



Secrets to Creating the Perfect **Real Estate Advertisement**

By Eric Linder

California Counties Title Company

'I have seen one advertisement actually sell not twice as much, not three times as much, but 19 ½times as much as another. Both advertisements occupied the same space. Both were run in the same publication. Both had photographic illustrations. Both had carefully written copy. The difference was that one used the right appeal and the other used the wrong appeal.'

-Tested Advertising Methods by John Caples. Prentice-Hall 1975

Introduction

You are about to learn secrets from the world's best marketers, and they are secrets that most Real Estate Agents and Loan Officers don't know about.

Congratulations! You have made the first step to creating the perfect advertisement. This report is a summary of different titles from the worlds foremost marketing experts and I have translated them as best I could to work in the Real Estate industry. This advertising process has been proven by the experts to be effective, and if done properly, can make you rich. I will also do my best to inform you on how effective one advertisement style or characteristic is than another. Of course I highly recommend these books to further your understanding of this process.

Titles utilized in this report:

- **“Ogilvy on Advertising”**, by David Ogilvy. – By far the most informative book on advertising. Many good examples, ideas & analysis's.
- **“Up The Loyalty Ladder”**, by Murray Raphael and Neil Raphael. – Explains how to turn a 'prospect' into an advocate & explains the different steps that are taken to change an ordinary person into a valuable source of referrals.
- **“Tested Advertising Methods”**, by John Caples.

The following are other titles that will help advance your knowledge in marketing & sales:

- **“Think And Grow Rich”**, by Napoleon Hill.
- **“Cash Copy”**, by Dr. Jeffrey Lant.
- **“How to Make Your Advertising Make Money”**, by John Caples.
- **“My Life In Advertising and Scientific Advertising”**, by Claude Hopkins.
- **“How to Write a Good Advertisement”**, by Victor O. Schwab.
- **“The Art of Writing Advertising”**, by Denis Higgins.
- **“Technique for Producing Ideas”**, by James Webb Young & William Bernbach.
- **The Copywriters' Handbook”**, by Robert Bly.

The following is an example of the type of advertising that you are going to create.

Free Report Reveals “Secrets to Creating the Perfect Real Estate Advertisement”

- *Learn Secrets Customized to the Real Estate Industry from Fifteen Of The Worlds Best Marketing Authors.*

Santa Ana, CA – “Just Sold”, “Just Listed”, “Easy to Qualify”, “Attention Home Buyers”, “Beautiful Home”. These are the headlines of the past! As a professional in the Real Estate Industry, you are accustomed, if not annoyed with the burden of this type of advertising.

Eric Linder, an Account Executive from California Counties Title Company has issued a free report using information from some of the worlds foremost authors in advertising, and specialized it for use in the Real Estate Industry.

This free report includes information on:

- Farming and targeting the prospect that specifically needs your services.
- Compelling the reader to read the whole advertisement and literally leave them urging for more.

- How to make your ad completely different than your competitors, yet three times as effective.
- How to create a database of people who are in need of your specific service right now.
- Disguising your advertisement so that it won't be disregarded as junk mail, and give your company a credible reputation at the same time.
- How to offer your prospect information that can influence them to choose you.

If this report interests you, and you want to receive your free copy, call 24 hour voicemail: (714) 496-3742, or visit www.ericlinder.com and start marketing smart today.

Does this look familiar? Obviously this style of marketing works, or you wouldn't have my report in your hands right now.

My Goal

Whenever I help someone out with his or her advertisements, I have an ultimate goal in mind. I'd like to see a professional who no longer relies on advertising for new prospects, but maintains a database of past clients. I think that everyone is willing to spend more time and money on someone who has already contributed to your business than to someone who has never used your service and doesn't really care anyway. It costs five times as much to sell to a new customer as to sell to a customer you already have. I also believe that it is easier to market for past clients and referral business than for new business.

Image is another important goal. How would you like to have a reputation throughout a specific community, farm, or association for being active, professional, a role model, institutional, trustworthy, etc...? I believe that when you no longer rely on marketing new prospects, you can devote more time and money on your image, and do the things you want to do, like host a community event and get local businesses involved to help out and sponsor it.

