



TOUCHSTONE
REAL ESTATE GROUP, INC

Agent Services

2005

Design Style Guide



Business Cards

Fronts



BC-F01



BC-F03



BC-F02



BC-F05



BC-F03

Business Cards

Backs

www.TouchstoneRealEstateGroup.com

BC-B01

Two University Centre
9201 Camino Media Suite 200
Bakersfield, CA 93311

Office **(661) 617-3774**
Cell **(661) 619-8086**

RHenderson@TouchstoneRealEstateGroup.com

The finest compliment I can
ever receive is a referral from my
friends and customers.
Thank you!

--Richard

BC-B02

Just Listed/Sold Postcards



JLPC-F01

 **TOUCHSTONE**
REAL ESTATE GROUP, INC.

Just Listed!

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

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.

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.*

661.617.3713
661.303.0463
www.SteveKittrell.com

PRSR STD
US POSTAGE
PAID
BAKERSFIELD CA
PERMIT #718

<<OWNERFIRST>>
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<<MZIPANDZIP>>



JLPC-B01

Just Listed/Sold Postcards



JLPC-F02

In Your Neighborhood

List Price
\$125,000



412 Van Buren St.



TOUCHSTONE
REAL ESTATE GROUP, INC.

JLPC-F03

Just Listed/Sold Postcards



Just Listed!

1223 Address Ave.

www.YourWebsite.com

JLPC-F04



TOUCHSTONE
REAL ESTATE GROUP, INC.

Just Listed!

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BAKERSFIELD CA
PERMIT #718

Carrie Johnson 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.

661.617.3754 Office
661.978.0771 Cell
www.CarrieJohnsonRealtor.com

<<OWNERFIRST>>
<<OWNERLAST>>
<<MAILADDRESS>>
<<MAILCITY>>, <<MAILSTATE>>
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JLPC-B02

Just Sold Postcards

In Your Neighborhood

Just Sold!




1223 Address Ave.

Days on Market: 3

This beautiful home sold with in one week of being listed and more then the asking price!!

Price: \$218,000



TOUCHSTONE
REAL ESTATE GROUP, INC.

JSPC-F01

Just Sold!



<<PropertyAddress>>

www.AgentWebsite.com

JSPC-F02

Just Sold Postcards

Just Sold!



1234 Address Ave.

www.AgentWebsite.com

JSPC-F03

Just Sold!
4712 Pine Castle



www.SteveKittrell.com

JSPC-F04

Just Sold Postcards



Just Sold!

PRSR STD
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PAID
BAKERSFIELD CA
PERMIT #718

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



<<FIRSTNAME>>,
I've still got buyers in your neighborhood!
if you want to sell your home fast and for top dollar, choose a knowledgeable, experienced professional like me with a proven marketing plan that gets results fast!

Not in the market now?
<<FIRSTNAME>>, I hope you'll add me to your list of important phone numbers for future reference or refer me to someone you know who is looking to sell or buy a home.
Thank you.

661.617.3700
661.555.5555
www.AgentWebsite.com


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JSPC-B01

Just Sold!

Two University Centre
9201 Camino Media Suite 200
Bakersfield, Ca 93311

Your Touchstone Realtor is ready to be of exceptional service to you. Horse property in your area is in high demand. If you are thinking of selling, now is a great time. We are here to help!



TOUCHSTONE
REAL ESTATE GROUP, INC
617.3700

JSPC-B02

Just Sold Postcards

Sold Another One!



Two University Centre
9201 Camino Media, Suite 200
Bakersfield, CA 93311

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PAID
BAKERSFIELD CA
PERMIT #718

Diana
Y B A R R A
REALTOR

I'VE STILL GOT BUYERS IN YOUR NEIGHBORHOOD! *If you want to sell your home fast and for top dollar, choose a knowledgeable, experienced professional like me with a proven marketing plan that gets results fast!*



NOT IN THE MARKET NOW? *I hope you'll add me to your list of important phone numbers for future reference or refer me to someone you know who is looking to sell or buy a home. Thank you.*

661.617.3727 Office

661.979.6937 Cell

www.DIANAYBARRA.com

<<OWNERFIRST>>
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<<MZIPANDZIP>>

JSPC-B03

Announcement Postcards

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



Stephanie Larson - Realtor® GRI

JMPC-F01

"I serve my clients, which is why I chose Touchstone. The resources and accessible, helpful, and professional support staff who are dedicated to assisting me serve my clients, allow me to provide a level of service that is better than I ever thought possible. With an ever-changing real estate environment, the management team provides boundless training and coaching, not to mention the camaraderie and open teamwork environment that breeds excellence. Integrity and service are very important to me, and at Touchstone, I have the resources to be exceptional."



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US POSTAGE
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BAKERSFIELD CA
PERMIT #718



Stephanie Larson
REALTOR®

Direct: 661.617.3733
Cell: 661.331.1488
Fax: 661.617.3705

SLarson@TouchstoneRealEstateGroup.com



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JMPC-B01

Announcement Postcards



JMPC-F02

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

Two University Centre
9201 Camino Media Suite 200
Bakersfield, CA 93311

PRSR STD
US POSTAGE
PAID
BAKERSFIELD CA
PERMIT #718


«First Name», in order to serve you better I have joined the Touchstone Real Estate Group. Touchstone's philosophy to always put the client first is exactly in alignment with my core values.

At Touchstone, I have access to cutting edge technology to help market my sellers' homes more effectively and to expose their homes to more buyers than ever before. All my listings have virtual tours. And, because we belong to both the MLS (Multiple Listing Service) and the BLS (Bakersfield Listing Service), my buyers have access to ALL the listings in Bakersfield.

My transaction coordinator handles all my files which allows me to spend more time taking care of my clients' needs. I can now focus my attention on my clients like never before.

Please visit my website to see my new listings as well as my office listings and all the other listings in Bakersfield. Please let your friends, family and associates know that I have moved. Thank you and as always, you can count on me to "Exceed Your Expectations"! Send me an email: julia@juliaball.net

Julia Ball
617.3739 office
477.4000 cell
www.JuliaBall.net

 TOUCHSTONE
REAL ESTATE GROUP, INC.

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JMPC-B02

Announcement Postcards



JMPC-F03



I've Moved!

PRSR STD
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BAKERSFIELD CA
PERMIT #718

Ken Austin
Sales Associate

I am excited to announce my move to the Touchstone Real Estate Group. My new location, state of the art computer technology, and superior support team allows me to provide you with an even higher level of service from an experienced real estate professional in the Bakersfield area.

I can now offer exciting, new marketing support including an expansive Internet presence, virtual tours, and most importantly, membership in BOTH the Multiple Listing Service and the new Bakersfield Listing Service. All of these increase exposure and provide my sellers with full access to the entire Bakersfield market and beyond.

