

About Touchstone

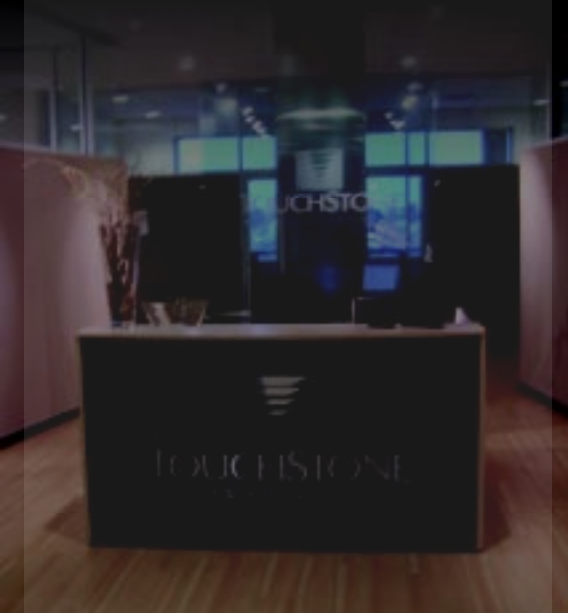
Training Opportunities

Agent Services

Technology / IT

Professionalism

New Agent Orientation



TOUCHSTONE
REAL ESTATE GROUP, INC

About Touchstone

Training Opportunities

Agent Services

Technology / IT

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About Touchstone



TOUCHSTONE
REAL ESTATE GROUP, INC

About Touchstone

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- Officers / Office Staff
- New Homes
- Office Features
- Company Covered Charges

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Touchstone Real Estate Group

touch· stone

a basis for comparison; a reference point against which other things can be evaluated

- Opened at Two University Center in July of 2004.
- Core investors include S&S Homes of the Central Coast, Inc.



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Mission Statement

Who are we? Exceptional. It's the one word that defines Touchstone Real Estate Group most completely.

Our Associates are Exceptional. We have recruited and hand picked each member of our team for their honesty, integrity, professionalism, and performance. These core values drive everything we do.

Our Properties are Exceptional. Touchstone's emergence as the premier real estate brokerage in Central California has attracted a great deal of attention. And the best listings.

Our client's experience will be Exceptional. We elevate each and every interaction to the Touchstone standard. We tirelessly work on their behalf to achieve their goals.

There are choices in real estate. We're committed to making Touchstone Real Estate Group the best choice.



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“If I have seen farther than others,
it is because I was standing on the
shoulders of giants.”

- *Isaac Newton*



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Core Values

Our Core Values define who we are as individuals and as a company.
This is the foundation for everything we do.

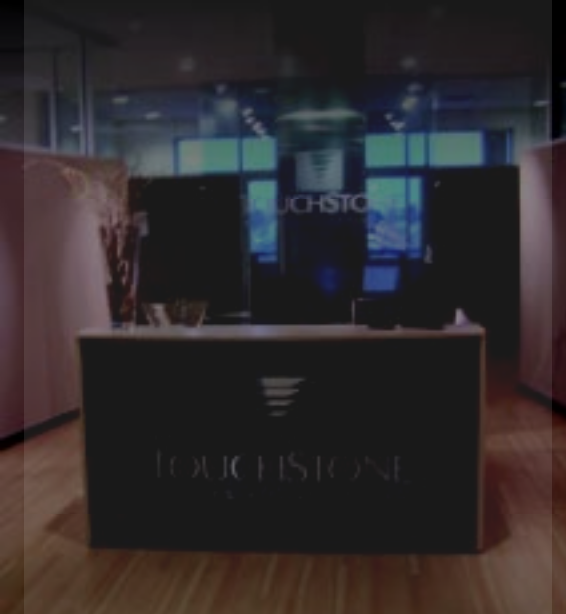
Integrity

Passion

Exemplary Professionalism

Determination

Advocacy



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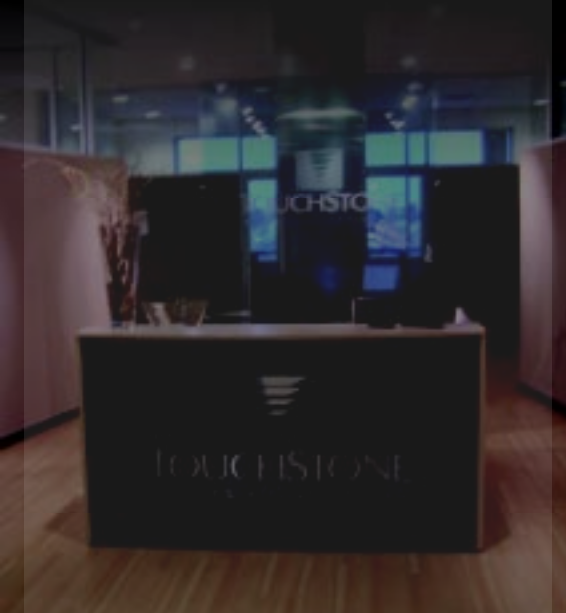
Core Values

in· teg· ri· ty

1. Steadfast adherence to a strict moral or ethical code.

pas· sion

1. Boundless enthusiasm.



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ex· em· pla· ry

1. *Worthy of imitation; commendable: exemplary behavior.*

pro· fes· sion· al· ism

1. *Professional status, methods, character, or standards.*



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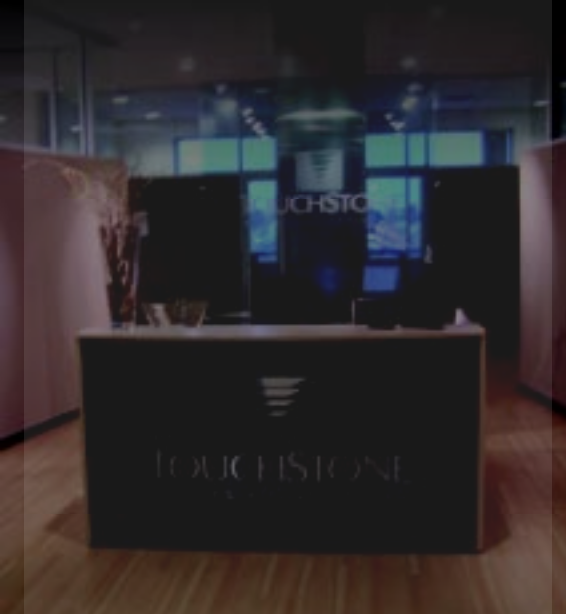
Core Values

de· ter· mi· na· tion

1. Firmness of purpose; resolve: approached the task with determination and energy.

ad· vo· ca· cy

The act of pleading or arguing in favor of something, such as a cause, idea, or policy; active support.



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Transaction Coordination

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Officers

Kevin Keller
Broker/ Senior Vice President

Jill Pinheiro
Director of Office Management

Jack Doremus
Sales Manager

Victoria Price
Director of Corporate Relocation



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Front Office Staff

Jaime Meadors
Receptionist

Jamie Pinheiro
Receptionist



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Agent Services

Brian Fryer
Marketing & IT Assistant

Rob De Leon
Graphic Artist

Russ Nail
Director of Agent Services & IT

Mary Russo
Marketing Coordinator

Nancy Young
Administrative Assistant



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Transaction Coordinators

Elsa Fernandez
Bilingual Transaction Coordinator

Cindi Mathis
Transaction Coordinator

Lindsay Roberts
Transaction Coordinator

Cheri Romero
Lead Transaction Coordinator

Hollie Whitfield
Listing Secretary



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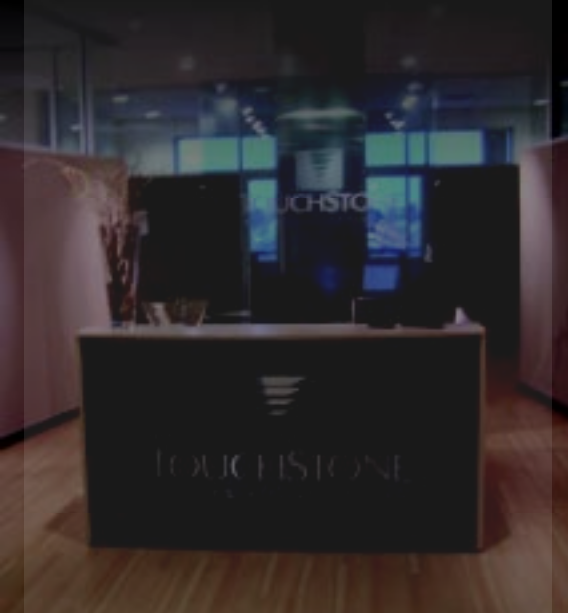
Agent Services

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Transaction Coordinators

- Our Desk Area
- Open Escrow, Order Inspections, Disclosures
- Keep in touch with your buyer and their lender
- Your file is 100% your responsibility
- 8080 and your transaction



