



TOUCHSTONE  
REAL ESTATE GROUP, INC

# Marketing and Advertising Policy

## Version II | July 27, 2005

# Introduction

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The major purpose of advertising is to make the phone ring and for the sales associate to make an appointment. The objective is to feature properties that will make the phone ring the most and not to advertise all properties in inventory. Agents and sellers need to understand this policy and the psychology behind it.

The vast majority of buyers who call do not purchase the home they call on. Buyers are looking for a bargain. If they can afford a home in the \$275,000 range, they will call on homes priced from \$200,000 and up. Studies show that over 80% of all callers end up buying a home priced higher than the original home they called on.

The advantage of advertising in different price ranges is that it will attract the most potential buyers in all price ranges. We will most often attract a buyer for a specific property by advertising a lower priced property.

1. It is the responsibility of the Senior Vice-President/Broker, the Director of Marketing and IT, or whoever is so designated, to strictly enforce the identity standards of The Touchstone Real Estate Group, Inc. (TREG).
2. All guidelines set forth in the Terms and Conditions apply.
3. Advertising guidelines are intended to ensure compliance with Touchstone Advertising Standards and protect the professional image of Touchstone.

# Independent Agent Advertising

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Associate- Licensees are encouraged to advertise their services and listings independent of company advertising programs.

1. All advertising must be reviewed and approved by TREG prior to distribution, publication and/or release.
2. Associate- Licensees who advertise outside of TREG advertising programs are responsible for submitting all photography and listing information as requested by their vendors.
3. All advertising must meet the specific guidelines required by TREG, Regulation Z, and Truth in Lending.
4. Unless authorized by TREG in writing, at no time may commission rates be advertied.
5. Unless authorized by TREG in writing, all advertising must contain the TREG logo.
6. The TREG logo or image cannot, under any circumstances, be used in any advertising media that demonstrates violence, sex, cruel or inhuman issues, or shocks the public offensively.

## *Bakersfield Californian* Classified Column

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The Bakersfield Californian reaches six (6) out of ten (10) Bakersfield Metro residents everyday. Newspaper ads attract active buyers and encourage some potential shoppers to enter the market. TREG will have a two (2) column, fifteen inch (15") long full color advertisement in the classified section of *The Bakersfield Californian* on Wednesdays, Thursdays, Fridays, and Saturdays of every week. Roughly one-half (1/2) of the advertising space will contain company paid line ads to generate floor calls. Advertising space is available for purchase to the agents. The proportion of company paid line advertisements and agent block advertisements is determined by the number of agents requesting space.

1. To purchase block space in the column advertisement, Associate- Licensees must purchase space for four (4) days of advertising of the specified week at the total cost of eighty dollars (\$80.00).
2. Orders will only be accepted by online submission of the form "Request for Bakersfield Californian Column Ad"
3. Associate- Licensees are required to submit two (2) different sets of advertising copy with online submission forms.
4. All forms submitted must include exterior photography of the subject property that meets the TREG Photography Guidelines (see page 32).
5. Incomplete forms will not be accepted.
6. Orders must be submitted by Monday at ten (10:00) am.
7. Orders can not be submitted mid-week.
8. Changes to submitted advertisements will be accepted by the online submission of the form "Request for Change to Order for Bakersfield Californian Column Ads".
9. Request for changes must be submitted by Monday at five (5:00) pm.
10. Ability to make changes to previously submitted advertisement requests is not guaranteed.
11. All changes will be accepted and made at the discretion of TREG and *The Bakersfield Californian*.
12. Associate- Licensees will not receive a proof of their block space.
13. If a block ad is cancelled by the Associate- Licensee or pulled from the daily advertisement by TREG before the end of the week, unfortunately no refunds or credits will be given.
14. In the company paid portion of the advertisement, listings greater than or equal to four and one-half percent (4 1/2%) total commission will be advertised.
15. The company will attempt to advertise all listings meeting the commission criteria as a line advertisement at least two (2) time per month.

Bakersfield's **Best Buys** for Today!



**11906 Wethersfield Street**  
 Villages of Brimhall  
 Spacious 5 Bdrm/2 Bath home with formal living and dining rooms. Gourmet kitchen with numerous upgrades.  
**\$436,950**



**14908 Dobbs Avenue**  
 Wonderful Redwood Estates!  
 Spacious floor plan includes 4 Bdrm/2 Bath, great room with fireplace, and hardwood floors. Lots of room on this 1/2 acre property.  
**\$439,000**



**Quailwood Living**  
 3 Bdrm/2.5 Bath home featuring large living room w/ lovely windows, new roof, wet bar, & large beautiful backyard, great for entertaining!  
**\$312,500** #25003294

**Taft Heights**  
 Come see this 3 Bdrm/2 Bath Taft home remodeled 3 years ago. Enjoy the hot summer months relaxing by your own in ground pool and covered patio.  
**\$275,000** #25003243

**The Oaks Showplace!**  
 This spacious 4 Bdrm/2 Bath home on a beautifully landscaped corner lot features a park-like backyard with gazebo and pool.  
**\$410,000** #25003445

**South Laurelglen Home**  
 Beautiful landscaping surrounds this immaculate 3 Bdrm/1.75 Bath home with in ground pool and lots of upgrades!  
**\$259,900** #25003454

**New Construction on Huge Cul-de-Sac Lot!**  
 Split-wing 4 Bdrm/3 Bath home with large island kitchen, window coverings thru-out, fully landscaped, & the most popular plan in the neighborhood!  
**\$399,000** #25003612

**Former Model Townhouse**  
 Deluxe 3 Bdrm/1.75 Bath town home with security gate. Enjoy great fishing, with views of the lake, mountains, and golf course.  
**\$250,000** #25003397

**Dream Home by Kern River**  
 Spanish style 5 Bdrm/4.5 Bath custom home with cathedral ceilings, lots of woodwork thru-out, boat dock, & bridge to island. Great for entertaining!  
**\$1,500,000** #25003578

**Quaint Home with Basement!**  
 This unique 3 Bdrm/1.5 Bath home with coffered ceilings, lots of tile, fireplace, new A/C unit, and large backyard has lots of personality!  
**\$234,950** #25003601

**Priced to Sell!**  
 Hurry, this 3 Bdrm/2 Bath northwest home with bonus room, great room, breakfast area, and 2-car garage won't last long!  
**\$380,000** #25003537

**Charming Northeast Home**  
 3 Bdrm/1.75 Bath features newer upgrades to in ground pool and equipment, RV parking with room for a boat on side yard.  
**\$270,000** #25003507

**Southwest Jewel!**  
 This spotless beauty features 3 Bdrm/1.75 Bath with ceramic tiled island kitchen & entry, covered patio, and tasteful landscaping.  
**\$219,000** #25003631

**Valley Acres Home**  
 This 3 Bdrm/2 Bath home with 2-car garage, 4 horse stalls, covered patio, & RV parking sits on approx 29,000 Sqft in the Taft area.  
**\$150,000** #25003633

**TOUCHSTONE**  
 REAL ESTATE GROUP, INC  
 9201 Camino Media, Suite 200  
 Bakersfield, CA 93311  
**(661) 617-3700**

Bakersfield's **Best Buys** for Today!

