

Real Estate Newsletter Samples





Why Ready to Go Newsletters Will Bring You More *Leads* and *Listings*

Content you'll be proud to send. Your newsletter represents your **YOU**, so you want something that people like, respect... and enjoy. Something **they'll look forward to reading**, even if they're not ready to list right now. Check out the samples here and **see how they compare**.

A format proven to work. With 10 years in business and thousands of satisfied customers, we know what works. **Don't get fooled by "pretty" newsletters.** Our newsletters work because **they use sound marketing principles and look like real communications, not supermarket flyers.** That means people read and act on them, not throw them in the trash or hit the spam button.

Dedicated to helping you succeed. You don't get listings unless you send a newsletter. **We can send them for you automatically** by email, and we can arrange **printing and mailing** (we have years of experience mailing to your SOI and your neighborhood.) We know you're busy, so we can help.

Customer service that's there for you. We pick up the phone. We answer emails. We even jump on the phone with you to **show you around** when you join.

Everything you need is here. Fresh **content** every month. A huge **library** of extra articles. Web **forms**. **Database** management. Branded **banners**. Bonus **reports**.

No-Risk Free trial. Why pay until you like it? We give you **30 days** to give everything a go.

Proven Results From Other Real Estate Agents



David Kaseman I listed more properties this year than any other year and any other agent.

Like · Reply · ❤️ 1 · August 9 at 4:24pm



David Kaseman I would be out of the business if not for my Ready to go newsletter. 2000% return

Like · Reply · 👍 1 · July 11 at 6:22pm

"My income has increased by 60%, partly as a result of the newsletter."

Sandra Caton

"One of my earliest leads gets my newsletter and due to him I have sold multiple properties to his friends and the most recent was a \$2m apartment building."

Joan Hillegas

"Using the newsletter, once a month to a subdivision, and within the first three months Curtis had six listings out of that subdivision."

Barbie Riley



Barbara Johanson My husband and I have been realtors for 10 years doing business as the Johanson Team in Palm Coast, FL. We have used Ready to Go Newsletters from the start. It is our greatest source of recognition and referrals. It's a great newsletter without doing any changes but it is also easy to customize.

Like · Reply · 👍 2 · November 4 at 5:03pm

**Listen to interviews with our happy clients
by clicking this link.**



What You Get

- **Print** format newsletters
 - 2 and 4 page templates
 - Envelope and mailer formats
- **Email** format newsletters
- **Fresh content** every month
- **Residential** and **Commercial** newsletters
- Hundreds of extra **articles**
- Full **email sending** capabilities
- Spam law **compliance**
- Email **tracking**
- **Bonus** reports to attract leads
- **Response**-generating devices
- Web **forms** to collect leads
- Optional expert **printing and mailing** service
- Optional **automatic/hands-off email sending**
- Optional local real estate **statistics**
- Optional ready-made **Facebook** posts
- Fully **customizable**, but ready to send as they are
- **No setup fee**
- 30-day **free trial**
- **Customer service** by phone and email
- Special package for purchase by **brokerage**

Email Format Newsletter Samples



Click the links to see larger email format samples

Residential

Commercial

[Typical residential email newsletter](#)

[Typical email newsletter](#)

[Email newsletter with listing added](#)

[Another email newsletter](#)

[Email newsletter with optional statistics](#)

[And another email newsletter](#)

Print Format Newsletter Samples



Next Page:

4 Page Newsletter
Self-Mailer Format



News You Can Use

Brought to you by Sheila Yaccino

203-555-8987 • www.YaccinoRealty.com

Trend-Setting Boomers Are Still Doing What They Love

We can't welcome 2018 without wondering what the boomer generation will be up to this year. In fact, many boomers are still doing what they love, and they're still doing it well! After years of working for others, they're making the decisions—and taking the risks—to start their own businesses in retirement.

Notes writer Wendy Mayhew in the *Globe and Mail*: "Many people can't wait to retire. They want to golf, travel, or just take it easy. Others can't wait to retire so they can start the business they have always dreamed about."

According to the 2017 Kauffman Index of Entrepreneurship, individuals between 55 and 64 accounted for 25.5% of all new entrepreneurs in 2016, while the number of 20- to 34-year-old entrepreneurs declined by 34.3% over a 20-year period to 24.4% in 2016.

Why? It may be that the boomer generation is healthier and more energetic than previous generations, it may be that boomers (who are notoriously bad savers) need to supplement their income in retirement, or it may simply be that older workers have a lot to offer.

In a recent CNBC article, Jody Holtzman, senior vice president of market innovation for AARP, suggests: "[As a boomer] you know what works and what doesn't, you've been in small and big companies ... You have a network, possibly savings, or other ways to gain access to capital. All of those things come together as key success factors for building and sustaining a business." Plus, boomers have always wanted to change the world. And now's their chance.