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Home Mortgage

Gary Axelsen

Holly Arnold

Kara Cravens

Laura Martinez

Neil Meeks



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Lis Davis

Maria Leon

Mona Maran

Maria Valdez

Granite
Pointe



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Residence One



3 Bedroom

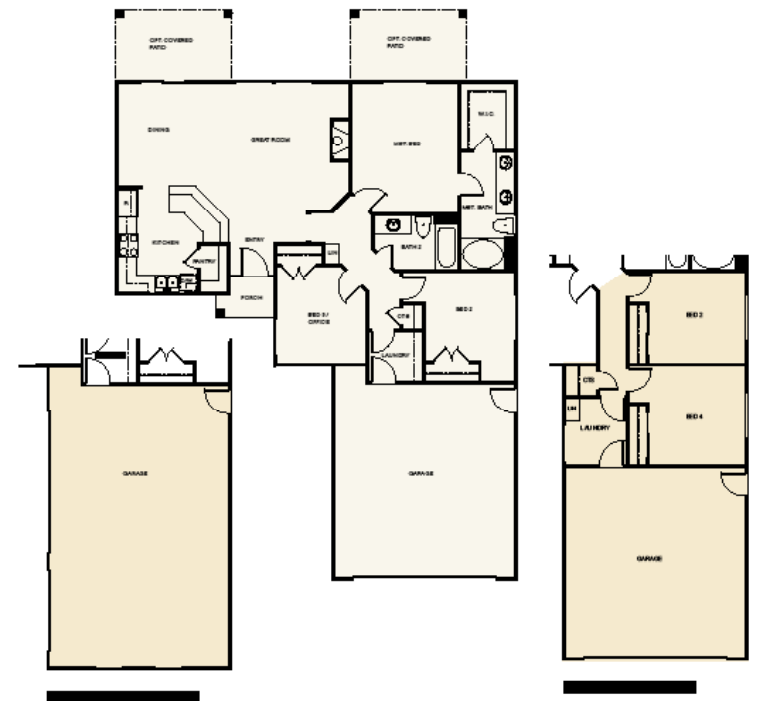
2 Bath

Interior Laundry Room

2 Car Garage

Covered Porch

Approx. 1320 Sq. Ft



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Residence Two



3 Bedroom

2 Bath

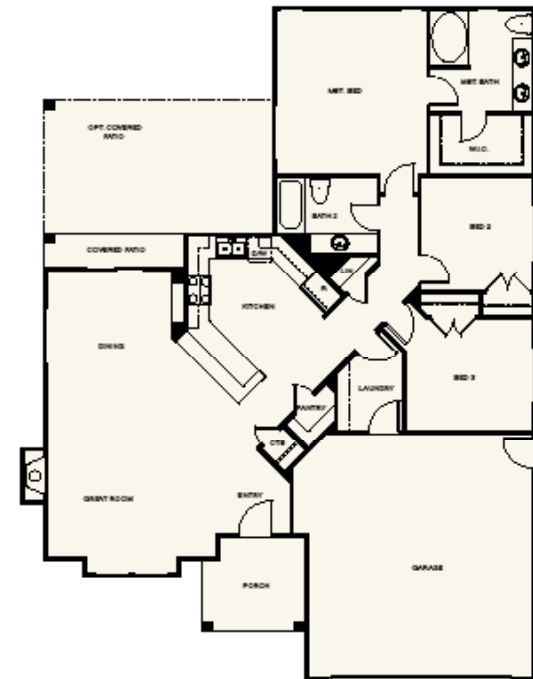
Interior Laundry Room

2 Car Garage

Covered Porch

Covered Rear Patio

Approx. 1483 Sq. Ft



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Residence Three



4 Bedroom

2 Bath

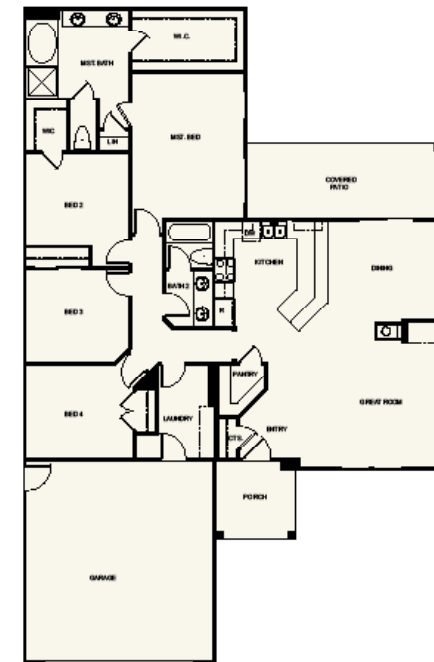
Interior Laundry Room

2 Car Garage

Covered Porch

Covered Rear Patio

Approx. 1739 Sq. Ft



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Residence Four



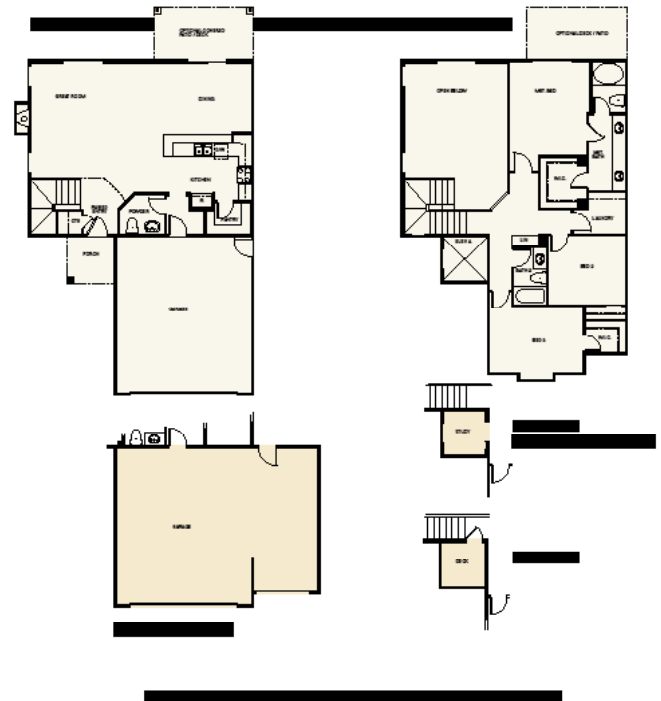
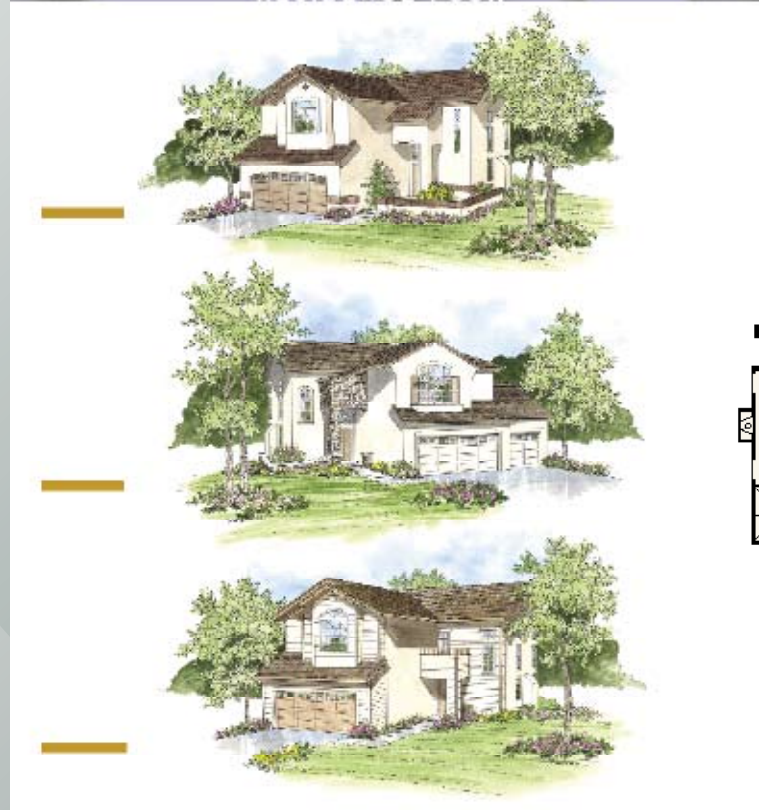
3 Bedroom

2 1/2 Bath

Interior Laundry Room

2 Car Garage or Covered Porch

Approx. 1827 Sq. Ft



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Residence Six



4 Bedroom

3 Bath

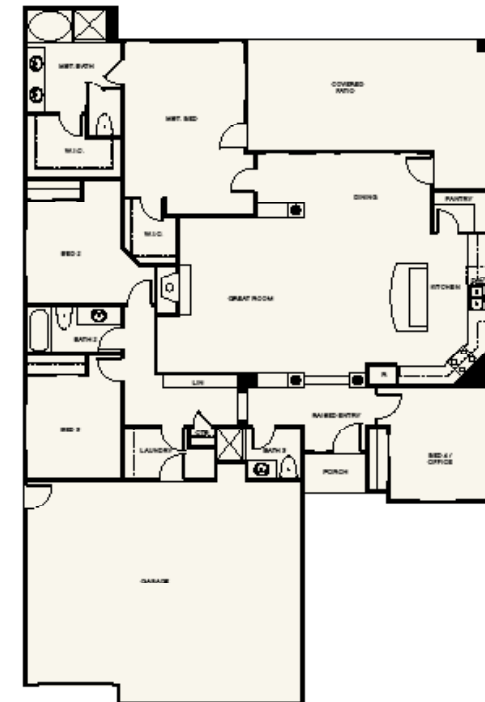
Interior Laundry Room

3 Car Garage

Covered Porch

Covered Rear Patio

Approx. 2072 Sq. Ft



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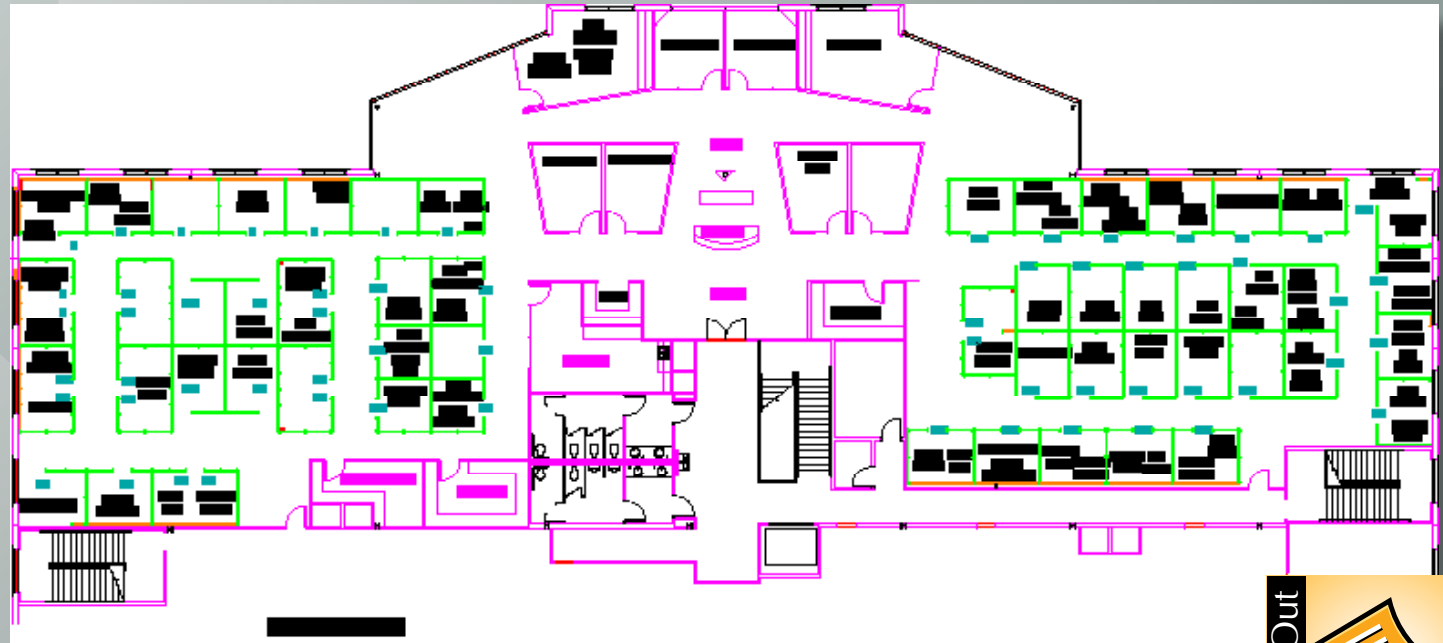
Agent Services

Technology / IT

Professionalism

Office Features

- Two flex areas for training
- Breakroom with full kitchen
- Full in-house print shop
- Two conference rooms for client meetings



Hand Out



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Item	Paid by Company	Paid by Agent	Comments
Black & White Copies	1 st 500	Over 500 @ .08 page	
Faxes	1st 200 pages	Over 200 @ .05 page	Incoming and outgoing pages
Business Cards	✓		First 1000 (without agent photo)
Company Stationery	✓		
Postage		✓	Postage meter available (agent code)
Signs on Property	✓		
Add Rider After Initial Drop		✓	\$15 fee if done by sign company
House Key Copies		✓	Vendor pricing + tax
Professional Photo Shoot		✓	5 poses, digital photos, \$85 + tax
Advertising (Personal)		✓	
Company Ads	✓		R.E. Book, Californian
Announcing / Welcome Ads	✓		Display ad in the Californian
Announcing Agent Postcards	✓		200 postcards mailed to your sphere
Personal Website through Agent Achieve	✓		
Virtual Tours	✓		Within Bakersfield limits
Full Color Postcards, Farming, Just Listed, Just Sold		✓	Quantity rates
Just Moved Postcards (Color)		✓	Quantity rates
Full Color Flyers or Copies		✓	Quantity and paper rates
CMA Box (optional)		✓	\$40 per box
MLS / BLS Fees		✓	
Health Insurance (AFLAC)		✓	Optional, see Jill Pinheiro for details
iSucceed		✓	\$29.95 mo.
Black Envelopes		✓	Plain @ .49, linen @ .79 w/ label
Technology Fee		\$90 mo.	Billed monthly to mobile agents, quarterly to Office Agents when minimum production levels are not met.
Weekly Car Wash Service		✓	Office site service
Waterfall Dry Cleaners		✓	Office pick up and delivery service
Agent Training	✓		Office systems and contracts
Transaction Coordinator		✓	Mandatory
E & O		✓	Mobile Agents and 50/50 Agents. Company pays premium for all other Agents
Agent Development	✓	✓	

