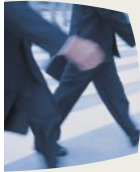




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Winter 2008

# Financial *focus*

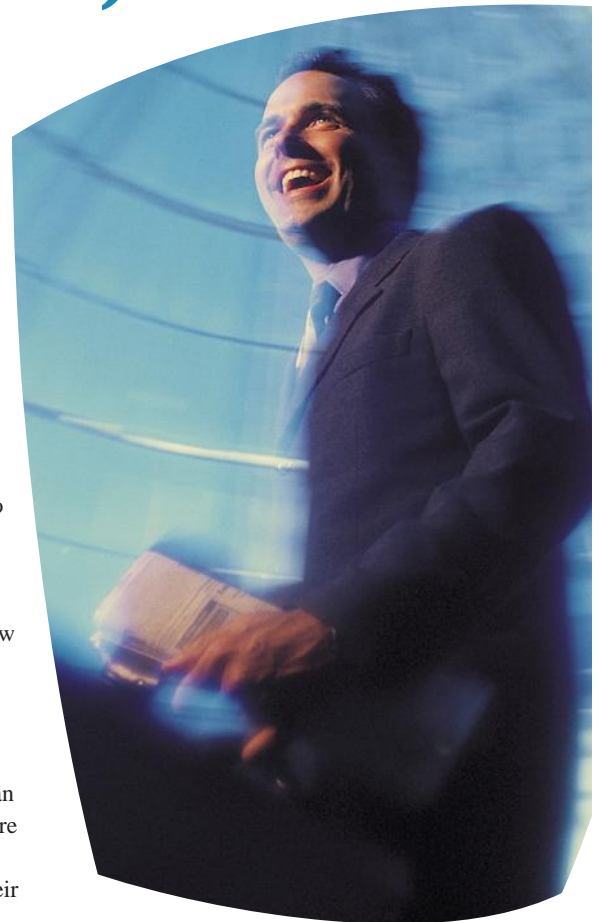
NEW RESOURCES ALLOW REALTORS® TO CONSISTENTLY GENERATE NEW BUSINESS AND EARN HIGHER COMMISSIONS.

*A changed real estate environment challenges Realtors® to deal with new realities. Fickle buyers, demanding sellers, an oversupply of inventory, and the internet have given rise to new opportunities.*

## Focus on emerging trends in real estate

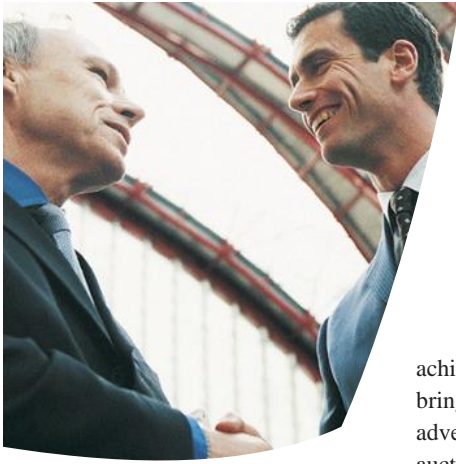
The downturn in the real estate marketplace stands in sharp contrast to a time when listings sold quickly and bidding wars were common. With more properties on the market, brokers also face a dizzying array of advertising choices, resulting in higher advertising expenses. For most, the net result is fewer sales and lower commissions. Some view the slowdown as a chance to confront inefficient and outdated sales methods. For example, innovative programs that greatly distinguish listings from others and also motivate buyers to purchase decisively have been developed. As in other

fields that have needed to innovate, so also has real estate. The recent downturn in the housing market may well prove to be an epiphany, as Realtors® learn of the new resources developed for them. As these new technologies deliver faster sales at higher prices, sellers will no doubt seek out Realtors® who have integrated these techniques into their selling services. By delivering a superior service, Realtors® can close more sales than ever before and assure their financial success. Real estate professionals can dramatically advance their careers using these tools.



## MARKET WATCH

A new marketing service for Realtors® is the Rapid Results™ Real Estate Sales Program. The Program aggregates multiple properties in a 'market basket' to take advantage of economies of scale that deliver powerful marketing impact. Advertising using 30 second TV spots as well as radio and large format print ads promote listings. Prepaid legal, title, and appraisal services simplify transactions. Serious prospects receive up-front mortgage commitments, reducing indecision and encouraging offers. The patented Program is conducted along an accelerated timeline and quickly generates multiple competitive offers .



# Creating a new generation of powerhouse brokers

*Acquiring new leads, handling multiple sales, and working fewer hours equals success*

Taking advantage of new ways of achieving financial success often requires learning new technologies, but Realtors® will be happy to know that this is not the case. For example, the Rapid Results™ Program's large format print, TV, and radio ads make properties stand out from all others in the marketplace, attract offers from multiple buyers, and deliver sales results in an accelerated timeframe. To

achieve its goals, the Program brings in professionals in advertising, media, law, title, auctioneering, and video production. Realtors® have the benefit of these professionals without learning new skills and without incurring any cost for their services. To generate new sales leads, a video ad is produced for the broker, which is broadcast via live webcast. This is just an example of innovations that have been

brought about by a changing marketplace. In the face of a difficult market, these new tools make it easier than ever for real estate professionals to become powerhouse brokers and achieve success. With the advent of these accelerated marketing programs, an increasing number of brokers will adopt their use, generate more sales, and earn higher commissions.

For more on the Rapid Results™ Real Estate Sales Program, go to [www.reallysimple realestate.com](http://www.reallysimple realestate.com) or contact:

MARV EISEN at

SALES@REALLYSIMPLEREAL ESTATE.COM

**SMARTER CHOICES:**  
Experience and Teamwork



Real estate marketing will be dominated by Realtors® who use specialized teams to achieve financial success. As in other industries, this will be driven by changing market conditions, and will lead to higher "production" for those who adopt the new real estate techniques. Financial success will be their inevitable reward.



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