Other businesses in your community want to advertise also, and as a Real Estate or Loan Professional, you can make your past clients, sources of referrals, local businesses, people in your community, and yourself very happy. I know of an agent who had a local carpet cleaner give the agents clients a discount on carpet cleaning that was unlike any discount that could be found in a coupon book or newspaper, and the carpet cleaner paid for the postage! Contact management is a crucial part of establishing a repeat-referral business. I frequently help people set up their own contact management system, and would be glad to help you.

My objective in this report is to earn your title business. It is very difficult to start out by asking you for your business, without contributing to you first, and I believe that this report is a way to let you know that I am serious about *earning* your business. I also believe that as a representative of a title company, I would like to emphasize how to successfully take advantage of the title company, and I want to become a valuable asset to your business and a part of your team.

'The Loyalty Ladder'

I love the term 'Loyalty Ladder'. It came from a book by Murray Raphel and Neil Raphel called "Up the Loyalty Ladder". In the book it explains the lifetime value of a customer and how to increase the loyalty of everyone that uses your services. The lifetime value (LTV) is the key to success. It is literally a chain reaction that occurs if you make such an impact with one person that they tell their friends, family, and they use you and only you when they need your service. This is the best form of advertising you can do. It is the most inexpensive advertisement, and has better response than most other types of advertising. It may also be the most difficult of all.

'The Loyalty Ladder' consists of 5 rungs:

Prospects – People who *may* be interested in using your services

Shoppers – People who have called you, expressed interest in your services

Customers – People who have used your services at one time

Clients – People who have used your services more than once

Advocates – People who tell anyone who will listen how great your business is

Prospects:

It is true that businesses wouldn't exist if it weren't for the prospect. Advocates wouldn't exist if they weren't once prospects. Everyone is a prospect. You are a prospect. Everywhere you look, someone is trying to sell you something, and you may be aware that your name is on many different mailing lists, for many different companies. Prospects are the most difficult to turn into advocates. The prospect does not know how your business works, what kind of reputation you have, and doesn't know the quality of your service.

How do you bring prospects to you?

1. Create a major reason for a prospect to call you. Offer something of value to them for free.
2. Ask current customers for names of prospects.
3. Use direct mail. Utilize the ideas you'll see later on in this report.
4. Get involved with the community, organizations, and associations.
5. Become the most knowledgeable person in your farm. Know everything about your target market.
6. Know what your competition is doing.

Shoppers:

Shoppers have made the decision to call you! In most industries (except for the Real Estate industry), once someone is a shopper, it is easy to convert them to a customer. However, it is much harder to close a deal with a shopper in our industry. How do you get a shopper to choose you over someone else?

Customers:

Every person that uses your services should have hundreds of thousands of dollars stamped on their forehead. This is how much one customer is worth over the course of a lifetime. Now that they have used your services, how do you get them to tell anyone who will listen about your business?

Clients:

Clients are people whom you have impressed the first time around, and now they don't think twice about who they are going to talk to when they need help on a real estate transaction. In order to get a person to become a client, it takes creativity among other things. How do you turn a client into an advocate?

Advocates:

Advocates are people that you have to go out of your way for. These people are extremely charmed by your services in the past. If you've gotten people to this rung, the chances are you have become successful.

Before You Begin

What are you trying to accomplish? Obviously you want to get exposure for yourself or for your company. You want people to see your advertisement, and call you. This has always been the basic idea of advertising, and this along with the following are things that should be considered to implicate a successful advertising campaign.

What do you want your prospect to do when they see your ad? People are generally afraid of being sold by a salesperson that is just out to get their money. You need to disguise your advertisement so that you dodge the element of advertising that reads *advertisement*. You want the prospect to make the slightest, non-threatening step they can make towards using you during their next Real Estate transaction.

Who are you advertising to? You need to know your farm. (Call California Counties Title Company to update your farm regularly, so you know up to date information about the people in your farm. If you don't already have a farm, contact me and I will help you to choose a farm that is best for you.) When it comes to the people you are advertising, you need to know all about their properties, the neighborhood, their family values, what they want, what they like, what they fear, what stirs their emotions, what type of thing would be disastrous to them, and what are their dreams? You should even know what kind of language they use when they talk about their mortgage or Real Estate transactions.

What could I do to stir up any of the emotions mentioned in the above paragraph? Think of a story you could tell them that would stir up emotion. What service could you provide them that would make an impact with them? Try to appeal to their personality. Make your image appealing.

What discipline of advertising will be best effective on your target market? Think cost effectiveness as well as targeting. Direct mail is the best means of targeting your prospects, yet more money is spent per person than a wider method of advertising such as television or radio.

