

# IMPORTANT NOTICE

## For SuperConference Attendees ONLY

AMS has developed a new Marketing Library retrieval system which will allow you to call into your own toll free number and automatically duplicate any of these scripts into your hotline. This fax on demand system will also provide you with access to all corresponding marketing campaigns.

If you have any questions, please call AMS  
at 1-800-858-8889 / or fax 1-800-858-5753  
website: [www.quantumleaphotlines.com](http://www.quantumleaphotlines.com)

### HOTLINE SERVICES

#### 1. Information Line

If you have your Information Line in place, you are presently receiving the following:

##### **Classified Ads**

- 1040 Best Buys
- 1041 Home Down the Street
- 1042 Distress Sale
- 1043 Zero Down (Property Listings)
- 1048 Fixer Upper
- 1051 First Time Buyer

(\*\* NOTE: The 10 Questions, Divorce & FSBO scripts are used for both the Editorial Style & Classified versions of these ads)

##### **Editorial Ads**

- 1000 Costly Homesellers
- 1001 Renters
- 1003 Inspection
- 1004 6 Buyer Mistakes
- 1007 Trade Up Mistakes
- 1014 Save Thousands
- 1017 FSBO \*\*
- 1018 Buyer Traps
- 1023 27 Tips
- 1025 Zero Down

As a SuperConference Attendee, you are also entitled to receive:

##### **Classified Ads**

- 1006 10 Questions \*\*
- 1009 Divorce \*\*
- 1017 FSBO \*\*
- 1046 Swimming Pools
- 1047 Acreage

##### **Editorial Ads**

- 1006 10 Questions \*\*
- 1008 13 Extra Costs
- 1009 Divorce \*\*
- 1010 New Homes
- 1012 Expired

#### 2. USP Property Tree System

If you have your USP Property Tree System in place, you are presently receiving the following:

##### **USP Ads**

- |  |                                   |
|--|-----------------------------------|
| 1. Buyer Profile System ( <i>House-hunting Service</i> ) | 6. 60 Days or Free                |
| 2. Guaranteed Sale Program                               | 7. 60 Days or \$1,000             |
| 3. Tour of Homes   | 8. \$5,000 Buyer Saving Guarantee |
| 4. Zero Down Program                                     | 9. Distress Sale Service          |
| 5. Area Home Sales Service                               |                                   |

**Please note:** There is a charge of \$8.00 U.S. for copying scripts into either of your hotline services from our new Marketing Library. Please see the AMS order form for details.

**USP / PROPERTY TREE**  
**USP Ads**  
**BUYER PROFILE SYSTEM HOTLINE SCRIPT**  
(OPTION #1)

You can receive free listing printouts (complete with pictures) of ALL area homes that match exactly what you're looking for, regardless of which real estate company they're listed with. You'll receive this computerized printout automatically by mail on a weekly basis without cost or obligation and without being hassled by a real estate agent.

To receive this information, simply leave us details about the type of home you are looking for, including price range, style and location, and our custom computers will automatically search out the best homes that match your criteria so you will get advance information about all hot new listings from ALL real estate companies, and you will get this information before most other buyers even know about them.

No more searching through newspapers, and no more having to call real estate agents to get the information you want. This service is provided as a community service and is absolutely FREE to you.

So if you would like to receive a weekly printout of all area homes that match your criteria, simply leave your mailing address and a brief description of what you're looking for at the end of this message.

Please remember to speak slowly and spell any uncommon names. Again, leave us your mailing address and then specify the price range, style and location of the home you're looking for.

Thank you for calling the Home Hunter Hotline and get ready to leave your message.

# USP / PROPERTY TREE

## USP Ad

### TOUR OF HOMES

(OPTION #3)

The Tour of Homes is a great way to get an overview of what homes and features are available in your price range. You can meet us at any home on the tour. Feel free to drive by the homes before their scheduled tour time, but once the tour starts, don't be late for the ones you want to preview. There will be lots of other buyers on the tour, and show times are exact so as not to hold up buyers who will be waiting to see the next home.