Hand Out



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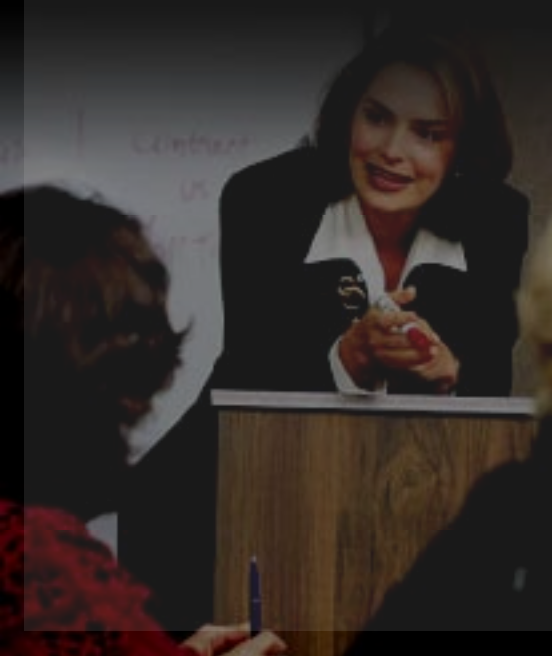
Training Opportunities

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Training Opportunities



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- Jacks Training Overview
- Kevins Training Overview
- Sales Rally Overview

Agent Services

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Agent Achieve

- Leads Management
- Integrated Email, Contacts, Calendar
- View Multiple Listing Service
- Client Interface
- Website Generation and Management
- Robust upgrades to the Buyer/Seller Toolkit, website interface & much more



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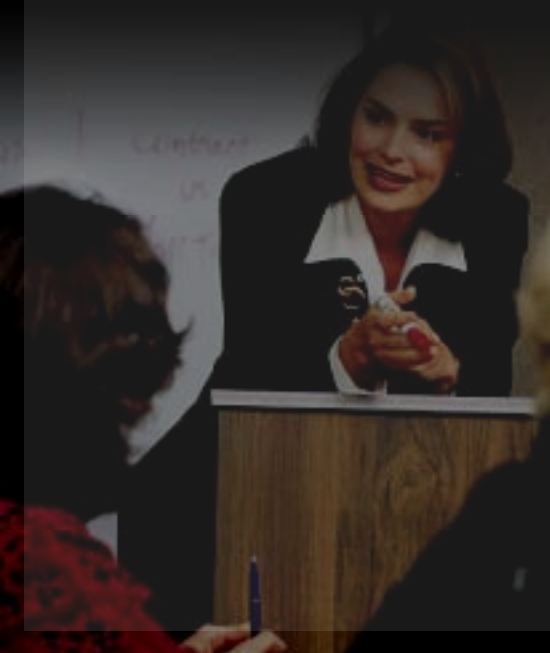
Technology / IT

Professionalism

Module One - System Overview

Learning this Module will give you a good foundation to start using Agent Achieve. Allowing you to see where best to put your effort.

- Logging onto the System
- Dash Board
- System Navigation
- Quick Links
- Contacts - Adding, Viewing Contacts
- Email - Reading, Sending
- Calendar - Viewing, Adding, Printing



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Module Two

Contact Management

Learning this Module will allow you to manage your contacts in a more accurate and detailed fashion while spending less time doing it. You will be able to keep communication logs for detailed reviewing of communications with clients. Run reports to see where most of your business is coming from, and what type of clients you are working with. All in a matter for seconds!

Contact Viewing

- Adding
- Sharing
- Filtering
- Grouping

Contact Detailed View

- Navigation
- Buyer/Seller Toolkit Intro
- Appointment/Tasks
- Communication Log

Continued



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Module Two

Contact Management

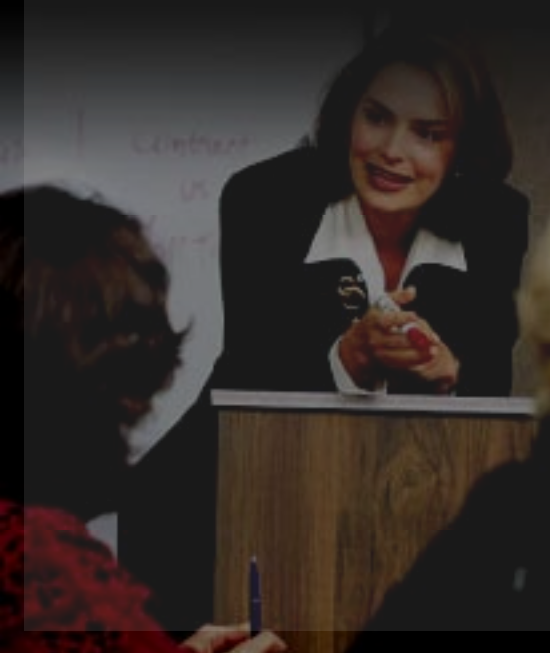
Calendar

- Sharing
- Adding Appointment to Contact
- Reoccurring

Email

- Sending to Contacts
- Group Messaging
- Templates
- Email Preferences

Client Reports



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Module Three

Customization and Misc Tools

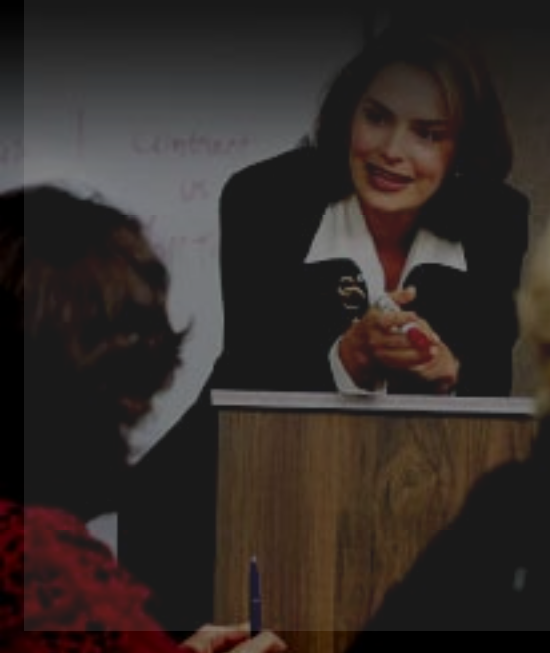
Learning this Module will allow you to access many of the great tools that Agent Achieve has to offer, Marketing will give you instant access to the document you need and help you streamline your messaging to groups of people. The Concierge section helps you select closing gifts, find contractors, and view real estate resources. Under the Office Section you will be able to become a part of the Touchstone Office Community by having instant access to company calendars, news, sales and message boards.

Marketing

Group Messaging

- Document Center - Forms, Office Info, etc.
- Mailing Labels
- Touchstone Agent Services

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Customization and Misc Tools

Concierge

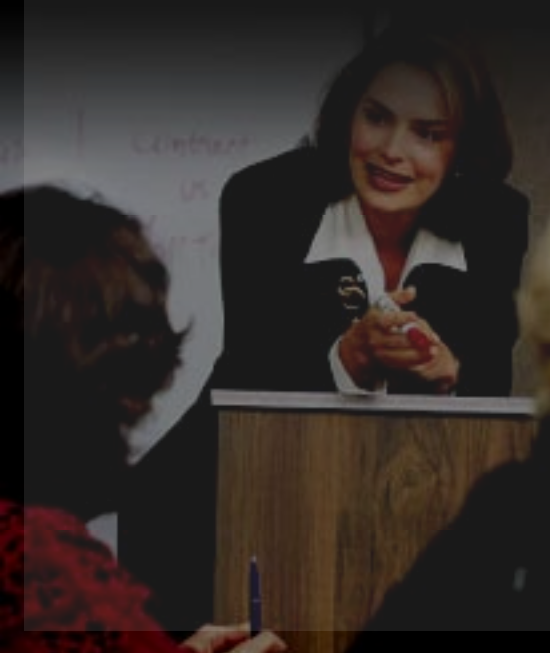
- Vendor List
- Closing Gifts
- Real Estate Resources

Office Page

- News and Events
- Sales Board
- Community Board

Preferences

- Profile, Password, Alerts, Email
- Reports, Languages, Sharing,
- Calendar



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Module Four

Personal Website Management

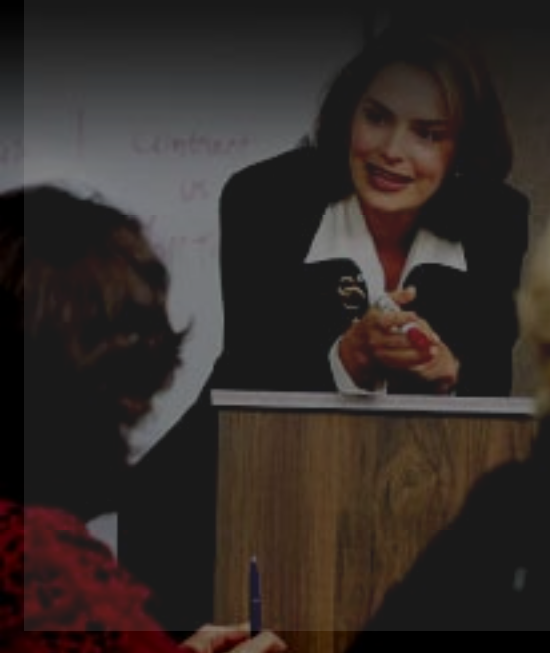
Learning this Module will provide you with the needed tools to be able to completely take ownership of your website. You will be able to change any text, photos, and listing information on your website at any time!

Website

- Site Control
- Contact Info
- About Me
- Featured Listing

Listings

- Listing Manager
- Prospects
- Traffic Report



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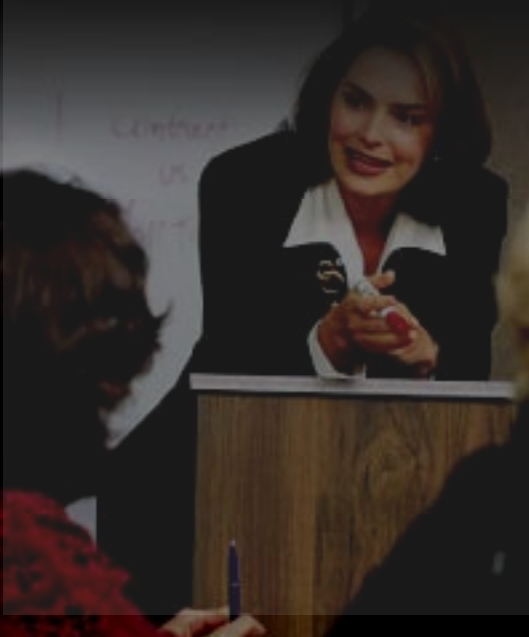
Professionalism

Module Five

Buyer / Seller Toolkit

The Buyer/Seller Toolkit is used to automate the prospecting portion of your client relationship. This tool will allow you to setup items called 'profiles' for your client that will automatically run searches for them and notify you and your client of the property found. Learning this Module will allow you to automate your client relationship, giving yourself more time to concentrate on what matters most. You will benefit from detailed records of what your clients found interesting and what they are looking for. It will help you become more organized without much effort.

Continued



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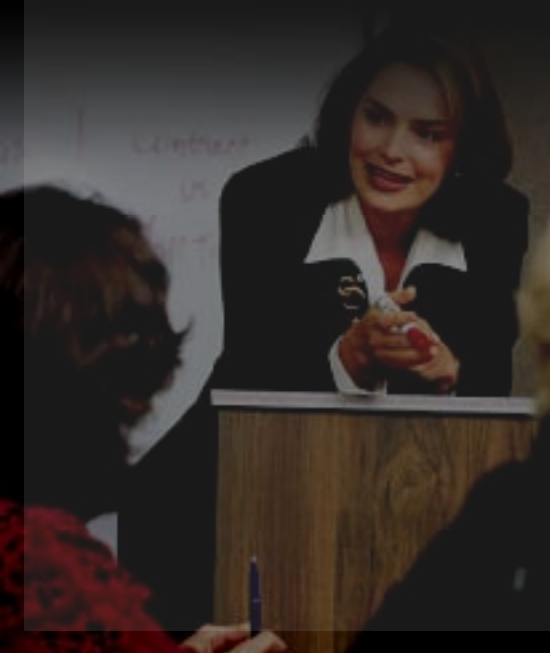
Kevins Training Overview

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Module Five

Buyer / Seller Toolkit

Customizing Messages

Setup Process (Agent Side)

- Username/Password
- Search Profiles
- Points of Interest

Setup Process (Client Side)

Viewing Statistics

Website Features Unlocked



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CMA Creation

MLS Searching / CMA Creation

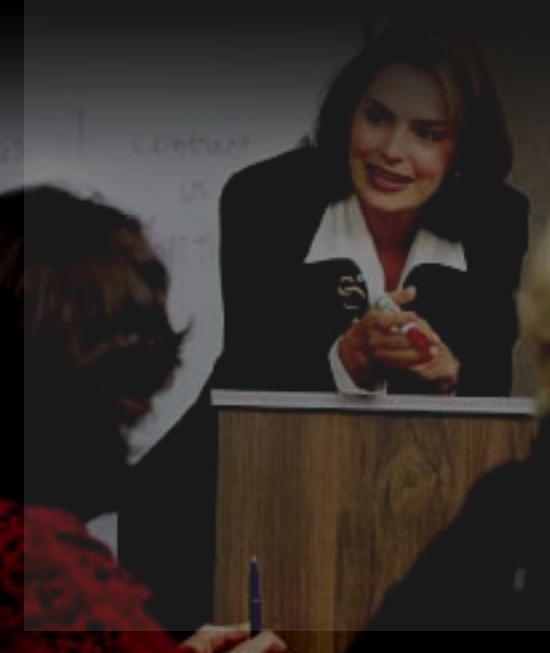
Learning this Module will allow you to search the MLS with more accuracy than ever before. With the Agent Achieve report generator you will be able to create 10 to 100+ page CMA's that are both detailed and professional looking, all within 15 minutes!

