

Carole Atkison

Team Leader

Spaulding Group at Prudential
C. Dan Joyner

According to Carole Atkison there was an increase in showings and sales in Greenville in April, and she expects the trend will continue throughout the summer.

"We definitely see that the market has improved," she says.

Despite reports of gloom and doom, the market has been kind to her and her team. In 2008, they sold 33 houses and lots, worth approximately \$20 million total.

To achieve these numbers even in a recession, Atkison says her group focuses on the basics: follow up with customers, advertise and continue to do open houses.

"It just takes a little bit longer because people have more choices, and some of them are willing to write offers on several houses to see which one they can get the best price on," she says. "The process can be lengthier, but if you stick with it you can have some good results."

In 2008, Atkison's Spaulding Company merged with Prudential C. Dan Joyner. Atkison's company is now operating within Prudential as the Spaulding Group. The merger has given her team additional resources and exposure, such as an expanded Web presence and agent training.

Atkison plans to continue to stick to the basics to ensure success in 2009 and beyond.

"I attribute last year's sales volume to my commitment, to top-notch service, integrity and attention to detail," she said. "I plan to sell real estate by being dedicated, professional, knowledgeable and committed to my clients."