**11906 Wethersfield Street**  
 Villages of Brimhall!  
 Spacious 5 Bdrm/2 Bath home with formal living and dining rooms. Gourmet kitchen with numerous upgrades.  
**\$436,950**

Jane Parker  
331-2232

Virtual Tour      MLS Number

**Valley Acres Home**  
 This 3 Bdrm/2 Bath home with 2-car garage, 4 horse stalls, covered patio, & RV parking sits on approx 29,000 Sqft in the Taft area.  
**\$150,000**      #25003633

**TOUCHSTONE**  
 REAL ESTATE GROUP, INC

## *Bakersfield Californian* Sunday Page

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The Bakersfield Californian reaches sixty-eight percent (68%) of Metro Bakersfield residents every Sunday. Sixty-two percent (62%) of Sunday readers are homeowners and fifty-nine percent (59%) of readers of the Real Estate section are planning to buy a home. TREG will have a full page, full color ad every Sunday in the Real Estate section of *The Bakersfield Californian* and offers advertising space for purchase to the agents. TREG will also attempt to advertise all monthly sales award winners within the Sunday ad.

1. Agents can purchase one (1) block ad within the TREG advertisement for the cost of \$45 per block.
2. Block ads are available on a first come, first serve basis.
3. The block ad will contain one (1) photograph of the subject property, one (1) photo of the agent, one (1) subheading of no more than thirty-five (35) characters, one (1) property description of no more than one hundred and twenty five (125) characters, the asking price of the property, one (1) phone number of the agent, and if requested, a heading for open houses.
4. The heading for open houses will say "Open House Today 1-4 pm" and no modifications (other than a time change) can be used as a heading.
5. Open Houses will be submitted by TREG to *The Bakersfield Californian* for inclusion in their Open House Map Section.
6. Agents can share block space for the listing with another agent, but they will still only receive one (1) photo space and one (1) phone number.
7. Block spaces can not be grouped with other block spaces to create larger advertising spaces for a listing.
8. Orders for Block space must be submitted by using the form "Request for Block Space within the Sunday Advertisement of *The Bakersfield Californian*"
9. All requests for ad space must be submitted by Monday at five (5:00) pm.
10. The photo of subject property must be submitted by Wednesday at five (5:00) pm.
11. The photo of the listing must be supplied by the Associate- Licensees.
12. Photos must meet the TREG photo guidelines (see page 32).
13. If a photo is not available or if the image provided does not meet TREG photo standards, a placeholder image will be used.
14. Changes to submitted advertisements will be accepted by the online submission of the form "Request for Change to Order for *The Bakersfield Californian* Column Ads".
15. Request for changes must be submitted by Wednesday at five (5:00) pm.
16. Ability to make changes to previously submitted advertisement requests is not guaranteed.
17. All changes will be accepted and made at the discretion of TREG and *The Bakersfield Californian*.
18. Associate- Licensees will not receive a proof of their block space.
19. In the company paid portion of the advertisement, listings greater than or equal to four and one-half percent (4 ½%) total commission will be advertised as line ads.

# Bakersfield's Best Buys for Today!

 8848 Sierra Oak Drive \$410,000 301-7264	 10114 Palo Verde Drive \$319,000 343-4814
 12008 Palo Verde Drive \$311,000 304-9340	 4008 E Street \$201,000 878-6771
 612 Quail Brook Avenue \$229,000 979-0615	 5121 Ferguson Drive \$1,080,000 383-3368
 7901 Calle Indiza \$319,000 303-6811	 509 Rowling \$219,000 886-1864
 3617 Century Drive \$290,000 348-6271	 3611 Mt. Vernon \$143,000 879-6909
 3814 Stagecoach Street \$289,000 303-6960	 3701 Lila Court \$336,000 886-1064
 Commercial Bldg in Mill \$200,000 304-6719	 220 Washington \$11,000 879-4212

Agent Paid

TREG Paid

**47%**  
Market share  
**MLS**

**29%**  
Market share  
**BLS**

**100%**  
Market share  
**Touchstone**  
Real Estate Group

**IF YOU'RE NOT USING THE TOUCHSTONE REAL ESTATE GROUP YOU'RE MISSING PART OF THE MARKET**

LIFE'S PRETTY complicated. BUYING OR SELLING A HOME SHOULD BE simple.

**At Touchstone you can Expect More...**

CALL US TODAY AND PUT THE POWER OF TOUCHSTONE TO WORK FOR YOU.

<p><b>More Listings</b></p> <p><b>Back on the Market</b> Inclusive 3 Beds 2 Bath home in Pleasant Hill w/ custom paint, hardwood floors, plantation shutters in kitchen. Don't miss this one! \$317,000</p> <p><b>Rental Income Opportunity</b> Two homes on 1/4 acre in a great neighborhood. The main house consists of 3 Beds 1 Bath and the second is 1 bed room converted from a garage. \$128,000</p> <p><b>Desirable Silver Creek!</b> This 3 Beds 1.75 Bath home located in Tah has great central air, formal living room, and spacious lot with RV parking. \$329,900</p> <p><b>Well-established Taft Community</b> This 3 Beds 1.75 Bath home located in Tah has a formal living room, formal dining room, and spacious lot with RV parking. \$328,000</p> <p><b>Southeast Taft</b> Located on a corner lot, this 3 Beds 1 Bath home has formal living room, breakfast room, 3 car garage and RV parking. \$268,000</p> <p><b>Nearly New Madison Grove Charm</b> 2300 sq ft of home living space w/ open floor plan, walk in closets throughout, 3 car garage. This 3 Beds 2 Bath home built in 2016. \$418,000</p> <p><b>Villages of Bristlehill</b> Spacious 3 Beds 2 Bath w/ formal living &amp; dining, family room w/ built-in entertainment center, gourmet kitchen w/ upgrades. \$438,950</p> <p><b>Overlooking on the Water!</b> Fish, kayak, and golfing from your back deck. 4 spacious Beds 3 Baths w/ lovely view of the lake, state-of-the-art, well-maintained. \$421,000</p>	<p><b>More Listings</b></p> <p><b>Classic Ranch Home</b> Plenty of room for horses on this corner lot w/ pastured backyard! Spacious 3 Beds 2.50 Bath home w/ large oak fireplace. \$499,000</p> <p><b>Gorgeous 2-story Home</b> Completely remodeled 3 Beds 2.5 Bath. Features granite w/ tiled entry, family room w/ back fireplace, and large bedrooms &amp; laundry room. \$428,900</p> <p><b>Rebate Gated Community</b> Location being to buy lifestyle across from Touchstone Country Club. 3 Beds 1.75 Bath w/ office w/ upgraded tile &amp; dramatic built-in ceiling. \$344,950</p> <p><b>Modern Park-like Setting</b> 4 Beds 1.75 Bath. Gorgeous Park home features a two-story w/ing w/ oak door entry into a second bedroom. \$528,000</p> <p><b>Near New Tehachapi Home</b> Over a dozen 3 Beds 2 Bath w/ value prices, private well, granite tub, Shogun tubbing kitchen w/ 300 degree view across glaze part. \$268,000</p> <p><b>Huge Master Bedroom!</b> Recently remodeled 4 Beds 2 Bath home with beautiful 8' w/ oak floors, and attached 2 car garage for approx 3000 sq ft of living space. \$396,000</p> <p><b>In-progress New Roofing</b> This 3 Beds 2.50 Bath home has lots of updating, professional garage conversion w/ built-in kitchen, and entrance w/ granite to the lower level bedrooms. \$248,900</p> <p><b>Completely Remodeled</b> New floor throughout this 3 Beds 1.75 Bath home w/ a grand yard &amp; wonderful courtyard, great hardwood floors, best flooring. \$368,000</p>	<p><b>More Listings</b></p> <p><b>Southwest Family Living</b> This affordable 3 Beds 1.75 Bath home with beautiful area, great views, fireplace, and 2 car garage is just waiting for you to make an offer! \$328,000</p> <p><b>Nicely Shaded N.O.R. Home</b> Cute 3 Beds 1.75 Bath home with updated built-in wood floors, oak, fresh interior paint, solar tinted windows, outdoor stairs, and more! \$178,900</p> <p><b>Lots of Charm!</b> Up dated 3 Beds 1.75 Bath home with basement, 2 car garage, large deck, and lot of potential! Call today for an appointment to come. \$174,000</p> <p><b>Remodeled Remorseless</b> Great looking property w/ open living, 8' oak, wood floors, 3 Beds 2 Bath, large basement w/ own entrance could be a low cost college student. \$328,000</p> <p><b>Custom Home Near Lake Isard!</b> 3 Beds 2 Bath home walking distance to lake w/ view every 6 inches, 8' w/ oak floors, custom tile, oak cabinets, solid granite, solid floor, oak. \$280,900</p> <p><b>Adobe Style Home!</b> Remodeled 3 Beds 1.75 Bath with beautiful view, custom remodeled kitchen, marble kitchen, new roof, and dual garage windows. \$328,000</p> <p><b>Unique Ranch Style Layout</b> 3 Beds 2 Bath home walking distance to lake w/ view every 6 inches, 8' w/ oak floors, custom tile, oak cabinets, solid granite, solid floor, oak. \$280,900</p>
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# Infomercials

