

Before you read your Free Marketing Report...

"What Can This Special Report Do For YOU?"



*Vangie Berry, Broker
Tavares, Florida*

Dear Friend and Fellow REALTOR® ...

I struggled for few years after the market turned. I even considered leaving the real estate profession.

But I realized two important facts that changed everything for me as a REALTOR® and can change everything for you...

Fact #1: No matter how bad the market gets there are people less affected by the economic woes than the typical person...people who have stable jobs, equity in their home, and can afford to buy or sell right now. And there are always people who "have to" move due to a job relocation, marriage, the birth of a child, divorce, death in the family...or even those who want to buy investment property.

Fact #2: Eight years ago I discovered an almost unheard-of real estate marketing tool...a "system" that brings me a conveyor-belt of the highest quality listing and buyer clients (who actually qualify and close!) and locks them up as exclusively mine.

The system is so powerful, yet so easy to use, it took me from frustration and struggle to now making more money than most doctors and lawyers. Even in today's economy, my *personal* GCI averages between \$15,000 and \$20,000 per month, *every* month. I'm finally relaxed about business. I work less than most agents. And I'm more confident than ever about my future, regardless of the economy.

I know my story may sound hard to believe, and it may be even harder to believe you could duplicate what I do (or do better). But if you're willing to give it a chance, just about 15 minutes of your time, reading this little booklet may make an enormous difference in your success and in your life.

You're about to discover a time-tested "system" that I believe can work anywhere and for anyone, and can easily increase your production, your profits 200%...500%...even 1000% or more.

A strong statement, I know. But you won't have to wait to see if I'm right. Just close your office door or find a quiet area, and I'll share with you an honest, true, long-term marketing strategy (a formula you've probably never seen before) you can use in your business to launch your production to new heights – just like it did for mine.

I'm excited for you as you enter this new and thrilling stage in your real estate career.

Best wishes for your success,

A handwritten signature in black ink that reads "Vangie". To the right of the signature is a vertical red line.

P.S. I almost forgot. When reading the report, don't miss the ONE place where the NAR says up to 73% of all "quality" clients are found. And don't forget to do the simple table calculation on page 14 – it'll open a whole new world of potential for your success in real estate...

AGENT MARKETING GUIDE

The #1 Money-Making Secret of The World's TOP REALTORS®

How A Little-Known Marketing Secret Hidden Inside “*The Guinness Book of World Records*” Can Quickly Multiply Your Production – Regardless Of The Housing Slump, Your Local Market Or Years In Business...

INSIDE: Learn what 96% of All Agents Don't Know and Will Never Find Out About How to Grow Your Production In A Weak Economy...

Do You Use This Top-Producer Secret In Your Business?

Making a multi-\$6-Figure income each year practicing real estate probably sounds outrageous given today's struggling economy. After all, that's more than 96% of all agents make. But if you're willing to invest just 15 minutes of your time and suspend your skepticism for the moment, I'll reveal how you can actually make that much (and more) with **100% Certainty** – regardless of the economy, the size of your market or real estate experience...

If you have an open mind to learn something new and a true desire to make a lasting breakthrough in your career, then this Guide is for you. Today you're going to learn how ONE small, easy marketing strategy can multiply your production in the next 3 to 6 months, and *keep it growing* for as long as you practice real estate. It's not a gimmick. It's 100% perfected and proven to work. And you can begin using it right now – today.

Success in real estate is not just for "special" people. It doesn't take decades in the business... or superhuman closing skills...or more certifications. It's something you can have even in a difficult economy.

What you are about to learn will change your life almost on the spot. You can't learn it from a book, your broker or trainer, coach or real estate publication. Entirely new ideas and concepts will open new doors for you starting today – revelations you would never learn on your own.

Regardless of your production level or how many years you've been practicing, after you hear what I have to tell you, you WILL be different. A different Agent. A different person...

Dear Friend and REALTOR® ...

Real estate can be a brutally unfair profession...

On one hand, there are agents breaking their backs working "8-day weeks," fearful and stressed to the breaking-point, yet still wake-up each day to face to a brutal "unmotivated" market, massive home inventories, stubborn lenders, timid or unqualified buyers and frustrating DFT's...

On the other hand, there are those who have found a better way...

I'm talking about agents who achieve uncommon success almost effortlessly...who confidently work with a flow of qualified buyers and motivated sellers who respect their judgment and value their time...and who generate BIG, consistent production even the worst real estate economy in recent history.

You may know some of these agents. And my guess is...

You'd Love To Achieve Those Results For Yourself!

Starting today, you can. In fact, I am 100% *certain* you can.

How can I make such a claim?

Because in the next 15 minutes you're going to discover a 100% proven and perfected way to conquer this vicious real estate down-cycle, power-through with confidence and practically guarantee yourself a successful, thriving business – *regardless* of the economy, your local market or number of years in business.

The time has never been better to capture an increasing, dominant share of a struggling market...and finally put into place a perpetual-motion machine, so you can RELAX and KNOW that all the **quality** clients and commissions you need will arrive next month...*Every Month*...spending almost no money, no time and no hassle.

Now I know this all sounds a bit mind-boggling. And quite frankly, when I first decided to write this guide, I realized I had a big challenge in front of me...

My challenge? How do I describe this powerful strategy without making it sound like a bunch of hype? Or so seemingly extravagant you might be tempted to dismiss it.

So I'm *not* asking you to believe anything just yet. All I ask is that you **refrain from disbelieving** while I show you my proof.

Keep reading and see the evidence for yourself, because if you want to survive today's recession and grow your business like never before (with minimum stress and strain), THIS strategy will get you there faster and more surely than *anything else* in the world.

But first...you may be wondering WHY I decided to share this strategy with you.

The Shocking Truth About Real Estate Today...

Our industry is in trouble – BIG trouble! And it's time for some serious straight talk.

Take a look around...or perhaps in the mirror...and ask yourself: Is real estate easier or tougher than it was just a few years ago?

And do you think the next 5 years will get easier or harder?

No one thought things would get this bad, and no one's had to deal with this kind of market before. Times have never been tougher, and you can bet your Blackberry it's going to get worse for most...

Real Estate Is Now A WHOLE NEW GAME

Today there are too many agents chasing fewer properties. Buyers are vanishing, and those in the market either can't qualify or hesitate because they don't want to buy on a down cycle. It seems all motivation has been sucked out of the market.

Inventory is building and competing against short-sale or foreclosed/REO properties...and with it, bleeding good agents out of their working capital.

The result is buyers take more time to buy. Listings are tough to get and even tougher to sell. And good agents become working-class prisoners of their businesses, stressing and sacrificing more than ever to make ends meet.

There are lots of high-potential agents out there (including you) who never taste the sweetness of true success because the only thing they're missing is the *right guidance* and the *right tools* – tested & proven guidance and tools that generate the very best clients and work in the best *and* worst markets.

Running your business like every other agent in your market means that you're achieving only a *tiny fraction* of your potential, and leaving yourself a "sitting duck" to the brutal economy upon us.

So my goal today is NOT to teach you how to dig the rut any deeper...but how to break-out and conquer the raw torment and fear most agents are now facing, and build a real business:

A Simple, Easy-to-Manage, Yet Profoundly Profitable Business Based On The Most EFFECTIVE, RELIABLE SYSTEM For Creating An Automatic Stream Of New Clients, Harvesting Unlimited Referrals And Repeat Business...And...Finally Building a Solid, Predictable Future

So let's get started by understanding THREE powerful discoveries that will change your perspective almost on the spot...

DISCOVERY #1: How To Focus Your Time, Energy and Money On The Areas Of Your Business That Produce The MOST MONEY...

If you knew that 73% of the very best real estate clients came from just ONE source, would you employ a quick and easy strategy to capture and dominate that source?

You'd be foolish not to, right? After all, you have very limited resources to market your services, so you better spend them in the most effective, highest-potential areas possible.

Well, check this out...

The National Association of REALTORS® publishes a very interesting survey each year titled, “*Profile of Buyers and Sellers*”. And if you ever got your hands on one...opened and read some of their survey results...you’d be astonished to discover it contains the ultimate secret to your success in real estate. I’m talking about success based on true facts, not opinions or guesses.

For example, look at what I recently discovered and tell me if it hits a nerve with you...

Secret #1: Approximately 73% of ALL clients select their agent because: 1) They had an *existing relationship* with the agent (not just “knew” the agent, but a *true* relationship), or 2) Were referred to the agent from a trusted and influential source.

Nearly **THREE-QUARTERS** of all clients are found...