I am eagerly awaiting your call and look forward to assisting you with all of your real estate needs.

Touchstone Real Estate Group
Two University Centre
9201 Camino Verde, Suite 200
Bakersfield, CA 93311

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<<MAILCITY>>, <<MAILSTATE>>
<<MZIPANDZIP>>

661.617.3799 Direct
661.549.7877 Cell
www.TouchstoneRealEstateGroup.com



JMPC-B03

Announcement Postcards



TOUCHSTONE
IS MY NEW KEY
TO SUCCESS!

JMPC-F04

"The rapid expansion of Touchstone Real Estate Group gives an indication of the stability of the company and its dedication to the people engaged in both management and sales. Touchstone Real Estate Group has become a major company in the realty business. Because of this, I chose to be part of this organization. All of this is for the benefit of our clients. They win!"



Richard Henderson, CPA
REALTOR®

617.3374 Office
619.8086 Cell

Richard@DickHendersonRealty.com
www.DickHendersonRealty.com

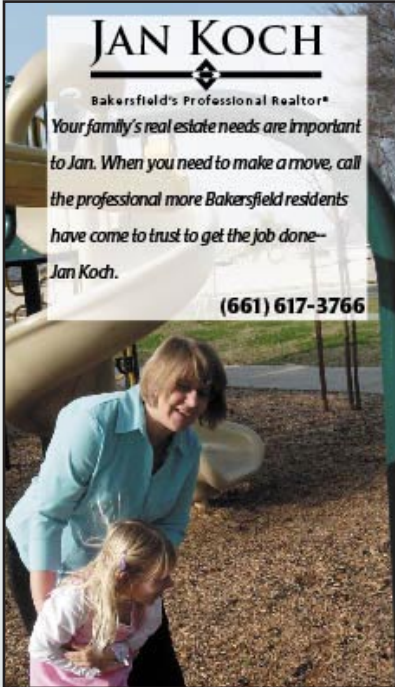


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JMPC-B04

Farm Powercards



JAN KOCH
Bakersfield's Professional Realtor®
Your family's real estate needs are important to Jan. When you need to make a move, call the professional more Bakersfield residents have come to trust to get the job done—Jan Koch.
(661) 617-3766

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 Jan offers you, **FREE** of charge, a complete list of homes sold in the area over the last 90 days with listing price and selling price—vital information you need before placing your home on the market.

Get your free copy by calling (661) 617-3766. 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 Jan 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 Jan today. You'll be glad you did. Whether or not you decide to work with Jan, she simply wants to make sure you experience the kind of real estate service you deserve -- the very best.

FPC-F01



TOUCHSTONE
REAL ESTATE GROUP, INC.

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PERMIT #718

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

**"Exceptional service
isn't expensive...
it's priceless."**

<<First>> <<Last>>
<<Number>> <<Street>>
<<City>>, <<State>> <<Zip>>

FPC-B01

Farm Powercards



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

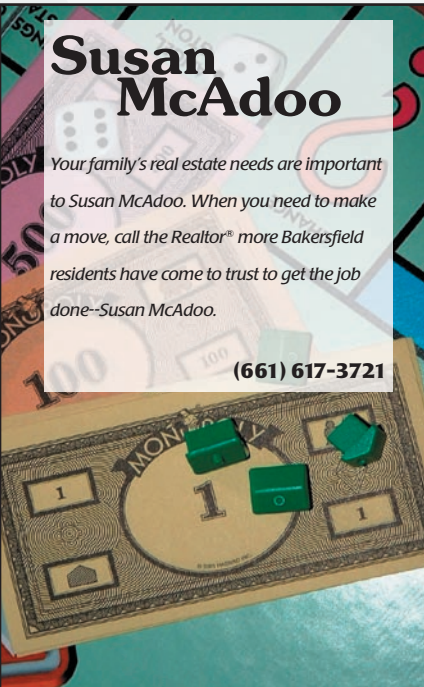
*Whoever said you can't
mix business with pleasure...
...never had the pleasure of doing
business with Joy!*

Pundits may say you shouldn't mix business with pleasure, but Joy Felkins' clients couldn't disagree more. They know that Joy's approach to real estate is to offer the best of both worlds.

Joy's clients enjoy a no-nonsense, straightforward and knowledgeable style of service provided by one of the area's top-producing agents. But to Joy, that doesn't mean she has to be stuffy, reserved, or worse, *boring*. No, she's perhaps one of the friendliest, warmest and most fun-loving professionals 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 service and results of Joy Felkins. Call 661.617.3791, you'll be glad you did.

FPC-F02



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

Start The New Year Off Right: Learn What Other Homes In The Area Sold For In 2004.

Correct, up-to-date information is your most important weapon when you sell your home. That's why Susan McAdoo offers you, **FREE** of charge, a complete list of homes sold in the area during the last 90 days with listing price and selling price—vital information you need before putting your home on the market.

Get your free market analysis by calling (661) 617-3721. 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 Susan McAdoo works to make the real estate process easier for everyone. She wants to be your real estate resource whenever you're ready to sell, whether or not you decide to hire her as your real estate agent. That's why she offers this free report as a no-obligation community service.

FPC-F03

Farm Powercards



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

Everyone in Bakersfield is
Talking About Susan McAdoo's Special Report

Don't Miss Out on This Important Opportunity!

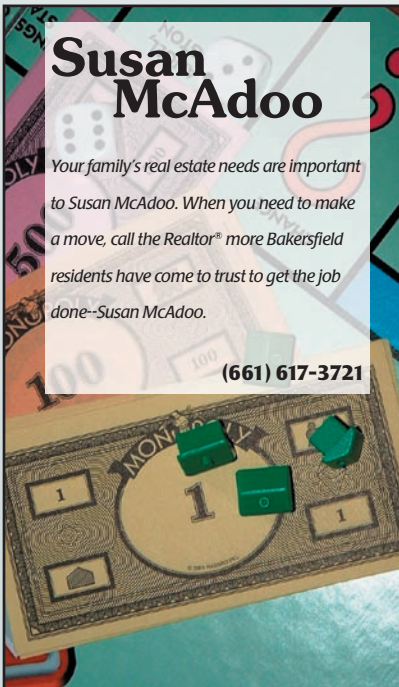
Recently, Susan McAdoo began offering a free special report for home sellers designed to provide them with the critical information they need to make the best decisions.

It's called "29 Essential Tips That Get Homes Sold Fast (And For Top Dollar)," and response has been so incredible that Susan wants to make sure everyone has the opportunity to receive their copy before she runs out.

If you haven't already ordered yours, be sure to call (661) 617-3721, and ask Susan how to order your copy.