Floor Cart Search

Power Search

MLS Data View

Report Builder



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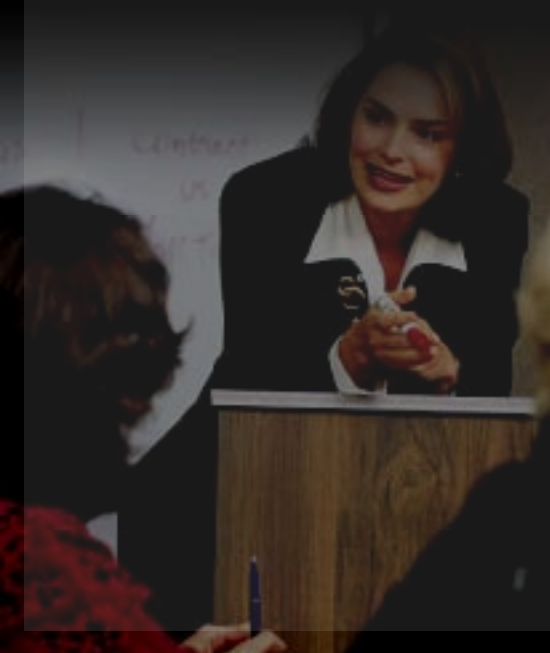
Agent Services

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Jack's Trainings

- Purchase Contract (RPA-CA)
- Listing Purchase Documents
- CMA Training
- Four Weeks to Success
- David Knox "How To" Series
- Scripts and Role Playing
- Title Company Programs
- Appraiser Class
- 1031 Exchanges
- Warranty Class
- Home Inspection Demo
- Pest Control Demo
- Foreclosure and Probate Class
- Problem Avoidance
- Handling Deposit Checks



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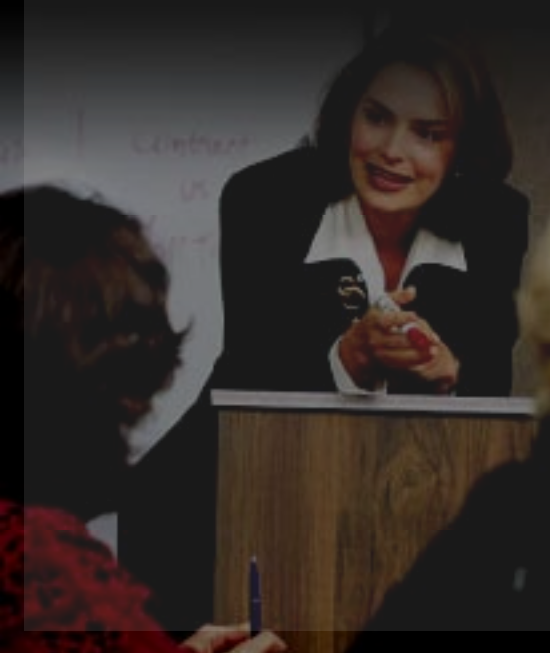
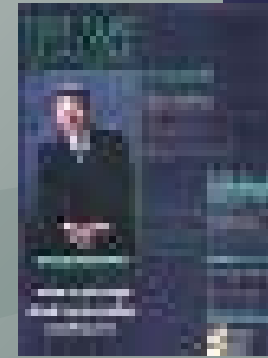
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Kevin's Trainings

- Goal Setting
- Time Management
- Paradigm Discussion
- New Home Sales
- Business Development
- Coaching
- Commerical/Industrial Top Dogs



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Sales Rally

- Held every two weeks on Tuesdays at the Bakersfield Association of Realtors office
- Monthly awards given to agents
- On Time award given to one agent each meeting
- Rallies cover Real Estate News, Office News, Real Estate Events, and usually have special speakers

TOUCHSTONE REAL ESTATE GROUP
Sales Rally Round 102112005

On Time Award
This award is given to the agent who arrives at the meeting on time every week. This award is given to the agent who arrives at the meeting on time every week. This award is given to the agent who arrives at the meeting on time every week.

Monthly Awards
The award of Touchstone Home Mortgage is given to the agent who has the highest sales volume in the month. This award is given to the agent who has the highest sales volume in the month. This award is given to the agent who has the highest sales volume in the month.

Special Speaker
The special speaker for this meeting is the agent who has the highest sales volume in the month. This special speaker is given to the agent who has the highest sales volume in the month. This special speaker is given to the agent who has the highest sales volume in the month.

Real Estate News
The real estate news for this meeting is the agent who has the highest sales volume in the month. This real estate news is given to the agent who has the highest sales volume in the month. This real estate news is given to the agent who has the highest sales volume in the month.

Office News
The office news for this meeting is the agent who has the highest sales volume in the month. This office news is given to the agent who has the highest sales volume in the month. This office news is given to the agent who has the highest sales volume in the month.

Real Estate Events
The real estate events for this meeting is the agent who has the highest sales volume in the month. This real estate events is given to the agent who has the highest sales volume in the month. This real estate events is given to the agent who has the highest sales volume in the month.

SALES RALLY ROUND | 02.15.2005

Remember!
Be on time!
Be on time!
Be on time!

Training Calendar

Month	Monday	Tuesday	Wednesday	Thursday	Friday
Jan					
Feb					
Mar					
Apr					
May					
Jun					
Jul					
Aug					
Sep					
Oct					
Nov					
Dec					

Special Speaker
The special speaker for this meeting is the agent who has the highest sales volume in the month. This special speaker is given to the agent who has the highest sales volume in the month. This special speaker is given to the agent who has the highest sales volume in the month.

Real Estate News
The real estate news for this meeting is the agent who has the highest sales volume in the month. This real estate news is given to the agent who has the highest sales volume in the month. This real estate news is given to the agent who has the highest sales volume in the month.

Office News
The office news for this meeting is the agent who has the highest sales volume in the month. This office news is given to the agent who has the highest sales volume in the month. This office news is given to the agent who has the highest sales volume in the month.

Real Estate Events
The real estate events for this meeting is the agent who has the highest sales volume in the month. This real estate events is given to the agent who has the highest sales volume in the month. This real estate events is given to the agent who has the highest sales volume in the month.



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Agent Services



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Services Overview

Prospecting Overview

Creating a Personal Plan

Farming Overview

Business Cards

Flyers

Newspaper Ads

Just Moved Postcards

Just Listed / Just Sold Postcards

Sign Riders

Ordering using Agent Achieve

Branding

Making Appointments

Pricing Menu

Technology / IT

Professionalism



Agent Services

Agent Services is a service enterprise dedicated to the needs of the real estate agents we serve. We value integrity, foster creativity, and share the rewards of our successes.

We maintain the highest quality of professional service by providing a wide range of products that grab attention, invite participation, express creativity, and generate repeatable successful results. We build a reputation of innovative creativity through the implementation of ideas while optimizing long term value for our clients. Inspired by the rich disciplines of business strategy, graphic design, technology implementation, and document/image management. Agent Services creates unique process strategies that enable our clients to present their ideas and reinvent or invigorate their business. In short, we provide high quality products and superlative service at a fair and affordable price.

Our associates are powerful, brilliant, talented and fabulous beyond measure. They are our greatest assets, the cornerstone of our success and the foundation of our future. We live equally balanced lives between work, love and play. We generate fun.



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Agent Services

We are committed to helping others experience the beauty that surrounds them as well as unleashing the successful creative spirit within to enjoy full self-expression. We encourage the growth and development of a healthy human mind while embracing the power of possibility and choose to courageously stand for the greatness of others, speak for those without a voice, and share knowledge and wisdom with those in need.



TOUCHSTONE
REAL ESTATE GROUP, INC

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Prospecting

Real estate is not a business where you can afford to be inactive in your self promotion. It is important to do at least one of the following methods of prospecting:

- Cold Calling
- Door Knocking
- Direct Mail

A good first step is to pinpoint a target market on which to focus your resources. It could be a geographic niche, a lifestyle niche, or some other niche that allows you to tailor your marketing and promotional efforts to their specific needs. From there, you need to come up with a way to differentiating your message to build your marketing. This means determining what personality or basic image that you want to project and using it to build an effective marketing plan through avenues such as advertising and direct mail. It is also advisable to have a standard graphic- be it a photo, logo, or other mechanism- to use throughout all of your marketing efforts.

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Prospecting

Instead of spending money on a small classified ad, take that money and do a small, targeted direct mail for a specific area that really responds to your niche. Doing that on a regular basis will raise your chances for success to a higher level than trying to do a general newspaper campaign in the classified real estate section.

Many agents feel that mailing postcards is a waste of money, but they must be done properly. They simply need to be targeted, consistent and offer valuable information such as homeowner tips or new listings in the neighborhood. Doing that on a regular basis will raise your chances for success to a higher level than trying to do a general newspaper campaign in the classified real estate section.



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Creating a Personal Plan

According to Darla J. Scott, president of Philadelphia Management Consultancy Management Masters, LLC, most real estate sales associates fail due to a lack of written objectives, a lack of structure and self-discipline in their daily activities, and lack of on-going training and support. "Real Estate is a self driven business, so a new agent must develop a KISS (Keep It Simple Stupid) business plan and relentlessly stick to it," Scott advises.

To create a simple business plan, answer the following questions:

- How much income do I realistically want to earn in the next 12 months?
- What total number of units did I sell in the past 12 months?
- How many units do I need to sell to achieve my desired annual income in the next 12 months?
- How many listing appointments on average did it take to attain a new listing and what percentage of those listings sold in the past 12 months?

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Creating a Personal Plan

- How many listings closed in the past 12 months?
- What was the average sales price on those listings and commission earned?
- How many buyer appointments on average did it take to close a sale and how many buyer-controlled sales were closed in the past 12 months?

Determine how many listing appointments you will need each week on average to reach your listings-sold goal, and how many buyers' appointments you will need to reach your buyer-controlled sales goal.

You should use a calendar to chart activity each day to ensure that at the end of each week and month, you've met your average seller and buyer appointment targets. Consistently do activities that generate appointments with buyers and sellers. That could mean sitting at Open Houses, taking floor time, or consistently mailing pertinent information to your farm area.

Hand Out



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What is a farm?

A listing bank—often called a farm—is a group of up to five hundred houses assigned to or selected by one agent as his or her special territory.



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Determining Your Farm Area

Make sure that you pick a farm that is large enough to achieve your goals. A good rule of thumb is to make sure that your farm has twice as much turnover as your listing goal. For instance, if you want to take 25 listings in your farm annually, make sure that at least 50 homes in your area are selling in the area each year.

Let's assume that you want to take three listings per month or 36 listings per year in your farm. You'll need an area that has 72 (36 times 2) sales each year, and a 5% turnover rate (which is about average).

