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Welcome to the Paragon Connect marketing toolkit. Included in your toolkit are emails, social gifs and captions, a message of the day for both Paragon and Paragon Connect and text message copy. Feel free to adjust the copy to make this your own. We are excited to welcome you to the Paragon Connect family and can’t wait for your members to realize a seamless MLS in motion.

**Week 3: Listing Maintenance**

Below is editable text for the toolkit. It includes suggested email, social, message the day (use these in the main window of Paragon and in the messages section of Paragon Connect) and text message copy.

**Email (U.S.)**

### Subject Line: Listing Maintenance in the palm of your hand

### Preview Text: Full access to your listings – anytime, anywhere.

### Header: Edit any field – anytime, anywhere

**Body:** With Paragon Connect, it’s possible.

Whether you're in the car, at the game or in front of a client, you have full access to **CHANGE ANYTHING** on your listing with Paragon Connect.

In fact, you can even enter a new listing from your phone.

**Bottom Graphic:** Listing Maintenance in the palm of your hand

# Email (Canada)

### Subject Line: Listing Maintenance in the palm of your hand

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### Bottom Graphic: Listing Maintenance in the palm of your hand

# Social (U.S.)

Edit any field, anytime, anywhere. With Paragon Connect it’s possible.

Whether you’re in the car, at the game, or in front of a client you have full access to

**CHANGE ANYTHING** on your listing. In fact, enter a full new listing from your phone. Log into Paragon Connect today. (link to dashboard or Paragon Connect)

# Message of the Day

**Paragon (legacy)**

**Did you know?**

**Edit Any field, Anytime, Anywhere. With Paragon Connect It’s Possible.**

**[**Explore **Paragon Connect** Now**]** (link to dashboard or Paragon Connect)

Whether you’re in the car, at the game, or in front of a client you have full access to

**CHANGE ANYTHING** on your listing.

In fact, enter a full new listing from your phone.

* Discover **List Price Analysis** to find the best price for your listing by seeing buyer demand
* Use **Quick Find** to easily locate the field(s) you want to update
* Refresh, revive and make your photos pop with our advanced **Photo Fresh** tool

**[link to Listing Maintenance video]**

**Paragon Connect**

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**[link to Listing Maintenance video]**

# Agent/Member Texts

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