What can you say to get the prospect to make the smallest baby step to using your service? Once again, try to eliminate the salesman. People are afraid of being sold, so have them respond by postage paid reply mail, or to a toll free voicemail system. Make it appear that no humans will be involved in their 'first step'.

Writing the Ad

Disguising your Advertisement:

Everyone is the prospect for all types of products. Every day we face hundreds of sales pitches from telemarketing to direct mail, commercials & so on. When we get advertisements in the mail, most of us throw it away without even looking at it. We can tell that it is advertising at first glance and don't even bother to continue reading.

There are many ways of disguising your advertisement. Below a few are listed with a brief description.

1. Make it look like it came from an important agency.
 - You can spend a lot of money making your advertisement look like an official form from a lender, or a government agency. This has been proven successful in the loan industry. Examples: You can use a carbon paper mailer where you must tear the sides off the mailpiece to open the mailer and printed on the front of the mail piece it reads "Important Tax Information Enclosed". Inside is information on why refinancing can benefit them.
 - This type of advertising can be expensive, and misleading, however is effective in bringing in prospects. Is this the type of information that can convert your average prospect into an advocate? Maybe, but it there may be an easier solution.
2. Mystery letter.
 - If you hand write the mailing address on the envelope and don't include a return address, the odds are better that the prospect opens the letter to read the mail piece. The contents of the letter must be good though, because at this point the prospect realizes that this is an advertisement and brings his guard up. Remember that people don't like being "sold to", and now they know that they are dealing with a conventional salesperson that can help them just as much as any other salesperson.
3. Disguise your advertisement as a piece of news.
 - This is extremely effective for the following reasons:
 - It is completely disguised as news, and not as an advertisement.
 - More people will read it.
 - It makes you 'an authority' in your industry. This is a weapon that makes people look to you as a newsworthy person.
 - It gives you an excuse to relay a message that can be lengthy and will be read by the reader.
 - It eliminates the salesperson.

We are going to concentrate on disguising our advertisement as a piece of news.

The Headline:

The most important part of this style of marketing is the headline. Your headline must get the attention of the reader. The purpose of the headline is to stimulate the reader to read the rest of the article. If you were in the shoes of the prospect, what could you say to them that would get them excited about reading the rest of the article? Your headline should summarize the article and offer something free to the reader. Always use black 24 point bold typeface on a white background. Times New Roman is the font that newspapers use in their headlines. The first letter in every word should be capitalized. DO NOT CAPITALIZE ALL LETTERS.

Five times as many people read headlines of advertisements than the rest of the copy so it must be persuasive and promise a benefit to the reader. A good idea is to go through a magazine and

count the headlines that promise a benefit. A benefit isn't always in the form of a promised result, or a guarantee, but can be helpful information. A headline with *news* in it will attract 22 percent more people than headlines without news. Also, please remember that we're disguising our advertisement, so avoid words like: "Amazing", or "Call now!" Don't boast, or brag either.

If you have a unique farm, for instance you are targeting prospects with credit problems, use key words in your headline like "Bad Credit", or include local information about the community you are farming to, and mention the name of it, or a well known person or landmark in the community. When people see something in print that they recognize and can relate to, they will feel more comfortable & insist on reading your advertisement further, especially if the advertisement is in the newspaper. People are interested in things that are happening where they live.

Often times, advertisers try to be witty, use tricky headlines, or are just confusing. Try to avoid all of these traits. The human brain automatically responds to the wrong kind of advertisement with an uncomfortable feeling. Often times the brain gives up if something is too complicated, even if it is simple. For example, white lettering on a black background is an automatic brain shutdown. It is difficult on the eyes, and stresses the frontal lobes of the brain, and causes you to move on.

A lot of advertisers don't realize the importance of good typography. Good typography can actually help people read your advertisement. Bad typography can actually prevent someone from reading your ad. The wrong type of print can cause an uncomfortable stress on the brain. The most comfortable font is Times New Roman. Newspapers use a 24 point bold Times New Roman in their headlines. The copy is printed in 11 point Times New Roman, and the columns are usually no longer than 40 characters wide. Research shows that this font is the most comfortable to read.

Avoid being vague, or blind also. Get to the point. Summarize the article in your headline. It is a trait that the newspapers use.

