

# The Top **10** Things You Can Do

## To Get The Most out of Advertising in The Real Estate Book! (More Listings! More Leads!)

- 1** **Advertise consistently in The Real Estate Book.** Consistent advertising is more effective in generating leads than ads that are not as consistent. Running a half page ad every issue is a better lead generator than full page ads that run only in every second or third issue. Note, most major advertising campaigns run for a minimum of 13 weeks.
- 2** **Log on to The Real Estate Book's Advertising Management System ([ams.treb.com](http://ams.treb.com)) to add the details on all of your new listings as soon as you get them.** Start your internet marketing on RealEstateBook.com and nearly two dozen partner websites as soon as you get the listing. Get the listing today, see it online tomorrow!
- 3** **Upload multiple photos of each of your listings that are displayed on RealEstateBook.com.** There is no limit to the number of extra photos you can feature! Upload 4 extra photos or 40 – it's up to you. Don't forget that consumers prefer to see extra photos of listings more than anything else.
- 4** **Upload the virtual tour URL's of your listings in [ams.treb.com](http://ams.treb.com).** It's as simple as copying and pasting the URL into the listing information screen for the property, and we place link directly on the listing in RealEstateBook.com.
- 5** **In [ams.treb.com](http://ams.treb.com), don't forget to complete the "Online Options" section on the listing information section for each of your properties.** The better or more enriched your listing's content, the more appealing your listing becomes to consumers looking on our site. So make sure you fill in the home's style, # of fireplaces, # of garages, year home was built, square footage, lot size, and neighborhood name. Don't forget, if your listing is a condo or townhouse, click the box indicating that it is one, and we will feature it on Condo.com for you for FREE!
- 6** **On [ams.treb.com](http://ams.treb.com), make sure and convert "active" listings to "Sold" listings as soon as they are sold.** All advertisers have an agent profile on RealEstateBook.com, and with that profile you can feature recently sold listings. Each listing you convert to a sold listing displays on your agent profile for the next 16 months. This is a great way to show prospective sellers the areas where you have listed and sold properties.
- 7** **Update your contact information on [ams.treb.com](http://ams.treb.com).** All advertisers have an agent profile on RealEstateBook.com that displays bio/marketing information about you, in addition to your phone numbers, email address, and link to your website. Adding your agent bio is quick and easy! Simply log on to [ams.treb.com](http://ams.treb.com) and click on "Tools" in the toolbar on the left, then click on "Edit My Contact Information" and fill in the blanks!
- 8** **Choose to Use the Web ID #'s on all of your listings in your printed ads in The Real Estate Book.** The Web ID's now make the printed magazine and website completely interactive. Consumers can now see your listing in the book and immediately log on to our website and see the extra photos & extra details about your listings. Talk about a qualified lead!
- 9** **Take Full Advantage of The Real Estate Book's Lead Management Website.** LMS, TREB's lead management site, gives our advertisers the ability to generate listing specific internet activity reports (great listing tools!) as well as access archived inquiries from our website.
- 10** **Take Us With You On All of Your Listing Presentations!** The Real Estate Book is the best in offering integrated media, so tell your sellers that when they list with you, their home will be exposed through a multi-media marketing system which includes a network of nearly 500 editions of The Real Estate Book across North America and internet exposure on nearly two dozen partner websites. Don't forget to use the full color marketing flyers that The Real Estate Book has created for you, specifically to use on your listing presentations!
- 11** **(Why Limit it to Just 10!) Choose an ad layout and stick with it!** The Real Estate Book offers FREE layout design. Advertising a consistent "look" or "message" will be more productive in generating leads. Once you have set up your ad layout, keep the layout and change the properties each issue if you need to!

Questions? Call Bill McFall at (757)286-6731 • (757)873-6731