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 Susan McAdoo works to make the real estate process easier for everyone. She wants to be your real estate resource whenever you're ready to sell, whether or not you decide to hire her as your real estate agent. That's why she offers this free report as a no-obligation community service.

FPC-F04



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

WARNING:

Sell Your Home Without Reading this Special Report, and You Could Be Cheating Yourself Out of Thousands of Dollars

How to Squeeze Every Last Dollar Out of Your Home Sale

Are you sure you've done all you can to maximize the value of your home before you sell? If not, you won't want to be without Susan McAdoo's informative special report. She's put together dozens of easy ways for you to make buyers willing to pay more for your home and bring you a better return on your investment.

Call for your free copy today. It's a free community service offered by Susan McAdoo, and there's absolutely no obligation.

**Call (661) 617-3721, 24-hours a day
to ask Jan how to order your free copy of this valuable report.**

FPC-F05

Farm Powercards



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

ATTENTION HOME OWNERS:
IT'S NOT TOO LATE TO ORDER YOUR SPECIAL REPORT!

WARNING!

Before you buy one gallon of paint, before you look at one more carpet sample, before you plant anything in your yard, you need to read this **FREE Special Report.**

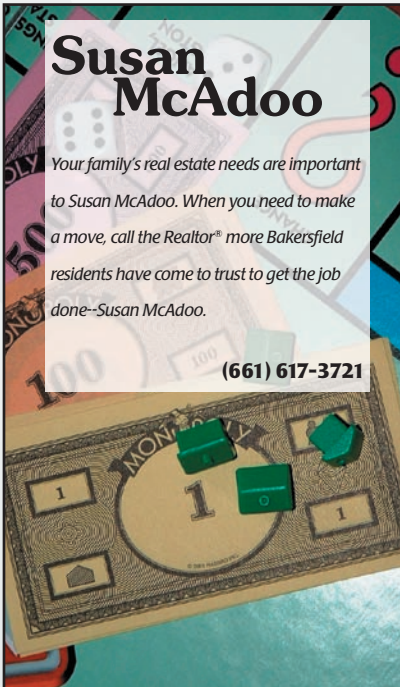
Whether or not you're planning to sell your home soon, changes you make today can affect the future value of your home. Now is the time to find out which renovations and cosmetic changes will improve your chances for a profitable sale in the years to come, and which may cost you more than they're worth.

If you haven't already ordered your copy of Susan McAdoo's special report, "How to Squeeze Every Last Dollar Out of Your Home Sale," be sure to call for it today. Even if you don't plan to sell for years, you should know what's in this special report. It will guide you in making future changes to your home as well as help you to plan ahead when it is time to sell.

To get your free copy, call (661) 617-3721, to order your special report.

It's a no-obligation community service offered by Susan McAdoo—just one of the many ways she works to keep you informed.

FPC-F06



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

Realtor® Susan McAdoo Offers
FREE Special Report

Everything You Need to Know About Mortgages Before You Buy Your Next Home

When you bought your home, hopefully you chose a mortgage loan that was right for you at the time based on sound economic advice from a trusted financial expert. But times change quickly, and the loan that was right for you then may not be the best loan for you now. If you're thinking of moving or if you simply want to find out if now may be the right time to refinance, you need to know what type of loan may work best for you today.

Susan McAdoo has prepared a free special report to give you an in-depth look at today's real estate financing options called


**"A Critical Guide to Home Loans:
Your Options and How They Affect Your Future."**

Call for your free copy today. It's a free community service offered by Susan McAdoo, and there's absolutely no obligation.

**Call (661) 617-3721, 24-hours a day
and ask how to order
your free copy of this valuable report.**

FPC-F07

Farm Powercards



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

ATTENTION HOMESELLERS!

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

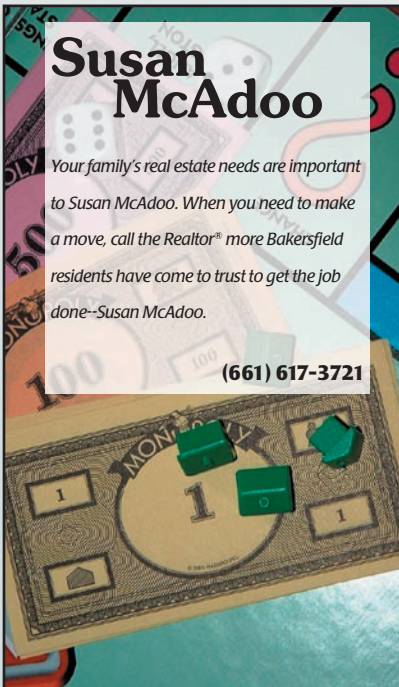
If you're one of the thousands of home owners thinking of selling your home today, you already know how daunting that task can seem. You have hundreds of questions and few answers. What you need is information, but you may not be sure where to turn.

Fortunately, Realtor® Susan McAdoo has established her 24-hour real estate information website. Go to www.SusanMcAdoo.com, any time, to browse through essential information pressure-free. You may also choose to have the information immediately emailed 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) 617-3721 to speak with Susan.

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 Susan works to make the real estate process easier for everyone. That's why she offers this no-obligation community service.

FPC-F08



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

Are You Up Nights Thinking About Your Home Sale? So is Susan McAdoo.

You could say that Susan McAdoo practically eats, breathes and sleeps real estate. It's what keeps her up at nights, thinking about innovative ways to find the right buyer, get the best price and get the job done quickly and efficiently. Because on the odd nights when Susan does get a full eight hours, she wants to be able to sleep soundly knowing she's given her best and helped her clients achieve an important dream.

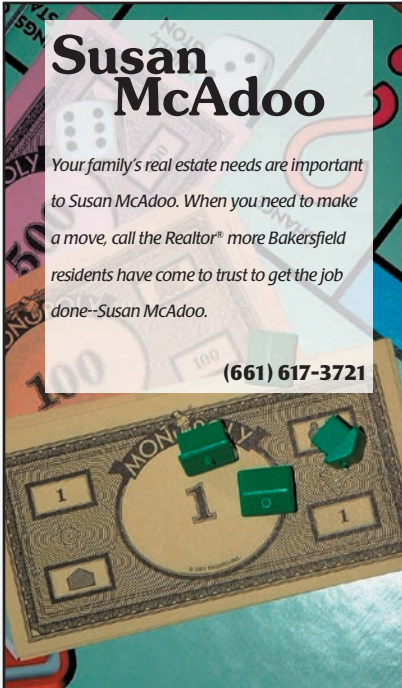
Even if you're not thinking of selling right now, you may want to give Susan a call anyway. She can provide you with valuable information today that will make you better prepared when you are ready to move—even if it's years from now. Because the best time to choose a Realtor® is before you need one.