You can figure out the farm size you will need by dividing the total number of homes you need to sell (72) by the turnover rate (5%) or $72/.05=1,440$. So, the minimum number of homes you need in your farm to reach your goal is 1,440.

Direct mail farms of 200 to 500 homes are so small that with average turnover rates, you won't be able to produce the returns you need to succeed. About 1,500 to 3,000 homes is the best return for the investment.

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Determining Your Farm Area

People forget fast, so it is important to mail often. Research shows that you must have three exposures per month for a minimum of six months to get your name into the conscious awareness of a prospect.

If you are mailing to a new farm area, the best plan is to mail one piece per week for eight weeks- it is amazing that 40 to 60% of the people in that area will know your name. And, after just eight weeks, most of them will assume that you have been working the area for years, even if you have been in real estate for only eight weeks.



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Gathering Your List

There are three ways to get your farm list:

- Contact your Title Rep
- Do a metroscan search
- Have Agent Services do a search for you

Your farm list must be submitted to Agent Services as a comma delimited file (.csv) or as an excel spreadsheet.



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Farming Samples

TOUCHSTONE REAL ESTATE GROUP, INC. POST STD US POSTAGE PAID BAKERSFIELD CA PERMIT #718

Diana YARRA REALTOR

From Dreams to Reality

<<First>> <<Last Name>> <<City>>

661.617.3727 Office
 661.979.6937 Cell
 www.DIANAYARRA.com



Your family's real estate needs are

ATTENTION HOMESELLERS!

*This is Not a Postcard,
 It's a Secret Weapon.*

If you're one of the thousands of home owners thinking of selling your home today, you already know how daunting that task can seem. You have hundreds of questions and few answers. What you need is information, but you may not be sure where to turn.

Fortunately, Realtor Teena Lawson has established her 24-hour real estate information website. Go to www.TeenaLawson.com, any time, to browse through essential information pressure-free. You may also choose to have the information immediately e-mailed to you. Even if you're not thinking of selling soon, keep this card handy; it's your secret weapon in winning the home-sale battle!

Call 661.204.9240 to speak with Teena Lawson.

It's a valuable resource you won't want to be without when selling your home. Plus, it's absolutely free. It's just one of the many ways Teena works to make the real estate process easier for all Kern County residents. That's why she offers this no-obligation community service.

Call Teena today. You'll be glad you did. Whether or not you decide to work with Teena, she simply wants to make sure you experience the kind of real estate service you deserve -- the very best.

Your family's real estate needs are important. When you need to make a move, call a professional more Bakersfield residents have come to trust to get the job done—**Lynne Wright.**

661.619.5939

Whoever said you can't mix business with pleasure... never had the pleasure of doing business with Lynne!

Pundits may say you shouldn't mix business with pleasure, but Lynne Wright's clients couldn't disagree more. she knows that lynne's approach to real estate is to offer the best of both worlds.

Lynne's clients enjoy a no-nonsense, straightforward and knowledgeable style of service provided by one of the area's top-producing agents, Lynne, that doesn't mean she has to be stuffy, reserved, or distant. No, she's perhaps one of the friendliest, warmest and most professional you'll ever have the pleasure to do business with.

When you buy or sell your next home, why not mix business with pleasure? Enjoy yourself for a change. Enjoy the incredible results of Lynne Wright. You'll be glad you did.

Call 661.619.5939, 24 hours a day to order your copy. There's no obligation—it's a free community service from Bakersfield's Leading Real Estate Team.

WARNING:

Do not put your home on the market until you know what other homes in the area sold for.

Correct, up-to-date information is your most important weapon when you sell your home. That's why Joy Felkins offers you FREE of charge, a complete list of homes sold in the area over the last 90 days with listing prices and selling dates— vital information you need before placing your home on the market.

Get your free copy by calling 661.617.3791. It's a valuable resource you won't want to be without when selling your home. Plus, it's absolutely free. It's just one of the many ways Joy works to make the real estate process easier for all Kern County residents. That's why she offers this free report as a no-obligation community service.

Call Joy Felkins today. You'll be glad you did. Whether or not you decide to work with Joy, she simply wants to make sure you experience the kind of real estate service you deserve -- the very best.

Your family's real estate needs are important. When you need to make a move, call a professional more Bakersfield residents have come to trust, to get the job done—**Joy Felkins.**

661.617.3791

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Farming Samples

REAL ESTATE MARKET UPDATE
for
SEVEN OAKS

Highest Priced Home Sold Since November 1 st , 2004:	\$000,000
Highest Priced Home Currently for Sale:	\$000,000
Average Priced Home Currently for Sale:	\$000,000
Lowest Price Home Currently for Sale:	\$000,000
Average Time on the Market Before Selling:	00 Days
Number of Homes Currently in Escrow:	00
Number of Homes Currently for Sale:	00

*How Much
 Would Your
 Home Sell For
 Today?*

Cell 661.978.4101
 Office 661.617.3724
 e-Fax 661.858.0034



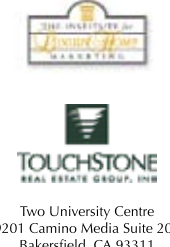
Fill out the card below and find out. Denise is a member of *The Institute for Luxury Home Marketing*, which will allow her to properly evaluate your home's worth. List your home for sale with Denise Wigley, and she guarantees to have it sold in 90 days or less! Buy your next home from Denise! She guarantees you'll love it or she'll resell it for free!

"Denise's very honest, well informed, goes over and above the norm ... and she takes the time to listen." *-Kurt & LouAnn Wiseman Very Happy Clients*

Name: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Telephone #: _____
 E-Mail: _____

Yes, please send me more information on:
 Seller's Guarantee: Your home SOLD in 90 days or less. Guaranteed!
 Buyer's Guarantee: Love your new home or we will resell it for free!
 FREE Market Analysis: How much would your home sell for today?

Mail this card or e-mail request to: Denise@TouchstoneRealEstateGroup.com

When you need to make a move, call the professional more [Farm name] residents have come to trust to get the job done.

PERMIT STD LIS POSTAGE PAID BAKERSFIELD, CA PERMIT #718

<<OWNERFIRST>> <<OWNERLAST>>
 <<ADDRESS>>
 <<CITY>>, <<STATE>> <<ZIP>>

<<OWNERFIRST>>, if you're one of the thousands of owners thinking of selling your home today, you know how daunting that task can be. You have lots of questions and few answers. What you need is an agent, but you may not be sure where to turn.

Real Estate® Dick Henderson has prepared a Real Estate Market Update on [Farm name]. If you're not thinking of selling now, keep this card. It's your secret weapon in winning the home.

Whether or not you decide to work with Dick, he wants to make sure you experience the kind of state service you deserve -- the very best.



DICK HENDERSON

Real Estate Market Update for [Farm name]



TOUCHSTONE
 REAL ESTATE GROUP, INC.

9201 CAMINO MEDIA SUITE 200
 BAKERSFIELD, CA 93311

NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES

BUSINESS REPLY MAIL
 PERMIT NO. 9440 BAKERSFIELD, CA

POSTAGE WILL BE PAID BY ADDRESSEE

TOUCHSTONE REAL ESTATE GROUP
 9201 CAMINO MEDIA SUITE 200
 BAKERSFIELD, CA 93311-9901

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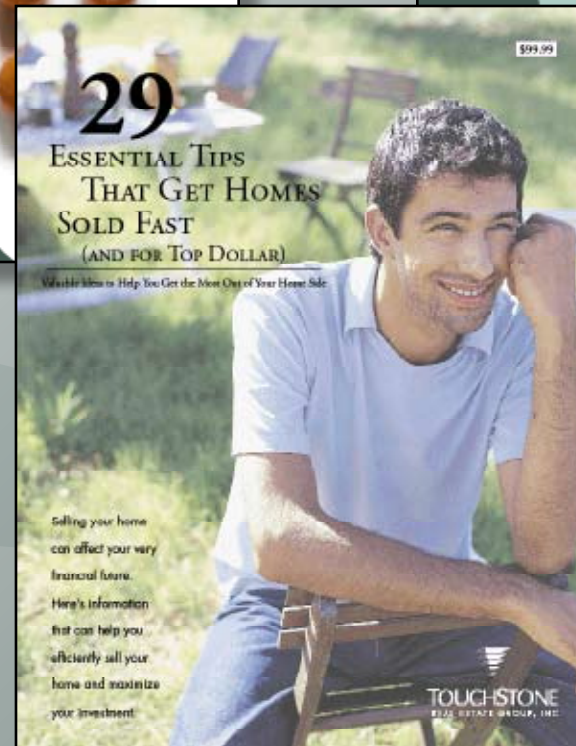
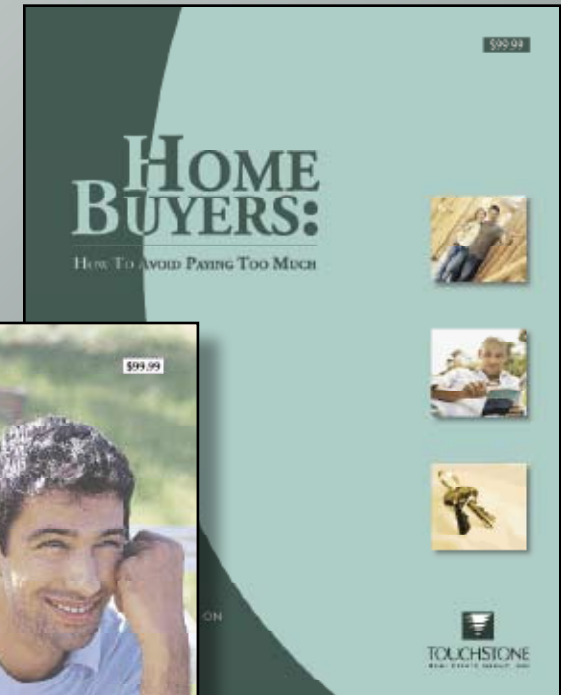
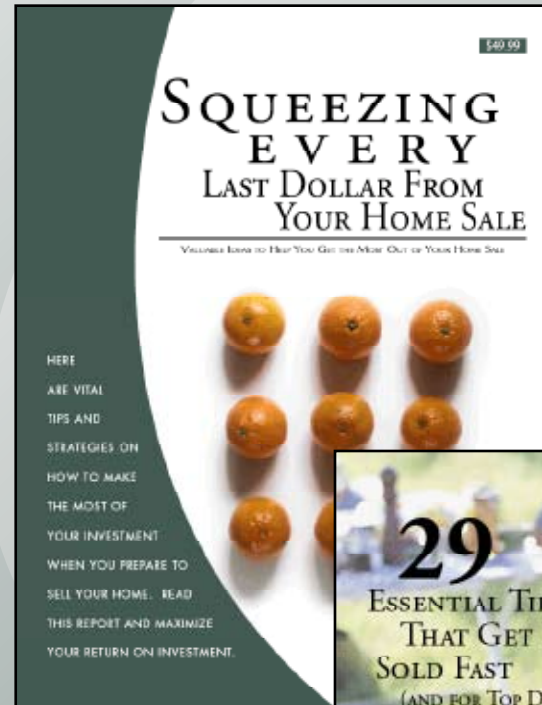
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Business Cards

One of the least expensive, highest-impact tools you can use to market yourself is your business card. Every business uses the same materials in creating a card. If you think of your business card as a chance to break through the clutter, you will distinguish yourself and your business.

At the very least, your card should include your name, company, address, phone, fax, and a positioning statement. This statement can be your slogan or a short description of what your company does.

Suggestions of What to Include on a Business Card or Info Card

- Describe yourself with a tag line
- Detail your services
- Think of your card as a mini-billboard for yourself
- Try using your business card as an active selling tool

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Business Cards

A real estate guru in exclusive Marin County hands an extra three dollars and a business card to the toll collector as he crosses the bridge into San Francisco. "I'd like to pay for the car behind me as well. Please give the driver this." Nine out of ten times, the other driver calls, at least to say thank you. He's sold several expensive homes as a result, and at 6% commission, he can afford to drive back and forth across the bridge all day, positioning himself in front of BMWs, Cadillacs, and Mercedes-Benzes.