Thinking of Buying a Home? Get My Free Guide



Buying a home is a complex process with many factors to consider.

Prepare for the decisions you'll need to make along the way by requesting my free report, "10 Easy Steps to Buying a Home."

Just call me at 203-555-8987 and I'll send it right out to you.

Make Your Home Buyer Friendly with Focused Staging

With the move to buyers' markets in many areas, you'll want your for-sale home to look its best. And that requires focus. Focused staging, that is.

Staging your home can increase the offer amount by up to 10%, according to the National Association of Realtors (NAR) 2017 Profile of Home Staging. But what if you haven't the time or cash to stage the whole house?

You focus on the rooms that push buyers' buttons. A messy mudroom may not kill your sale, but an unusable kitchen or master bedroom may be a deal-breaker. Few buyers can see beyond your personal style, particularly in hot-button areas like the living room, kitchen and master bedroom. So concentrate on staging these.

This article—from RISMedia—may help:

According to the NAR Profile, the living room is one of the most popular to stage. Make it feel larger by replacing bulky furniture with smaller pieces. Help buyers to imagine their things here; leave lots of space on shelves and around furniture. In the kitchen, declutter countertops, the fridge and inside cabinets (yes, buyers will look). Add color with a bowl of fruit.

"Most bedrooms don't need much more than the bed, dresser, end tables, and a mirror," the article suggests. Make the bed the focus with beautiful, but not necessarily expensive, linens.

A clean bathroom is a saleable bathroom. The master bath, especially, should gleam. Add attractive towels and battery candles for atmosphere. And don't forget to tidy the outside. You know what they say about first impressions.

How to Cope with the Negative Impact of Noise Pollution

Whether it's sirens and car alarms outside your apartment window, the whine of jets, or just your neighbors' loud party, chances are urban noise pollution is driving you to distraction. And as much as we seek it, finding real quiet seems almost impossible.

Unfortunately, that's not a good thing. According to a recent article in *The Independent*, constant noise can be hazardous to your health. Writes Stephen Stansfeld: "These effects can be physical, mental, and possibly even disrupt children's learning."

In a variety of studies, noise pollution has been linked with high blood pressure, deafness, a significantly increased risk of stroke and heart disease, fatigue, and a broad assortment of mood disturbances. This includes negative emotional responses such as "noise annoyance"—which even extends to feelings that one's

privacy is being violated. Our children are also impacted. Stansfeld notes, "About 20 studies have found effects of either aircraft or road traffic noise on children's reading ability and long-term memory." The noise, he says, resulted in "poorer reading comprehension and memory."

Studies found that the age at which children in the U.K. start to read was delayed up to two months for each approximately five-decibel increase in airplane noise.

Some people rely on noise-dampening techniques, including furnishings such as rugs and draperies, and others listen to white noise. Still others have turned to music, meditation, or self-hypnosis. But Jonathon Ewald in a post to Life & Health Network has one extreme solution that may work—for traffic, aircraft, and noisy neighbors: "Move," he suggests.

Quick Quiz

Each month I'll give you a new question.

Just email me at sheila@sheilayaccino.com or call 203-555-8987 for the answer.

What U.S. state can be typed using only one row of the QWERTY keyboard?

Thanks for All Your Referrals!

I succeed when people like you refer me to your friends, neighbors and loved ones. It's the best kind of feedback I can receive. So thanks for continuing to pass this newsletter on to people you care about.

Wondering How Much Your Home Is Worth?

How has the price of your home changed in today's market? How much are other homes in your neighborhood selling for?

If you're wondering what's happening to prices in your area, or you're thinking about selling your house, I'll be able to help. Just give my office a call for a no-fuss, professional evaluation.

I won't try to push you into listing with me or waste your time. I'll just give you the honest facts about your home and its value. And maybe I'll also give you the "inside scoop" on what's happening in the housing market near where you live!

Just give my office a call at 203-555-8987 to arrange an appointment.

Alternatively, stop by at the office. The address is on the back page of this newsletter.

Worth Reading

The Peak Time of Day for Everything You Do

By Jennifer Gueringer
NetCredit.com

Instead of muttering about students cramming in homework after dinner, join them. Researchers have found we retain information best when we read in the evening. In fact, science seems to have identified optimal times for everything from working out, to looking for an apartment, to reading tweets—not to be confused with the best time for updating Facebook. When, for example, should you read this article? **More:** <https://tinyurl.com/New-year-reads1>

Why Is Everyone So Busy?