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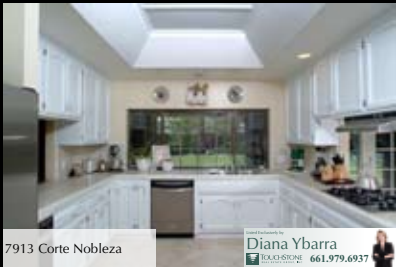
There is no question about it, television advertising provides agents with credibility, reach, and exposure- and consequently, increased potential business- that few advertising mediums can match.

TREG's goal is to have real estate television programming will revolutionize the local market. TREG's thirty (30) minute infomercials will offer some of the most informative and engaging material for anyone interested in real estate and will motivate buyers to contact the Touchstone team. Best of all, the success of the Infomercial can be measured. Each spot or show can be individually tracked and the campaign can be modified based on actual responses.

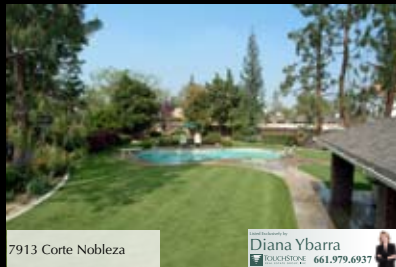
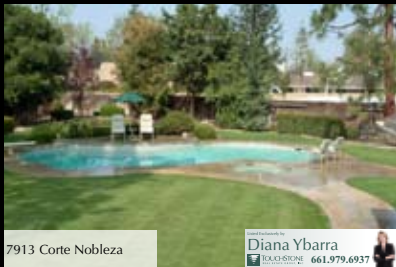
TREG's infomercials will contain advertising space available for purchase by agents. Each episode runs five (5) times per week on various Bakersfield television stations, providing greater exposure for listing clients. To achieve economic viability, each show will run consecutively for two (2) weeks before a new episode will be produced and broadcast.

1. For each thirty (30) minute segment, twenty-five (25) minutes of advertising space are available for purchase by agents.
2. Agents may only purchase advertising space for a TREG infomercial as part of the TREG "Power Package."
3. Agents may only purchase ad time in one (1) minute intervals per each "Power Package" purchase.
4. Every two (2) weeks, specified segments of the program will be production or reproduced.
5. To ensure continuity of the infomercial, the placement of agent segments within the program will be at the discretion of TREG.
6. Associate- Licensees are only authorized to use storyboards created by TREG.
7. Associate- Licensees are required to submit seven (7) pictures of the listing meeting the Infomercial photo guidelines (see page 33).
8. Associate- Licensees by appointment with TREG will be allowed to review their one (1) minute segment prior to airing.
9. TREG reserves the right for final art direction or right of refusal to air segments.

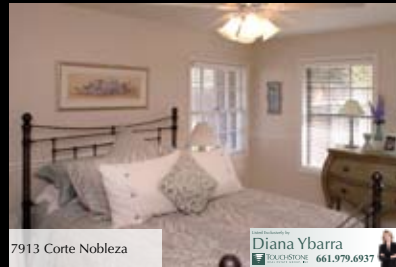
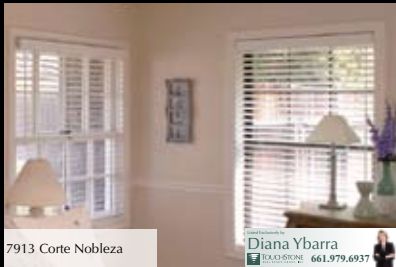




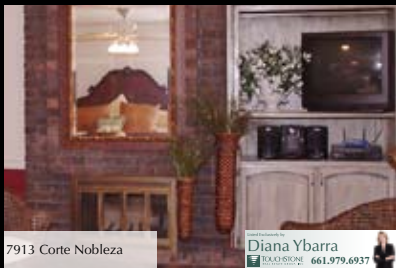
Zoom out over 7 seconds - 1 second



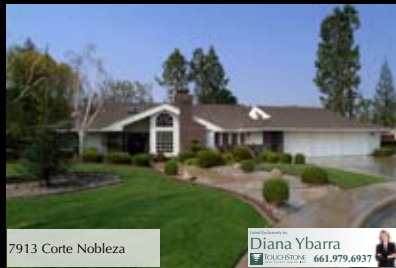
Zoom out over 7 seconds - 1 second



Zoom out over 7 seconds - 1 second



Zoom out over 7 seconds - 1 second



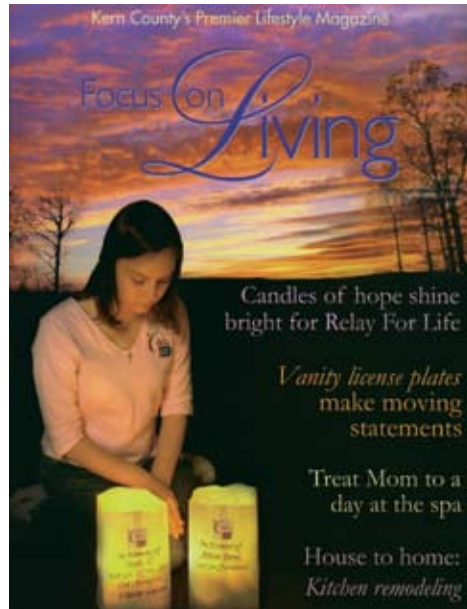
Zoom out over 7 seconds - 1 second

## *Focus on Living Magazine*

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*The Bakersfield Californian* has produced a new monthly magazine, *Focus on Living*, which has quickly become Kern County's Premier Lifestyle Magazine. This monthly magazine will enjoy a shelf life of several months, being placed on coffee tables in most homes, in waiting rooms of doctors' offices and in many other venues. TREG will have a four (4) page spread every month in the *Focus on Living Magazine*. Block space is available for purchase by TREG agents.