Examples:

Free Report Reveals New Way To Get Loan Approval Before You Make An Offer On A Home

Free Report Reveals Secret to Owning a Home, Your Landlord Doesn't Want You to Know

Free Report Reveals How To Own A Home, With Little Money Down

Tustin Ranch Homes Sell for 20% More in 1998.

- *How Much is Your Investment Worth Now? Learn How to Get a Free Market Analysis of Your Home*

Body Copy

Your headline was successful if the reader has made it as far as the body copy. The copy is important in this type of advertising because it gives you an excuse to actually relay something important to the prospect, unlike any other form of advertising. However, you can't bore the prospect into using your services.

When you address your reader, you want to have a one-on-one feeling, you are not doing a public speech in front of an audience. You are talking to your best friend in your living room. Use the singular tense. Keep in mind that most people read alone. It is also safe to use simple words and short sentences and paragraphs. You won't offend a sophisticated person by using simple words, but you will confuse a simple person by using sophisticated words.

In all regions, people talk differently, or use different language types. Try to match how they talk in your copy.

Give the reader results, make it so they have no excuse but to contact you, yet just as in the headline, don't brag or boast. This isn't your average type of *institutional* marketing, and you aren't just looking for exposure. In fact, mention your name in a discreet way in the advertisement.

There is much controversy whether long copy or short copy is more effective. As long as it is disguised as news, you can get away with either long or short copy. Since we are dealing with transactions involving Real Estate, there will be a lot of emotion, as well as a lot of money mixed with the decision of choosing the agents and companies involved. Therefore one can get away with writing a long article stressing the importance of choosing the right agent, and telling the story of someone who had a horrible experience, or someone who had a wonderful experience. It would probably be proven very effective. Remember, "The more facts you tell, the more you will sell." – Charles Edwards.

Writing long copy isn't a sure-fire way to increase sales though. Extreme care must be taken when writing long copy. The copy must not be boring. Get creative, and encourage the reader to want to keep reading. The first paragraph should be especially appealing, like a teaser paragraph.

How do you learn to write the best copy? Read through magazines and newspapers. Notice the style of the articles. Copy the formats and some of the wording. Notice the differences between different subject matter and find articles that may be of interest to your prospects. These will be best to copy.

If you decide to use long copy, here are some direct tips from David Ogilvy from his book "Ogilvy on Advertising".

1. A subhead of two lines, between your headline and your body copy, heightens your reader's appetite for the feast to come.
2. If you start your body copy with a drop initial, you increase your readership by an average of 13 per cent.
3. Limit your opening paragraph to a maximum of 11 words.
4. After two or three inches of copy, insert a crosshead, and thereafter throughout. Crossheads keep the reader marching forward. Make some of them interrogative, to excite curiosity in the next run of copy.
5. Set key paragraphs in bold face, or italic.
6. Help the reader into your paragraphs with arrowheads, bullets, asterisks and marginal marks.

Offer Something That Will Benefit The Reader

Now that the reader is excited about the material in your body copy, offer something of benefit to them. Give them specific information that most people don't know about their area, or about the Real Estate process, or how to avoid costly mistakes. Make it so they *have to* call. The trick to this is that in order to get this information, they need to make the slightest 'baby step' to contact you. If your advertisement reads: "Please call John Smith at (714) 555-1234 for your free report...", nobody would call because of the threat of being sold to. The human element has to be eliminated. If a human is involved, a prospect automatically and unintentionally puts their guard up. They naturally think "Friend, or foe?" You need to make a small investment into a toll-free voice mailbox. There are hundreds of companies that will probably charge you \$20 per month for one. A toll-free voice mailbox will eliminate obligation, guilt, and human interaction leaving the prospects guard lowered. Another benefit of the toll-free voice mailbox is that they can call you 24 hours a day, and what people don't know, is that when you dial a toll-free number, the call is automatically logged, and you have the phone number of the caller, and their address so you can send the information they requested. This method of advertising puts you in control of the situation, so you don't have to wait for the prospect to call you again.

The last paragraph of the ad should include the following text: "Please call toll-free 24 hour voice mail, (800) 555-1234"

The greeting that you leave should be friendly in tone, and not pushy. Thank them for calling and don't push the sale. Mention your name and/or companies name once and tell them to leave their name and address and any other pertinent information at the tone and they will receive their information soon.