Keep this card handy, or call Susan McAdoo's 24-hour real estate hotline at (661) 617-3721 anytime to request your free copy of Susan McAdoo's personal brochure or other valuable information regarding Bakersfield home sales.

There's no obligation—it's a free community service provided by Susan McAdoo.

FPC-F09

Farm Powercards



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

NO NEWS IS GOOD NEWS (Unless You Happen to be Selling Your Home.)

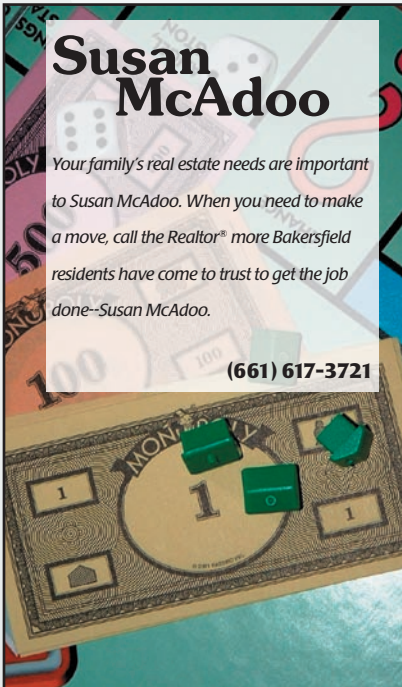
When it comes to real estate, no news is bad news. Pure and simple, if you aren't getting communication and information on a timely basis, then you are simply in the dark—and that's no place for a homeseller.

Realtor® Susan McAdoo believes that any successful home sale hinges on one important factor: accurate information supplied to you on a timely basis. After all, there's so much riding on your home sale, and you need to make sound decisions. That's why Susan will never be incommunicado with you.

Keep this card handy, or call Susan McAdoo's 24-hour real estate hotline at (661) 617-3721 anytime to request your free copy of Susan McAdoo's personal brochure or other valuable information regarding Bakersfield home sales.

It's a free community service provided by Susan McAdoo.

FPC-F10



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

You need to hire a real estate agent who is not afraid to take several days off...

...off your home sale, that is.

When you want your home sold, you want it sold quickly and for top dollar. Susan McAdoo understands. Her proven marketing plans are designed to do exactly that—take several days off the duration of the sale. Through a perfect mix of target advertising, expert pricing, a network of qualified buyers, plain hard work and exhaustive legwork, Susan gets it done—often shaving several days off of the typical home sale.

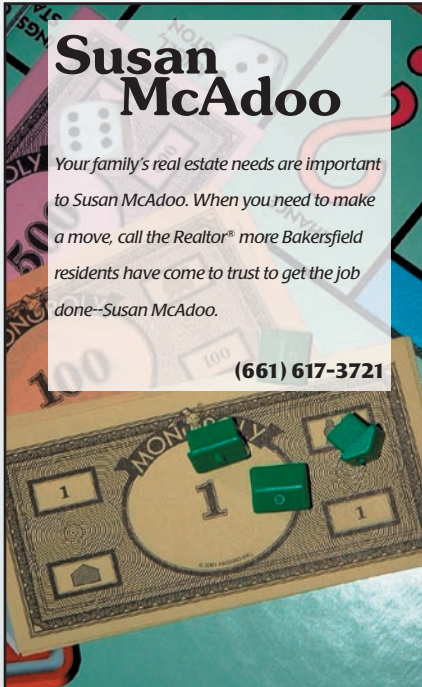
If you're thinking of selling your home, go with an agent who will take several days off!

Keep this card handy, or call Susan McAdoo's 24-hour real estate hotline at (661) 617-3721 anytime to request your free copy of Susan McAdoo's personal brochure or other valuable information regarding Bakersfield home sales.

It's a free community service provided by Realtor® Susan McAdoo.

FPC-F11

Farm Powercards



Susan McAdoo

Your family's real estate needs are important to Susan McAdoo. When you need to make a move, call the Realtor® more Bakersfield residents have come to trust to get the job done--Susan McAdoo.

(661) 617-3721

WANTED: Home Sellers Who Refuse to Settle for Less Than the Best

In everything you do, you put your family's needs first. Nothing could be more important than what's best for you and your family. So why should it be any different when it comes to selling your home?

As a devoted wife herself, Susan McAdoo knows what it means to put her family first. That's why, as a real estate professional, she enjoys helping others who have the same goals for their own families.

She knows the moving process is a time filled with often overwhelming decisions, beginning with the process of selecting an agent. That's why she strives to make every step as smooth and pressure-free as possible.

**Just visit Susan's 24-hour information website at
www.SusanMcAdoo.com, anytime
to access free information on the
latest listings and sales of homes in your area.**

Browse through the information at your convenience. There's never any obligation. You'll also see how to request your free copy of Susan's personal brochure. Doesn't your family deserve the best? Susan thinks so. Call today. It's a free community service from Realtor® Susan McAdoo.

FPC-F12

Market Update Mailers

REAL ESTATE MARKET UPDATE *for* [FARM NAME]

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?*

[Agent name]

Cell 000.000.000
Office 000.000.000
e-Fax 000.000.000

Fill out the card below and find out. List your home for sale with [Agent name], and [he/she] guarantees to have it sold in 90 days or less! Buy your next home from [Agent first name]! [He/She] guarantees you'll love it or [he'll/she'll] resell it for free!

"[Agent first name]'s very honest, well informed, goes over and above the norm ... and she takes the time to listen."

--Kurt & LouAnn Wisseman
Very Happy Clients

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



TOUCHSTONE
REAL ESTATE GROUP, INC.

Yes, please send me more information on:

Seller's Guarantee: Your home SOLD in 90 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?

Two University Centre
9201 Camino Media Suite 200
Bakersfield, CA 93311

Mail this card or e-mail request to: [Agent first name]@TouchstoneRealEstateGroup.com

MU-F01

Market Update Mailers



TOUCHSTONE
REAL ESTATE GROUP, INC

Two University Centre
9201 Camino Media Suite 200
Bakersfield, CA 93311

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

PRSRT STD
US POSTAGE
PAID
BAKERSFIELD, CA
PERMIT #718

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

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

Fortunately, Realtor® [Agent name] has prepared for you a **Real Estate Market Update** on [Farm name]. Even if you're not thinking of selling now, keep this card handy. It's your secret weapon in winning the home-sale battle!

Whether or not you decide to work with [Agent first name], [he/she] simply wants to make sure you experience the kind of real estate service you deserve -- the very best.

Free Real Estate Market Update for [Farm name]



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REAL ESTATE GROUP, INC

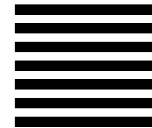


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BAKERSFIELD CA 93311-9901

ATTN: Agent Name



MU-B01

Market Update Mailers

REAL ESTATE MARKET UPDATE

for

[FARM NAME]



Jane Parker
REALTOR®

331.2232 Cell

How Much Would Your Home Sell For Today?