1. Block space is only available for purchase in one (1) block increments as part of the TREG "Power Package."
2. The block ad will contain one (1) photograph of the subject property, one (1) photo of the agent, one (1) heading of no more than thirty-five (35) characters, one (1) property description of no more than one hundred and twenty-five (125) characters, the asking price of the property and one (1) phone number of the agent.
3. Agent who purchase more than one (1) block of advertising space may not change the shape or layout of the block space or combine block spaces.
4. Agents can share block space for the listing with another agent, but they will still only receive one (1) photo space and one (1) phone number.
5. Associate- Licensees must submit the online form "*Focus on Living Photo Ad*" for their ad to be run.
6. All forms must be submitted by the first Thursday of every month by five (5) pm.
7. All requests for ad space must be submitted with the photo of the subject property.
8. The photo of the listing must be supplied by the Associate- Licensees.
9. Photos must meet the TREG photo guidelines (see page 32).
10. If a photo is not available or if the image provided does not meet TREG photo standards, the block space will be forfeited.
11. Changes to submitted advertisements will be accepted by the online submission of the form "*Changes to Focus on Living Photo Ad*".
12. Request for changes must be submitted by the following Monday by five (5) pm.
13. Ability to make changes to previously submitted advertisement requests is not guaranteed.
14. All changes will be accepted and made at the discretion of TREG and *The Bakersfield Californian*.
15. Associate- Licensees will not receive a proof of their block space.



**Focus on Living Contents**

**Features**

- 12** **Relay For Life's biggest candle party** — *Wendy Hartsell*
- 22** **Relay For Life's biggest candle party** — *Wendy Hartsell*
- 32** **Relay For Life's biggest candle party** — *Wendy Hartsell*

**Sections**

- 8** **Editor's Note** — *Wendy Hartsell*
- 12** **Living** — *Wendy Hartsell*
- 14** **Big House** — *Wendy Hartsell*
- 18** **Travel** — *Wendy Hartsell*
- 22** **Fashion & Beauty** — *Wendy Hartsell*
- 24** **Products around town** — *Wendy Hartsell*
- 26** **Real Estate & Finance** — *Wendy Hartsell*
- 28** **Real Estate Culture** — *Wendy Hartsell*
- 42** **Finance** — *Wendy Hartsell*
- 44** **Health & Wellness** — *Wendy Hartsell*
- 50** **Home to Home** — *Wendy Hartsell*
- 52** **In the Garden** — *Wendy Hartsell*
- 54** **Products around town** — *Wendy Hartsell*
- 58** **Real Estate** — *Wendy Hartsell*
- 62** **Relay For Life** — *Wendy Hartsell*

**On The Cover**

**ere Is No**

**EXCEPTIONAL**  
Distinctive Properties and Estates



**13200 Coco Palm Court**  
Entertain in style. Beautiful Todd Sweeney built 4 bedroom plus office, 3 bath home with luxury master suite complete with fireplace, sitting area, large soaking tub, separate shower, 2 vanities and 2 closets. Formal living and dining rooms, comfortable open family room and fabulous kitchen with enchanting granite counters and gorgeous cabinets; all rooms have view of picturesque backyard.  
**\$600,000**



Two University Centre  
9201 Camino Medio, Suite 200  
Bakersfield, CA 93311  
(661) 617.3700

www.TouchstoneRealEstateGroup.com

**Touchstone Real Estate Group**



**3811 Mt. Vernon**  
This beautiful building is ready for sale. The owner has lived here for 15 years. Large swimming pool with rock lining back and side. Home.  
**\$349,000**



**9421 Corvado Ct**  
Carpenter Park 3 bedrooms, 1.75 baths on large cul-de-sac lot. The pool, covered carport & side house.  
**\$239,900**



**10117 Pavilion**  
Medicine Creek Estates, 3 bedrooms plus office, nearly new 5 months old, open floor plan, stainless appliances, fully landscaped yard, almost 2,000 sqft.  
**\$419,900**



**8848 Sierra Oak**  
Great home in the Oaks. Park like backyard with golfing, L-shaped pool, large patio with gazebo and hot tub, fully landscaped yard, almost 2,000 sqft.  
**\$410,000**



**3121 Amber Canyon**  
Most popular plan in the neighborhood. Spacious 4 bedrooms, 3 bath home located in cul-de-sac on large lot. This beautiful home features large island kitchen.  
**\$399,000**



**906 Fairfax**  
Great home in the Oaks. 3 bedrooms, 2 bath, open floor plan, approx. 2,500 sqft. Great landscaping, pool, dog run and full front.  
**\$364,900**



**10114 Polo Swirlle**  
Great Caliente home in the Oaks. 3 bedrooms, 2 full baths, formal living, formal dining, large kitchen with island, tile floors and counter top and island.  
**\$339,900**



**6568 Volcano Ct**  
Beautiful home in the Oaks. 3 bedrooms, 2 full baths, formal living, formal dining, large kitchen with island, tile floors and counter top and island.  
**\$377,000**



www.TouchstoneRealEstateGroup.com

## *Homes and Land*

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Taking advantage of its size and growing market share in the Kern County real estate market, TREG is diversifying its marketing presence by purchasing a monthly four (4) page spread in *Homes & Land Magazine*. *Homes & Land Magazine* offers targeted street distribution, direct mail to qualified home buyers, and Internet exposure for agents and homes for sale. *Homes & Land Magazine* is one of the most recognized brands in North America - it circulates 5 million magazines in over 15,000 communities. TREG centerfold position in *Homes & Land Magazine* and has made block space is available for purchase by TREG agents. The initial distribution of *Homes & Land* in Kern County is expected to exceed 25,00 pieces per month.

1. Block space is only available for purchase in one (1) block increments as part of the TREG Power Package.
2. Block space is available in groups of 25 only.
3. The block ad will contain one (1) photograph of the subject property, one (1) photo of the agent, one (1) property description of no more than two hundred and fifty (250) characters, the asking price of the property and one (1) phone number of the agent.
4. Agent who purchase more than one (1) block of advertising space may not change the shape or layout of the block space or combine block spaces.
5. Agents can share block space for the listing with another agent, but they will still only receive one (1) photo space and one (1) phone number.
6. Associate- Licensees must submit the online form "*Homes and Land Photo Ad*" for their ad to be run.
7. All forms must be submitted by the first Thursday of every month by five (5) pm.
8. All requests for ad space must be submitted with the photo of the subject property.
9. The photo of the listing must be supplied by the Associate- Licensees.
10. Photos must meet the TREG photo guidelines (see page 32).
11. If a photo is not available or if the image provided does not meet TREG photo standards, the block space will be forfeited.
12. Changes to submitted advertisements will be accepted by the online submission of the form "*Changes to Homes and Land Photo Ad*".
13. Request for changes must be submitted by the following Monday by five (5) pm.
14. Ability to make changes to previously submitted advertisement requests is not guaranteed.
15. All changes will be accepted and made at the discretion of TREG and *Home and Land*.
16. Associate- Licensees will not receive a proof of their block space.

**HOMES & LAND**  
OF SANTA BARBARA & THE SANTA YNEZ VALLEY

WE'RE NATIONWIDE!  
CALL FOR A FREE MAGAZINE  
**800-277-7800**  
SEE MORE ON THE INTERNET!  
HomesAndLand.com

Local Area Realtor: Mike Brady for Michael Brady Real Estate  
(805) 549-4387 (805) 531-5033  
Sotheby's International Realty

**HOMES & LAND**

Home with character...  
Large kitchen, open-plan living, separate breakfast room. Features include a 2.5-acre lot with the potential of adding 8 to 10 more units. Home also includes a 2000 sq ft pool & spa.