As you may be aware, our Tour of Homes operates very differently from a traditional open house. Traditional open houses are sometimes uncomfortable for both buyers and sellers because you've often got a hovering agent watching your every move. On our Tour of Homes, the agent on duty is simply there to act as tour guide and keep the tour on schedule. Most importantly, traditional open houses are NOT very effective at selling homes. In fact, according to industry statistics, less than 1% of homes are sold as a result of a traditional open house.

**That's why we don't do them.**

In contrast, our well-organized and efficient Tours are much more convenient and productive for both buyers and sellers. We found that **most buyers can determine within a very short time-frame whether or not they're interested in a home they've previewed.** If you see a home on the tour that you're interested in, a second private showing can easily be scheduled for you (*often later in the same day*).

To hear details about the homes on the Tour of Homes for this week, please press \*1030

If you have any general questions about our Tour of Homes, simply leave a message and your call will be returned as soon as possible.

Thank you for calling and get ready to leave your message.

**USP / PROPERTY TREE**  
**USP Ad**  
**AREA HOME SALES SERVICE**  
(OPTION # 5)

If you're considering selling your home, you will love our CURRENT AREA HOME SALE REPORT. This FREE computerized report of neighbourhood home sales will help you determine what your home might sell for if you decided to put it on the market. This FREE computerized printout of recent home sales and current listings in any location without your area will be mailed to you at no cost or obligation. To receive this FREE report, simply leave your mailing address at the end of this message and remember to specify which streets you would like information on. Also please speak slowly and spell any uncommon names.

Again, thank you for calling and please leave your full mailing address and remember to specify which streets you want information on.

Thank you for calling and get ready to leave your message.

# USP / PROPERTY TREE

## USP Ad

### 60 DAYS OR \$1,000

(OPTION # 7)

While every agent will promise to sell your home, the reality of the real estate market today is that this simply doesn't always happen. The fact of the matter is, the majority of homes listed for sale sit on the market for months, and many of these homes never sell at all. Needless to say, this is highly frustrating to a homeseller like you. But more than this, it can be financially crushing if you're counting on the sale of your home to fulfill some other obligation.

Well, we set ourselves apart from most agents by being accountable to you. In other words, we don't just *promise* to sell your home, we *guarantee* it. Our 60 Days or We Pay You \$1,000 Guarantee is as simple as this: we guarantee to sell your home within 60 days or we will pay you \$1,000 cash when it sells. If your home sits on the market for longer than 60 days from the time we list it, we will continue to market it aggressively but pay you \$1,000 cash upon its sale. As you can see, we put our money where our mouth is. Instead of making you empty promises, we give you a written guarantee of performance and if we don't live up to this agreement, we pay you \$1,000 cash.

If you would like more information about our 60 Days or \$1,000 Guarantee, please leave your name and telephone number and your call will be returned as soon as possible.

Thank you for calling and get ready to leave your message.

# **USP / PROPERTY TREE**

## **USP Ad**

### **DISTRESS SALE SERVICE**

(OPTION # 9)

Distress Sales resulting from bank foreclosures often represent a great way to get a fantastic deal on a home. It's not easy for homeowners to find these, because it requires being constantly diligent about scouring the paper to discover when one does come up.

If you're the type of person who recognizes what a great deal some of these properties could represent, you will be interested to know about a new FREE computerized service which automatically searches out and downloads a current list of all such properties day in and day out. When you receive this service, you're automatically "plugged in" to the most current list of Bank Foreclosures on the market today, and in the price range and area that interests you. This FREE service will save you a lot of research and running around.

Here's how it works. Every week, you will receive a FREE computerized report listing the current Power of Sale properties in your desired price range and location. There is no cost for this information, and absolutely no obligation. This insider information is sent to you in a straightforward and efficient format, giving you a huge advantage over other buyers in the marketplace.

You can request this free service by simply leaving your name and address after the tone, as well the specific price range and area you want to receive the Bank Foreclosures Report on. Please remember to speak slowly and spell any uncommon names.