...NOT from a fancy web site, “social marketing” or blogging...
...NOT from Google Ads...
...NOT from a listing sign...
...NOT from floor time...
...NOT from a billboard, bus bench, newspaper or magazine ad.

Not from *any* of those things...

And here’s the shocker: Only 4 PERCENT of agents have the “right” kind of marketing system to cement the level of relationship worthy of capturing new business, loyal referrals, word of mouth and repeat business. Meaning that...

**FOUR PERCENT of Agents OWN 73% of the Market...
While Everyone Else Haggles Over Their Scraps!**

Pardon me for being direct, but...which group are YOU in?

Secret #2: Sixty-Six Percent of Buyers and Sixty-Four Percent of Sellers report working with the VERY FIRST agent they encounter.

Yet less than 4% of agents have a “system” in place to beat other agents and be the first to capture the client...meaning that, once again, the top 4% “smart” agents capture the lion’s share of the market.

The rest struggle and strain, settling for leftovers – or just quit the business.

Secret #3: More than Eighty-One Percent of buyers and sellers report they would use the same agent again...Yet less than ELEVEN Percent actually do!

The vast majority of repeat business needlessly goes to *another* agent for ONE simple reason: The original agent did *nothing* to establish and deepen the relationship...did nothing to stay in contact...create on-going value...and become the automatic and natural choice for real estate services.

Is a light bulb going off in your head yet?

Up to SEVENTY-THREE PERCENT of first-time clients, referrals and repeat business all come from just ONE source – yet most agents spend the majority of their time and money on everything EXCEPT that source!

Hopefully a light is starting to shine...but I'm not finished yet...

DISCOVERY #2: Who Is The Greatest Salesperson in the World... And Exactly What Does That Person Do To Generate So Many Customers in Good AND Bad Economies?

Have you ever heard the saying, “Success Leaves Clues”?

Well, it's a known fact that the quickest, most sure-fire way to succeed at anything is not by “reinventing the wheel”, but finding someone who is **already successful** at what you're trying to accomplish...and then *model* what they are doing.

I always wondered who the #1 salesperson was and what they did to achieve such success. And I found my answer in none other than...

The Guinness Book of World Records

Back in 2005 a new award arose in the Guinness Book – it was a category for “Worlds Greatest Salesman.”

The Winner? Joe Girard...an auto salesman who **averaged 6 sales a DAY!**

This was an interesting discovery because auto and home sales are a lot alike (they're 2 of the biggest purchases of a persons life).

The other similarity is that the average person moves or purchases a new home every 5 to 7 years...and they also buy another automobile every 5 to 7 years.



Clearly there are a lot of similarities in the two industries – but it doesn't answer the question of “HOW” Joe sells so many cars...

So I went searching the internet to find information about Joe Girard, and found two books written by him: “*How to Sell Anything to Anybody*” and “*Mastering Your Way to the Top: Secrets For Success From The Worlds Greatest Salesman and America’s Leading Businesspeople.*”

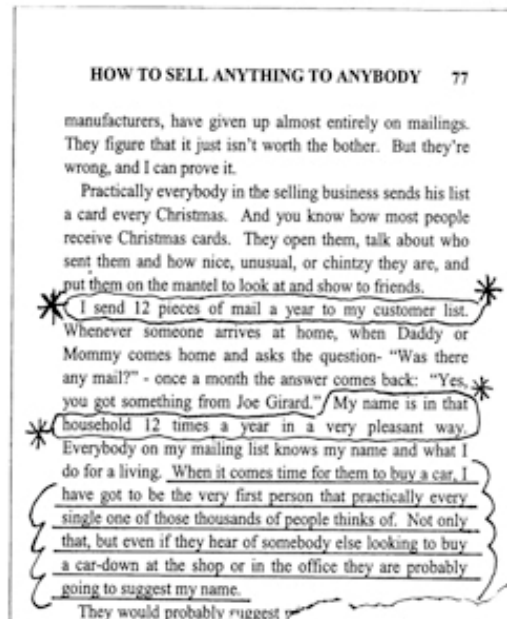
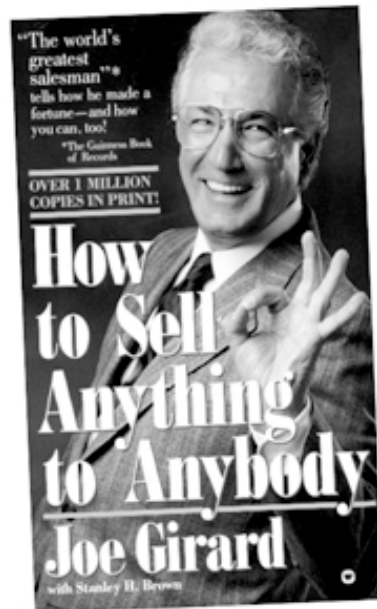
What surprising revelation did I find in these books?

Sure enough, what I discovered about this man, the man who the *Guinness Book of World Records* lists as the #1 salesperson of all time...was that virtually ALL of Joe’s business came by nurturing...

RELATIONSHIPS

But “how” was he able to “harvest” so many sales from those relationships? What was this relationship-building secret that made it possible for him to attract so many prospects resulting in him making more sales than anyone on the planet?

Actually...the answer might surprise you, as his secret is really quite “elementary” at first glance (see it below)...



And get this...in one of Joe’s books, he talks about his “**Law of 250**” which states that every person you sell a home, a car or *anything* to...knows or has some sort of “affiliation” with an average of 250 people who are legitimate prospects for buying a home, a car, a vacuum cleaner...or “whatever” you’re selling.

Is that light bulb starting to get brighter for you?

It should...but I’m *still* not finished...

DISCOVERY #3: Who Was The #1 REALTOR® in the World... And Exactly What Did That Person Do To Generate So Many Customers in Good AND Bad Economies?

You've seen the NAR statistics of where nearly ¾ of all clients come. You've seen how Joe Girard, the #1 salesman in the world, gets his business...

If what I've discovered up to this point about "generating customers" doesn't light some fireworks in your mind about how to grow your business even in a recession...what I'm about to reveal next should break all barriers of doubt.

The #1 Real Estate Agent in the world was none other than Ralph Roberts, and he practiced in Washington Township, Michigan (a suburb of Detroit). It's not uncommon for Ralph to sell more than 600 residential properties in a single year – which is...

FIFTY TIMES More Homes Than the Average Agent!

What's Ralph's primary secret of success...the foundation of his staggering, multi-million-dollar production? See for yourself...

What NAR Statistics prove...

What Joe Girard knows...

What Ralph Roberts learned early on that became the "secret" of his stunning success is...

The single greatest reason why someone will do business with you is because they either KNOW you personally (a true relationship), KNOW OF you in a very positive light, or LEARN ABOUT YOU from a reliable and trusting source (a referral).

It's all about DEEP RELATIONSHIP!

Notice I did NOT say it's about "staying in contact"...as that alone misses the boat and won't work for you...



Deep relationship is about building trust...bringing on-going value...using subtle psychology to deeply bond people to you...giving meaningful and specific reasons to USE and REFER your services...and demonstrating (proving, not telling!) you're a stand-out professional people can rely-on when they need real estate services.

Makes sense, doesn't it?

Turn the tables and think about the last time YOU made a significant purchase in your life. You'd prefer to *already know* the person or product, right? And if not, were the recommendations and tips from trusted friends and family valuable to you? You bet!

See, people...first and foremost...always rely on a person or product in which they have an *existing relationship* – whether it's your dentist, your florist, your toothpaste...or even your REALTOR®. When that source is exhausted we turn to trusted and reliable advisors and sources for a referral.

Why do we do this?

Because we don't like to make mistakes. We like predictability. We like to know we're making good decisions. Which is why we primarily want to deal with someone we *already know and can trust*. The question you need to ask yourself is...

Aren't you sick and tired of being a victim to a disastrous market... instead of having a system in place that *insulates* your income from economic fluctuations... and finally gives you a reliable way to get high-quality clients before other agents even know they exist?

What you just learned is *shockingly simple*. And you may dismiss it as too simple, or be saying, "I already knew that." **Yet only 4% of agents who already know this do "the right thing" about it**. Now you know why 4% get all the listings and buyers and prosper during good AND bad markets...while the remaining 96% settle for the leftovers...or just vanish out of the business.

They simply own the market share – they own the *relationship!*

The good news is you don't need to be wallowing with the 96% of "*masses of mediocrity*." You don't need to be a victim of horrifying market forces. You can **TAKE CONTROL NOW**...today...and start claiming your rightful share of the real estate market.

Real estate is primarily a *relationship* business. It's not a technology business. Not a cold-prospecting "numbers" game. Not a "stuffy image" business. That's because...