The Economist

The adage "time is money" goes a long way toward explaining why we're all so busy. This article plumbs the wisdom of the ages to come up with the reason why we often feel busy, even with tech advances that should increase free time. The takeaway? Many of us equate time with money, and we skimp on one in order to acquire more of the other. Time goes faster as we get older—it's time to stop and celebrate life. Not money. **More:** <https://tinyurl.com/New-year-reads2>

Use "The Four Cs" to Boost Your Happiness and Clear Mental Clutter

By Virginia K. Smith
Lifehacker.com

A quartet of "Cs" can identify activities that make you happy: like those where you contribute, connect, cope (take care of your health), or cook. Also try to boost serotonin—a hormone associated with long-term happiness—instead of dopamine, which gives short-term fulfillment. **More:** <https://tinyurl.com/New-year-reads3>

Polishing the Crystal Ball: Real Estate in 2018

Whether you're planning to become a home buyer in 2018 or hoping to sell your current property, it can be hard to forecast the way the real estate market will go. Here are some trend predictions, gathered from several sources, which may dominate in 2018:

A recent report from the Urban Land Institute and PricewaterhouseCoopers brings good news: the usual boom-and-bust cycle isn't behaving typically, so what could have been a bust may be a gentle downturn instead.

Smartcitiesdive.com, which highlighted elements of the PWC/Urban Land Institute report, suggests the real estate industry has begun to take an interest in a new generation.

This is not to detract from the importance of millennials who, incidentally, are expected to become more interested in purchasing a home in 2018 than in previous years. A new generation, "Gen Z," is indicating an even stronger interest in becoming homeowners at an earlier age than their millennial counterparts. Born after 1995, Gen Zers are enthusiastic about fixer-uppers and do-it-yourself projects and may lead the way in gentrifying distressed urban neighborhoods.

The Internet of Things is changing everything, so why not real estate? Smart home automation is driving the industry to incorporate the latest tech in new home builds and attract tech-savvy buyers by focusing on tech amenities in

listings. The PWC/Urban Land Institute report suggests the industry has been lagging behind, technologically speaking, so 2018 may well be the year of the high-tech home.

Little is known yet about the economic and political factors affecting the industry across North America.

Notes Smart Cities Dive: "A number of other changes potentially arriving in 2018—such as tax reform and interest rate hikes—also could affect the real estate market and cities' development.

However, none of the known factors appear drastic enough to derail the market's long glide and instead send it into a nosedive."

Twitter Re-Tweets from 140 Characters

If you want to share more this year, the Twitter universe is making it easier. Last fall, the social media network announced it was retreating from its 140-character limit and rolling out a change to 280 characters to the majority of its 330 million-plus users worldwide.

Twitter was developed in 2006 as an alternative to text messaging; individuals subscribed to get and send updates in real time. Interestingly, *Globe & Mail* reporter André Picard found a dictionary definition of "twitter" as meaning "a short burst of inconsequential information." In fact, users loved it for this very reason. As its popularity grew, it became an opportunity for people to share their views, and to "follow" friends and celebrity Twitter users. Celebs boasted followers in the millions—pop music icon Katy Perry had 105 million followers in November 2017—but many users found the 140-character limit restrictive.

The company stated: "We are making this change after listening and observing a problem our global community was having—it wasn't easy enough to tweet ..." Based on testing, it expects an enthusiastic response from Twitter users and, almost inevitably, more subscribers.

A Mystery of the Universe Is Finally Unlocked

Where has the universe's missing matter been all these years?

Recent reports indicate two independent scientific research teams have finally found it, locating particles of baryonic matter that link galaxies together through filaments of gas. Astronomers were previously unable to see the gas with X-ray telescopes.

Baryons were believed to have been produced at the time of the big bang, and

are thought to permeate more than half the universe.

The researchers developed maps of where baryonic matter might exist; each selected multiple pairs of galaxies and found evidence of filaments of baryonic matter floating in the space between the galaxies.

Solved at last: the mystery of where half the matter in the universe has been hiding all these "light years."

Ask the Agent: This Month's Question

What Should I Know About Relocating for My Job?

As you prepare to change your life and your family's for a new job opportunity, these tips may help:

Familiarize yourself with the cost of living at the new location. You may be disappointed if you base your income expectations on your current expenses. Verify the company is offering you a competitive salary for the new market, not your current one.

You may not be familiar with neighborhoods in your new city. Contact a local real estate agent (who does) for help.

Moving involves many expenses. It's important to realize you may need to dip into savings. Even if your company is paying many of the costs, this likely won't cover everything. Even minor expenses add up quickly.

Streamline your relocation. Sell items that aren't worth the cost of transporting. Ensure all former utility, bank, and other accounts are settled.

Yaccino Realty

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Inside the Newsletter!