- If you are planning to make your move in the next 6 months or less, we can send you regular weekly updates of new bank foreclosure listings for up to the next 6 months to help you find the most home for your money. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make your move, you probably won't want to receive weekly updates right now, so instead we can mail you the latest bank foreclosure listings for the current week to provide you with a snapshot of the market as it stands today. So if you plan to make your move in longer than 6 months, please ask for Report #2.

Thank you for calling, and please remember to leave your mailing address as well as the price range and area you would like the bank foreclosure report on. Get ready to leave your message.

# **USP / PROPERTY TREE**

## **Script to Market a Property Listing and offer Free Homehunter Service**

### **SAMPLE SCRIPT**

Thank you for calling the Craig Proctor Homehunter Hotline about the property at 423 Treegrove Circle in Aurora.

This fully detached 2 storey brick home is situated on a quiet tree-lined street and is surrounded by a large, private, child-safe fenced yard.

This lovely home has four spacious bedrooms upstairs, and several large rooms on the main floor including an elegant formal dining room, a bright living room with hardwood floors, a private main floor den with french doors, a large family room with a cozy fireplace, and a family-sized eat-in kitchen with ceramic tile, built-in appliances and a french door walk-out to a custom cedar deck.

We have arranged several different home loans for 423 Treegrove Circle, many of which require as little as zero down payment.

We also know of 2 other similar properties in the area that are also eligible for the super low down payment home loans that we can arrange.

You can receive a full listing printout of these homes, complete with pictures, free of charge by simply leaving your mailing address after the tone.

In fact, our new free home hunter service can help you get information on all hot new listings that match your homebuying criteria without cost or obligation and without being hassled by a real estate agent. Here's how our free home hunter service works . . .

To receive free listing printouts on homes that match your criteria, simply leave us details about the type of home you are looking for including price range, style and location and every evening our custom computers will automatically search out the best homes that match your needs, so you will get advanced information about all hot new listings from all real estate companies, and you will get this information before most other buyers even know about them.

So if you are sick and tired of searching through newspapers and having to deal with a real estate agent to get the information you want, then you will love our hassle free home hunter service and, best of all, this service is absolutely free to you because when you find the home of your dreams, all of our fees are paid by the seller, and not by you.

So if you would like us to mail you a listing printout of 423 Treegrove Circle, or if you would like listings mailed to you on other homes that match your criteria, simply leave us your mailing address and a description of the type of home and area you're interested in after the tone. Or, to return to the main menu, wait for the tone and press the # sign.

Thank you for calling and get ready to leave your message. Here comes the tone.

# **USP / PROPERTY TREE**

## **Script to Market a Property and Branch to Distress Sale Hotlist and Zero Down Special Report**

### **SAMPLE SCRIPT**

Thank you for calling the Craig Proctor Homehunter Hotline about the property at 423 Treegrove Circle in Aurora.

This fully detached 2 storey brick home is situated on a quiet tree-lined street and is surrounded by a large, private, child-safe fenced yard.

This lovely home has four spacious bedrooms upstairs, and several large rooms on the main floor including an elegant formal dining room, a bright living room with hardwood floors, a private main floor den with french doors, a large family room with a cozy fireplace, and a family-sized eat-in kitchen with ceramic tile, built-in appliances and a french door walk-out to a custom cedar deck.

We have arranged several different home loans for 423 Treegrove Circle, many of which require as little as zero down payment.

We also know of 2 other similar properties in the area that are also eligible for the super low down payment home loans that we can arrange.

You can receive a full listing printout of these homes, complete with pictures, free of charge by simply leaving your mailing address after the tone.

To hear about how you can obtain a free computerized printout of Distress Sale and Bank Foreclosure properties in York Region area in any price range you select, please press 7 now.

If you would like information on how to buy a home with absolutely zero down payment, please press 9 now.

You are listening to the Craig Proctor Homehunter Hotline. If you would like to speak to us directly, simply press "0" at any time, or just hang up and call us back at 000-0000.

Again, to obtain a free computerized printout of all Distress Sale and Bank Foreclosure properties in any price range you select, please press 7 now.

If you would like information on how to buy a home with absolutely zero down payment, please press 9 now.

Or, to have a listing printout of 423 Treegrove Circle mailed to you, please leave your mailing address after the tone. To return to the main menu, wait for the tone and press the # sign.