People Buy from People They Know, Know About, Respect, Trust and Like on a Personal Level...

So how can we apply all this to YOUR business?

How can we take these undisputed FACTS about how to achieve stellar success in real estate, and hone them down into an easy, workable “system” that delivers you a solid, predictable flow of clients and commissions month after month?

Working Hard vs. Working SMART...

There are lots of strategies so-called “experts” tout for building your business – and most of them are **costly, take too much time and effort...and many are just plain wrong**, especially in this economy.

You don’t need “*365 ways to close a deal.*” You don’t need to be wasting your valuable time and hard-earned money running online ads, blogging for clients, worthless “image” ads, clever slogans, pestering people out and about or on Facebook, using worn-out prospecting scripts, sitting floor time or open houses, advertising on bus bench signs, post card mailings, or sending pumpkin seeds.

What would it be like if (just like the *#1 Salesman in the World* and *#1 REALTOR®*) you had proprietary access to one, single “**RELATIONSHIP SYSTEM**” that *Prospects* for you automatically and guarantees every client becomes a “*Client For Life*” generating an on-going stream of referrals, word of mouth and repeat business for as long as you practiced real estate?

I’m talking about a simple system that works like **10 marketing tools in ONE**, and is more powerful than *anything else* you’ve ever used or seen -- COMBINED!

That “relationship system” now exists...proven and perfected for real estate. And I’m going to reveal every single unique strategy, tip and tactic that makes it work with stunning success – so you use it in your practice starting today...

Dinner and Discovery...

(My “Accidental Revelation”)

It all began in Phoenix, AZ back in April 1997...I was consulting with a client who “coaches” in the remodeling and construction industry.

As we sat over dinner, he described a painful list of problems his clients were facing in their businesses: Unpredictable revenue, disloyal clients, intense competition, and economic fluctuations...not to mention the pain and desperation of marketing and prospecting for new clients (sound familiar?).

So he asked if I could help.

Long story short, after 3 weeks of pondering and strategizing, the answer came like an ethereal light...and at 2:30 AM wrenched me out of bed and rattled from my mind onto a sheet of paper.

And...believe it or not...the “system” I developed – the ONE simple relationship system that’s responsible for the *#1 Salesperson in the World* and the *#1 REALTOR® in the world* – is actually (for lack of better words)...

The Worlds Most Powerful Direct-Response Newsletter

Now, I know what you might be thinking: **“What!?? That’s nothing new. Are you kidding me??”**

HOLD ON. Give me one minute here. I know you’re familiar with the slick, pre-produced real estate newsletters, post cards or email templates made for agents to send out. But I’m here to tell you: **They are a mammoth waste of money!** They go right into the trashcan or “junk” email folder.

What I *“Scientifically Engineered”* was a truly RADICAL IDEA...

In one fell swoop, I tapped decades of “in the trenches” direct marketing experience and “engineered” a unique marketing tool that combines **important information his clients and prospects truly desire**, with **7 “psychological hooks”** to create credibility and bond a deep relationship, and **14 direct response offers** to motivate powerful response (I’ll detail more in a minute).

I crossed my fingers while we tested on one of his struggling clients. And the result?

We were both shocked. His client’s first 3 months using the tool “netted” over \$100,000 (that’s *profit!*)...and over \$260,000 for the year. Not only did his profits continue to grow, but he was generating more clients than he could handle by doing little or no other marketing!

At one point he was generating so much business he became overwhelmed and had to temporarily stop using the system.

I felt like I had just struck oil for my friend...and I wondered to myself...

Could This Remarkable System Work Just As Well For My Private Real Estate Clients?

So I went to work...

I spent 3 months and more than 180 hours testing, tweaking, and improving “in secret.” I aptly named the tool **“Service For Life!®”** because that best describes what you offer to your clients when you’re a stand-out professional wanting to serve them (and make commissions) for the long run.

I then recruited 53 hand-picked “beta test” agents with various backgrounds who I had come to know well – and again crossed my fingers. 1997 we began the beta test together...and today...

My 53 Clients and I Are Still Awestruck At What Happened...

Just like the *#1 Salesman in the World* or the *#1 REALTOR® in the world*...within months our agents were flooded with new business. For example...

- ◆ An agent from Whittier California struggled for more than 12 years building his business...never getting beyond \$300,000 in production a month. He was a beta tester. And in less than 6 months, **his production shot to more than \$1 million a month**...and his income continues to grow...
- ◆ A once-struggling broker from Illinois is well on her way to a \$50 million referral production using this one simple tool – and **in just over 3 years made \$1.12 million in commissions using it**. She was a beta tester. She manages an average listing inventory of 41 homes at any one time, and is one of the highest producers of her Coldwell Banker office...
- ◆ Another agent was in a panic over how to re-establish her business following a move from Alaska to Colorado – starting all over. She used this marketing tool as an “insert” in her local paper. The result? **She went from a flat broke, new agent in the area to an average listing inventory of 36 homes...and drove 2 competing offices right out of business!**

Listen To Agents Using
Service For Life!® – Call
Our 24 hr. Recorded
“Eaves-Drop Line” Toll-Free At:
(800) 682-1120



The success stories are thrilling for agents who use this tool. All kinds of agents in all kinds of areas. And while “average” agents may harvest 3, 4, and 5 new clients every month, a few agents who “went all out” were getting *4 or 5 new, referred clients calling EACH WEEK!* – all with *stunning consistency*.

The most successful agent (a couple from Orange County, CA) hit **21 new referrals in a month** – they’ve made over \$1.5 million in commissions since starting it and it’s now the *only* marketing they use.

But perhaps the bigger picture here is the *peace of mind* our agents are experiencing. For the first time in their entire real estate careers they have stability, security, certainty of ample new client flow, referrals and repeat business...

WHY Does This System Work at Generating Steady Clients Better than Anything Else in the World?

Here’s why: The single most valuable “asset” you own in your business is ALSO the one most ignored! Listen carefully: You might think your greatest asset is your car...or your cell phone...or even your computer...

But to an agent who wants to build a strong, steady business, your most valuable asset is your past clients, friends, family, neighbors, suppliers, members of common associations (your church, synagogue, scouts, PTA, etc.) who **know you or know of you and all have the ability to send and refer you business.**

I call this your “Power List” and, whether or not you know it, there’s “gold” hidden there for you. But knowing that and turning it into a steady flow of new and referred clients are Two Different Things.

Ask yourself: “Right now...this very minute...HOW MANY of these people know YOU even exist and would actively mention your name when they hear of someone buying or selling?”

Answer: Probably NONE! Why? Because you don’t have “*The Right System*” working FOR YOU to harvest these clients.

But that’s not all. There’s also a huge cavern of overlooked gold in your Strategic Farm (not a mass farm!), marketing off your listings through your info-tubes and sign-in sheets, turning open houses into “client generation” systems...and a whole lot more (we’ll cover in a minute)...when you use *the right* “relationship system.”

Just Look At YOUR POTENTIAL Using This System ...

I imagine you’re familiar with a lot of this. But what you probably don’t know is the incredible *potential* of your success here. It’s just simple math. Run the numbers yourself and tell me if I’m on the right track here...

Imagine having a Power List (SOI, Strategic Farm, etc.) of, say 300 people – incredibly easy to create. If you know the average “conservative” length of home ownership is 7 years (nationally it’s about 5.5 years), divide the two to see HOW MANY real estate transactions, on average, come from that group...

42 Transactions EVERY Year.

Grow that list to 500 and it’s 71 transactions a year ($500 \div 7 = 71$)...

Grow your list to 1,000 and it’s 142 transactions a year ($1,000 \div 7 = 142$)...

Remember, that’s NOT just this year, but EVERY year! **And get this:** Those numbers are *direct transactions only* – **they don’t include the REFERRALS these happy clients would send you.**

Name your income, fill in the blanks, and calculate the size of your “power list” to achieve those numbers...

	Your Input	Example
1. Enter Your Gross Income Goal		\$500,000
2. Enter Your Average Commission per Transaction		\$8,000
3. Divide #1 by #2 above for # of Transactions Needed		63 sides
4. Enter The Average Home Ownership Period		7 years
5. Multiply #3 x #4 to Get Your “Power List” Size		441

Now...if you don't have a power list, I'll show you how to build one quickly (more in a minute). Or you might already have a "Power List" or "strategic farm" this size and it doesn't perform like this for you, right?

That's because you cannot expect to generate new clients, referrals, word of mouth and repeat business because someone simply "recognizes" your name or has done business with you in the past...