Trend-Setting Boomers Are Still Doing What They Love
Make Your Home Buyer Friendly with Focused Staging
How to Cope with the Negative Impact of Noise Pollution
And....

Polishing the Crystal Ball: Real Estate in 2018

News You Can Use

Sheila Yaccino

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Sudoku instructions: Complete the 9×9 grid so that each row, each column and each of the nine 3×3 boxes contains the digits 1 through 9. Contact me for the solution!

***News You Can Use* is brought to you free by:**

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Print Format Newsletter Samples



Next Page:

**2 Page Newsletter
With Listings Added**

Featured Listings



**4528 Golf Vista Drive
40222**

4 bedrooms, 2/5 bathrooms
Gorgeous executive home in
Gated community, beautiful
Interior & gourmet kitchen
\$549,000



**11203 Ranch Road 2222
40223**

2 bedrooms, 3 baths condo
Open floor plan
With balconies
\$167,500



**6505 Williams Ridge Way
40223**

4 bedrooms, 3.5 baths
Beautiful open floor plan
Gourmet kitchen
\$849,900



**1918 Claremoor Drive
40223**

4 bedrooms, 2/5 bathrooms
Gorgeous executive home in
Gated community, beautiful
Interior & gourmet kitchen
\$549,000

Thinking of Buying a Home? Get My Free Guide



Buying a home is a complex process with many factors to consider.

Prepare for the decisions you'll need to make along the way by requesting my free report, "10 Easy Steps to Buying a Home."

Just call me at 203-555-8987 and I'll send it right out to you.

Should You Sell Your Home Yourself?

Despite the prevalence of online tools that can facilitate DIY sales, fewer Americans are choosing to go the route of "for sale by owner" when it comes to selling their homes.

According to the National Association of Realtors (NAR), for-sale-by-owner sales represented only 8 percent of 5.25 million real estate transactions in 2015. Why? An economy in recovery, a challenging real estate market, and strict laws and regulations could all have Americans looking for security and peace of mind when it comes to selling their homes.

The for-sale-by-owner approach does have perks. Private sellers can set their own price. They deal with the buyer directly. At the end, they keep the proceeds instead of paying a commission to a Realtor. However, those very same perks have significant drawbacks.

Setting your own price means missing out on the expertise that a real estate agent has when it comes to pricing a home to sell and encouraging multiple bids. You don't have the know-how that comes with dozens of successful sales. It's easier for buyers (and their agents) to undercut private sellers, and it's difficult for sellers to remain neutral about their own property.

Private sellers also miss out on the strategies and industry knowledge provided by an experienced agent. A real estate agent knows how to market a home properly, how to work with other agents, and how to fulfill the obligations and respect the laws of the real estate industry. It's very easy for private sellers to misstep, costing themselves time and money.

As a seller, you want every advantage available. That means having an agent by your side.

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News You Can Use

How to Set the Stage for Home Buyers

In a hot market, selling your home may be easy. Selling it for top dollar takes a little more work. To achieve this, staging is the way to go. This is the process of beautifying your home to appeal to as many potential buyers as possible.

Many people can't visualize the possibilities within a room, so staging helps the buyers as they view your home. The goal of staging is to transform your home into an environment so inviting that buyers can imagine themselves living in your space.

Creating this buyer-ready environment takes talent, and it can be a critical step for a fast sale.

What does a stager do?

A good stager improves the interior and sharpens curb appeal as well. Today, most buyers see pictures online before choosing which homes to tour. Staging ensures that yours is seen in the best possible light. It makes your listing stand out from the competition.

While some people actually replace all the furniture, smart staging may mean anything from stripping your home of personal photographs and knick-knacks to cleaning the rugs or polishing floors. You may need to deep-clean bathrooms or clear kitchen counters. The stager may suggest painting everything a warm and inviting—but always neutral—color.

How much does staging cost?

The cost of staging ranges from a few hundred to many thousands of dollars, depending on the reputation of the stager, the size of the property, and the quality and quantity of fixes required. The final results can be well worth the investment. If you live in a neighborhood where several homes are listed, staging may mean a quicker sale at a better price.

Can I stage my home myself?

Of course, you can try to stage your home yourself, but it's hard to be objective about your own things. A fresh pair of eyes can make all the difference—which translates into dollars.