Property Type: Single-Family Home

Price: \$1,200,000

Call: (805) 549-4387

**EXCEPTIONAL**  
Distinctive Properties and Estates



**13200 Coco Palm Court**  
Entertain in style. Beautiful Todd Sweeney built 4 bedroom plus office, 3 bath home with luxury master suite complete with fireplace, sitting area, large soaking tub, separate shower, 2 vanities and 2 closets. Formal living and dining rooms, comfortable open family room and fabulous kitchen with enchanting granite counters and gorgeous cabinets; all rooms have view of picturesque backyard.  
**\$600,000**



Joy Felkins  
979-6932



Two University Centre  
9201 Camino Medio, Suite 200  
Bakersfield, CA 93311  
(661) 617-3700

www.TouchstoneRealEstateGroup.com

Touchstone Real Estate Group



**3811 Mt. Vernon**  
This beautiful home is ready for sale. The owner has lived here for 15 years. Large master bedroom with walk-in closet and built-in desk.  
**\$349,000**



Lorna Wright  
619-9929



**9421 Caravello Ct**  
Carpenter Park 3 bedrooms, 1.75 baths on large cul-de-sac lot. The pool, covered carport & side fence.  
**\$239,900**



Sherry Moore  
617-2751



**10117 Parkview**  
Medford-Central Meadows, 3 bedrooms plus office, nearly new 5 months old, open floor plan, maintenance garage, fully landscaped yard, almost 2,000 sq ft.  
**\$419,900**



Mike & Andrea  
617-2720



**8868 Sierra Oak**  
Great home in the Oaks. Park like backyard with golf course, 1.5 acre lot, large patio with gazebo, tile and landscaping with ponds.  
**\$450,000**



Dianne Smith  
381-7294



**3121 Amber Canyon**  
Most popular plan in the neighborhood. Spacious 4 bedrooms, 3 bath home located in cul-de-sac on large lot. This beautiful home features large island kitchen.  
**\$399,000**



Robert Morris  
617-3714



**906 Fairfax**  
Newer more spacious Linderoth Park 4 bedrooms, 3 bath, open floor plan, approx. 3,500 sq ft. Great landscaping, pool, dog run and fruit trees.  
**\$364,900**



Carmen / Jesse  
706-3379



**70114 Polo Swindle**  
Great Colton home in the 90s. 4 bedrooms, 2 full baths, formal living, formal dining, large kitchen with island, tile floors and counter tops and more!  
**\$339,900**



John / Susan  
619-6776



**6568 Volcano Ct**  
Beautiful home in the 90s. 4 bedrooms, 1.75 baths home on corner lot. Beautiful area, formal dining, separate family room, tile floors, granite, great area master bedroom.  
**\$377,000**



Barbara Morris  
706-3976

www.TouchstoneRealEstateGroup.com

# The Power Package

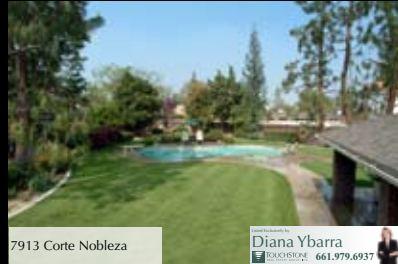
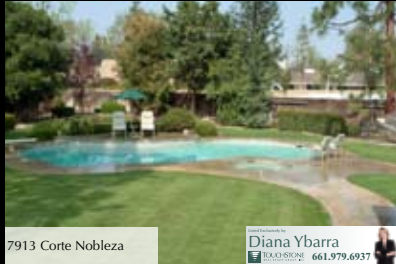
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TREG developed “The Power Package,” a broad spectrum campaign to provide agents with marketing opportunities that help them compete with the aggressive tendencies toward mass media marketing in the local market. “The Power Package” is designed to tip the playing field in the favor of TREG agents while remaining to be economic. “The Power Package” gives agents an affordable method of advertising on local television, a leading local interest publication, as well as an established real estate periodical. Through diversification, an agent’s listings will get additional exposure that could increase their potential of winning the battle for new listings.

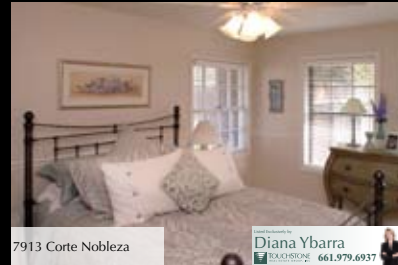
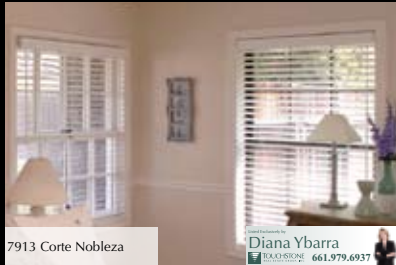
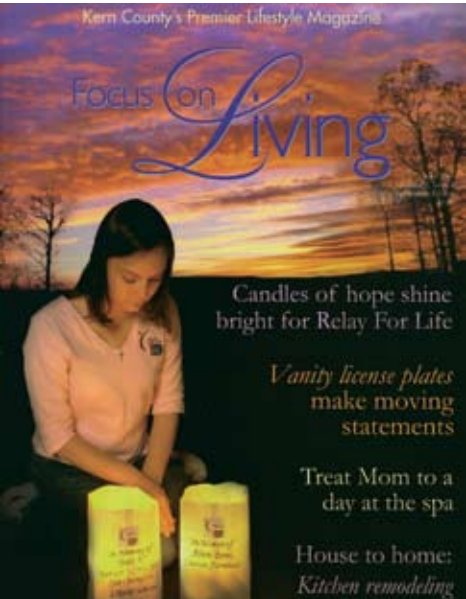
1. Packages will be sold in blocks of 25 only.
2. Packages are available on a “first come, first serve” basis.
3. Package includes one (1) minute in the TREG Infomercial, one (1) block space in TREG’s spread in *Homes in Land* and one (1) block space in TREG’s spread in *Focus on Living*.
4. Agent-Licencees may purchase more than one (1) “Power Package.”
5. Elements of “Power Packages” can not be split or sold individually.
6. “Power Packages” can not be traded between agents.
7. “Power Packages” can be shared by a “team” of agents.
8. “Power Packages” can not be divided between a team of agents, meaning one agent would advertise in *Homes and Land*, and another agent as part of the same package would advertise in *Focus on Living*.
9. TREG requires a three month commitment to participate in the program.
10. The cost to the agent is four hundred dollars (\$400) per month for a quarterly commitment.
11. At the discretion of TREG, packages may be made available on a monthly basis at a higher rate.
12. To qualify for a quarterly package, advertising must be placed on a contract basis on the terms applicable to individual media.
13. A contract starts with the first insertion.
14. Thirty (30) days written notice is required for contract cancellation by the Agent-Licencee.
15. If an agent cancels out of their package, TREG will not refund for used block space or infomercial time.
16. To ensure continuity of the ads and infomercial, the placement of ads will be at the discretion of TREG.



Zoom out over 7 seconds - 1 second



Zoom out over 7 seconds - 1 second



Zoom out over 7 seconds - 1 second



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## *The Real Estate Book*

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*The Real Estate Book's* more than four hundred digest-size magazines throughout North America feature thousands of homes for sale in hundreds of communities. Quality real estate listings with clear, full-color photographs of new and resale homes provide a complete and accurate pictures of the listings. The Real Estate Book enjoys a circulation of 26,000 in Bakersfield and Western Kern County and its' smaller, digest size makes it easy to buyers to pick up and carry home.

1. Agents may not purchase ad space in the company advertisement.
2. In the company paid portion of the advertisement, listings greater than or equal to four and one-half percent (4 ½%) total commission will be considered for this publication
3. TREG selects properties in a variety of price ranges to supports the TREG marketing philosophy and make the phone ring.