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

Fill out the card below and find out. List your home for sale with Jane Parker, and she guarantees to have it sold in 90 days or less! Buy your next home from Jane! She guarantees you'll love it or she'll resell it for free!

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?

- Two University Centre
 9201 Camino Media Suite 200
 Bakersfield, CA 93311



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REAL ESTATE GROUP, INC.

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

MU-F02

Market Update Mailers



Two University Centre
9201 Camino Media Suite 200
Bakersfield, CA 93311

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

PRSRT STD
US POSTAGE
PAID
BAKERSFIELD, CA
PERMIT #718

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

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

Fortunately, Realtor® Jane Parker has prepared for you a **Real Estate Market Update** on [Farm name]. Even if you're not thinking of selling now, keep this card handy. It's your secret weapon in winning the home-sale battle!

Whether or not you decide to work with Jane, she simply wants to make sure you experience the kind of real estate service you deserve -- the very best.



Free Real Estate Market Update for [Farm name]

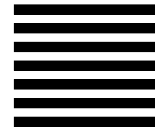


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MU-B02

Sales Flyers



TOUCHSTONE
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- 4 Bedrooms
- 3 Bathrooms
- Pergo Flooring
- Granite Counter Tops
- New Stove & Dishwasher
- Alarm System
- Sparkling Pool
- Tile Roof
- Fantastic Landscaping



1234 Address Ave.

This four bedroom, three bathroom home has many great features! Pergo flooring runs throughout the home and beautifully matches the neutral carpet in the bedrooms. The granite counter tops & new appliances in the kitchen are in great condition. A sparkling pool & fantastic landscaping make the backyard make perfect setting for summer get-to-gethers.

Offered at:
\$000,000



Kevin E. Keller
REALTOR®

Office 661.617.3701 | Cell 661.717.4114
KKeller@TouchstoneRealEstateGroup.com
www.TouchstoneRealEstateGroup.com

SF-01-A

Peraese tat
Duip et ing et



Kevin Keller
REALTOR®

- 3 Bedrooms
- 2 Bathrooms
- 2 Stories
- Drive-Thru Garage
- Large Porch
- Great Front & Backyard
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6
- Feature 7

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Offered at:
\$295,925

SF-01-B

Office 661.617.3701 | Cell 661.717.4114
www.KevinKeller.com



Sales Flyers

Re Molenim



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Kevin E. Keller

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Bakersfield, CA



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SF-03-A

Offered at \$000,000



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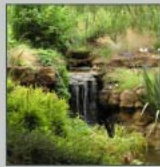
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Sales Flyers

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Bakersfield, CA



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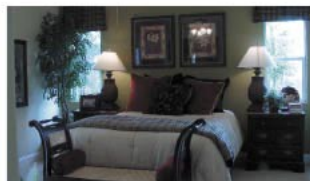
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Offered at: \$000,000



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SF-04-B

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SF-04-C

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Sales Flyers

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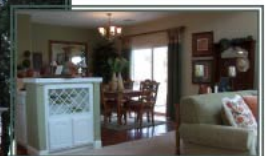


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www.TouchstoneRealEstateGroup.com

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- 2 Bathrooms
- 2 Stories
- Drive-Thru Garage
- Large Porch
- Great Front & Backyard
- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5
- Feature 6







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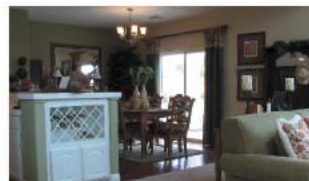
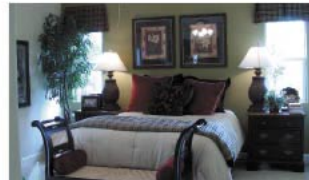


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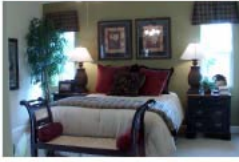


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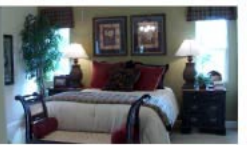
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Custom Artwork Samples



Letterhead &
Envelope

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Custom Artwork Samples

Timing Your Move

The accompanying chart show how it can take five to eight months, or more, to complete the necessary steps before you can occupy new, building to suit offices.

Sublease, or "as is" space, can usually be located and occupied more quickly.

The Sprague Real Estate Group can make this time consuming process much easier. All of our brokers are experienced in business relocation.

We are Kern County's Business Location Experts.

» Site Inspection to Selection	4 to 6 weeks
» Space Planning and Economic Negotiation	2 to 3 weeks
» Documenting the Deal and Legal Assistance	3 to 4 weeks
» Develop Working Drawings and Plans	2 to 3 weeks
» Obtain Permits and Approvals	3 to 5 weeks
» Construction to Occupancy	8 to 10 weeks
	22 to 31 weeks total

Thinking About Moving?

What Our Clients Say ...

"Andiam zzrit ad te min henismod tet, quissed doloborpero cortinc iliiquisl diat venibh ectem do exeros at ipisi." -- **John & Jane Doe**

"Andiam zzrit ad te min henismod tet, quissed doloborpero cortinc iliiquisl diat venibh ectem do exeros at ipisi." -- **John & Jane Doe**

"Andiam zzrit ad te min henismod tet, quissed doloborpero cortinc iliiquisl diat venibh ectem do exeros at ipisi." -- **John & Jane Doe**

"Andiam zzrit ad te min henismod tet, quissed doloborpero cortinc iliiquisl diat venibh ectem do exeros at ipisi." -- **John & Jane Doe**

"Andiam zzrit ad te min henismod tet, quissed doloborpero cortinc iliiquisl diat venibh ectem do exeros at ipisi." -- **John & Jane Doe**

Use Expert
Tenant Representation by

logo

logo

661.617.3786 • 661.617.3783 • 661.617.3765

Touchstone Real Estate Group, Inc.
9201 Camino Media Suite 200
Bakersfield, CA 93311



Custom Booklets 2-3 Hours Design Time

What We Provide For Our Clients ...



Understanding Your Unique Requirement.
We take the time to know your needs and save you time by locating the right properties.



Market Survey Report on Available Properties.
Our inventory is up-to-date, so you can be assured of total market coverage.



Presentation of All Qualified Sites.
We preview every site before we present it to you, to save you time and effort.



Architectural Evaluation and Space Planning.
We help you select an architect to plan a facility that meets your needs.

Computerized Economic Analysis of Proposals.

We provide comprehensive information to help you make informed decisions.

Development of the Negotiation Strategy.

We are skilled, experienced negotiators and will get you the best price and terms.

Negotiation to Lease Execution.