Sheila Yaccino

Ask the Agent: This Month's Question

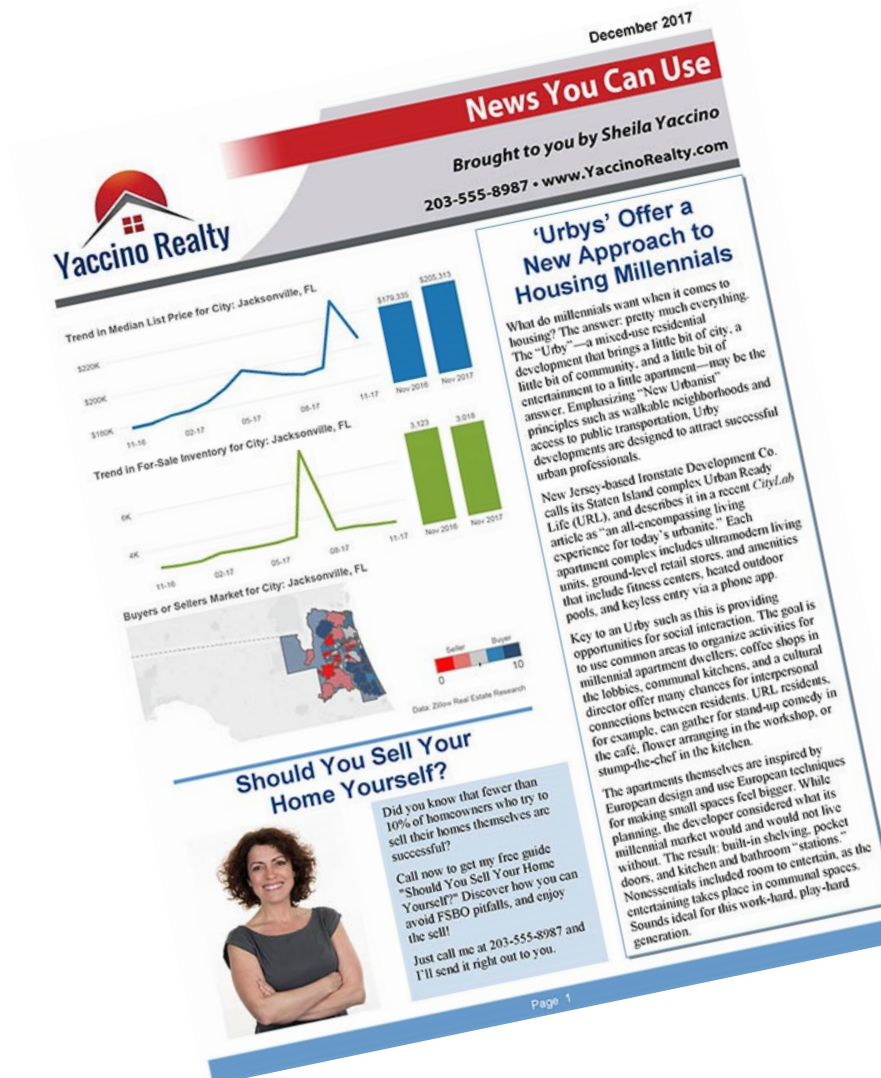
How can I balance needs versus wants as I home-shop?

Here's the trick to buying your best house: know what you need. Really, you only need a solid roof, good floors and walls, plumbing, heating, and lighting. Everything else is preference.

Imagine your dream home. Review each item that makes it ideal. Ask which items you could live without and which ones you would pay extra to have. Embrace delayed gratification. Items you want are often those you can add later. You can change features such as light fixtures, countertops and paint. Answering these questions can help you determine budgets for the home purchase and future renovations.

Make a list. Think about a home's different features: bedrooms, bathrooms, lighting, landscaping. List characteristics of each. Determine which ones you need to have, would like to have and don't want. This will help you avoid looking at homes you know don't interest you.

Print Format Newsletter Samples



Next Page:

**4 Page Newsletter
With Optional Market Statistics**

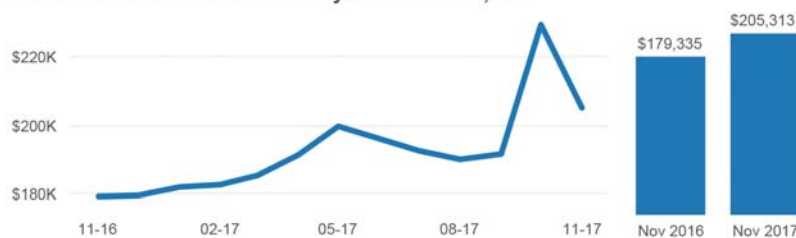


News You Can Use

Brought to you by Sheila Yaccino

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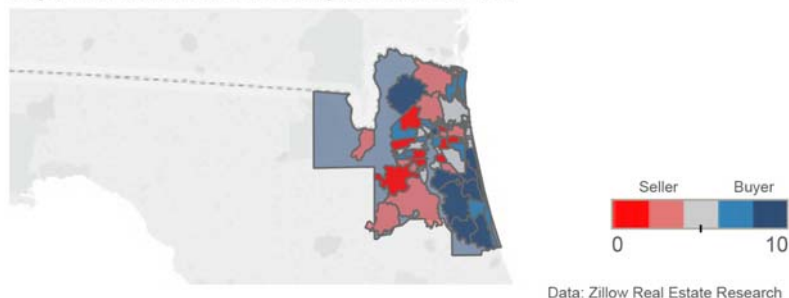
Trend in Median List Price for City: Jacksonville, FL



