

# ADVERTISING

by Joan Yarfitz & John Steiner

[www.TrulyUniqueProperties.com](http://www.TrulyUniqueProperties.com)

## PRINT ADVERTISING

- Write and Submit all Relevant **Press Material**
- The Los Angeles Times* **Saturday Open House Box Ads**
- The Los Angeles Times* **Saturday and/or Sunday Keller Williams Color Cover Ads**, when available
- The Los Angeles Times* Keller Williams **Black & White Advertising Pages**, when available
- The Los Angeles Times* **Showcase Editorial Photo & Press Release**, when available
- The Los Angeles Times* **Open House One-Line Ads** for open houses
- The MLS Open House Guide* **Full-Color Showcase Ad** in the **Brokers' Edition**
- The Los Feliz Ledger* **Color Box** in Keller Williams **Full Page Ad**
- Beverly Hills Courier* **Ad**, when applicable
- The Larchmont Chronicle* **Ad**, when applicable

## OTHER RESOURCES

- Daily Entry & Updates** into the **Multiple Listing Service**
- Photograph Property**
- Create Custom Brochure/Flyer**
- Create Custom Slide Show**
- Purchase Your **Property's Address as Domain Name** for Internet Presence
- Internet Presence in 20+** websites [www.trulyuniqueproperties.com](http://www.trulyuniqueproperties.com)  
[www.joanyarfitz.com](http://www.joanyarfitz.com); [www.johnsteiner.net](http://www.johnsteiner.net); [www.theMLS.com](http://www.theMLS.com); [www.Realtor.com](http://www.Realtor.com);  
[www.trulia.com](http://www.trulia.com); [www.kw.com](http://www.kw.com); [www.theLATimes.com](http://www.theLATimes.com); [www.buildatour.com](http://www.buildatour.com); [www.craigslist.com](http://www.craigslist.com)  
[www.zillow.com](http://www.zillow.com); [www.houselist.com](http://www.houselist.com)—plus many other website links.
- Email Blast** to 2500+ Potential Clients & Brokers



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