And sending a few follow-up notes, recipe cards and a year-end calendar does not foster a "power relationship." 96% of all agents are *grossly unaware* of the depth and type of "relationship" required to become the "sole and exclusive" REALTOR® to these folks – and it's costing them a FORTUNE in lost business. Perhaps you're one of them.

We both know you won't get ALL of the transactions from that list – some will go to other agents. Some will go to "Uncle Harry." But let me ask you this: **If you're the agent who's built the relationship, kept continuous and reliable contact, brought true value to your people, and demonstrated you are the stand-out professional...**

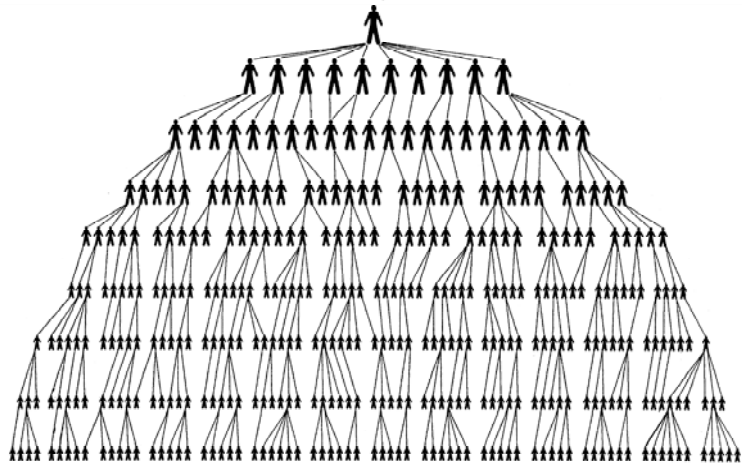
WHO Do YOU Think They're Going to Choose for Their Agent?

Who would YOU choose? The PERCENTAGE of the Power List that you capture is what I call your "**Personal Market Share™**...and most agent's share is nearly ZERO. But that's all about to change for you today...

Nurture your "Power List" the "right" way, and your production will grow larger and larger almost automatically.

How? Because when nurtured *right*, people tend to refer others just like themselves – automatically.

It's a *mathematical certainty* - if you follow the right formula. Like a snowball rolling downhill, it grows BIGGER. And as it grows bigger it starts rolling FASTER.



Soon it becomes a never-ending cycle of more and more business, and you reach a point I coined years ago, called **CRITICAL MASS™**.

What is Critical Mass™? Imagine having a 300+ personal, ever-growing sales force constantly referring you new clients, referrals and repeat business?

Wouldn't that make real estate a whole lot easier? A whole lot more enjoyable?

Remember: If you think I'm talking about a simple "stay in contact" program, or that sending a canned email template, newsletter, post card, recipe card, just listed or just sold notice will do the trick...you're in for a deep disappointment.

Why?

Because there's a HUGE difference between "staying *top of mind* with a contact program," and nurturing a relationship essential for becoming the *one and only* choice for real estate services. Fast-food restaurants are constantly "top of mind" with their ads targeting my kids...*but that doesn't mean I eat there!*

Relationship and differentiation happen when a person relates a unique and differentiating BENEFIT to your name – a compelling reason why they would choose YOU FIRST, over anyone else...

...And the best part is...It's ALL controlled by YOU.

Staying in contact is nice (better than nothing) and you may think you're being effective, but if you expect to create the *depth of relationship* that will compel quality clients to do business with you again and again, and actively refer your services...you need a whole lot more...

Which Brings Me To The Details Of The Most Powerful, "Done-For-You" Money-Making System Ever Made Available To Real Estate Agents...

Now...if you've read this far, you must be wondering HOW you could use a system like this in your own practice. If you heard what I've said up till now, you'd be missing-out NOT to be applying this strategy – It just makes sense on so many levels.

But I have some BAD NEWS...

Even though I'm revealing everything about this system – AND I'M GOING TO SHOW HOW YOU CAN DO ALL THIS SPENDING \$0.00 – we both know...

You Still Won't Get It Done!

You know you should do this. You've seen undeniable proof that it works, not only from the *#1 Salesman in the World* and the *#1 REALTOR® in the World* and our own agents, but from NAR statistics as well – but if left to yourself to research, write, edit, format, print, and distribute *it will NEVER happen*.

And here's another revelation: If you had the "best of all worlds"...and you wanted to make the *most money possible* in real estate...you'd have a conveyor belt delivering you quality, ready-to-buy or sell clients. That way, you'd spend every waking hour working with clients, closing deals and getting paid, right?

That's how to maximize your income in real estate. Spending your valuable time doing ANYTHING OTHER than working with clients, closing deals and getting paid and...

You Are Working For FREE

Think about it: How many hours each day do you spend working for FREE?

That's what my original 53 agents discovered in their own practices. I'm sure you're no different. But if you could replace your unproductive time prospecting & marketing with a "SYSTEM" that prospects, follows-up with leads, stays-in-contact, stimulates referrals and repeat business *ALL-IN-ONE* – you'd multiply your earnings capability. So I said to my group...

"I'll Create the 'Marketing Engine' that Generates New Clients, Referrals, Word of Mouth and Repeat Business... And YOU SELL THE HOMES"

Long story short...to spread the cost we decided to allow OTHER AGENTS to join our group. But because we didn't want "average" agents who wouldn't be committed to using it properly...AND I didn't want to flood the market and have agents tripping all over each other...we decided to be **VERY SELECTIVE** on who joins – and "manage areas" as closely as possible.

So the critical element you are missing, AND what I have built is...

NO learning curve

NO new skills

NO study or "homework"

NO pile of CD's to listen to

NO workshops to attend

NO Pulitzer Prize writing talent required

NO more detail work for you or your assistant

**...Almost NO
ADDED WORK FOR YOU
AT ALL! (A minute a day.
Less than 30 measly
minutes per month).**

Use it for **FREE** with many of our 10+ strategies (including a special "Sponsor System" I'll reveal to you)...OR, with our combined "buying power" of our agent-group using this tool, I've arranged for our

exclusive printing and mailing house to DO IT FOR YOU...to save you money, and to be sure it gets done, gets done right, and gets done on time.



Now, one quick caution: Remember that one of the “secrets” about why this works so well is its “non-slick” look?

If you specialize in a luxury home market, you may be tempted to think, “*this just isn’t ‘professional’ enough for MY market*” (If you say it out loud, you’ll make the word “*professional*” sound snooty)...

You see, the very fact that it does not look slick, commercial, off the shelf, etc., is what makes it welcomed as “your” personal newsletter rather than trashed as just another piece of junk mail.

And here’s the proof: while, so far, *every* agent using it is getting great results, the agents dealing with the most affluent clients are getting the most extraordinary results of all!

Here are just a few things that make the Service For Life![®] system so surprisingly different from anything else on Earth for Agents...

- (1) **The “Welcomed and Valued” CONTENT practically forces high Readership, Involvement, Credibility.** Here’s a shocker: It has very little real estate content. And that’s one of its greatest secrets. Instead, it’s filled with compelling and timely articles, amazing trivia, teasers humor, and consumer information people DESIRE and WELCOME on it’s own merit...
- (2) **SEVEN “Psychological Bonding Devices”** that instantly bond a relationship with your prospects and clients like close family, and make YOU “top of mind” for new transactions, lead follow-up, referrals and repeat business...
- (3) **FOURTEEN “Direct Response Offers” and THREE “Referral Programming Mechanisms”** motivate readers to call or refer YOU FIRST when they think “real estate”...
- (4) **It’s so “Down Home” looking, it may SHOCK you.** But we discovered the “personal” look out-performs the cold, “snooty” image newsletters by multiples. I want it to look like YOU took the 15 hours each month to research and write the compelling articles...like YOU answered the real estate questions...like YOU are the “Personal Expert” people prefer to work with...

Ohio Agent Adds \$122,446 to Her Annual Commissions Spending \$0.00

Facing a brutal market and limited funds, this Ohio agent still realized the importance of her relationship marketing systems...so she implements a simple “5-Minute Per Month” email marketing program using Service For Life![®] She gets huge delivery and readership because her emails are so unique, and they get shared with others. Over the past 12 months she’s made over \$122,446 in added commissions directly related to this program.

Her Budget? \$0.00.

When you become a member I’ll show you the exact, step-by-step system she uses to generate new clients, referrals and repeat business – including how to build your list, how to send your issues for email, secret email software systems and much more. You simply cannot expect to survive this tough market without this system.

- (5) **Its “Viral Marketing” dynamic MULTIPLIES your readership and response – automatically.** Our agents report their Service For Life![®] issues get shared by their readers more than anything they’ve ever seen – and many are baffled when absolute strangers would call saying, “A friend gave me your newsletter, and I was so impressed with the content and your professionalism I had to call to see if you could list my home.”