This is where experience counts the most. We negotiate to close the deal.

Occupancy and Beyond.

Our track record ensures that we will be here to serve you in the future.

Tenant's Checklist

We provide you with the following tools:

- * Requirement checklist
- * Tour site inspection checklist
- * Architectural evaluation checklist
- * In-depth computer economic analysis
- * Comprehensive market survey

About Sprague Real Estate Group ...

Together, we have teamed up to provide over 70 years of real estate, development, and construction experience. Although we are centrally located in Bakersfield, we represent on an exclusive basis as acquisition agents for regional and national developers and homebuilders to California's Central Valley.

Our main principle, Ron Sprague, has had a vast amount of experience working in Agriculture. His duties have ranged from directing land management and nursery operations, to serving as Assistant Marketing Director of Produce Sales. Also, Ron spent the last two decades as marketing Director of Real Estate to George Nickel - a prominent Real Estate Broker, Developer, Farmer, and Water purveyor in Kern County.

Our objective is simple. It is to provide you with the highest quality real estate services, promptly & efficiently, to meet your project requirements.

logo

661.617.3786 - Ron Touchstone Real Estate Group, Inc.
661.617.3783 - Ken 9201 Camino Media Suite 200
661.617.3765 - Derek Bakersfield, CA 93311

RSprague@TouchstoneRealEstateGroup.com
KPayne@TouchstoneRealEstateGroup.com
DSprague@TouchstoneRealEstateGroup.com

Custom Artwork Samples



Double Sided Fold-Over Business Cards



2-3 Hours Design Time



Custom Artwork Samples

Your Home is Worth?

I V H M M O N K O L I N V M



Steve McCune
REALTOR®

Steve McCune is an active member of your community. He understands your needs and is very family oriented. He has taken a personal interest by specializing in your area. He is current and up-to-date with all listings and sales in your area by utilizing the most up to date marketing & technology.

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Bakersfield, CA 93311

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If you would like to know how much your home is worth, contact Steve for a free market analysis. There is no obligation.

Whether or not you decide to work with Steve, he simply wants to make sure you experience the kind of real estate service you deserve -- the best!

661.617.3770 office
661.330.4961 cell

www.SMcCuneSellsHomes.com

Charlotte Adams
3702 Southpass Dr
Bakersfield, CA 93312-4436

Custom Mailer

2-3 Hours Design Time

Your Neighborhood Specialist's Recent Listings in Your Area

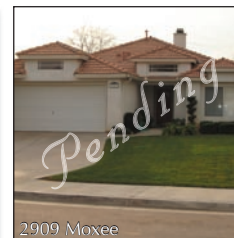


Steve McCune
REALTOR®

- » Active Member of Your Community
- » Specialized in Your Area
- » Family Oriented
- » Understanding of Your Needs
- » Up To Date With ALL Listings & Sales in Your Area
- » Utilizing The Most Up To Date Marketing & Technology



3706 Southpass



2909 Moxee



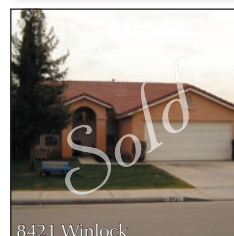
3403 Pecos

If you're thinking about selling your home now or in the near future, why not go with the name more people in your area are coming to trust - Steve McCune.

Want to know what your home is worth?

Call Steve, for a complete and current market analysis, prepared exclusively for your home. Steve is also available anytime to answer any questions you may have regarding Real Estate.

www.SMcCuneSellsHomes.com



8421 Winlock



8417 Winlock

office

661.617.3770

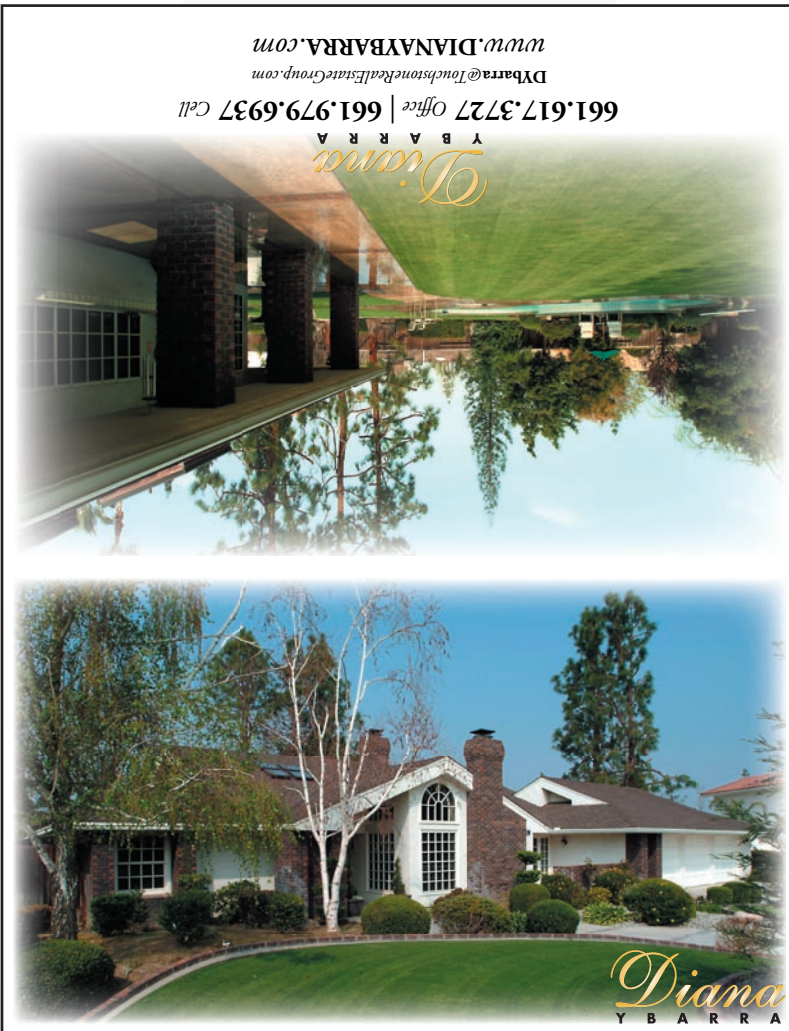
cell

661.330.4961



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Custom Artwork Samples



www.DIANAYBARRA.com
 DYbarra@TouchstoneRealEstateGroup.com
 661.617.3727 Office | 661.979.6937 Cell

Exclusive Brochure

2-3 Hours Design Time



If you enjoy entertaining, privacy and an active lifestyle in elegant or casual surroundings, this home was designed for you. Twelve foot ceilings, expansive windows, a fireplace and French doors to a private front patio enhance the formal living and dining room. The gourmet kitchen has been completely remodelled and features stainless steel appliances, a walk-in pantry and overlooks the backyard and pool area which is accessed through French doors off the breakfast area. Luxury abounds in the master suite which features a sitting area, a romantic fireplace and a large walk-in, cedar-lined closet. The great room offers a spacious layout that is perfect for entertaining with French doors opening to the back patio, a fireplace, hardwood floors and a wetbar. The pool and spa are set in a beautiful parklike backyard.