**P R I C E L E S S**

# The Real Estate Book

Book

— BAKERSFIELD/WESTERN KERN COUNTY, CA —

**Volume 18, Number 5** Presenting The American Dream

**FEATURING:**  
 Teri  
 Tuli  
 Shaffer  
 Wanda



**RELOCATING?...  
 CALL 1-800-841-3401**  
 A FREE copy of  
**THE REAL ESTATE BOOK\***  
 is available for FREE  
\*in Western America

**BEAUTIFUL COLEMAN BUILT HOME!**  
 Built Using Plans, Many Buyers Express  
 "Close To Home" (Featured On Page 80)  
**FOR AN APPT. CALL CARL COLE OR DAVID CRISP**  
**CRISP & COLE REAL ESTATE (661) 845-9268**  
For Proven Results, Call The Best LARs Real Estate Book In Town!  
 For Advertising Information: Mark Lundberg (841) 432-4243

**RealEstateBook.com**

## THE TOUCHSTONE ADVANTAGE

We will provide  
the best service  
you have ever  
experienced.  
Our commitment  
is to consistently  
give you our best,  
and our vision  
is to establish  
extraordinary  
new standards  
of excellence.

**TOUCHSTONE**  
REAL ESTATE GROUP, INC.

Two University Centre  
3001 Camino Verde  
Suite 100  
Bakersfield, CA 93311

617-3700

[www.TouchstoneRealEstateGroup.com](http://www.TouchstoneRealEstateGroup.com)

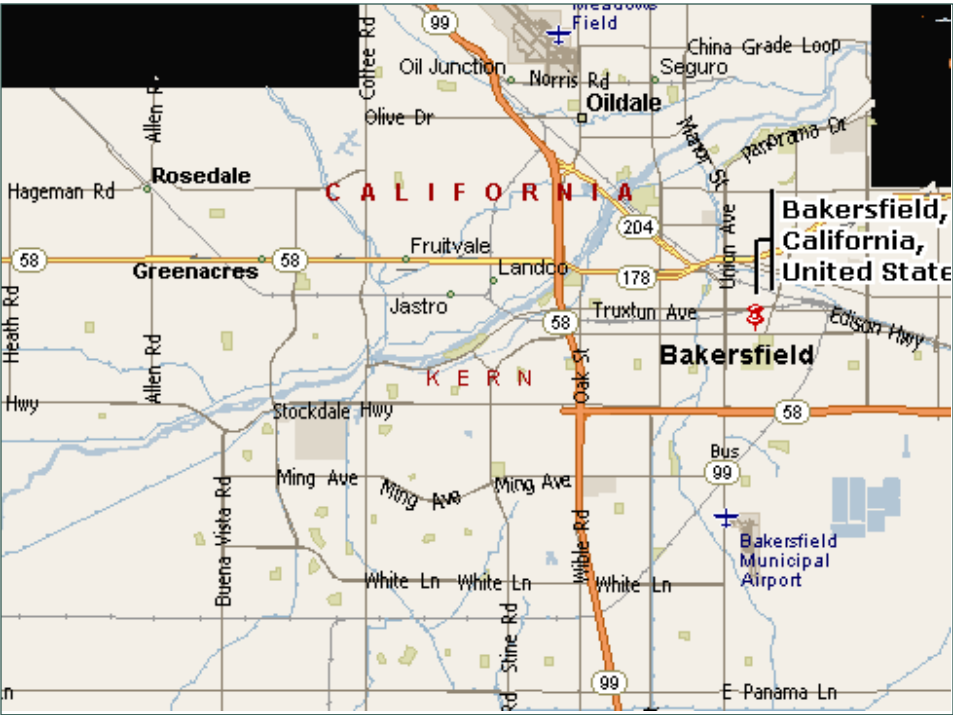
 <p><b>BEAUTIFUL HOME!</b> 3 Bedrooms just off 41 &amp; 2 Baths. Located on a quiet 1/2 acre lot in a well-established neighborhood. Call for more info. Call 617-3700</p>	 <p><b>WONDERFUL OPEN FLOOR PLAN!</b> 3 Bedrooms &amp; 2 Baths. Located on a quiet 1/2 acre lot in a well-established neighborhood. Call for more info. Call 617-3700</p>	 <p><b>STUNNING HOME!</b> 3 Bedrooms &amp; 2 Baths. Located on a quiet 1/2 acre lot in a well-established neighborhood. Call for more info. Call 617-3700</p>	 <p><b>STUNNING HOME!</b> 3 Bedrooms &amp; 2 Baths. Located on a quiet 1/2 acre lot in a well-established neighborhood. Call for more info. Call 617-3700</p>
 <p><b>NEW 2 BED 1 BATH HOME!</b> 2 Bedrooms, 1 Bath, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>BEAUTIFULLY LANDSCAPED!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>GREAT LOCATION HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>MOVE-IN READY HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>
 <p><b>CLEAN &amp; WELL-KNOWN HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>GREAT SOUTHWEST HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>PRISTINE OPEN COMMUNITY!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>WONDERFUL HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>
 <p><b>WONDERFUL HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>GREAT LOCATION HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>PRISTINE OPEN COMMUNITY!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>	 <p><b>WONDERFUL HOME!</b> 3 Bedrooms, 2 Baths, 1/2 acre lot. Call for more info. Call 617-3700</p>

# Virtual Tours

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Internet surfers will be able view Virtual Tours that allow them to see full color 360° views of properties, rather than merely viewing a small exterior photo and a plain text. With the internet, potential buyer can tour a listing 24 hours a day, 7 days a week. Virtual Tours can eliminate hours of driving and viewing for both the buyer and their agent as well as enable out-of-town buyers to make qualified decisions efficiently and conveniently because now they now have the ability to visually walk through the property without having to be there. Virtual Tours can also be e-mailed to prospects anywhere around the world.

1. Associate- Licensees must register on their own with TREG's vendor, Julie's Virtual Tours, to use the service.
2. Associate- Licensees are responsible for supplying Julie's Virtual Tours with their personal photos.
3. Associate- Licensees must fill out the registration form at [www.juliesvirtualtours.com](http://www.juliesvirtualtours.com)
4. Tours can not be requested until a Multiple Listing Service (MLS) number has been issued for the listing.
5. To request a tour of a listing, all request must be submitted by the online submission form at: [http://www.juliesvirtualtours.com/request\\_a\\_tour.htm](http://www.juliesvirtualtours.com/request_a_tour.htm)
6. TREG will only pay for tours only within the local area as defined by the vendor.
7. TREG will only pay for tours for listings with total commission at greater than or equal to four and one-half percent (4 ½).
8. Associate- Licensees are responsible to pay for out-of-area costs as determined by the vendor.
9. Associate- Licensees with listings with total commission of less than four and one-half percent (4 ½) will be responsible to pay for all costs as determined by the vendor.
10. All fees due to cancellation of a requested tour are the responsibility of the Associate- Licensees.
11. Upon receipt of the Tour via compact disc, TREG upload the tour within three (3) business days to the internet and listing services.
12. All terms and conditions set by the vendor apply.



# Listing Presence on the Internet

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According to statistics from the National Association of Realtors®, 77% of buyers are now using the internet at some point during their home search. Studies also show that prospective buyers who search for a home online are more likely to view the home. That is why TREG posts each of its listings with the most-searched sites in the local and national markets, including Realtor.com, HGTV.com, BobVila.com, Yahoo Classifieds, LivingChoices.com, Lycos.com, Bellsouth.com, Homes.com, HomeGain.com, Earthlink.com, CitiMortgage.com, RealEstate.com, LendingTree.com, and Bakersfield.com.

