

# Ad Management Made Easy

By Scott Dixon

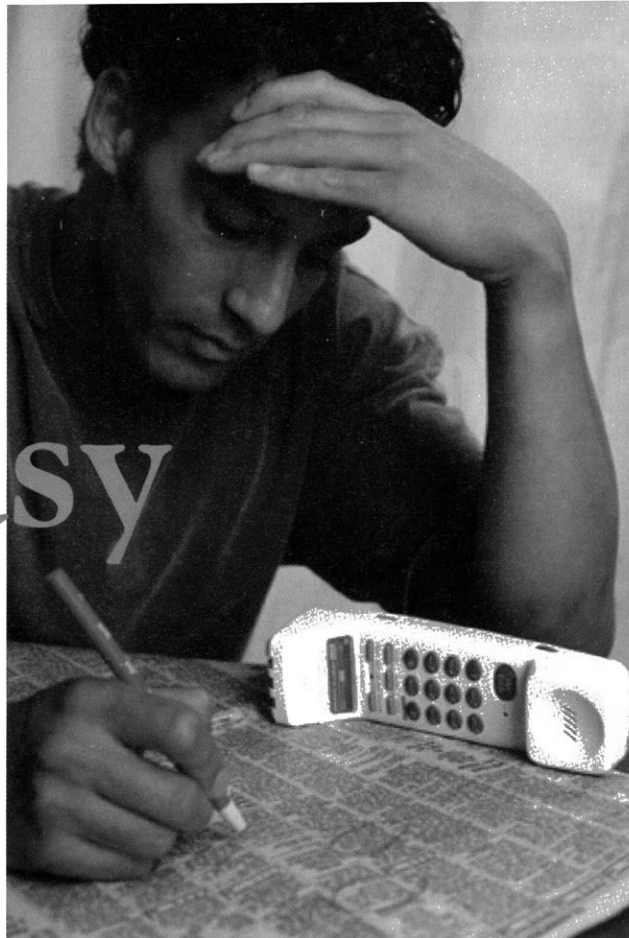
**W**e all know that investing in advertising will have a positive impact on call volume, leads and sales. But managing the listings data, ad copy and photos needed for an effective ad campaign can be a challenge. Earlier this spring, The Real Estate Book® published in over 400 markets throughout the U.S. and Canada by Network Communications, Inc. out of Lawrenceville, Georgia announced the introduction of a major breakthrough in the way ad information is submitted to the company.

Technology should make Realtors' lives easier, not harder.



**Easy to use**  
**Easy access**  
**No software to install**  
**No additional costs**

Called AMS (Advertising Management System), this new Web-based application offers Realtors the ability to submit ads to their local Real Estate Book publisher at anytime, from anywhere. In one keystroke, the ad goes online within 24 hours of submission and in print in the next book. Advertisers can add listings, edit information and distribute advertising to multiple media.



In less than 120 days from the date of introduction, more than 10,000 agents are using this system to manage their advertising. The key benefits these agents are enjoying include: A system that is easy to use, easy to access from anywhere, anytime with no software to install and at no additional cost.

So whether they're at the office, at home, at a business conference out of town or on vacation, if they can connect to the Internet, they've got access to the system. The system offers a competitive advantage on listing presentations by giving them the ability to get listings online with a photo within 24 hours of typing in the data, to post open hours-for the upcoming weekend, place a property "sold" banner and make pricing changes as needed. Additionally, the system offers the ability to pull up repeat ad information and if desired, to use the quick-build tool to create an ad, further decreasing the workload for the Realtor.

Technology should make Realtors' lives easier, not harder. It was with this kind of thinking from which the new AMS system was developed. ■

*To find out more about AMS and how it can assist you with your advertising, call your local Real Estate Book publisher.*

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