Thank you for calling and get ready to leave your message. Here comes the tone.



# **USP / PROPERTY TREE**

## **Script to Market a Higher Priced Property and Branch to Homehunter Service and Area Home Sales Report**

### **SAMPLE SCRIPT**

Thank you for calling the Craig Proctor Homehunter Hotline about the property at 423 Treegrove Circle in Aurora.

This fully detached 2 storey brick home is situated on a quiet tree-lined street and is surrounded by a large, private, child-safe fenced yard.

This lovely home has four spacious bedrooms upstairs, and several large rooms on the main floor including an elegant formal dining room, a bright living room with hardwood floors, a private main floor den with french doors, a large family room with a cozy fireplace, and a family-sized eat-in kitchen with ceramic tile, built-in appliances and a french door walk-out to a custom cedar deck.

We have arranged for special financing on this home so that instead of needing the usual down payment, you can buy this home with as little as zero down payment.

If you would like to receive a free computerized printout of 423 Treegrove Circle, you can leave your mailing address at the end of this message and we will mail it out to you free of charge.

If 423 Treegrove Circle doesn't sound like the perfect home for you, you can access our free Homehunter service and receive by mail a computerized printout of all hot new listings that match your home buying criteria, from all real estate companies, mailed to you absolutely free of charge. For more information on our free homehunter service, with access to hot new listings, please press 1 now.

If you are considering selling your home, you'll likely be interested in knowing what your home is worth. Our current home sales report takes a look at what homes in your neighbourhood have sold for. To receive a free computerized report of home sales in your area, please press 5 now.

So, once again, you can receive a free computerized printout of homes that match your criteria by pressing 1, and you can receive the free area home sales report which reveals actual home sale prices in your neighbourhood by pressing 5.

Remember, if you would like a free listing printout of 423 Treegrove Circle mailed to you, you can do so at the tone by leaving your mailing address.

To speak to us directly, simply press "0" at any time, or just hang up and call us back at 000-0000.

To return to the main greeting, wait for the tone and press the # sign.

Thank you for calling the Craig Proctor Homehunter hotline. Get ready to leave your message. Here comes the tone.

**USP / PROPERTY TREE**  
**Script to Market a Property and Offer a FREE**  
**Information Package**  
**SAMPLE SCRIPT**

Thank you for calling the Craig Proctor homehunter hotline.

At the conclusion of this message I will explain how you can receive a free information package including a copy of this listing.

This fully detached 2 storey brick home is situated on a quiet tree-lined street and is surrounded by a large, private, child-safe fenced yard.

This lovely home has four spacious bedrooms upstairs, and several large rooms on the main floor including an elegant formal dining room, a bright living room with hardwood floors, a private main floor den with French doors, a large family room with a cozy fireplace, and a family-sized eat-in kitchen with ceramic tile, built-in appliances and a French door walk-out to a custom cedar deck.

We have arranged for several different home loans for this property, many of which require as little as zero down payment.

You can receive a free information package, including all the details of this home, information on financing and how you can buy a home for no money down, plus a special report on the 6 biggest mistakes that buyers make and how you can avoid them.

To receive your FREE information package, simply leave us your mailing address after the tone and we will mail it out to you free of charge and without obligation.

Remember, you can return to the main greeting at anytime by pressing the # sign.

Thank you for calling, and get ready to leave your message. Here comes the tone.

**INFORMATION HOTLINE**  
**Editorial-Style Ad**  
**RENTERS HOTLINE SCRIPT**  
(ID #1001)

If you're like most renters, you feel trapped within the walls of a house or apartment that doesn't feel like yours. You're always thinking about how you can get out of this rut and leap the hurdle into homeownership.

If you'd like a copy of a free report which tells you how, simply leave your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your situation, be sure to indicate which report you want to receive:

- If you have a history of good credit or have greater than \$3,000 down, and a combined annual household income of greater than \$30,000, ask for Report #1.
  