We’ve had children take Service For Life![®] to school to share with class mates. We’ve had Service For Life![®] distributed around corporate offices.

We’ve even had mainstream media publications call our agents and ask permission to use an article in their publication.

But what topped the charts for me was when one of our agents in Illinois got a call from a reader “demanding” she list her home, and REFUSING to speak with other agents. The client said, ***“If this is any indicator of your professionalism and follow-through, I want to work with YOU.”***



As I said before, this is truly a RADICAL IDEA. Learning these psychological secrets on your own would take decades and hundreds-of-thousands of dollars to master.

How do I know? Because I spent more than 34 years and millions of dollars learning and perfecting the psychological and direct-response secrets that make this work.

ONE Single Marketing Tool Works Like 10 Tools In ONE!

Now if you’re thinking the “only” way to use **Service For Life![®]** is to spend money printing and mailing it – you’re in for a PLEASANT SURPRISE. When I first created it, I engineered it primarily as a prospecting and referral-generating tool for use with your “Power List”.

And it works like gangbusters to bring you a never-ending stream of new clients, referrals, word of mouth and repeat business from these folks.

But I never realized I had created a tool so powerful, it’s now being used as **10 OR MORE TOOLS IN ONE** by our agents. Here’s how agents are using it...**and many of them are spending \$0.00...**

Client-Multiplying Use #1:
Generate a Steady, Predictable Stream of New Clients, Referrals and Repeat Business from Your “Power List” of Clients, Friends, Family and Acquaintances. Your “Power List” is the single most valuable asset you own in your business. Now you can turn that asset into a steady stream of income. Simply mail Service For Life!® to them monthly (I’ll show how you can do this for FREE shortly), and start harvesting your just share of commissions from this group. Believe it or not, your “Power List” is looking for an agent they can trust – shouldn’t it be YOU?



Client-Multiplying Use #2:
Finally Own a Powerful Tool to Easily Follow-Up And Convert Leads to Clients.

What’s the biggest mistake agents make in their businesses? Failure to Follow-Up with Leads and Inquiries. The result? Enormous amounts of business are slipping through your fingers. You’re busy, and real estate is a frantic business – so it never gets done. Not any longer – because now it’s DONE FOR YOU.

Client-Multiplying Use #3: **Prospect and Generate Referrals and Repeat Business from Your Power List for FREE, VIA a Powerful “5-Minute per Month” EMAIL Marketing Program.**

If you’re on a budget, you can still use it to grow your business – spending ZERO. I’ll give you an html email version of the newsletter with your contact details and photo automatically merged in, so you can email the newsletter to your “Power List” in less than 5 minutes flat!

Client-Multiplying Use #4: **Use Service For Life!® to “Strategic Farm” Your Way to a Larger and Larger Production.** There’s a right way and a wrong way to farm, and we’ve cracked the code on how to do it RIGHT. You no longer need to tolerate the dismal response rates from post cards, recipe cards or other “slick” newsletters or “market update” mailings. Use Service For Life!® to “Strategic Farm” and start dominating high-potential farms in your area. Best of all – I’ll provide you with a special “Sponsor Package” (everything you need – done for you) where you can farm properly spending \$0.00! Some agents actually MAKE MONEY farming using our Sponsor Package!

Client-Multiplying Use #5:
Enhance Your Web Sites’ Value by Hosting Service For Life!® on it Each Month.

It’s easy and fast to do – just convert your issue to a .pdf and place a simple link on your site. Your clients will love each issue, and it’ll motivate them to return to your site again and again.

Client-Multiplying Use #6: **Use as a “Secret Weapon” When Manual Prospecting.**

I don’t usually recommend manual prospecting, but this is the exception. True story: One agent told me she loves to get exercise by walking neighborhoods in the mornings. So she takes copies of her Service For Life!® and uses them as a “hand-out” tool – and generated an average of 5 transactions a month! Now, in months when she mails her issues, everyone knows her and welcomes her newsletter. Brilliant strategy!



Client-Multiplying Use #7: Use it as The Most Effective VIRAL Marketing Tool on Earth!

You can create viral marketing by placing issues in various public places: retail stores, doctor and dental offices, banks and similar places where potential clients can learn about you. You can also use it as a “Strategic Alliance” tool where other businesses promote your services to their clients and vice versa. And the email newsletter has “Forward To A Friend” links built-in so your network can email their friends your newsletter with just a simple click.

Client-Multiplying Use #8: Place Service For Life in Your Listing Info Tubes. You’ll be shocked when you start generating buyers and listings by placing issues in all your listing info-tubes and boxes. Best of all, it costs you only about \$20 per month for each listing. The “secret” is to use the “Free Recorded Home Information Insert” inside your issue – *it’s the best targeted, “almost Free” prospecting you’ll ever do.*

Client-Multiplying Use #9: Use with your Listing Presentations and Buyer Packages to Demonstrate Your Commitment, Follow-Up and Professionalism to Your Clients.

Here’s a marketing tool no other agents are using – and it works. When you insert your newsletter into your pre-listing and buyer packages, *you’re demonstrating you’re a true professional and invested in bringing value to your clients.* Nothing differentiates you better than Service For Life!®.

Client-Multiplying Use #10: Use as an INSERT Into Local Publications and Become a “Household Name” in Your Area.

This surprised me when I first created Service For Life!®, but I have a number of agents who insert it into their local bedroom newspapers and magazines – and their businesses multiplied as a result. There’s no better way to become a *household name* – and no one else is doing it!



Want More Uses?

OK...place Service For Life!® next to your listing sign-in sheets as a “take along” for people. They’ll love your content and you’ll be getting Free publicity.

Listen To Agents Using Service For Life!® – Call Our 24 hr. Recorded “Eaves-Drop Line” Toll-Free At: (800) 682-1120

If you hold open houses (or hire others to hold them), place Service For Life!® issues around the home – including private places like bathrooms, laundry rooms, etc.

Or...deliver issues to community groups to read – they’ll distribute to their members. More free publicity.

There’s One More Big Strategy: “STEALTH MARKETING”

You know that “stealth fighter plane” we built, that’s supposed to be “invisible” to enemy radar? I built one that *really* works...

One of the most interesting entrepreneurs I have ever read about (Lyle Stewart) advised...

“MAKE YOUR MONEY IN THE DARK”

After all, the problem with a lot of good, clever and effective ads or techniques is – other agents see them used repeatedly and copy them. Soon you’ve got a whole “clutter” of agents using the same stuff. This is different...

This tool, properly deployed (which I’m going to do FOR you) “locks-up” your relationship with your power list, magnifies it’s value, makes it immune to solicitation by other agents, bonds and marries them to you like Super-Glue. And it all happens pretty much invisibly to competing agents. It operates under radar. Not publicly visible to every Tom, Dick, and Mary in the business.

Most other agents will be mystified at how you are doing so well, seemingly doing so little. And your prospect pipeline stays as hot as the day they met you.

In fact, this uniquely brings clients to you BEFORE any other agent could possibly know they even exist! (No, I’m not making that up. That is exactly what my “beta testers” have discovered, again and again. The clients this produces have NOT contacted any other agents, NOT answered any ads, NOT, in any way, made themselves known or even detectable as “prospects” to any other agents, YOU GET THERE FIRST.)



No learning curve. The very best potential clients...ALL referred or direct clients...call you and ask for your advice and assistance...

It happens 100% automatically. It’s even done FOR you.

AS I PROMISED: The Surest Way To Survive And Prosper In ANY Real Estate Economy!

If you can manage to answer the phone or return a call and handle a referred prospect who seeks you out, this WILL be the easiest money you’ll ever make. 3, 5, 11, maybe even 17 or more such clients coming to you each and every month as if they were being delivered by an assembly line, with consistency and certainty.

You get them before any other agent even knows they’re contemplating a real estate transaction. They call you first.

So let me ask you...

How Badly Do You Want to Beat This Economy and Become One of the Most-Respected, Elite Agents in Your Community?

Think about it very seriously because that's exactly what you could do. Of course, you may not want to make millions of dollars in real estate – you may not be that driven or want to work that much...

Maybe you want to make just an extra \$50,000 to supplement your family income. Or maybe you want to make \$200,000 and have a balanced, simple life.

Either way I know Service For Life![®] will become your most important and valuable marketing tool on your way to your goals – essential for your success no matter how big (or small) you want to grow...

Think about it: Can you imagine how much money you'd be earning as an agent if you were to “model” the prospecting habits of the *#1 Salesperson in the World* and the *#1 REALTOR[®] in the world?*

My Original 53 Agents And I Are STILL Awestruck At What Has Happened...