The Next Step

The most crucial part of this form of marketing is what happens after you get the prospects information. This is the part that requires the most commitment. You must have a good follow up system. The first thing you need to do is call the prospect before you send the report. Just let them know that you are going to send it today (and actually send it today!). This in itself establishes trust. You said today & they received it the next day, just like you promised. It is important that you don't push the sale yet, just remain friendly and service oriented. Tell them that they will be receiving a follow up call later to confirm that they received the package. Always keep your promises and do what you say you will do.

By now, the prospect is curious about your report, and actually wants it. Be prompt. When you wait to send them their information, the prospects interest diminishes, as well as the likelihood of them using your services.

Send the report in an important looking package. Make it look official. Get a stamp that reads "Important Information Enclosed" and stamp it on the front of the package. Send the report overnight, or with a special courier. Believe it or not, this makes a huge impression with the prospect.

Follow-Up

One week after you send the report, call them to confirm the arrival, and offer to answer any questions. Try to build a rapport with them and find out their needs. Now is when you will need to classify them as Now, Later, or Never.

The Now's are ready. It is up to you to make it happen with them. It is now your opportunity to let them know that you want them to become advocates. Read the book "Up the Loyalty Ladder" for extra information on how to build loyalty with your customers.

As for the Later's, now is the time to add them to your database of later's. Contact your later people every two weeks by mail, telephone, or come to their door. Send them newsletters, postcards, letters, newspaper clippings that may be important to them, discounts at local businesses, or updated information about what they called you for originally. Take and devote one full day out of every two weeks just to mailing. You will get the business of the later's if you remain consistent.

New Buyer Ad

Renters! - How to Stop Wasting Money On Rent And Own A Home Instead

•Free report reveals how to stop throwing away thousands of dollars a year on rent

Corona (CA) - A free report entitled "How To Stop Wasting Money On Rent And Own A Home Instead" has just been released showing renters how easy it is to buy a home in the Riverside area. This report contains tips on finding a home and getting the best mortgage rates. If you call

now, we will also include a copy of "The Five Questions To Ask Your Lender Before You Sign Anything." These questions may surprise you, even shock you. And they may save you thousands of dollars.

Call now to get a copy of the questions that most lenders hope you never ask! Call (714) 496-3742 for your free report and a copy of the questions for lenders.

Just Listed

Do You Know What Your Neighbors At 107 NW Main Street Did Last Night?

•It May Come As A Surprise To You- But They've Been Plotting For A Long Time!

Your neighbors at 107 NW Main Street have decided to sell their home. And they listed it with Eric Linder of Home 4 Sale Real Estate.

They thought about it long and hard and interviewed several agents before choosing Eric.

And now that they have made the decision to sell, they need your help to do it. Their house is

a three bedroom, two bath home with a great family room and it is listed for sale at only \$173,000. The owners have put a lot of work into the home over the last several years - it shows like a model!

There will be a preview open house this Sunday afternoon between 2:00 and 4:00 PM and you are invited to stop by.

If you know anyone who is thinking of buying a home in the Seattle area, be sure to tell them about the open house this weekend.

If you can't make it to the open house, Eric has prepared a special report called "The Ten Dumbest Mistakes Smart People Make When Buying Or Selling A Home" that he would like to offer to you or anyone you know

For a free copy of this informative report, just call (714) 496-3742 24 hrs. and he'll send you one by mail.

In the meantime, your neighbors would appreciate it if you kept your eyes and ears open for a buyer for their home.

Just Sold

Your Neighbors, The Johnson's Got Exactly What They Deserved-And It Could Happen To You Next!

• You Might Be Surprised When You Find Out!

Santa Ana (CA) - You may remember that less than 60 days ago your neighbors, the Johnsons, put their house on the market with Eric Linder of Linder Realty.

Well they got what they deserved — a buyer for their beautiful home!

The home was only on the market for 47 days and they got the price they wanted. They

will be moving on August 14th.

The Johnsons are really excited about the move and are looking forward to moving into their new 4 bedroom contemporary in Tustin Ranch, just in time for the new school year.

Eric has prepared a special report called "The 10 Dumbest Mistakes Smart People Make When Buying Or Selling A Home - And How To Avoid Them." In this report he addresses some of the most

costly mistakes he has seen people make over the years and some insightful tips on how to make sure you avoid them.

Before you even think about putting your home on the market, you need to read this free report.

It could easily save you months of hassle and net you thousands more for your home.

To receive a Free copy call 1-714-496-3742 24hrs and your report will be mailed today

Seminar Ad

Free Seminar Shows How To Buy A Home Of Your Own - Even With Little Or Nothing Down!