- If you have a history of poor credit, or have less than \$3,000 down, or have a combined annual household income of less than \$30,000, ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# INFORMATION HOTLINE

## Editorial-Style Ad

### 6 BUYER HOTLINE SCRIPT

(ID # 1004)

A new report has just been released which identifies the 6 most common and costly mistakes that almost all homebuyers make when buying a home.

Most homebuyers are unaware of the fact that home loan regulations have changed significantly over the last few years, giving you greater options than ever. In fact, subtle changes in the way you approach shopping for your home loan, and even small differences in the way you structure your home loan, can cost or save you literally thousands of dollars and years of expense.

Whether you are about to buy your first home, or are planning to make a move to your next home, it is critical that you inform yourself about the factors involved.

In answer to this issue, industry insiders have prepared a free special report entitled "*6 Things You Must Know Before You Buy*". If you are planning to buy a home in the next 12 months, you can have a free copy of this special homebuyer's report mailed to you by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you have a history of good credit or have greater than \$3,000 down, and a combined annual household income of greater than \$30,000, ask for Report #1.
- If you have a history of poor credit, or have less than \$3,000 down, or have a combined annual household income of less than \$30,000, ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# **INFORMATION HOTLINE**

## **Editorial-Style Ad**

### **TRADE UP HOTLINE SCRIPT**

(ID # 1007 )

A brand new report has just been released which identifies the 6 most common and costly mistakes that almost all homebuyers make when moving to a more expensive home.

Unlike the experience of buying a first home, when you're looking to move-up, and already own a home, there are certain factors that can complicate the situation. It's very important for you to understand these issues before you list your home for sale.

Not only is there the issue of financing to consider, but you also have to sell your present home at exactly the right time in order to avoid either the financial burden of owning two homes or, even worse, the dilemma of having no place to live during the gap between closings.

In answer to this common problem, industry insiders have prepared a free special report entitled "6 Inside Strategies to Avoid Trade-Up Mistakes".

These six strategies will help you make informed choices before you put your home on the market in anticipation of moving to a larger home.

You can have a free copy of this report mailed to you by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to move to a more expensive home in the next 6 months or less, there are several steps you'll need to take immediately in order to prepare yourself. So if you plan to move up within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you move to a more expensive home, the issues you will address and the choices you can make will be a little broader. So if you plan to move up in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# **INFORMATION HOTLINE**

## **Editorial-Style Ad / Classified Ad**

### **DIVORCE**

(ID # 1009)

Divorce is rarely easy and often means a lot of difficult decisions. One of the most important decisions is what to do about the house. In the midst of the heavy emotional and financial turmoil, what you need most is some non-emotional, straightforward, specific information and answers. Once you know how a divorce affects your home, your home loan and taxes, critical decisions are easier. Neutral, third party information can help you make logical, rather than emotional, decisions.

Probably the first decision is whether you want to continue living in the house. Will the familiar surroundings bring you comfort and emotional security, or unpleasant memories? Do you want to minimize change by staying where you are, or sell your home and move to a new place that offers a new start?

Only you can answer those questions, but there will almost certainly be some financial repercussions to your decision process. What can you afford? Can you manage the old house on your new budget? Is refinancing possible? Or is it better to sell and buy? How much house can you buy on your new budget?

A free special report has been prepared to help you know what questions you should ask and how to arrive at the right answer for your specific situation. You can have a free copy of this report mailed to you by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you already know you want to sell, and you want some information on financing and planning for that goal, please ask for Report #1.
- If you've made the decision not to move, and you want some information on financing and planning to ensure you can keep your home, ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# INFORMATION HOTLINE

## Editorial-Style Ad

### EXPIRED

(ID # 1012)

If your home has just come off the market and hasn't sold, don't be discouraged. The reason your home did not sell may have nothing to do with your home or the market. In reality, your home may have been one of the more desirable properties for sale.

So why didn't your home sell?

Well, it may interest you to know that last year a large percentage of the homes listed for sale never sold at all, and many sellers found that there was a tremendous amount a homeowner needed to be educated on to sell their home for top dollar in the shortest time period.

