. To showcase the homes she is selling, Toth creates videos of the home as well as the community surrounding the home. Toth claims "my video marketing technique is effective because it demonstrates local knowledge and draws traffic through expertise and trust."

Because of the connection to area leaders, credibility as a resource is created. Many clients also want to attest to excellent real estate service via video - replacing the old written recommendation letters visible at http://www.KathyToth.com/raving_fans.

You can find more examples of viral videos by visiting Toth's video library: http://www.KathyToth.com/see_our_videos, or contact Kathy Toth and Team of Keller Williams, Ann Arbor Market Center at 734-426-6669.

Nationally known, Toth has been a real estate agent since 1989 and is consistently one of the top selling Realtors® in Michigan. With local knowledge and years of experience, Kathy Toth and Team provide a Home Buyer Round Table to help potential buyers understand this difficult market. Kathy and her team take a personal interest in guiding Ann Arbor residents through the selling process and have served thousands of residence to date.