Anaheim (CA) - You're sick and tired of making your landlord's mortgage payment. And you want to start building your own wealth in a home of your own

There's no doubt that buying a home of your own is the right thing to do - if you could just save up enough money for a down payment right?

A thought-provoking free seminar is going to be held on Monday night November 23rd at the EZ Hotel that could change your life forever.

Here's what you'll learn at the seminar:

- Why saving for a down payment doesn't work and what to do about it
 - How to use free money from the federal government to save thousands when you buy your first home.
 - .An amazing new way to get pre-approved for a mortgage before you make an offer on a home
 - Insider secrets of how to get a "Yes" when you borrow money
- The seminar will cover step-by-step these little known leveraging secrets that can get you into a

home faster than you ever thought possible

The seminar will be 90 minutes and it starts at 7:30 PM. Call (714) 496-3742 for an important free recorded message and to reserve your space today

If you can't make it to the seminar, you can get a transcript and all of the reference materials free by mail.

The seminar is free, so don't hesitate Call (714) 496-3742 right now. This is the information your landlord hopes you never find out about

Property Ad

If You Are Paying More Than \$742 A Month For Rent You Could Probably Own A Home Instead

Tustin, (CA) - Many renters just don't realize how easy it is to own a home of their own

They just continue making payments on their landlord's mortgage, feeling more frustrated every month.

A free report has been released which details how easy- it is to own a home of your own.

If you call 1-714-496-3742 right now, we will send you a copy with no obligation.

Don't spend another dime of your hard-earned money before you read this report!

Call 1-714-496-3742 and we will send your free copy out today Call now.



We Hate To Love Our Tustin Home! You'll love all of the updating we've done to our 3 bedroom home For more free information, call Eric Linder at 496-3742



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We Hate To Love Our Tustin Home! You'll love all of the updating we've done to our 3 bedroom home For more free information, call Eric Linder at 496-3742

Mortgage Ad

Free Report Reveals Amazing New Way To Get Approved For A Mortgage Before You Make An Offer On A Home

• Now You Can Save Time, Money, And Frustration

Corona, (CA) - I would like to send you a 100% free report that will show you exactly how to get pre-approved for a home loan.

Now you can be sure that you qualify for a mortgage before you even start shopping for your dream home This can save the time and embarrassment of not qualifying for your mortgage after you already have a home under contract.

It can also save you a lot of money.

Most homebuyers spend *months* searching for the perfect home and wait until after the offer is accepted to get involved in the loan process. Often they are disappointed when they don't qualify for the home they want.

Armed with this informative report, you'll know everything you need to know to get pre-approved for a home loan.

This report will show you how to get a Loan Approval Certificate that will add

credibility to your offer. If you call now, we will also include a free copy of "The Seven Questions To Ask Your Lender Before You Sign Anything."

These questions may surprise or even shock you, and they may save you thousands of dollars.

Get a copy of this free report before you apply for a loan with anyone.

Call (714) 496-3742 to get your copy of the report "How To Get Approved For A Mortgage Before You Make An Offer" plus the seven questions for lenders. Call now.

Property Flyer



1234 Park Street • Santa Ana, CA

We Just Finished Remodeling Our Santa Ana home! But we have to move...

We know that you will love all of the updating we've done and the amenities we've added. Our home has four bedrooms and three full bathrooms. There is hardwood and tile throughout.

Our lot is over a quarter of an acre and we have spent two years getting the landscaping just right. The reason that we originally bought this home was the ideal location and access to schools

and shopping. We are offering our wonderful home for sale for only \$349,000. If you have any questions, please call our agent, Eric Linder at 714-496-3742

Here's Free Information On Buying Or Selling Your Next Home

•Free Report Reveals How To Avoid The Most Expensive Mistakes Most People Make When Buying And Selling Real Estate

Santa Ana - Before you even think about doing anything with real estate, you'll want to get a

copy of an insightful report called "The Ten Dumbest Mistakes Smart People Make When Buying Or Selling a Home - And How To Avoid Them."

In this report you'll learn about some of the most costly mistakes you can make when buying or selling real estate. You will also

get some insightful tips on how to make sure you avoid all of the mistakes.

To receive a free copy of this critical report, call (714) 496-3742, 24hrs. and your report will be mailed out immediately.

There is no cost or obligation. Call now.