If you are planning to put your home on the market again within the next 12 months, and are not already listed with an agent, you can request a free special report called "*How to Sell a House that Didn't Sell*" which has been prepared to explain the issues involved. To order this report, simply leave your name and address after the tone, and remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to put your home on the market again within the next 6 months or less, you'll need to organize yourself quickly. However, even within this short time frame, there are many issues you can address to ensure your home actually *does* sell when you list it this time. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you list your home again, there are a greater number of issues you can address. Within this longer time frame, the choices that face you are a little broader. So if you plan to list your home again in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

**INFORMATION HOTLINE**  
**Editorial-Style Ad / Classified Ad**  
**FSBO**  
(ID # 1017)

If you've tried to sell your home yourself, you know that the minute you put the "*For Sale by Owner*" sign up, the phone will start to ring off the hook. Unfortunately, most calls aren't from prospective buyers, but rather from every real estate agent in town who will start to hound you for your listing.

Like other "*For Sale by Owners*", you'll be subjected to a hundred sales pitches from agents who will tell you how great they are and how you can't possibly sell your home by yourself. After all, without the proper information, selling a home *isn't* easy. Perhaps you've had your home on the market for several months with no offers from qualified buyers. This can be a very frustrating time, and many homeowners have given up their dream of selling their home themselves.

But don't give up until you've read a new report entitled "*How to Sell Your Own Home*" which has been prepared especially for homesellers like you. You'll find that selling your home by yourself is entirely possible once you understand the process.

Inside this report, you'll find 10 inside tips to selling your home by yourself which will help you sell for the best price in the shortest amount of time. You'll find out what real estate agents don't want you to know.

You can request a free copy of this special report by simply leaving your name and address after the tone. Please remember to speak slowly and spell any uncommon names.

To make sure that we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to make your move in the next 6 months or less, you'll need to organize yourself quickly. However, even within this short time frame, there are many issues you can address to ensure your home presents itself in the best light. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make your move, there are a greater number of issues you can address. Within this longer time frame, the choices that face you are a little broader. So if you plan to make your move in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.



# INFORMATION HOTLINE

## Editorial-Style Ad

### 27 TIPS HOTLINE SCRIPT

(ID # 1023 )

Because your home may well be your largest asset, selling it is probably one of the most important decisions you will make in your life. Therefore it is imperative that you protect and capitalize on your most important investment.

Selling your home can affect your financial future. You want to avoid being financially disappointed or even worse facing financial disaster when selling your home.

To better understand the home-selling process, there are 27 valuable tips that you should know in order to get your home sold fast and for the most amount of money. For example, one tip is that you should understand why you are selling your home. Your motivation to sell is the determining factor as to how you will approach the way you sell your home. It affects everything from how you set your asking price, to how much time, money and effort you're willing to invest in order to prepare your home for sale. If your goal is for a quick sale, this would determine one approach, however if you want to maximize your profit, the sales process would probably take longer therefore determining using a different approach.

Another tip reveals that in order to maximize your home's selling potential, its appearance must be in "showcase" condition. It should be spotless, free of clutter, with everything fixed and in proper working order, inside and out. The look and "feel" of your home will generate a greater emotional response than any other factor. Even though your home may be priced to sell, prospective buyers react to what they see, hear, feel and smell. So make sure your home is ready for your prospective buyers. Remember, you're not just competing with other resale homes, but brand new ones as well.

These are only a few highlights from the comprehensive FREE report entitled "27 Valuable Tips You Should Know to Get Your Home Sold Fast and for Top Dollar" that will help you to prepare your home when you are ready to place it on the market. To order your free copy, please leave your address after the tone so that we can mail it to you. Please remember to speak slowly and spell any uncommon names.

To make sure we send you the right information to help you in your situation, be sure to indicate which report you want to receive:

- If you are planning to put your home on the market within the next 6 months or less, you'll need to organize yourself quickly. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you list your home, the choices that face you are a little broader. So if you plan to list your home in longer than 6 months, please ask for Report #2.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# INFORMATION HOTLINE

## Service Classified Ad

### BEST BUYS

(OPTION 1040)

When you're buying a home, having current and accurate knowledge of what area homes are listed for is important. Our best buy service enables you to get priority access to the hottest new listings so you can beat out other buyers and negotiate to get the most home for the least amount of money.