1. All listing uploaded to the above mentioned websites must be listed with both the Multiple Listing Service (MLS) and the Bakersfield Listing Service (BLS).
2. All photos will be uploaded to all of above said sites within three (3) days by TREG.



# Personal Agent Websites

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To assist with personal branding, TREG provides its Associate- Licensees with web space on the [www.touchstonerealestategroup.com](http://www.touchstonerealestategroup.com) website by use of an Agent Achieve powered website template.

1. TREG provides each agent with an Agent Achieve powered website template free of charge.
2. The domain name for the website will be: [www.touchstonerealestategroup.com/agentname](http://www.touchstonerealestategroup.com/agentname).
3. Agents may not use the above said personal domain name in any advertising medium in this format.
4. Agents wanting to advertise their personal website, not the TREG website, must purchase their own domain name.
5. Links to a website to purchase domain names are available on Agent Acheive in the Agent Services department.
6. Personal branding within the website template must be professional at all times.

# Billboard Reimbursement Program

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TREG recognizes the positive impact of the TREG logo on multiple billboards to agents since not only do they build brand recognition for TREG, but also create awareness for individual agents. To assist agents in their personal marketing TREG has established a cost effective method of participating in long term Billboard advertising.

1. TREG's Cooperative Marketing Billboard Reimbursement Program requires a twelve (12) month commitment.
2. The cost of printing the vinyl will be split in half (50/50) between the agent and TREG.
3. The cost for designing the billboard is paid by the agent.
4. The billboard size is twelve (12) feet by twenty-five (25) feet.
5. The billboard vinyl will be rotated every month to a new location determined by the advertising agency.
6. The total cost for the billboard space is six hundred dollars (\$600.00) per month.
7. The cost to the Associate- Licensees for the billboard space is five hundred and fifty dollars (\$550.00) per month.
8. TREG pays for fifty dollars (\$50.00) of the billboard space per month, which is equal in cost annually to one (1) month of billboard space.
9. A full color TREG logo must appear on the bottom of the billboard on the bottom right, bottom left, or bottom center.
10. The TREG logo must be a minimum of sixty six (66) inches wide.
11. To place an order for a billboard, agents must meet with the Director of Marketing and IT to sign the "Cooperative Marketing Billboard Reimbursement Program" contract.
12. Deadlines for start dates are not determined by TREG.
13. The advertising agency used by TREG dictates deadlines and availability.



# Open Houses

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An Open House is more than just a marketing tool in which a listing agent opens a house to the public for viewing. It is an opportunity to create TREG brand awareness and a pool of new leads. TREG strongly suggests to its Associate- Licensees when holding an Open House they come prepared with sales flyers, a comparative market analysis (CMA) prepared specifically for the listing, business cards, refreshments and a visitor registration book. TREG also suggests attending the monthly training on David Knox's *How to Hold an Open House* for further information. TREG makes available for purchase Open House Signs with a standardized look for use by its Associate- Licensees. These signs are used to direct traffic to Open Houses, increasing the number of visitors. Use of the sign reinforces the presence of TREG in the market area, and peaks the interest of neighbors curious to find out the value of their home.

1. Associate- Licensees should advertise in *The Bakersfield Californian* to promote their Open House.
2. Associate- Licensees should display Open House signs during the event.
3. Only open house signs distributed by or approved by TREG should be used.
4. Two styles of signs are available from TREG for purchase.
5. The coroplast sign is available for thirty five dollars (\$35.00) each.
6. The metal hanging sign (not shown) is also available.
7. Signs can be personalized with the name of the agent.
8. Personalization takes five (5) business days.
9. Personalization of signs costs an additional fifteen dollars (\$15.00) per sign.
10. Requests for signs must be submitted by the online submission form "Open House Sign Request."
11. Associate- Licensees are responsible for placing the signs up for view as well as removing them.
12. Associate- Licensees must receive permission from homeowners in the neighborhood before setting up open house signs in their lawns.





# Commercial For Sale Signs

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1. For Sale Signs must be displayed at all TREG listings, certain exceptions may apply.
2. Transaction Coordinator will order signs once the listing agreement has been successfully completed.
3. Signs are available in two (2) sizes: four (4) feet by four (4) feet and four (4) feet by eight (8) feet.
4. Signs are available in two (2) colors: white or green (shown), both with reflective paint.
5. TREG pays for the costs for creating signs.
6. TREG's sign vendor will place and remove the sign and riders at the listing.
7. TREG pays for signs to be placed at listings.
8. TREG pays for the removal of signs on listings that have closed escrow.
9. A sign removal fee for all listing which do not successfully close escrow will be billed to the Associate-Licensee at the current rate.



# Residential For Sale Signs

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24 hours a day, 7 days a week. That's how hard TREG's brand works for its agents, generating 1 in every 6 inquiries just through the presence of its yard sign. TREG recommends to its agents to have a personal sign rider on each for sale sign.

1. For Sale Signs must be displayed at all TREG listings.
2. Transaction Coordinator will order signs once the listing agreement has been successfully completed.
3. TREG's sign vendor will place and remove the sign and riders at the listing.
4. TREG For Sale signs are only available in one (1) style only.
5. Signs and sign riders will be removed at the cost of TREG at the successful close of escrow.
6. A sign removal fee for all listing which do not successfully close escrow will be bill to the Associate-Licensee at the current rate set by the vendor.



# Sign Riders

1. Sign riders shall be created at the Associate-Licensee's sole expense.
2. Transaction Coordinator will order signs once the listing agreement has been successfully completed.
3. TREG's sign vendor will place at sign rider on a For Sale sign at the expense of TREG at the initial installation of the sign.
4. Adding or change a sign rider on a listed property after the initial set-up shall be at the Associate-Licensee's expense at the rate set by TREG's vendor.
5. Signs and sign riders will be removed at the cost of TREG at the successful close of escrow.
6. A sign removal fee for all listing which do not successfully close escrow will be bill to the Associate-Licensee at the current rate set by the vendor.
7. Sign Riders are available in four (4) styles (A, B, C, D).
8. Associate- Licensees will not receive a proof of the layout for sign rider styles A, B, or C.
9. Associate- Licensees will not receive a sample of the finished sign rider.
10. Sign riders are kept at the office of TREG's vendor to insure that they are at the ready to be placed at new listings.
11. Associate- Licensees may only purchase sign riders thru TREG.
12. Sign Riders can only be order by using the online submission form "Sign Rider Request."



# Direct Mail

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Studies show that direct mail is a powerful, money making and lead-generating tool, and one of the most efficient ways to reach a target market. Unfortunately, everyone reads the same studies, and the result is a barrage of junk mail the consumer must wade through each and every day. The question then becomes, how does an agent stand out in the consumer's mind in the face of this barrage? Most real estate direct mail is the worst form of junk mail- lifeless, boring and misdirected pieces that do nothing more than brand the sender as "just another real estate agent." TREG has the solution to this problem. TREG's full color, large sized postcards are the greatest advantage our agents can have against the competition. They raise the level of our agents' direct mail from junk mail to power mail. They are the basis for a coordinated, customized direct mail campaign to enhance our agents' name recognition and, from the sheer quality of their presentation, speak volumes about their professionalism and unique style.