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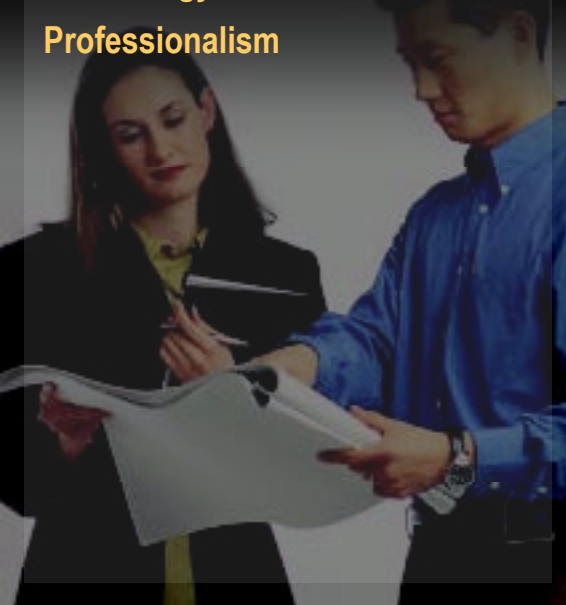
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Sales Flyers

Great Investment Property!

21430 SANTA MARIA DR.

This is a great investment property! Located near Golden Hills School, this cozy three bedroom, one-and-three-quarter bathroom home features a large brick fireplace, with tiled floor & countertops in the kitchen. Also featuring a huge 10,000 square-foot lot with backyard covered patio and an oversized two-car garage.

- 3 Bedrooms
- 1 1/2 Bathrooms
- Large Brick Fireplace
- Tiled Floor & Kitchen Countertops
- 10,000 Square Foot Lot
- Covered Patio
- Oversized Two-Car Garage.

OFFERED AT: **\$215,000**

DEBBIE ARNSON
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 661.703.7984 Cell
 DArnson@TouchstoneRealEstateGroup.com
 www.Invest-In-ARealtor.com

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- Understanding of Your Needs
- Up To Date With All Listings & Sales in Your Area
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Call Steve, for a complete and current market analysis, professional estimate and help for your home. Steve is able to make any time to answer any of your home sale or buy home regarding local listing.

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661.617.3770
 Cell
661.330.4961

TOUCHSTONE
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Traditional Masterpiece

2508 Benhill Ct.

OFFERED AT: **\$275,000**

A Stunning traditional home show like a model, situated in a premier laurelglen neighborhood in a quiet cul-de-sac location. The kitchen is adorned with rich cabinetry, and supported with elegant stone cement counter tops. Rich designer colors, shows almost everything in this home has been updated. Breath taking lush and serene garden yards with privacy gazebo and koi pond. Impeccably kept, this home will make an impression!

- R.V. Parking and Huge Lot
- 3 Bedrooms
- 2 Bathrooms
- New Tile Flooring In Kitchen and Pathways
- Acoustic Ceilings Removed
- Newer Appliances
- A/C Unit Is 3 Years Old
- New Mill-guard Special Tinted Windows and Sliding Doors Throughout
- All New Light Fixtures
- Double Sinks In Guest Bath
- Newer Light Cut Berber Carpet
- Gazebo
- Koi Pond

Wigley
 The Professional Team

(661) 617-3724 | (661) 617-3725
 Wigley Team@TouchstoneRealEstateGroup.com
 www.TheWigleyTeam.com

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Traditional Masterpiece



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OFFERED AT:
\$275,000



R.V. Parking and Huge Lot
3 Bedrooms
2 Bathrooms
New Tile Flooring In Kitchen and Pathways
Acoustic Ceilings Removed
Newer Appliances
A/C Unit Is 3 Years Old
New Mil-guard Special Tinted Windows and Sliding Doors Throughout
All New Light Fixtures
Double Sinks In Guest Bath
Newer Light Cut Berber Carpet
Gazebo
Koi Pond



Debbie
Wigley
The Performance Team

(661) 617-3724 | (661) 617-3725

WigleyTeam@TouchstoneRealEstateGroup.com

www.TheWigleyTeam.com



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Newspaper Ads



TOUCHSTONE
REAL ESTATE GROUP, INC

Comfort in the Oaks

Driving through the trees you can see the lights sparkling in this elegant 5 bedroom, 3 bath brick manor. Secluded in its own forest glen, it offers a Jenn-air range, berber carpets, and magogany trim. Located in Seven Oaks, it is a must-see at 550,000. Call Kevin Keller at Touchstone Real Estate Group, 661-617-3700, today.

\$224,000, 3+2, 1,200 sq. ft., large corner lot, Rv parking, new roof, paint, tile, crpt. & A/C, OPEN HOUSE Sat/Sun 11-4. 3301 Aslin St. Call. 661-206-0111



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Newspaper Ads

It's a well-known advertising fact that headlines draw readers—approximately 50 to 75% more readers than ads without them. It's also well known that the longer you can make your ads, the better they'll sell.

The best headlines offer readers a promise or a personal benefit they'll receive if they decide to buy. For example, "Live at the Top of the World." Second-best headlines are news-oriented, using phrases like "Just Listed" or "New on Market." Yet all too many agents fall back on cutesy headlines, trying to provoke a reader's curiosity. However, cutesy seldom works. Would you call about a property with a headline that started, "Z-Z-Z-Z-Z"? What sells a reader is substance. So make sure your headline always has something to say.

That holds true, too, for the body of the copy. Don't run on with just a list of features. Every house is meant to be a home; sell it that way. Make it sound like a place where someone would want to live. Not because of all the great features it has, but because of the way someone would feel if they lived there.

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Newspaper Ads

Use a lot of adjectives to get your point across. Remember, adjectives warm up your ad, giving it personality and adding excitement.

It's also important that you end your ad with what advertising pros refer to as a "call to action." It isn't enough to give the price and your phone number; you also need to toss in a final twist of enticement.

Some Realtors® debate over how much to include in an ad. Should they put in the address of the home? Should they quote the price? Studies have shown that you may lose up to 50% of your prospective buyers if you don't include the price in the ad.

When you get a call from a classified, ad, you can be pretty sure the prospective buyer is serious. That's the kind of home he or she is looking for. If that particular one doesn't strike his or her fancy, chances are you know of similar homes for sale. Use your classified ads as lead-getters.

Hand Out



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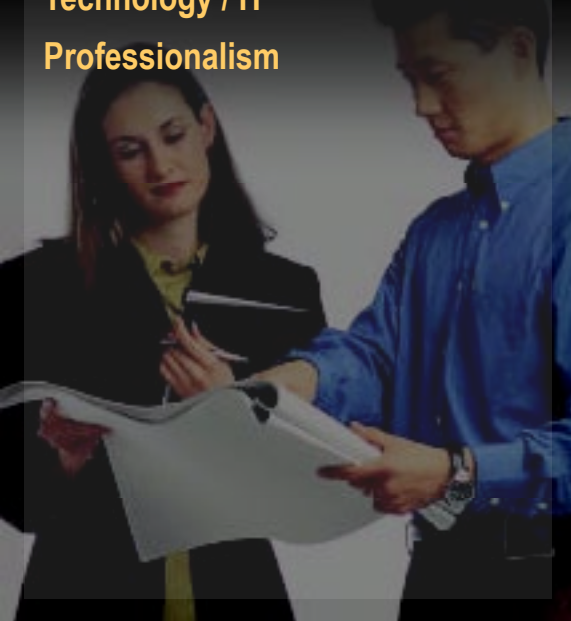
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Just Moved Cards

I've Moved to Provide you with Even Better Service!



Stephanie Larson - Realtor® GRI

I've Moved!



Ken Austin - Real Estate Sales Associate



Julia Ball Has Moved!

661.477.4000



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Just Listed Postcards

In Your Neighborhood



14425 Kathleen



Just Listed

2806 La Costa St.



www.SteveKittrell.com

Just Listed!

3403 Pecos Dr.



www.SMcCuneSellsHomes.com

Just Listed!

PRSR STD
US POSTAGE
PAID
BAKERSFIELD, CA
PERMIT #718

Steve McCune | REALTOR®
Touchstone Real Estate Group
Two University Centre
9201 Camino Media, Suite 200
Bakersfield, CA 93311

<<OWNERFIRST>>
Your Neighbors are Selling!
Do you know of a friend, relative, or co-worker who would love to live in your neighborhood? If so, please have them give me a call to preview this home.

<<OWNERFIRST>>, if you're wondering how much your home is worth, call me for a no-obligation market analysis of what your home would actually sell for in today's market.

<<OWNERLAST>>
<<MAILADDRESS>>
<<MAILCITY>>, <<MAILSTATE>>
<<MZIPANDZIP>>

661.617.3770 Office
661.330.4961 Cell
www.SMcCuneSellsHomes.com



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Just Sold Postcards

Two Homes *Just Sold* ...



8421 Winlock



8417 Winlock

www.SMcCuneSellsHomes.com



Just Listed & Sold!

03 Waverly Ave.



Sold in 4 days
for \$220,000

5008 Wild Song

www.RobertandDawn.com

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TOUCHSTONE
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Two University Centre
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Bakersfield, CA 93311

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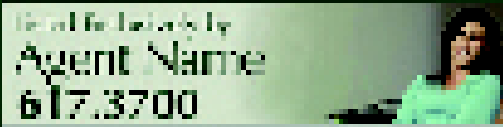
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Sign Riders

Agent Services	Sign Riders
 <p>Like this sign by Agent Name 617.3700</p>	Design-A Qty 6 = \$15 Qty 12 = \$25
 <p>Like this sign by Agent Name 617.3700</p>	Design-B Qty 6 = \$15 Qty 12 = \$25
 <p>Like this sign by Agent Name 617.3700</p>	Design-C Qty 6 = \$145 Qty 12 = \$255
 <p>Like this sign by Agent Name 617.3700</p>	Design-D Qty 6 = \$240 Qty 12 = \$350

