



Contact: Karen Murray
Public Relations Manager
704-442-6341

FOR IMMEDIATE RELEASE

Allen Tate Company Launches New Real Estate Video Series
Carolinas Market Update offers timely news and trends

CHARLOTTE, N.C. (July 10, 2012) – The latest in real estate market news and trends is now available in a new video series from Allen Tate Company, the Carolinas' real estate leader.

Carolinas Market Update features a bi-monthly update from Allen Tate President and COO Pat Riley, including information and statistics about home sales, prices, interest rates and other factors that affect home buyers and sellers in North and South Carolina. Presented in a consumer-friendly video format, each segment also offers information on real estate trends and market predictions for the coming months.

"*Carolinas Market Update* gives consumers a concise, informative and timely snapshot of the Carolinas' real estate market," said Riley. "It provides solid statistics and historical data that allow potential home buyers and sellers to better understand the market and make smart decisions to move forward with their homeownership goals."

The video update, which is targeted to consumers in the Charlotte, Triad, Research Triangle and Upstate S.C. regions, will be produced every other month.

To access the latest *Carolinas Market Update*, go to www.allentate.com from your laptop or desktop computer; the Allen Tate YouTube channel (www.youtube.com/theallentatecompany) from any device; or contact any Allen Tate Realtor®.

###

Allen Tate Realtors is the Carolinas' largest real estate company with offices in the Charlotte, Triad, Triangle and Upstate South Carolina regions. Allen Tate offers the advantage of hometown service with international capabilities and the latest in real estate technology and maximum marketing exposure. Visit www.allentate.com for more information.