...and you will be too, when you deploy this “tool that changes everything” for you in your real estate business.

And here's what they discovered – and you will too: You don't need 300 different ways to get business. You don't need a book of scripts, cute slogans, bus bench signs, billboards, or TV commercials. That's because the ONE thing they're all missing is...

A RELATIONSHIP!

When you have the kind of relationship-based assembly line delivering referred clients that my “tool” produces like no other, in no time flat you can be totally liberated from all the other “junk” if you like – running entirely on these referrals.

That's exactly what has happened for many of my “beta testers.”

Stack The Deck. Tilt the playing field in your favor. Let all the other agents waste 95% of their time and money chasing just 26% of the market.

You Focus On The 73%.



And now – finally – there is a practical, proven way to do just that, affordably, efficiently, scientifically.

How to Put The World's Most Unique and Powerful "Client-Generating System" in Place And Start Profiting Today...

I have no intention of throwing a marketing tool at you and leaving you out in the cold to fend for yourself. I'm going to give you a SYSTEM. A *tested and proven* system that works. Works consistently and predictably. And will KEEP working for as long as you practice real estate.

Remember: Unlike anything you've ever "bought" to help your practice, there's no learning curve, no new skills, no "reading or homework", no pile of tapes to listen to, no workshops to attend, no Pulitzer Prize writing talent needed...and no more detail work for you or your assistant. Just 30-minutes a month gets everything done for you – 1 minute a day!

If you're like our current family of agent-members, it'll become the most valuable (and perhaps ultimately the *only*) marketing tool in your arsenal. **Here's what you get when you apply and are accepted to "The Most Powerful, Money-Making Real Estate Marketing System On Earth"...**

1. **A Professionally-Researched, Written and Edited Service For Life![®] Issue Every Single Month** (Normally \$97 per month).

- **A Pre-Written PRINT version of Service For Life![®]** -- 100% customizable but written for you. Each issue is loaded with a proven formula of timely articles, involvement devices, real estate Q&A, teasers, trivia, hilarious humor, fast-facts and more – all designed to get read – even *expected* each month (miss a month and your readers will be calling and asking, "where's my issue??").

Using it is E-A-S-Y. Simply download the Current Issue, Cover Letter, and Read-Me files 24/7 within the Member's Only Site. Then open your Microsoft Word[®] software, personalize it in a few areas so it looks like it came off **YOUR** computer (very important!), decide which inserts you want to include, and you're ready to have it printed – in 30 minutes or less.

Unlike other services, you pay a FLAT RATE for the issues to be written for you each month. You can print and mail 10 or 10,000, you pay nothing more for the actual issues (you'll only pay printing and postage). This way you have the flexibility in how you want to use the tool.

- **Your Personal, 4-Color EMAIL (Ezine) version of Service For Life![®]** -- 100% customizable but written for you. I've teamed up with one of the nation's most

powerful email companies to create a brand new HTML email template, so you can customize and send an online version of Service For Life![®] each month.

You simply login to the online system, personalize your issue using the built-in email editor, and you're good to go in just a few minutes. We even merge your contact details in to the email version of the newsletter to save you time. Plus, you'll get 500 email credits each month for **FREE**.

2. **Marketing Systems and Online Tools...**

An **Article Library** to replace any existing articles within your newsletter, an online **Contact Database** to store and manage your contact lists, and **Web Input Forms** to put on your website and grow your list.

You'll also get a powerful Service For Life![®] "**Marketing Tool Kit**" (valued at \$299.95) to access anytime within the Member's Only Site. Your tool kit took will include everything you need for using your issue successfully. We spent years and hundreds of hours creating, testing, tweaking every single promotion and insert you can use for your newsletter. Here's what you get...

- ***Special Proven Sponsorship Letters*** for generating sponsorship to offset part or all of your newsletter cost...
- ***Ultimate Service Supplier Rolodex Template*** to promote sponsors and help produce your newsletter for FREE.
- ***Insider Resources Page*** – over 14 tested and proven offers for your readers to call you for real estate services and helpful resources (I even give you the reports – see below)
- TWO formats of ***Property Highlight Templates*** to help promote your listings and generate calls from buyers and sellers...
- Our proprietary "**MarketWatch™**" Market Activity Review template designed to make the newsletter a powerful farming tool or cold marketing tool...
- A ***Referral Card Template*** proven to stimulate referrals with each issue...
- ***Cover Letter Templates*** for giving personalized updates to your readers...
- ***Share a Subscription Card Templates*** to help build your personal network for Free...

3. **Marketing Training to Grow Your Income FAST...**

Your **Special "Jump Start" Webinar**: (Critical information!). In this new member training video I'll share the 5 secrets I discovered for building a multi-six-figure real estate income using your Service For Life![®] Direct Response Newsletter System. These winning strategies come from over 12-years of careful testing and will help you start profiting immediately with this system.

This is in addition to Your **Special User's Guide**: "Six Steps For Creating Your Service For Life![®] Direct Response Newsletter." It's a simple, step-by-step guide for creating and personalizing your newsletter each month. This organized manual will shave time off personalizing your newsletter – each step is demonstrated with exact computer photos and instructions. One thing you'll say after spending 30 seconds with this manual – "*Hey this is EASY!*"

And...extensive “[How To](#)” [Video Tutorials](#) on the Member’s Site give you another visual of how to use every aspect of your personal marketing department.

4. **Five FREE BONUSES (worth \$1815.95)...**

FREE BONUS #1: EIGHT (that’s 8!) Special Real Estate Consumer Reports. (Valued at \$197.00 – yours FREE) These are the most powerful “response magnets” you’ve ever seen, and will become one of your most valuable marketing tools in your arsenal. And they’re *not* a bunch of bland, boring reports with generic real estate information – they’re detailed, quality reports that give compelling real estate information and (because they’re personalized as if YOU wrote them) position you as a true expert and professional. What’s more, each report (some are 16 pages) is written by me – a 34+ year marketing expert and professional copywriter – and each includes irresistible offers for readers to automatically use your services! How valuable are these reports? One agent offered me over \$2,000 if I shared just one report with him and no one else! They work hand-in-glove with Service For Life!®, but there are dozens of ways to use them as powerful lead and client-generating tools!

FREE BONUS #2: Your Very Own “List Building Toolkit” (Valued at \$29.95 – yours FREE) Learn how other agents are growing their production 33% to 400% within 6 to 12 months by building their list of contacts who receive Service For Life!®. Don't have postal or email addresses for your current contacts? The special Quick-Start Guide included in this toolkit will show you how to collect this information without spending any money.

FREE BONUS #3: Our REALTOR® SuperConference Highlight Presentation (Valued at a minimum of \$997 – yours FREE): **“Building Critical Mass In Your Real Estate Practice – *How to quickly and easily build an ever-growing multi-six-figure real estate income via relationships, referrals, word of mouth and repeat business.*”** This invaluable presentation is responsible for turning regular agents into *millionaires* – that’s no joke! In just 90 minutes, I’ll reveal to you the *one, single* marketing secret (and 8 relationship-marketing systems) that consistently propels agents into the top 4% of all producers in their market. Agents paid \$997 - \$1,697 just to see this confidential information – But because I want to succeed beyond your wildest dreams as a result of *our* meeting, you get it FREE.

FREE BONUS #4: Our CONFIDENTIAL REALTOR® “Building Critical Mass” SuperConference ACTION GUIDE (Valued at \$395 – actually **PRICELESS and Yours FREE**). This Action Guide is divided into 2 parts: PART 1 will give you all the exhibits and presentation materials to go with your video training – helping you to easily follow along and understand all the concepts. PART 2 will give you ALL 8 relationship marketing systems and 41 ready-to-use promotions to instantly spring into action.

FREE BONUS #5: Our Breakthrough REALTOR® Course “The Ultimate Real Estate Success Secret” (Valued at \$197 – Yours FREE). The Most Important Guide You’ll Ever Read For Building A Powerful Real Estate Practice – PART I teaches you the essential knowledge, skills and revelations for success. While PART II show you a 4-Step, production-multiplying marketing system.

5. **Your Own Personal License To Employ Your Service For Life![®] System**
When you become a member, we'll check our database with your zip code and population density. If we determine the area is too dense, we'll either ask you to select another area or put you on a waiting list. We don't want agents tripping over each other here. And remember, this is a NOT a franchise or "exclusive" situation because I can't control where our members send their issues. Your best bet is to apply NOW, and we will get to know you as a friend & client, review your area and get you started. You can check the availability by calling **(800) 622-2540**.