All Signers Produced by Sign-A-Ride

20080808 12:14:47 PM



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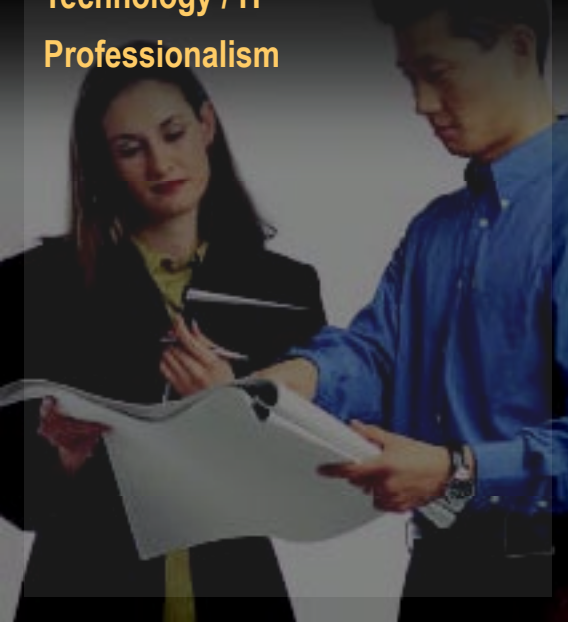
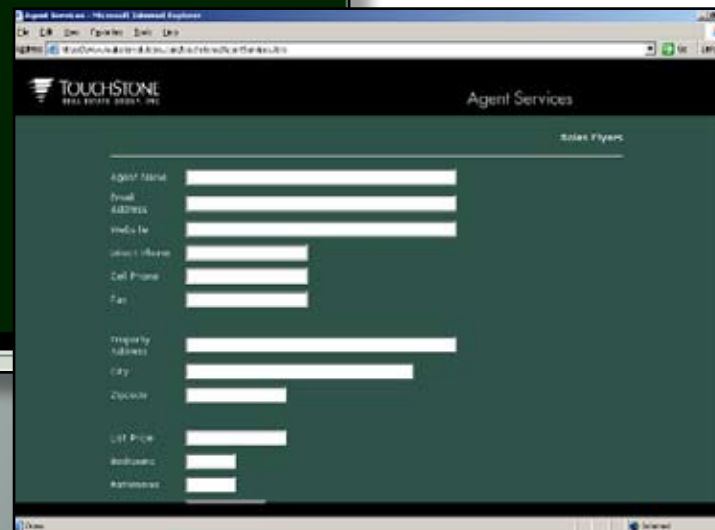
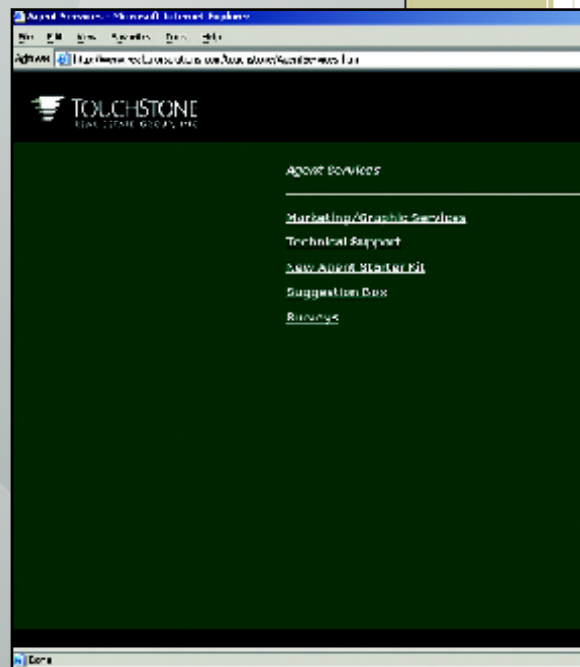
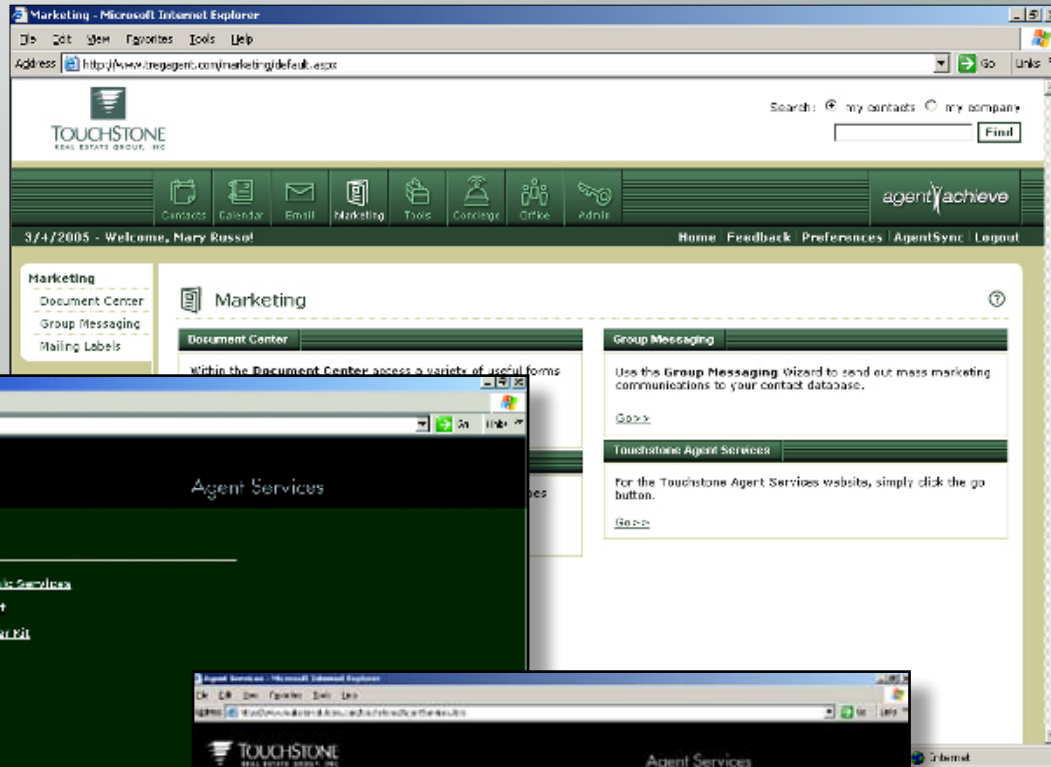
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Photo Standards

The Touchstone Real Estate Group prides itself on the quality and uniqueness it presents of each of our agents. Our agents are exceptional individuals, with a unique breed of character, full of business accumen and professional ethics, yet personable, approachable and outgoing. To achieve the appropriate public look, we require our agents photography to be framed in a creative editorial style and not the typical “mug shot” poses.

Our agents are titans of business, and should be captured in an artful, yet business appropriate setting, such that when their images are placed on billboards, flyers and newspaper advertisements, the public is not confused about the character of our agents. We are fun loving business people, not fashion models. Therefore the Touchstone Real Estate Group requests that a tastefully elegant, yet classically refined portrait style be used to capture the essence of our agents for creative business marketing projects.

Hand Out



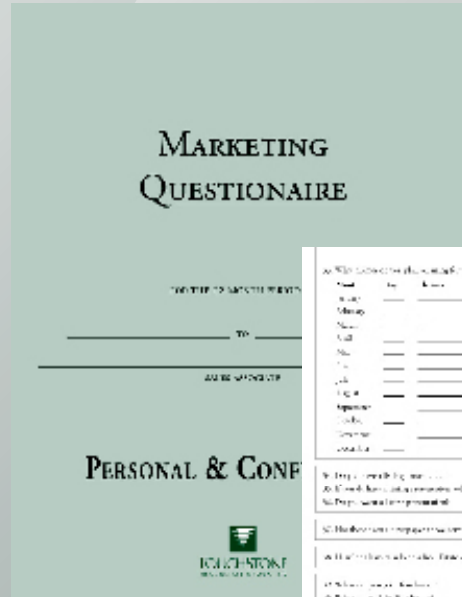
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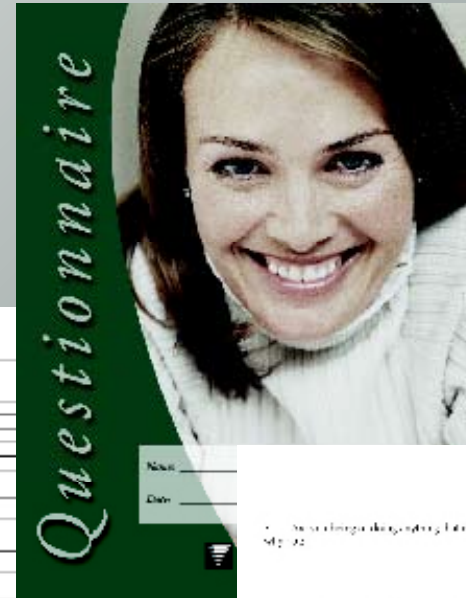
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Questionnaires



MARKETING QUESTIONNAIRE	
TO:	DATE:
BY:	BY:
1. How many years have you been in business?	
2. How many years have you been in real estate?	
3. How many years have you been in real estate with Touchstone?	
4. How many years have you been in real estate with Touchstone in your current market?	
5. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
6. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
7. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
8. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
9. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
10. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
11. How many years have you been in real estate with Touchstone in your current market with Touchstone?	
12. How many years have you been in real estate with Touchstone in your current market with Touchstone?	



Questionnaire

1. How many years have you been in business?

2. How many years have you been in real estate?

3. How many years have you been in real estate with Touchstone?

4. How many years have you been in real estate with Touchstone in your current market?

5. How many years have you been in real estate with Touchstone in your current market with Touchstone?

6. How many years have you been in real estate with Touchstone in your current market with Touchstone?

7. How many years have you been in real estate with Touchstone in your current market with Touchstone?

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11. How many years have you been in real estate with Touchstone in your current market with Touchstone?

12. How many years have you been in real estate with Touchstone in your current market with Touchstone?

13. How many years have you been in real estate with Touchstone in your current market with Touchstone?

14. How many years have you been in real estate with Touchstone in your current market with Touchstone?

15. How many years have you been in real estate with Touchstone in your current market with Touchstone?

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Property Research System

In-Office Printers

E-fax

Winfoms Setup

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With Touchstone Technology, you will reduce your workload, automate your processes, and become more efficient. The bottom line-you have more time to sell, resulting in more closed transactions.

Some of the Technology that we have is not available anywhere. While these services individually would cost several hundred dollars, we have achieved a substantial savings by bundling them together. We are passing along these savings to you. Our technology fee for 2005 has been established at \$90/per month per associate. This fee will appear on your monthly invoice. When an agent meets the Touchstone minimum productivity level of two closings per month (one per month for mobile agents), Touchstone will pay this fee for the agent.



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Computer Requirements

All computer systems that use the Touchstone network resources are required to have, at the minimum, Microsoft Windows XP, (Professional Edition, with Service Pack 2 or later is preferred). Additionally, all network users are required to maintain their computers with the latest security and service pack updates as they become available.

In the event that other operating systems are used while connected to the Touchstone network, those operating systems are considered out of compliance, and are to be used at your own risk. This includes the responsibility of any damage that may occur to other network users through the intentional or unintentional introduction of viruses, Trojan horses, worms, spyware, and malicious spamware.



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Transaction Software

- Track all Tasks
- Automatic email to agents for time sensitive task
- View History & Details of past and present transactions and much more!



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State of the Art Telephone System

- Point and Click interface for phone system using your computer screen
- Drag and drop phone call transferring
- Find me / Follow me service
- Phone Call recording capabilities
- Record phone calls on the fly
- Voicemail for all agents, including mobile agents



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- Satellite photographic imagery of prospective properties using Keyhole Satellite photos



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- Discover in-depth factual data on any property in the area through MetroScan
- Haines Criss-Cross Directory
- National Do Not Call List



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In Office Printers

- Improved network printing
- High Speed, High Quality Color & Black/White printing
- Network Secured-print Features
- Expanded fleet of black & white copier/printers

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▶ **E-fax Training**

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Electronic FAX Solution

- Individual toll-free fax number for each agent
- Send and receive faxes via email or internet without fax equipment or software
- Fax any computer document (word, pdf, tif) without leaving your desk
- Track your fax electronically by receiving notification of fax success or failure
- 200 fax pages (in-coming & out-going) per month per account with overages to be billed at 5¢/page

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REAL ESTATE GROUP, INC

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- In order to gain access to WINForms, you must be a member of the Bakersfield Association of Realtors. If you are not yet a member and wish to apply, it will take approximately 30 days to obtain your membership.
- Go to www.CAR.org and click on WINForms. When asked to choose the version of WINForms, click on desktop. You must key in your Member ID and Password to log in. At this point, you will follow the simple, step by step instructions.



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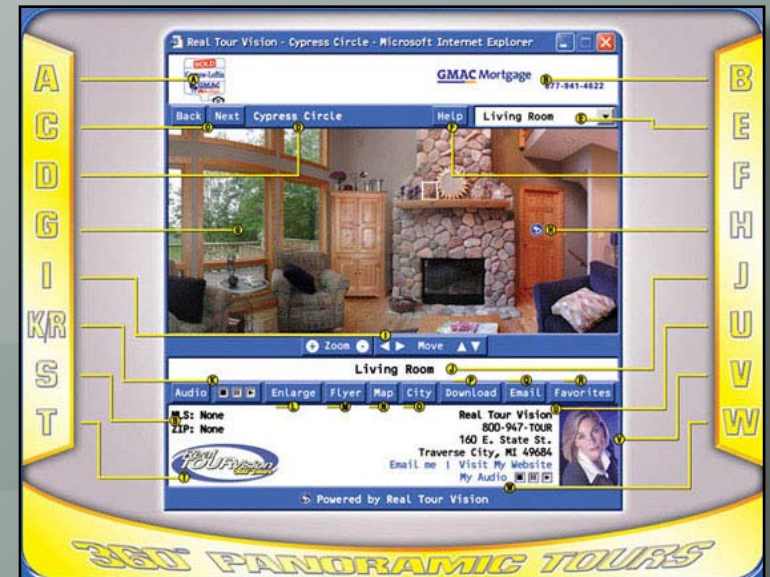
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CAR & NAR newsletters report that at least 67-68% of home searches are started on the internet. Touchstone realizes the importance of the internet as a marketing tool and pays Julie's Virtual Tours to provide its agents with free virtual tours for all listings and it is Touchstone's goal to have all residential listings and even commercial listings with virtual tours. They provide 4 spins and 8 still shots for every listing.