Trend in For-Sale Inventory for City: Jacksonville, FL



Buyers or Sellers Market for City: Jacksonville, FL



'Urbys' Offer a New Approach to Housing Millennials

What do millennials want when it comes to housing? The answer: pretty much everything. The "Urby"—a mixed-use residential development that brings a little bit of city, a little bit of community, and a little bit of entertainment to a little apartment—may be the answer. Emphasizing "New Urbanist" principles such as walkable neighborhoods and access to public transportation, Urby developments are designed to attract successful urban professionals.

New Jersey-based Ironstate Development Co. calls its Staten Island complex Urban Ready Life (URL), and describes it in a recent *CityLab* article as "an all-encompassing living experience for today's urbanite." Each apartment complex includes ultramodern living units, ground-level retail stores, and amenities that include fitness centers, heated outdoor pools, and keyless entry via a phone app.

Key to an Urby such as this is providing opportunities for social interaction. The goal is to use common areas to organize activities for millennial apartment dwellers; coffee shops in the lobbies, communal kitchens, and a cultural director offer many chances for interpersonal connections between residents. URL residents, for example, can gather for stand-up comedy in the café, flower arranging in the workshop, or stump-the-chef in the kitchen.

The apartments themselves are inspired by European design and use European techniques for making small spaces feel bigger. While planning, the developer considered what its millennial market would and would not live without. The result: built-in shelving, pocket doors, and kitchen and bathroom "stations." Nonessentials included room to entertain, as the entertaining takes place in communal spaces. Sounds ideal for this work-hard, play-hard generation.

Should You Sell Your Home Yourself?



Did you know that fewer than 10% of homeowners who try to sell their homes themselves are successful?

Call now to get my free guide "Should You Sell Your Home Yourself?" Discover how you can avoid FSBO pitfalls, and enjoy the sell!

Just call me at 203-555-8987 and I'll send it right out to you.

Trivial Pursuits: Why Do We All Love Trivia So Much?

In 1979, two Scrabble lovers, Chris Haney and Scott Abbott, decided to create their own game—Trivial Pursuit. And the rest is game history: Trivial Pursuit sold more than 100 million copies worldwide and earned more than a billion dollars. Because, as Haney and Abbott knew, everyone is fascinated with factoids.

Why people find these tiny bits of useless information so endlessly fascinating is anyone's guess. Some experts believe the attraction comes from a competitive need to demonstrate superior intelligence. Some attribute it to a curious mind. Others believe it's considered a method of brain training. And still others believe it's just great entertainment.

In fact, trivia games are also good for us. Great bonding activities, trivia competitions also make people happy and reduce stress hormones. Notes

Quick Quiz

Each month I'll give you a new question. Just email me at sheila@sheilayaccino.com or call 203-555-8987 for the answer.

How many questions were in the original Trivial Pursuit game?

Thanks for All Your Referrals!

I succeed when people like you refer me to your friends, neighbors and loved ones. It's the best kind of feedback I can receive. So thanks for continuing to pass this newsletter on to people you care about.

Allquizquestions.com: "It enhances our focus, learning and thinking abilities." Whatever the reason, as *The Point Magazine* points out: "Quizzing, sometimes referred to as 'trivia,' has been a part of popular culture for many decades." In the 1940s and '50s, for example, families gathered around their radio to hear The Quiz Kids—five super-bright youngsters who answered audience-submitted questions.

With the arrival of TV, "The \$64,000 Question" and other trivia-based contests filled much-needed programming space. The public loved them. And people still do. The wildly popular trivia show "Jeopardy!" was introduced in 1964 and became one of the longest-running TV game shows ever. And as game-show authority Steve Beverly told CNN Entertainment, it's "still the best mental exercise on television."

Wondering How Much Your Home Is Worth?

How has the price of your home changed in today's market? How much are other homes in your neighborhood selling for?