BOTTOM LINE: Remember, I'm not just going to give you a ready-to-use tool...I'm going to "plug you in" to a proven marketing SYSTEM built around it – with all but about 30 minutes a month of the work DONE FOR YOU.

"So How Much Does This System Cost?"

I'll bet you're thinking having me write this tool FOR YOU each month must cost a fortune. I'm happy to say you'll be pleasantly surprised at its affordability – in fact it's less than you spent on *coffee*...or your *cellular phone*...or *cable bill* last month.

How much money did those make you?

I once asked my beta testers on a conference call if Service For Life![®] was expensive to use, and they all *LAUGHED* at me. That's because to them it's not a "cost," **it's a necessity**...an investment in continuous income and ever-growing market share.

But I also realize you haven't used this tool yet, and it's a legitimate question. So when you apply and are accepted to our family of agents...

You won't pay \$3,000 to have some "coach" tell you what you already know or could learn in a \$20 book. You won't pay \$800+ to get some "superstar's miracle system" only to get "up-sold" like you're at a cheap carnival. You won't even pay \$495 or more to attend a seminar you'll forget 5 days after the event...

Solve Your Commission Problems FOREVER For As Little As \$1.63 A DAY!

Joining our Service For Life![®] membership is easy, and you can choose from TWO options...

Option #1: Our "SILVER" MONTHLY Membership:

You'll get 24/7, 365-day access to our "*Member's Only Site*" where you can download a fresh, new Service For Life![®] PRINT & EMAIL (Ezine) issue WRITTEN FOR YOU each month and ready to customize, along with your pre-written cover letter, *Personal License* to use, *4 Support Tools and Guides*, and the *5 Free Bonuses* I mentioned earlier (worth \$1,815.95).

Plus...

I'll send you a reminder EMAIL each month when the latest Print and Email newsletter is on the site and ready to use...**all for only \$87 per month** – *that's a \$120 per year savings off the list price...*

Option #2: Our “GOLD” ANNUAL Membership:

Now if you're truly committed to this strategy and your long-term success, it gets even better, because you can save even more money by selecting our GOLD ANNUAL membership. Your **1-time annual payment of just \$588 averages out to just \$49 per month.**

And **REMEMBER**: I will **KEEP** these special prices for you for as long as you're a member of our Service For Life![®] family of agents. They *never* go up for you.

So it's just \$87 per month if you want to go month-to-month with our “SILVER” membership, OR, one annual payment of \$588 (which averages out to just \$49 a month) for your “GOLD” Membership.

Print 10 or 10,000 Issues – it's *One Low Investment*. You won't get “nickel and dime'd” for every issue you send like so many other marketing tools.

To join, simply click on this link: <http://serviceforlife.com/signup>

By the way, is that a lot or a little money?

Well, my current members think it's a *downright bargain*. They know that...to do this on your own...or to buy some inferior newsletter or “knock-off” or even using any other kind of marketing tool, you WILL spend a whole lot more money and get just a fraction of the results. It WILL cost you a whole lot more.

Plus...**You're already spending over 300 TIMES the cost of Service For Life![®] each month in BUSINESS YOU DID NOT GET!** Think about it...how much money did you let drift to another agent because you didn't have “the right” kind of system working for you? Get just ONE of those deals back and you've financed Service For Life![®] (newsletter, printing – *everything*) for YEARS!



And...if it IS a stretch...perhaps that's the best reason of all to be using Service For Life![®] – so you can say “goodbye” to the struggles and strains of not having enough clients or commissions.

The only thing I ask of YOU is your COMMITMENT to follow-through, to be PERSISTENT, to BELIEVE IN THE MARKETING, and STICK WITH IT.

Too many agents stop using tools...even when they're working. It's just plain laziness. **So I want your promise:** When you start using it...KEEP using it. Even if you

don't mail it, keep using it with any of the methods I detailed earlier. That's the only way to build the kind of business you've always dreamed of owning.

This is the most important marketing you'll ever do for your business – and it's the least costly in the long run. Even if you had the knowledge, you could never produce a marketing tool this good, this affordably on your own yourself. But if you're still not sure about this...

Service For Life!® Comes With A 100% RISK-FREE GUARANTEE...

I've been around long enough to know you're skeptical. I've taught over 22,000 agents how to build a business that provides the income and lifestyle they deserve – and I want you to feel comfortable in your decision to use Service For Life!® in your practice.

But I can't get you results without a small commitment from YOU. So here's my guarantee to you: If you apply to become a Service For Life!® member, the only thing I ask is that you start using the tool immediately and send it out each and every month. And...

Anytime in the first 60-days of your membership, if you want to cancel, you can easily call and get a full refund of your membership for the first two months, or the prorated equivalent if I have the Gold Value Membership – AND you can KEEP BONUSES #3 and #4 “Building Critical Mass™” video presentation and Action Guide (a \$1,392.00 value) as my gift to you for simply trying our tool.

Of course, you can cancel your membership at any time with just 30 days advance notice – but truthfully, canceling would be the biggest mistake of your career.

What's more likely to happen for you when you Join?
Just like the **#1 Salesman in the World** and the **#1 REALTOR® in the World**, it will become the most valuable marketing tool in your entire practice...

Listen To Agents Using
Service For Life!® – Call
Our 24 hr. Recorded
“Eaves-Drop Line” Toll-Free At:
(800) 682-1120



- You will stop worrying about making enough money in your business...because you'll have a truly systemized, automatic and reliable “Personal Market Share” assuring yourself a steady flow of clients and commissions month after month...
- You'll never again suffer the humiliation and unpredictability of prospecting for business. Not only will the vast majority of your business come to you almost automatically, but they'll be high-quality clients – and we both know that quality clients qualify & close the fastest. And they refer others just like themselves...
- Never again will you find yourself fighting tooth and nail in the massive clutter of agents and their marketing efforts. You WILL be different. Your clients and peers won't see you as a “salesperson”, but as a true real estate professional – a stand-out agent respected for your knowledge and competence...

No more confusion or wondering what to do to grow your business. You'll finally have an easy, proven, and reliable *system* to take you to the next level of production – and *keep it growing* for as long as you practice real estate.

A Few Important WARNINGS:

ONE: This may sound “silly,” but what my beta-testers found is...you DO have to be careful not to put too many people on your Power List, because this can deliver TOO MANY CLIENTS FOR YOU TO HANDLE. After all, 7, 12, 17 new clients every month from just one source may be more than you can deal with. You may be so accustomed to spending money doing things that DON'T Work, you'll be caught off guard by the results. So, I'm not kidding – do be careful if for some reason you're already “maxxed out” and cannot handle more volume.

TWO: Consistency is CRITICAL. According to the *Direct Marketing Association*, the *American Association of Entrepreneurs*, and *Business Week* magazine...the “optimum” time period to make contact is every 21 to 30 days. This means you should plan on establishing a contact program that's delivered to your defined “Power List” every three to four weeks. Not every calendar year. Not a recipe card every quarter. Not a “canned” agency-sick newsletter or post card every 2 months. Monthly at the latest.

Remember the *#1 Salesman in the World* and the *#1 REALTOR®*? Those superstars “get it,” and if you looked closely at their excerpts you'd notice they contact to their “Power List” **no less than 12 Times per Year**. The quality of your “Power List,” Strategic Farm or other list increases with *cumulative contact*. This means they become *more responsive* over time, and your relationship-marketing program becomes *more and more profitable* the longer you do it...

THREE: While you do NOT get and do NOT NEED an “exclusive area” (your exclusive is your own Power List), because some agents FARM with it, I am limiting the total number of agents I permit to use this in any given area. In any case, I expect to “max out” in most areas very fast. So you need to get in now, while you can.

FOUR: Please do NOT in any way under-value or underestimate the newsletter because it's not Madison Avenue ad agency “slick” and fancy. I've got \$50 million producers using it – selling multi-million dollar homes. As I said earlier, that's the point – **it's intentional**. Also, remember, one secret of its success is NOT loading it up with dull, boring real estate content. This is about RELATIONSHIP. Oh...and PLEASE do NOT call or fax me trying to change this around to your liking. I've got this down to a successful science. I spent hundreds of hours and hundreds-of-thousands of dollars in design and testing to make sure we get it JUST RIGHT. You are investing in “expert engineering” that's gone into this, and continues to go into it each month. It's proven – don't change it.

FIVE: BEWARE of Knock-Offs! I've discovered there are “knock-offs” out there who steal their articles from original sources – some even stole from us! A few unscrupulous

agents are trying sell an inferior newsletter based on our model, and some Mortgage Brokers are trying a “freebie” stunt to entice you to send them clients. Problem is, when the copyright holders of those articles see them in your newsletter (don’t kid yourself – they watch!) do you know who gets sued?