1. Associate- Licensees who do not elect to order direct mail advertisement on their new or closed listings, within five (5) business days of opening or closing the listing, forfeit all rights to exclusively market their listings via direct mail.
2. TREG reserves the right to run direct mail campaigns of any company listings.
3. TREG reserves the right to advertise via direct mail company listings without mention of the listing agent and/or the contact information of the agent.

# Powerline

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Powerline is an innovative technology that is offered to TREG Agent-Licencees by Touchstone Home Mortgage. Agents are provided with an 800 number with an unlimited number of extensions. Each extension can be recorded information, a fax on demand document or a combination of both. Agents can advertise their listings and provide 24 hour access to a recorded property description. You can even attach a fax document such as a property brochure, map to an open house, financing options, your resume... anything you'd like to make available to the prospect... they can immediately and automatically retrieve 24 hours a day by fax. Call reports are available in real time and calls reports can be sent as text messages, retrieved from the internet or e-mailed daily.

1. Terms and conditions are set by Touchstone Home Mortgage.
2. To sign up for the service, please e-mail Gary Axelsen at Touchstone Home Mortgage:  
gary.l.w.com

# Terms and Conditions

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The Touchstone Real Estate Group, Inc. (TREG) has the responsibility as well as the right to exercise control over the content of its advertising in order to fulfill its legal obligations, and to promote sound and continuous development of the brokerage. Consequently, TREG reserves the right unilaterally to reject or cancel advertising for any reason.

## 1. General

- a. TREG reserves the right to reject advertisements for any reason.
- b. TREG complies with the provisions of applicable federal laws prohibiting discrimination.
- c. Placement of ads will be at TREG's discretion, although Associate- Licensees's preference will be met whenever possible.
- d. Associate- Licensees at no time are authorized to contact the publishers or vendors, such as *The Bakersfield Californian* or *Homes and Land*, to request changes to TREG advertisements.
- e. If a Associate- Licensees breeches the terms of the Touchstone Real Estate Group advertising policy, their privilege to participate in company advertising will be forfeited at TREG's discretion.

## 2. Liability

- a. Publication of an advertisement does not constitute endorsement or approval of any product or service advertised, or any point of view, standard, or opinion presented therein. TREG is not responsible for any claims made in an advertisement appearing in any publications.
- b. The Associate- Licensees assume liability for all ad content including text preparation and photography for Associate-Licensee placed ads. It is understood that the Associate- Licensees will indemnify and hold the TREG harmless from and against any loss, expense, or other liability resulting from any suits including actions for libel, breach of warranty, negligence, product liability, misrepresentation, fraud, violation of privacy, plagiarism, copyright infringement, and any other claims or suits whatsoever that may arise from publication of such advertisement.
- c. TREG will not be bound by any terms or conditions that a Associate- Licensees includes on order forms or invoices unless TREG has agreed in writing to such terms or conditions.
- d. Other than the return of any charge that has been paid, TREG is not liable for any alleged loss or damages if an advertisement is omitted for any reason.
- e. Associate- Licensees's claims for errors will be decided on a case-by-case basis with discounts offered for the advertisement in question or on the Associate- Licensees's next order provided it is determined that TREG made the error and that the error seriously affected advertising results.
- f. In the event of flood, fire, strike, or other emergencies beyond the control of either party, TREG shall not be held liable for damages, omissions, or errors.

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### 3. Placement of Orders

- a. The placement of an order for an advertisement or advertisements constitutes an acceptance of all the rates and conditions under which advertising is sold at that time.
- b. If new copy for contract ads is not received by the closing date, standing copy may be used.
- c. TREG will provide notice of rate changes at the earliest feasible time and preceding the first advertisement to be affected. Any advertising contract ratified before a rate change is announced will be honored at the contracted rate for the life of the contract. Renewals of such contracts will be subject to the rates prevailing at the time of renewal.
- d. No cancellations will be accepted after deadlines. Realtors®/Sales Associate who fail to notify TREG of cancellation prior to closing date will be required to pay the full price for insertion. Cover insertion orders may not be cancelled.
- e. Current rates, dimensions, deadlines, and so forth are available from TREG Agent Services Department.
- f. Advertising orders will not be accepted verbally. All advertising must be received in writing by online forms by the deadline date.
- g. Requests for changes are not guaranteed. Changes will be made at the discretion of TREG.

### 4. Copy

- a. TREG reserves the right to add its own specific disclaimer to any ad.
- b. TREG reserves the right to make changes to photography, videography and advertising copy, at their sole discretion.
- c. Copy requirements, specifications and policies for each TREG publication are available from TREG Agent Services Department.

### 5. Terms

- a. All charges for marketing will be added to the Associate-Licencee's book account.
- b. The terms for all advertising charges are net 30 days.
- c. Finance charges equal to 18% per annum on all balances outstanding over 30 days.
- d. TREG reserves the right to withhold advertising for any account that has an invoice unpaid beyond 90 days.

# Photo Guidelines

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- Dots Per Inch (DPI): 200 dpi
- Resolution: 1200 x 800 dpi
- Size: 6.00 x 4.00 inches
- Ratio: 3:2 – 3x2
- Colorspace: RGB
- File Type: JPEG/JPG (Maximum Image Quality / Minimum Compression)

Photos must be taken with significant lighting to capture the photogenic elements of the subject. If inside a bedroom, partially open blinds or drapes to brighten the room, then use the flash to increase the amount of light in the room.

Photography is all about painting with light; the contrast between light and shadow dictates the image clarity. Also make sure to keep the camera perfectly still. If you suffer from shaking hands, use a tripod.

Stories are much more interesting than just the facts, and compelling images communicate the message almost better than words do. As the proverb goes, “a picture is worth a thousand words”, hence, we are telling a story with these photos. As such, please stage the photographs in a way that grabs the attention of the viewer by capturing a noteworthy feature of the house in the image.



# Infomercial Photo Guidelines

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- Dots Per Inch (DPI): 200 dpi
- Resolution: 1200 x 800 dpi
- Size: 6.00 x 4.00 inches
- Ratio: 3:2 – 3x2
- Colorspace: RGB
- File Type: JPEG/JPG (Maximum Image Quality / Minimum Compression)
- Quantity: 7 Pictures
- Views: (1) Front, (1) Back yard, (1) Kitchen, (1) Master Bedroom, (3) Misc. Other


Photos must be taken with significant lighting to capture the photogenic elements of the subject. If inside a bedroom, partially open blinds or drapes to brighten the room, then use the flash to increase the amount of light in the room.

Photography is all about painting with light; the contrast between light and shadow dictates the image clarity. Also make sure to keep the camera perfectly still. If you suffer from shaking hands, use a tripod.

Stories are much more interesting than just the facts, and compelling images communicate the message almost better than words do. As the proverb goes, “a picture is worth a thousand words”, hence, we are telling a story with these photos. As such, please stage the photographs in a way that grabs the attention of the viewer by capturing a noteworthy feature of the house in the image.

# Reoccurring Deadlines

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1		 10:00AM  5:00PM  10:00AM Photos in by 5:00PM		 5:00PM	 5:00PM  5:00PM  5:00PM		
Week 2		 10:00AM  5:00PM  10:00AM Photos in by 5:00PM  5:00PM  5:00PM  5:00PM		 5:00PM			
Week3		 10:00AM  5:00PM  10:00AM Photos in by 5:00PM		 5:00PM			
Week4		 10:00AM  5:00PM  10:00AM Photos in by 5:00PM		 5:00PM			

 Initial Submission Deadline

 Request for Changes Submission Deadline



Bakersfield California Classified Column



Bakersfield California Sunday Page



Focus on Living



Homes and Land



Power Package