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Worth Reading

Why Charles Dickens Wrote 'A Christmas Carol'

By Kat Eschner
Smithsonian.com

There are some things many don't know about Charles Dickens' bestselling holiday tale. Seems Dickens and Scrooge had traits in common. Both were hard workers who understood that financial gain requires effort. Dickens created the old miser, in part, to give his family some financial security, and wound up using the wealth amassed as a successful author to help others. Scrooge, ultimately, would have approved. More: <https://tinyurl.com/Dickens-tale>

Consumed by Anxiety? Give It a Day or Two

By Oliver Burkeman
The Guardian

Overwhelmed by today's problem? What made you anxious yesterday? Can't recall? That's the point. Burkeman encourages us to consider past problems we thought would destroy our lives. If we're still alive, chances are, they didn't. And chances are, today's crisis won't either. More: <https://tinyurl.com/overrated-crises>

How to Talk to the Stranger Driving You around Town

By Anthony Ponce
CityLab

If your rideshare driver asks what keeps you up at night, you may be riding with Anthony Ponce. Lyft driver Ponce, who quit being a TV news anchor to drive for Lyft, has learned to be an aggressive listener. He often picks interesting topics for his riders and actively listens to the answers. But even small talk can become big conversations. The result? Good conversations and good customer relationships. It probably doesn't hurt his ratings. Or his weekly podcasts, either. More: <https://tinyurl.com/rideshare-conversations>

Redecorating Your Child's Room? Start Here

Redecorating a child's room is enjoyable. Figuring out creative ways to make your kids' spaces whimsical yet functional is a fun design challenge. And watching their faces light up when it's all done? Priceless.

Home design website Houzz conducted a survey of users who have "recently completed, are working on or are planning a home project with kids in mind." The results provide an interesting look at what's currently trending in the world of children's rooms. If you're about to embark on creating a special room for a child, keep the following in mind:

- Close to 70% of respondents said their kids' rooms have themes. The most popular looks, in order: nature, animals, sports,
- and princesses. But note: kids grow up quickly and tastes change just as quickly. Today's trendy decor may look dated tomorrow.
- Functionality and maintenance are top priorities. Seventy-one percent of respondents said they wanted a space that was easy to clean and maintain, and 64% said they needed a functional setup. Be sure to incorporate washable and durable materials, and include labeled storage boxes and bins.
- Blue reigns supreme. Fifty-nine percent said blue is the dominant color for kids' rooms, followed by white, gray, green, and pink.
- The cost of redecorating a kid's room varies. Of respondents who

had completed their project, one-third spent \$1,000 or less.

Establish a budget before starting; it's easy to get carried away with cute decor and playful features. And unlike adults, kids don't notice the difference between the more expensive option and a more affordable one.

- Nearly 70% of participants cited clutter as a challenge. Make toy management a priority in your kids' rooms. Oversized bins in fun colors and/or closet storage systems are key to keeping toys and "stuff" out of sight and out of mind.

Finally, involve your kids in the decisions. After all, it is their room.

Where Have All the Pay Phones Gone?

Kiosks are being installed throughout New York City where people can charge their phones and access free WiFi. Or even make phone calls. According to a CBS News report, the kiosks provide a public service to people accustomed to the constant connections mobile technology provides.

Ironically, the kiosks may exist because that same mobile technology has rendered the old coin-operated phone booth obsolete. The "phone-in-a-box," which first appeared in the 1900s, is now almost extinct. Almost. According to the Payphone Project online database, they still exist, and four of the old-style pay phones can actually be found in New York City—the same city that's installing kiosks.

As *The Atlantic* pointed out recently, the old pay phones were killed off by more than mobile tech. Police, who were legally prevented from tapping them without a warrant in the 1960s, had identified the pay phone as a tool for criminals. Government crime fighters responded, and the booths began to disappear. However, one concern remains: How will Superman change clothes? In one of the mobile kiosks? Or will he find one of the old-style pay phones on the streets of Metropolis?

Save Money in December with This Advice

Get a head start on one New Year's resolution: buy strategically this month. According to *Reader's Digest*, in December you should:

Stock up on athletic equipment and clothes. Sporting goods stores may start jacking up their prices soon to capitalize on people's January fitness resolutions. Beat the rush in December. They can even be great holiday gifts for your loved ones, who won't have to buy them at full

price in January, when those fitness resolutions kick in.

Buy ahead if your new year includes wedding plans. Consider buying your gown off-season, when it can be had for significantly less.

But hold off on buying computers or linens. These items are often marked down in January when last year's products go on sale to make room for the newest versions.

Ask the Agent: This Month's Question

Should I buy a home first or sell mine first?

The answer: it depends on where you are. Your approach may change depending on whether it's a buyer's or a seller's market in your area, and in the area where you want to buy.

The National Association of Realtors (NAR) suggests that prices, which are expected to increase by 5% by the end of 2017, will rise by 3.5% in 2018, making it a seller's market in many parts of the U.S.)

Typically in a seller's market, you would be inclined to buy first, as there are more buyers than available properties, and it might be harder to find a home you like. But it's a great time to sell your own property.

In a buyer's market, you may want to sell first, as there are more available properties than there are buyers. You will want to list first, as your home may be on the market for some time, and you don't want to carry both. The bottom line? Do what's best for your family.