Here's how it works. Every evening our computerized system searches through all new listings from every real estate company, not just ours, that have been listed in the past 24 hours. We review each and every one of these listings in order to find the best real estate buys in the community. From this, we print out a "Hot List" which we provide as a public service, free of charge and without obligation.

For example, right now our "Hot List" identifies a number of best buys, such as 3 and 4 bedroom homes, with extra bathrooms, fireplaces, and private fenced-in back yards. These great homes are right here in our community and are in the mid to medium price ranges.

The 10 Best Buys "Hot List" Service will help you identify the "ten-best buys" on the market right now that are in your desired price range and location. Remember this is a FREE community service that will save you the time and hassle of running around looking for properties like these.

You can request this free *Best Buy Hotlist* by simply leaving your mailing address after the tone, as well as the specific price range and area you want to receive the 10 Best Buys Report on.

To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy a home within the next 6 months or less, we can send you an updated 10 best buys hotlist each week for up to the next 6 months to help you find the most home for your money. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy your home, you probably won't want to receive the 10 best buys hotlist every week, so instead we can mail you the latest 10 best buys for the current week to provide you a snapshot of the marketplace. So if you plan to buy your home in longer than 6 months, please ask for Report #2.

Again, to receive your free "*10 Best Buys Hotlist*", please leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# INFORMATION HOTLINE

## Service Classified Ad

### DISTRESS SALE / BANK FORECLOSURES

(OPTION 1042)

Distress Sales resulting from bank foreclosures often represent a great way to get a fantastic deal on a home. It's not easy for the average homeowner to find these deals, because it requires being constantly diligent about scouring the paper to discover when one does come up.

If you're the type of person who recognizes what a great deal some of these properties could represent, you will be interested to know about a new FREE computerized service which automatically searches out and downloads a current list of all such properties day in and day out. When you receive this service, you're automatically "plugged in" to the most current list of Bank Foreclosures on the market today, and in the price range and area that interests you. This FREE service every week will save you a lot of research and running around.

Here's how it works. Every week, you will receive a FREE computerized report listing the current Bank Foreclosure properties in your desired price range and location. There is **no cost** for this information, and **absolutely no obligation**. This insider information is sent to you in a straightforward and efficient format, giving you a huge advantage over other buyers in the marketplace.

You can request the "*Distress Sale Hotlist*" by simply leaving your name and address after the tone, as well as the specific price range and area you would like the Bank Foreclosures Report on.

To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to make your move in the next 6 months or less, we can send you regular weekly updates of this information for up to the next 6 months which will help you keep up to date as you plan your move. Again, there is no cost or obligation for this service, and if you plan to make your move in the next 6 months or less, you'll find this information to be extremely valuable. So if you plan to make your move within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you make your move, you probably won't want to receive regular Distress Sale updates right now, but may still want a snapshot of the market as it stands today. So if you plan to make your move in longer than 6 months, please ask for Report #2.

Again, to receive your free "*Distress Sale Hotlist*", please leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling, and get ready to leave your message. Here comes the tone.

# INFORMATION HOTLINE

## Service Classified Ad

### SWIMMING POOLS

(OPTION 1046)

When you're looking for a specific feature in a home like an inground swimming pool, having access to the hottest, new property listings is important. Our free House-Hunter Service specializes in researching and providing you with the latest information about homes with inground swimming pools currently on the market that you can buy in your desired price range and area.

Our unique, automated House-Hunter Service enables you to get priority access to the hottest, new listings giving you the competitive edge so that you can save thousands of dollars by finding the best buys before other buyers even know about them. By being there first you'll be able negotiate to get the most home for the least amount of money. After all, the best deals get snapped up quickly by smart buyers like you.

Here's how it works. Every evening our computerized House-Hunter system searches through all new listings from every real estate company, not just ours, that have been listed in the past 24 hours. We review each and every one of these listings in order to find the best buys on the market of homes with inground swimming pools. From this, we print out a comprehensive "Hot List" which we provide to you free of charge and without obligation.

For example, right now our "Hot List" identifies a number of 3 and 4 bedroom homes with inground swimming pools located in great neighborhoods.