Julie's Virtual Tours utilizes Real Tour Vision proprietary virtual tour software and hardware which enables them to quickly create and upload a 360° virtual tour to the web. RTV technology is recognized as a leader in interactive 360° panoramic virtual tours.



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Benefits of the Virtual Tours are:

- Rather than merely viewing a small exterior photo and a plain text description, Virtual Tours allow you to see full color 360° views of properties, 24 hours a day, 7 days a week.
- They eliminate hours of driving and viewing for both the buyer and their agent.
- Enables out-of-town buyers to make qualified decisions efficiently and conveniently because they now have the ability to visually walk through the property without having to be there.
- You can also advertise your property through the real estate sections of leading Internet sites in addition to the links provided through Julie's Virtual Tours.
- You can e-mail your property tour to prospects anywhere around the world.

If you are not signed up for Julie's Virtual tours, you may register on her website at: <http://www.juliesvirtualtours.com>

If you are registering for the first time, you do not have to wait to ask for your first tour. To request a tour, please fill out the appropriate forms on her website.



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Cold Calling Etiquette

Door Knocking Etiquette

Breakroom Etiquette

Fax / Copier Etiquette

What is a Real Estate Professional?

A professional salesperson is a person who earns more money than the average salesperson. If you are not earning two to three times more income than the average real estate salesperson, you are not as professional as you could be. If you are unwilling to make the changes necessary to achieve this level of professionalism, you should consider getting a job where someone pays you a salary.

In a salaried position, you have a lot of security. However, you also have someone else determining exactly how much money you will make. In most cases, that person is going to be working too hard at becoming rich to worry about whether or not you do.

The exciting thing about real estate is that you can get rich helping other people to get rich. You see, the people who own the real estate have more than you do. You get your brokerage, but they get to keep the real estate, the value of which is going up faster than inflation. So, they're hedging inflation, building equity, sheltering income, and building estates—all because of you—the professional real estate salesperson.



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What is a Real Estate Professional?

Money is the by-product of the service you render to other people. If you give no service, you get no money. When you give lots of excellent service, you get lots of money.

It is important you realize that when we say the word rich, we mean the fully matured, happy, and successful human being, who is striving to get rich in all areas of his or her life. A truly successful life has much more to it than money.



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Step 1. Professionals keep a positive attitude when the world crumbles around them. A little bit of the world crumbles around each of us at times, and we must learn to anticipate it. If you allow life's challenges to get you down, you won't be ready for the next positive thing that happens to you, and you just might miss a fantastic opportunity.

Step 2. Professionals have a certain look about them. What's your vision of what a professional real estate salesperson looks like? Envision every detail from the hairstyle down to the shoes. Now, look at yourself in a mirror. Do any of the details in your ideal picture fit you? If not, maybe it's time to make some changes. Start with minor changes and watch yourself grow into that professional image you have in mind.

Step 3. Customers and clients relate business success with competence. A professional surrounds himself or herself with images of success. Do your car, briefcase, desk, and office communicate a successful business career?



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Step 4. Organization is an important image to clients. This means being on time, having answers ready, handling details, and following up diligently. All these things tell people that you are a person worthy of their confidence. How organized are you?

Step 5. Talk like a professional. Avoid shop talk at all costs. Ask questions about your clients. You must show an interest in them and their needs to get them to open up to you. Choose your words carefully so as not to offend. Plan your presentation from your prospect's point of view.

Step 6. Stay in tune. The real estate profession is constantly changing. Devote a regular part of your week to learning of new developments in the field and sharpening your skills.

Step 7. Respect your fellow salespeople. Others in this profession have the same challenges you have. They deserve the same credit and recognition when they succeed and the same help and encouragement when they fail. Everyone wins when the team gets stronger.



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Step 8. Remember your family and friends. They want and need a high-quality relationship. Be sure to plan time for family and social needs. It will help you gain their understanding when business takes you away evenings and weekends.

Step 9. See the people. There are literally thousands of people in your area who need and deserve professional assistance with their real estate needs. If you don't take it to them, they might be shortchanged by someone less professional. The more people you meet, the more you can serve.

Step 10. Keep your integrity intact. Almost every day an opportunity to take unfair advantage of someone arises. A professional knows that a dissatisfied customer today will cost him or her several possible transactions in the future. A professional knows how important selling with the facts is. Stretching the truth, omitting information, and avoiding present problems by stalling or blaming someone else is for amateurs. Sell with the facts, and you only have to sell them once.



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Telephone Etiquette

- Answer incoming calls quickly identifying yourself by first and last name.
- Identify yourself whenever you place a call—first and last name, company, and nature of call.
- Speak slowly and clearly.
- Listen attentively and add verbal agreement.
- Use honorifics: Mr., Ms., Dr., Sir, Ma'am.
- Return messages within 24 hours.
- If you're in someone else's office when they get a phone call, offer to step outside.
- Don't take any calls when someone is in your office, unless it's urgent.
- Don't talk to anyone else while you're on the phone.
- Don't do any other work or eat while on the phone.
- Holds—ask the other party if they are able to hold. Never keep someone on hold for more than a minute. Each time you return, thank them for holding.



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Voicemail Etiquette

- Your outgoing message should include your name, title and company name.
- Keep your outgoing voicemail message current. Update the message weekly or daily.
- When out of town, state in your message when you'll be back, whether you'll be checking in for messages, how to contact you or who to contact in your absence.
- When leaving voicemail for others, give your name slowly with proper spelling, company name, and phone number. Briefly specify the purpose of your call. Let them know the best time to reach you. Leave your phone number again at the end of the message.
- Try not to ramble when leaving voicemail. Messages should be no longer than thirty seconds.



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Cold Calling Checklist

1. *Set Your Objective*

What are you trying to do in this call? Sell a new product? Answer a question? Make an appointment? Qualify a prospect? Set your goal. You have to have a target before you can hit it.

2. *Plan Your Introduction*

Your first impression is your best, so make sure it counts. Steps to a successful introduction include:

Your name

Your company's name

Personalize your introduction to the customer. Be positive and friendly, but react according to your customer's style. If he or she wants to chat a little at first, follow that lead.

3. *Make sure you're talking to the decision-maker.*

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Cold Calling Checklist

- 4. Express a willingness to help, if the situation calls for it.** Example: Your customer may need help with a problem. By offering to help, you position yourself as a team player.
- 5. Develop an interest-creating remark.** This remark ought to answer the question: Why should I listen to you?
- 6. Developing Probing Questions.** If you're working without a script, you may find yourself stymied after a minute or two of conversation. Many people get defensive on the telephone, and without the right questions, you may have to end the conversation prematurely. Ask lots of questions—people like talking about themselves, and interesting questions are a great way to keep a conversation going.



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Turning Doorbells into \$\$\$

Most people hate ringing strangers' doorbells. But when you're prepared, when you know how, when you've had a lot of success doing it, you won't hate ringing doorbells any more. Maybe you won't love it—but you'll get out there and do it regularly without feeling any distress.

To make doorbell ringing easy, have a reason for doing it. Something that's truly beneficial to the person on the other side of the door. This would include information on real estate values, or things that could or are being done by others to increase values in the area.

Then rehearse plenty of things to say. You must be warm, friendly, and sincere in order to get them to like you and trust you. Be prepared to talk about the neighborhood, the local shopping, employment opportunities in the area, and so on.

Finally, have the right attitude. Attitude is where most real estate people—and salespeople of all kinds for that matter—destroy themselves. Enhancing your attitude will help you to succeed in this business.



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Door Knocking Fundamentals

1. Work Around the Block

If you work up one side of the street and down the other, or cross over from side to side as you go, more people will see you. Many of them will phone one of their neighbors. The conversation will go like this:

“Who was that at your door?”

“Oh, just a real estate person.”

That’s one less door that’ll open for you. Play the numbers. In today’s world, you’ll find less than half of them home anyway. Don’t cut your percentages further. The pro works entirely around the block. It might open just three more doors a day for you, but that’s enough to make a great difference.

2. Walk Enthusiastically

Do you know that successful people take five steps while the average person is taking only four? Do you know why? They always have somewhere to go. Walk like you have a purpose—somewhere to go, and a reason for getting there.

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3. Knock Enthusiastically

Everyone rings the doorbell. You're different. So, you knock. You can't ring a doorbell enthusiastically. Every time, it'll give them the same old ding dong. When you walk up and knock on the door with excitement, you'll be amazed at how curious they get.

4. Stand Back

After you knock, take a few steps back. If you're standing right on top of the door, they won't open it. So back up three or four paces.

5. Face Up The Street

Turn your body and head so the person behind the door will see your profile as you look up the street. Your presence is less threatening if eye contact doesn't hit them the instant they open the door.

6. If You're a Man, Whistle

If you don't know how, learn. Always trill a few cheerful notes as you wait. If a woman is alone in the home when another woman knocks, there's not much fear. That's not the case when a man knocks. If you're whistling merrily, it lets her know that you're happy and harmless.

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7. Wait Until They Acknowledge You

Whether you're a man or a woman, don't turn to face the home owner until he or she speaks. You want the person inside to begin the conversation. They'll say, "Yes," "Hello," "What can I do for you," or whatever. When you hear that, go to the next step.

8. Face Them and Smile

Some sales people have stopped smiling. They've forgotten how. Maybe you should practice. Stand in front of a mirror and smile until you've got the knack of it. Being able to put on a smile when you need one is a valuable prospecting skill. Although you can't prospect without interrupting people, you can certainly ease their shock by smiling.

9. Bring Their Defense Barriers Down

Let's think about the feelings that the person behind the door will have. What goes through the mind of a lady who's alone at home during the day when there's an unexpected knock at the door?

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She feels interrupted. She might feel some curiosity. She may even feel fear. Some people have such a negative image of salespeople that they won't open the door to one. Wear your company nametag proudly when knocking on doors. It will help identify you, which should reduce some fear. It could be that your Touchstone's reputation in the community makes you a welcome visitor. Everything you can do to ease their fears about strangers and demonstrate that you're a nonthreatening professional will open more doors for you and open them wider than those opened to the nonprofessionals.

Don't feel like they must open the door. Don't let their fear make you uncomfortable. You see, it's all a numbers game. The more people you meet, the luckier you get.

On the average, you have just thirty seconds after they first speak to bring their defense barriers down. When they realize you're in sales, many people decide, "I'm getting rid of you as fast as possible." Expect that whoever answers your knock will have some defense barriers up. Break through those barriers and catch a little of that person's interest quickly.



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Door Hangers

A doorhanger left at someone's house sends the message, "I was here personally, and I have something to say directly to YOU. As a customer, you are important to me."

The most effective doorhangers are the ones that look like oversize "Do Not Disturb" signs. Success with this type of advertising once again depends heavily on the headline. Your doorhanger must have an immediate impact on the recipient to produce results. A well-designed doorhanger is sure to be read by the person who pulls it off the doorknob. As soon as the person picks it up, the message is conveyed—now that's direct advertising!

- A short, punchy headline is most effective.
- Don't skimp on the production. They're already inexpensive, so don't cut corners.
- Use testimonials. They are the most effective way to convince the prospect that you are a reputable Realtor®.
- Describe your qualifications to provide the service.
- Make an offer—a free CMA or a free brochure. Induce the prospect to give you a call.



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Fax & Copier Etiquette

Faxes and printed materials have the potential for being quite public- they can be read by anyone who happens across them at the machine.

Be careful when faxing or printing sensitive content. If you need to send confidential information via fax, call the recipient and ask that they wait by the machine at their end.

Please do not remove any pages from the copier or fax machine that do not belong to you. Please remember to pick up any documents from the printer as soon as you print them.

