



THIS IS MY COMMITMENT TO YOU

AS YOUR BUSINESS PARTNER, I PROMISE THAT:

- Your phone calls and emails will be returned promptly.
- I will seek to learn of your marketing challenges or opportunities and I will offer you meaningful solutions.
- I will provide a TRULY INTERACTIVE MEDIA MIX of superior print and online distribution.
- I will extend your reach to include an extraordinary online presence (through www.RealEstateBook.com and a dozen other high quality websites)
- I will provide tools including AMS (Advertising Management System) that will make it easy for you to do business with me.
- I will provide an efficient, easy to use ad proofing system that will enable you to preview and approve your ad proofs.
- I will provide tools including LMS (Lead Management System) that will enable you to track leads, follow up with prospects, and track lead activity for your current listings using the latest technology available.
- I will address any concerns and provide fair resolution in a timely manner.

YOUR SATISFACTION AND BUSINESS SUCCESS IS MY TOP PRIORITY!



Bill McFall

The Real Estate Book

Our Mission: To generate more quality leads, at the lowest cost per lead, than any other form of real estate advertising.

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