Our "Hot List" will help you identify the best homes on the market right now with inground swimming pools that are in your desired price range and location. We offer this as a FREE community service to help you save money, time, and the inconvenience of searching for just the right property on your own. Remember, our service offers you a way to beat out other buyers before they even know about these listings saving you up to thousands of dollars so that you can get the most home for the least amount of money. Buyers love our free House-Hunter Service because it doesn't cost them anything to get all the information they need, hassle-free and without feeling obligated.

You can request our free House-Hunter Service by leaving your mailing address after the tone, as well as the specific price range and area you are interested in. To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy a home within the next 6 months or less, we can send you an updated "Hot List" each week for up to the next 6 months to help you find the most home for your money. So if you plan to buy your home within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy your home, you probably won't want to receive the Inground Swimming Pools "Hot List" every week so instead we can mail you the latest "Hot List" for the current week to provide you a snapshot of the marketplace. So if you plan to buy your home in longer than 6 months, please ask for Report #2.

Again, to receive your free "Hot List" of Homes with Inground Swimming Pools, please remember to leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling and get ready to leave your message, here comes the tone.

# INFORMATION HOTLINE

## Service Classified Ad

### FIXER UPPERS

(OPTION 1048)

Fixer uppers and handyman specials often represent a great way to get a fantastic deal on a home. As you are aware, these homes often need work, but if you are able and willing to do some of the work yourself, you could have an ideal home for much less than other comparable homes on the market that are already in showcase condition.

If you're the type of person who recognizes a "diamond in the rough", you'll know "a great deal when you see one" and you will be interested to know about our new, free House-Hunter Service which automatically searches out and downloads a current list of properties, day in and day out.

This service specializes in researching and providing you with the latest information about the very best buys of homes currently on the market that you can buy with little or no money down.

Our unique and automated House-Hunter service enables you to get priority access to the hottest new listings giving you the competitive edge so that you can save thousands of dollars by finding the best buys before other buyers even know about them. By being there first, you'll be able to negotiate to get the most home for the least amount of money. After all, the best deals get snapped up quickly by smart buyers like you.

Here's how it works. Every evening, our computerized system searches through all new listings from every real estate company, not just ours, that have been listed in the past 24 hours. We review each and every one of these listings in order to find the best buys on the market. From this, we print out a comprehensive "Hot List" which we provide to you free of charge and without obligation.

For example, right now our "Hot List" identifies a number of 3 and 4 bedroom fixer upper properties in great neighbourhoods that, with a little tender loving care, can become real gems. Because these homes require some work, you can turn any one of these handyman specials into a home that will present itself in showcase perfection for a lot less money than if you purchased such a home in pristine condition to begin with.

Our Fixer Upper "Hot List" will help you identify the best buys on the market right now that are in your desired price range and location. We offer this as a FREE community service to help you save money, time, and the inconvenience of searching for just the right property on your own. Remember, our service offers you a way to beat out other buyers before they even know about these listings, saving you up to thousands of dollars so that you can get the most home for the least amount of money. Buyers love our free House-Hunter Service because it doesn't cost them anything to get all the information they need, hassle-free and without feeling obligated.

You can request our free House-Hunter service by leaving your mailing address after the tone, as well as the specific price range and area you are interested in. To ensure we send you the right information to help you in your current situation, be sure to indicate which report you want to receive.

- If you are planning to buy a home within the next 6 months or less, we can send you an updated Fixer Upper "Hot List" each week for up to the next 6 months to help you find the most home for your money. So if you plan to buy your home within 6 months or less, please ask for Report #1.
- If you think it will be longer than 6 months before you buy your home, you probably won't want to receive the Fixer Uppers "Hot List" every week so instead we can mail you the latest "Hot List" for the current week to provide you a snapshot of the marketplace. So if you plan to buy your home in longer than 6 months, please ask for Report #2.

Again, to receive your free "Fixer Upper Hotlist", please leave us your mailing address as well as the specific price range and area you are looking in. Please remember to speak slowly and spell any uncommon names.

Thank you for calling, and get ready to leave your message. Here comes the tone.