



Real Estate Advertising Made Easy

By Mary Ellen Randall, Jamie M. Edwards



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Real Estate Advertising Made Easy is a complete marketing tool for anyone interested in real estate. For the real estate professional, the mix and match format to ad writing assists to provide an effective advertisement either for a classified ad or a 'spec' sheet. In addition, the sales strategies, checklists and action plans will assist in career planning to the professional continually honing their skills level. For anyone interested in real estate, the mix and match section will prove invaluable to the creation of effective marketing techniques.

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Real Estate Advertising Made Easy By Mary Ellen Randall, Jamie M. Edwards Bibliography

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Editorial Review

Review

As a newcomer to the business, I've had difficulty with marketing. I've now saved money and achieved results. -- *E. Fielding, Toronto Real Estate Board, April, 2000*

I employ 110 sales associates in my brokerage. I discovered this book at the NAR Conference over 10 years ago. -- *M.J. Brown, FLA, Sept, 1993*

Marketing is crucial. This is a no nonsense book that always helps to keep my advertising fresh and effective! -- *Review Magazine, July, 2001*

About the Author

Jamie M. Edwards, B.A., CRB, CMR, CRS is a noted Canadian realtor and speaker, past president of the Ontario Real Estate Association, and Broker/Owner of an independent Ontario real estate firm. He has conducted numerous workshops and seminars throughout Canada, the United States, and in Europe. Jamie is noted frequently in the real estate press and electronic media, has consulted with a variety of U.S. and international organizations and is a frequent contributor to professional real estate and related industry magazines. e-mail jamie@jmedwards.com

Mary Ellen Randall, a former teacher, has applied her graduate work in marketing communications to the real estate industry since 1980. She has served as the Public Relations/Advertising Manager to one of the largest real estate boards in New York State. She has won numerous advertising and public relations awards, most recently for newspaper image advertising. Mary Ellen has presented workshops to real estate agents on a variety of topics, including personal promotion, effective advertising and public relations techniques.

Users Review

From reader reviews:

Jonathan Nelson:

Now a day folks who Living in the era wherever everything reachable by interact with the internet and the resources inside can be true or not demand people to be aware of each facts they get. How a lot more to be smart in getting any information nowadays? Of course the reply is reading a book. Reading through a book can help men and women out of this uncertainty Information particularly this Real Estate Advertising Made Easy book because this book offers you rich info and knowledge. Of course the info in this book hundred percent guarantees there is no doubt in it you may already know.

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