



Branding Your Business

By Todd Walker

How recognizable is your brand? Is your brand the first that comes to mind for the consumer? Branding your business in as many ways as possible is a key to your success as a Realtor.

The Real Estate Book®, a leader in publishing listing publications, helps Realtors to get their properties in front of home buyers nationwide.

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Called "Total Inventory Publications," The Real Estate Book's numerous listings publications advertise all the listings from one broker. The books are ideal for those who want to: Expand their market share through increased distribution channels; increase call volume and lead generation for their Realtors; improve seller satisfaction by greater market exposure.

Network Communications Inc., an industry leader for over 20 years and publisher of The Real Estate Book, has grown to a base of 10,000 advertising Realtors. From those advertisers, there arose a need for flexible, responsive, cost-effective custom publishing services and total inventory publications.

Brokers can create and customize their own exclu-

sive magazine that showcases their company and all listings in one publication through their own photos and information. Whether they choose digest or magazine size, color or black and white, the brokers decide on as much or as little as they want.

Along with a personalized magazine, brokers also receive the following benefits of printing with Network Communications.

DISTRIBUTION. The total inventory publication is put in the right hands with The Real Estate Book's extensive distribution system.

ONLINE EXPOSURE. Receive distinguished advertising and extraordinary reach and exposure through LivingChoices.com. This Web address can be found on the front cover of more than 10 million magazines printed and distributed every month. Leads generated through the Internet are instantaneous and can be sent directly to the broker's Realtors.

SHORTER LEAD TIMES, COST-EFFECTIVE. With the automation of listing information, production cycles have shorter lead times and publications are more cost-effective.

FLEXIBILITY. The broker decides on the custom design, page count and print quantity that will fit their advertising needs and budget.

CONSUMER FRIENDLY. Total Inventory Publications can sort listings based on area and price, with or without photos, making the home buying experience simple and easy.

For more information on Total Inventory Publications, Network Communications, Inc. or The Real Estate Book contact Todd Walker at (770) 962-7220, ext. 253 or e-mail twalker@treb.com.