Diana
 Y B A R R A
 From Dreams to Reality ...

661.617.3727 Office
661.979.6937 Cell

DYbarra@TouchstoneRealEstateGroup.com
 www.DIANAYBARRA.com

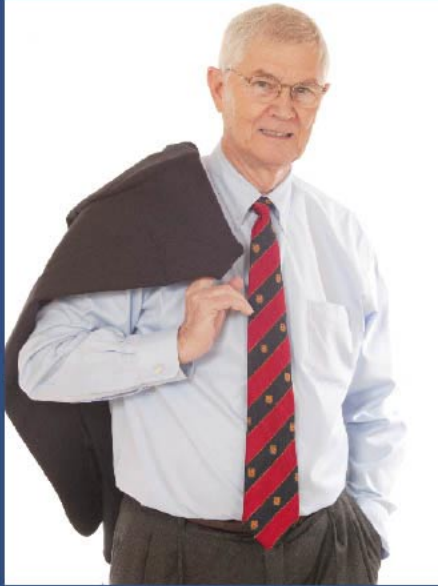


7913 Corte Nobleza

Proudly Offered at \$659,000

Custom Artwork Samples

Personal Brochure



Born in Lone Pine and raised mainly in Bakersfield and Los Angeles areas, Dick Henderson considers himself a native son of Bakersfield. His education did take him away from California to Florida State University where he graduated with honors in accounting. Not only at Florida State did Dick find a fantastic education, but also the love of his life, Lisa, to whom he has been

"Bakersfield has long been known as a place where there is still a small town atmosphere and it's a safe place to bring up a family. The people are friendly and it's a great place to live. It's not too far from the beach, the ski slopes or the big city. And it just makes financial sense, the homes here are still affordable!"

married for many happy years. After college, Dick moved to San Francisco, where he worked for an international accounting and consulting firm.

In 1961, Dick and his family returned to Bakersfield and began forming several accounting and consulting firms. During his career in the accounting profession,

Dick was a board member of the California Society of Certified Public Accountants as well as President of the Bakersfield Chapter of Certified Public Accountants. He was also one of the founders and charter members of the Institute of Management Accountants. Even today, Dick still maintains memberships in the American Institute of Certified Public Accountants as well as the California Society of Certified Public Accountants.

Dick practiced accounting for forty years and maintained the position of managing partner in his firm until his retirement. Always one who loved a challenge and wanting a career involving people, Dick decided to acquire his real estate license in 1999 while he was still practicing accounting. Since becoming a Realtor, he has been rewarded with seeing joy in the faces of his home buyers and sellers. True to his nature, Dick has become a member of the Bakersfield Board of Realtors.

In his leisure time, Dick is an avid golfer and even was the State Partners Best Ball Champion of the California Society of CPAs on two occasions. His passion for golf has lead him to take many golf trips in California, Hawaii, Hilton Head, Acapulco and Mexico City. Dick also enjoys traveling to Europe

2 Hours Design Time - Logo
5 Hours Look & Feel
8 Hours Copy Writing
2 Hours - Revisions

I N T E G R I T Y



When you need someone to help you achieve a successful home sale or purchase, Dick Henderson is the right connection to have. He uses his hard work ethic, and broad business background to get you the results you need. Dick Henderson also believes that to do something the right way, you have to give it your all. That's why he's so dedicated to helping you achieve your lifestyle dreams. Call him today and let him fulfill your real estate needs. Here's what only a few of his satisfied clients have to say:

"Dick Henderson's dedication to helping us prepare our home for sale was incredible. After working with him we couldn't imagine going to anyone else."
P. H.

"Dick Henderson made the process of home shopping and home buying so easy. He patiently explained all the details and was never too busy to address our questions."
D. E.

"We appreciate Dick Henderson's encouragement in helping us sell our home and find the perfect home to suit our growing family. He showed us unlimited opportunities!"
L. M.



YOUR HOME — THE GOOD LIFE



Put the Power of Dick Henderson's Experience and Knowledge Behind Your Next Home Sale or Purchase!

HOME BUYERS

Call Dick Henderson today and ask for a copy of his FREE special report, "Home Buyers: How To Avoid Paying Too Much." It could save you time and money when looking for just the right home.

HOME SELLERS

Call Dick Henderson today and ask for his report, "29 Tips to Get Your Home Sold Fast (And For Top Dollar)" This report could help you get the most out of your home sale.

PHONE
OFFICE 661.617.3774
CELL 661.619.8086
E-FAX 888.492.5864

E-MAIL
RICHARD@DICKHENDERSONREALTY.COM

WEBSITE
WWW.DICKHENDERSONREALTY.COM

and recently took a three week trip through Austria, Germany, Switzerland, and northern Italy. Dick loves living in Bakersfield since it is not too far from the beach, the ski slopes or the big city for a weekend getaway and the homes here are still affordable.

Staying very involved in the local community, Dick enjoys the small town atmosphere and family values you find in Bakersfield. He is a longtime member of Bakersfield East Rotary and St. Paul's Episcopal Church where he is on the vestry and is church treasurer. Dick's love of music inspired him to become a board member of the Bakersfield Symphony, which lead him to be its president in the 1980s.

There's a right way to handle a real estate transaction," Dick often remarks. "And it takes a knowledgeable, experienced professional to get the job done in a smooth, efficient manner." For Bakersfield and its surrounding communities, Dick Henderson is the right professional to guide his clients through the oftentimes challenging home buying or selling process.

EXCLUSIVE ATTENTION

Dick Henderson also strives to offer his clients the exclusive attention and seasoned experience they need.

As a Certified Public Accountant, he brings to the table a solid business background as well as an in-depth knowledge so he can pursue the best market value for his buyers

COMPREHENSIVE MARKETING

Likewise for his sellers, he offers a customized marketing plan which utilizes print media and the Internet

"The rapid expansion of Touchstone Real Estate Group gives an indication of the stability of the company and its dedication to the people engaged in both management and sales. The Touchstone Real Estate Group has become a major company in the realty business. Because of this, I chose to be part of this organization. All of this is for the benefit of our clients. They win!"

to gain a property maximum exposure. Check out his comprehensive website at www.DickHenderson.com for the latest home selling resources. If you are considering buying or selling a home or have question about the complex local market, call Dick Henderson today.