YOU!

Please be careful. You may think it’ll never happen, but I’ve seen it happen *twice* to agents!

You can play “Russian Roulette” and try to save a few bucks “gambling” on other mailings – but WHY would you when the very best “original” content, bonding devices and direct response offers are DONE FOR YOU right here?

Service For Life![®] is the **ORIGINAL** trademarked direct-response prospecting and referral-generating newsletter for Real Estate Professionals. I’ve been doing it for over a *DECADE* – nothing else even comes close.

What Kind of Software Do I Need To Use Service For Life?

You’ll need to have Microsoft Word[®] (word processing software) to use the newsletter – either Windows[®] or Mac[®] will do – it’s the most popular word processor on the planet.

Are There Any Long-Term Contracts?

NO... You will not be faced with any “long-term” commitments using Service For Life![®]. You may cancel your membership any time by simply calling my office with a 30-day notice – it’s very easy. There are no “strings attached” to this rule...no games or gimmicks...nothing. We’re here to help you become as successful as possible. **However, please know that surrendering your license means another agent can “lay claim” to your area – perhaps even a competitor – and you’re out.**

Can I Share Issues With Other Agents?

Your newsletter license comes with a *single-user license*. This means that you and you alone are licensed to use the newsletter in your own practice only. You may not provide the newsletter to any other agents. In some cases, we allow partners to use the newsletter together – such as husband and wife. However, sharing the newsletter with any other agents is a violation of your license agreement and a violation of Copyright and Trademark law. **IMPORTANT:** If you have multiple agents who would like to use Service For Life![®], we do offer a “broker” license where multiple agents can use Service For Life![®] for one low cost. Please call my offices at **(800) 622-2540** and we’ll answer any questions about license and help get you going.

What’s The Likely Result For Me NOT Doing This?

Burn-out, exhaustion, even depression among even experienced agents is epidemic. The feast-famine, up-down, horribly competitive nature of this business...the unending wondering where tomorrow’s client is coming from...the manual labor prospecting that continues for most agents their entire careers...these are KILLERS, financially, psychologically, and emotionally. PLEASE DO NOT TURN YOUR BACK ON THIS EXCITING, ONE-OF-A-KIND SOLUTION TO THESE PROBLEMS.

So you have a decision to make...

One option is to turn your back on all of this...on everything I've presented to you...and try your best to forget about it. If you are serious in surviving this brutal economy and you read everything here, that will be very, very tough to do...

Another option is to procrastinate, to "put it off." To tell yourself you'll do it "later"...as soon as the market improves or timing is better. Please forgive my bluntness, but that's *horse hockey!*

You can't have it both ways. Procrastination only guarantees your struggles will continue, bringing you restless days and sleepless nights...

Your only other action is to **ACT NOW**...to join our close family of agents by complete the application by clicking this link... <http://serviceforlife.com/signup>

Or go to our web site at **ServiceForLife.com** and click "**Join Now**"

My success depends on YOUR success. Once you join I'll start sharing the "success secrets" I've accumulated over the last 10 years working with over 22,000 agents.

Listen To Agents Using
Service For Life!® – Call
Our 24 hr. Recorded
"Eaves-Drop Line" Toll-Free At:
(800) 682-1120



If you still have unanswered questions, call my offices toll-free at **(800) 622-2540**. We're the nicest folks in the world and will happily help you.

Whatever your decision, I hope this report gave you some helpful insights about how to grow your practice to thrilling new heights. And if you decide to become part of our Service For Life!® family, I look forward to hearing about YOUR success too!

Sincerely yours,



Craig Forte, President, Forte Communications, Inc.
Publishers of Service For Life!®



A Few Post Scripts...

PS. The **#1 Salesperson in the World**...the **#1 REALTOR in the World**...and **National Association of REALTORS®** statistics ALL PROVE there's ONE marketing strategy that can overcome any economy, and generate more clients, more referrals and more repeat business than everything else you've ever seen or used Combined!

You now know that strategy. Question is: **How Many Ways Will You Use This In YOUR Business?**

Work “smart” not hard. Separate yourself from the “masses.” Join our family of agents and put my 30+ years of copywriting and marketing experience to work in your practice for just **\$1.63 a DAY!** This is not a “pipedream” for you. 30-Minutes a month is all it takes...because it’s DONE FOR YOU. And it will change your life. But hurry...our agent areas are filling up fast and you don’t want to be left out. Apply now.

PPS. A lot of agents ask me if they could use other produced newsletters for this purpose. I understand there are a lot of other newsletters, post cards and mailers (online and offline) you can use in your practice. And...quite frankly...it’s precisely WHY I “engineered” Service For Life![®] from the ground-up to be so *completely different* – I wanted to create something that actually WORKS, and I didn’t want you to vanish into the swarms of “mediocre majority agents” all sending the same thing. There is NOTHING like Service For Life![®] anywhere. And there never will be.

Why? Because all of the “slick” newsletter companies, coaches or so-called “superstars”, and even the people who try to knock us off will **NEVER FIGURE OUT HOW TO “MATERIALIZE” THE INVOLVEMENT DEVICES, PSYCHOLOGICAL TRIGGERS AND RESPONSE MECHANISMS THAT MAKE THIS WORK.**

And the person who ultimately pays the price for their incompetence is YOU.

Most of the so-called “professional marketing companies” haven’t got a clue how to make direct response work, much less the other elements we engineered into Service For Life![®]. Many are written by *Minimum-Wage Interns*, and those are the LAST people you want to trust with your success.

PPPS. One more thing I almost forgot to mention – your membership (and system) includes the most unique tool there is – “How To” video training. 17 special video tutorials included in the Member’s Site give you a visual tour of how to personalize your issues, send out your newsletter, and grow your list - every aspect of your personal marketing system is covered with amazing detail. When you order you’ll get immediate access to these training videos to give you a FAST START using the system and growing your production. Plus you can access these videos from any computer. Any time. Any day of the week. And you get access to these videos and other training resources FREE – FOREVER! Visit the <http://serviceforlife.com/signup> right now to apply. It will be the smartest business move you’ll ever make.

Order Using Our Secure Server At...

ServiceForLife.com

Candid Comments From Agents Who Have Read The Booklet You're Holding Now...

"I Wish I Had All The Money Back I Spent Looking For The 'Holy Grail' of Real Estate Success...And Had Started Using THIS From Day One..." Jerry B., REALTOR®, CO

**"There Are So Many Gimmicks Out There...But This Is NO GIMMICK. It Really Works..."
Kenneth T., REALTOR®, NY**

"If You're Tired Of Having Mediocre Results From Your Advertising or Tired of the Amount of Money You Spend Where You Don't Get Any Return, I Strongly Urge You To Try This...Once You Try It, You Won't Go Back To Any Other Marketing..." Tom C., REALTOR®, AZ

"I Used To Worry Where My Next Deal Is Coming From...I Stopped Worrying About It – Why? It's Real Simple...I Now Get At Least 4 or 5 Referrals Every Month..." Michael V., REALTOR®, CA

"Our First Year In Real Estate Produced 59 Transactions And A 6-Figure Income. We Use It Exclusively." Michael C., REALTOR®, CA

"Doubled My Production to \$35 Million Per Year" Catherine K., REALTOR® AZ

"It's Been The Single Most Important Thing I've Done To Increase My Business Since Entering Real Estate..." Dave T., REALTOR®, IL

"When I Get A Lot of Hype About Something, I Think "Oh, It Can't Be That Good." But I Wanted You To Know That You Didn't Exaggerate..." Joyce W., REALTOR®, CO

"From \$2 Million To \$6 Million To \$10 Million To \$17 Million...Thanks" Vangie B., REALTOR®, FL

"...it has literally doubled my referral business! In 3 ½ years I made over \$1.12 million in commissions using it." Linda Fogarty, REALTOR®, IL

"These People Just Started Calling Out Of The Blue Sky, and It Really SHOCKED US!" Guy P., REALTOR®, CA

"I Wanted a Marketing System That's Very Powerful, That Has VALUE To It, but Is Also Something Not Everyone Else In Town Is Doing...Anything Else I do Is Simply Secondary To This..." Darrell H., REALTOR®, IN

"I Have Over 85% of My Business Coming By Referral or Repeat Clients Over The Past 3 Years...It's Just Awesome Because My Clients Always Come Back To Me..." Terry J., REALTOR®, CA

"The best part of all is that our business volume has grown by \$3-million consistently each year, and we don't have to compete for listings anymore. People just call us and say, "Come over and list my house." They know us, see us and trust us. So why go with anyone else?" Nancy, REALTOR®, CA