TOUCHSTONE
REAL ESTATE GROUP, INC

Two University Centre • 9201 Camino Media Suite 200 • Bakersfield, CA 93311

Custom Artwork Samples

4 Hours Stock Art Photo Research
 5 Hours Look & Feel
 8 Hours Copy Writing
 2 Hours - Revisions

Personal Brochure

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Steve Kittrell

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Office: 661.617.3713
 Cell: 661.303.0463
 Home:
 e-fac:

"When it comes time to buy or sell, avoid the traps, call a pro!"

Custom Artwork Samples



Custom Postcards

IN ORDER TO BETTER SERVE YOU ...
 I am excited to announce my move to the Touchstone Real Estate Group. My new location, state of the art computer technology, and superior support team allows me to provide you with an even higher level of service.

I can now offer exciting, new marketing support including an expansive Internet presence, virtual tours, and most importantly, membership in BOTH the Multiple Listing Service and the new Bakersfield Listing Service. All of these increase exposure and provide my buyers & sellers with full access to the entire Bakersfield market and beyond.

I am eagerly awaiting your call and look forward to assisting you with all of your real estate needs.

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

Dawn Loding
 REALTOR®

661.706.6761 cell | 661.617.3764 office
 DLoding@TouchstoneRealEstateGroup.com
 www.DawnLoding.com

TOUCHSTONE
 REAL ESTATE GROUP, INC.

Bakersfield Home Team
 Jim Dugan | Dawn Loding | Travis Uhles

Touchstone Real Estate Group
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 9201 Camino Media, Suite 200
 Bakersfield, CA 93311

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661.617.3749

www.BakersfieldHomeTeam.com

Just Sold!

<<OWNERFIRST>>,
We've still got buyers looking in your neighborhood!
If you want to sell your home fast and for top dollar choose knowledgeable, experienced professionals like us with a proven marketing plan that gets results fast!

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

Not in the market now?
 <<OWNERFIRST>>, I hope you'll add us to your list of important phone numbers for future reference or refer us to someone you know how is looking to buy or sell a home.

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 PERMIT #718

Pricing

Flyer & Color Copy Prices (2005)

impressions	Letter	Letter 32#CLC	Letter card	tabloid	Tab. 32#	Tab. card
1	0.30	0.35	0.45	0.60	0.70	0.90
100	0.30	0.35	0.45	0.60	0.70	0.90
200	0.30	0.35	0.45	0.60	0.70	0.90
400	0.30	0.35	0.45	0.60	0.70	0.90
600	0.30	0.35	0.45	0.60	0.70	0.90
1000+	0.30	0.35	0.45	0.60	0.70	0.90

Postcards 4.25 x 5.50			
Qty	Cost	w/ Postage	\$/piece w/ Postage
100	27.50	50.50	0.51
200	55.00	101.00	0.51
300	82.50	151.50	0.51
400	110.00	202.00	0.51
500	112.50	227.50	0.46
600	135.00	273.00	0.46
700	157.50	318.50	0.46
800	180.00	364.00	0.46
900	202.50	409.50	0.46
1000	175.00	405.00	0.41
1100	192.50	445.50	0.41
1200	210.00	486.00	0.41
1300	227.50	526.50	0.41
1400	245.00	567.00	0.41
1500	262.50	607.50	0.41
1600	280.00	648.00	0.41
1700	297.50	688.50	0.41
1800	315.00	729.00	0.41
1900	332.50	769.50	0.41
2000	350.00	810.00	0.41
2200	275.00	781.00	0.36
2400	300.00	852.00	0.36
2800	350.00	994.00	0.36
3000	375.00	1,065.00	0.36
3200	400.00	1,136.00	0.36
3400	425.00	1,207.00	0.36
3600	450.00	1,278.00	0.36
3800	475.00	1,349.00	0.36
4000	500.00	1,420.00	0.36
4200	525.00	1,491.00	0.36
4400	550.00	1,562.00	0.36
4600	575.00	1,633.00	0.36
4800	600.00	1,704.00	0.36
5000	625.00	1,775.00	0.36

Postcards 5.50 x 8.25			
Qty	Cost	w/ Postage	\$/piece w/ Postage
100	45.00	82.00	0.82
200	90.00	136.00	0.68
300	135.00	204.00	0.68
400	180.00	272.00	0.68
500	200.00	315.00	0.63
600	240.00	378.00	0.63
700	280.00	441.00	0.63
800	320.00	504.00	0.63
900	360.00	567.00	0.63
1000	350.00	580.00	0.58
1100	385.00	638.00	0.58
1200	420.00	696.00	0.58
1300	455.00	754.00	0.58
1400	490.00	812.00	0.58
1500	525.00	870.00	0.58
1600	560.00	928.00	0.58
1700	595.00	986.00	0.58
1800	630.00	1,044.00	0.58
1900	665.00	1,102.00	0.58
2000	600.00	1,060.00	0.53
2200	660.00	1,166.00	0.53
2400	720.00	1,272.00	0.53
2800	840.00	1,484.00	0.53
3000	750.00	1,440.00	0.48
3200	800.00	1,536.00	0.48
3400	850.00	1,632.00	0.48
3600	900.00	1,728.00	0.48
3800	950.00	1,824.00	0.48
4000	1,000.00	1,920.00	0.48
4200	1,050.00	2,016.00	0.48
4400	1,100.00	2,112.00	0.48
4600	1,150.00	2,208.00	0.48
4800	1,200.00	2,304.00	0.48
5000	1,000.00	2,150.00	0.43

Pricing

Custom Artwork and Design Creation	\$70.00/hr
Clipart	\$10.00/Image
Stockart	\$15.00/Image
Research Time	\$70.00/hr
Template Modification	\$10.00/Template/Job
Personal/Business Identity Development.....	\$995.00
(Includes up to 15 hours of graphic design work)	
Personal Brochure Design/Content Development.....	\$70.00/hr
(Initial Consultation - Free)	
Marketing Development Consultation	\$70.00/hr
(Initial Consultation - Free)	
Photo Manipulation	\$70.00/Hr
Farm List Creation	\$45.00
Farm/Mailing List Clean-up.....	\$15.00
CMA Creation	\$100.00
(includes Black Box, w/ pen, key chain, Touchstone Collateral, and Velvetine Tray)	
Basic Black Box	\$40.00
(includes Black Box, w/ pen, key chain, Touchstone Collateral, and Velvetine Tray)	
Touchstone Presentation Folders.....	\$1.50/Ea.
CMA Coverbinds	\$18.00/10
Touchstone Note Cards w/ Envelopes	\$0.50/Ea.
Hand-Folding	\$0.08/Fold
Machine-Folding	\$0.04/Fold
Stamping/Envelop Sealing	\$0.04/Item/Piece
Offset Printing.....	Quoted on a job-by-job basis