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Inside the Newsletter!

Libraries Are Having a Moment ... Still

'Urbys' Offer a New Approach to Housing Millennials

Trivial Pursuits: Why Do We All Love Trivia So Much?

And....

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News You Can Use

Sheila Yaccino

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Sudoku instructions: Complete the 9×9 grid so that each row, each column and each of the nine 3×3 boxes contains the digits 1 through 9. Contact me for the solution!

News You Can Use is brought
to you free by:

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CASE STUDY: DAVID KASEMAN

\$225,000 in Commissions from His Newsletters

David Kaseman started in real estate in June 2010. In the country club area of Lincoln, Nebraska, David was the new kid in town — going up against some agents with 20-plus years of experience who were well-known in the area.

Within that first six months, David made only about six sales and earned about \$19,000. In that area, buyer agents make 30 to 40 percent less than listing agents. David did not have any listings — he was a virtual unknown in the area and needed to figure out a way to compete with those other agents.

After that first six months, David subscribed to Ready to Go Newsletters and started distributing newsletters on a monthly basis. David makes his newsletter marketing campaign a family affair by having his kids put in jokes. He also offers up gardening tips, information on local businesses and places to shop locally in order to personalize the letter and establish himself as a brand.

David and his wife print off and walk 325 newsletters each around their neighborhood, thus creating a farm area and slowly becoming a well-known face in his target area.

David's personalized marketing campaign is paying off, as he is now viewed as an authority around the neighborhood, and even gets information on listings before they are listed. One seller told him that even though they did not know David personally, they chose to list with him because he really works hard for his business.

David began to see a steady increase in sales year after year, which he attributes to his newsletter campaign. For example, in 2011, the first year he started handing these out, he had three sales resulting from the newsletter, and earned \$12,000. In 2013 he sold over \$8 million in total and was in the top 5 percent in the Lincoln market. For 2015 (up until April) he had two places under contract



CASE STUDY: DAVID KASEMAN (CONTINUED)

and has sold two others for a total of \$1 million in sales, has two more houses listed and has four more on the way. David states that his return on investment (ROI) with newsletters is a huge number: He incurs \$10,000 in hard costs for printing and the annual fee for Ready to Go Newsletters, and attributes approximately \$225,000 of commissions to those newsletters.

The biggest ROI for David is being able to finally relax a bit, knowing that the newsletter and the farm area it created are like a savings account: they just keep earning interest. David states that he would not be in real estate today if he had not started newsletters and become an expert in his farm area.

CASE STUDY: CURTIS RILEY

Persistence Pays

Curtis Riley was starting a new career in real estate after 21 years of working at USMC. He knew he needed a way to jump-start his business in a big way. As part of his marketing plan, he was looking for something that he could get in front of people that would be nice and informative and that people would hold on to.

He decided newsletters were the solution he needed. Curtis signed up for Ready to Go Newsletters in April of 2014 and incorporated the newsletter into his marketing plan. He uses the four-page self-mailer and has consistently mailed them to his subdivision as well as to any past clients on a monthly basis.

Curtis credits his persistence with mailing and the quality of the newsletters for his success. Because of his newsletter marketing campaign, he has six new listings in his subdivision. With such a large farm area, Curtis can now measure the impact of sending out newsletters and getting his name in front of people.



CASE STUDY: SANDRA CATON

Became the 'Celebrity' Expert in Her Area

Sandra Caton is a real estate agent in Banning, California. Before she began using newsletters as a marketing campaign, Sandra was a sheep in a flock of many placing ads in a home community magazine. She had been doing a full-page color ad every month for approximately a year, but knew that in order to lead the pack she needed to send a newsletter to potential clients to take her business to the next level.

Sandra has been with Ready to Go Newsletters since 2013. Monthly, she prints and mails a four-page color newsletter to her clients and prospects. She sees the value of mailing to prospects as a way to keep her name and face front of mind — and as a way to gain referrals.

Every month Sandra brands her newsletter to suit her audience.

She often changes up the articles in the newsletter to better suit her specific market of 55-plus active seniors. Once in a while she will include stories and anecdotes that she feels would benefit her readers.

After two years of printing and mailing her newsletter to clients and prospects, she is now one of the most successful realtors in her niche.

She credits her newsletter campaign for helping her become a knowledgeable expert in her area, one whom people feel they know personally. A minor celebrity of sorts.

Sandra's income has increased by 60 percent, and she credits this partly to her newsletters, which helped her break away from the rest of the herd.



To hear interviews with these agents, click here.

Your results may vary.

CASE STUDY: JOAN HILLEGAS

Leads, Referrals... and a \$2m Transaction

As a brand-new real estate agent in 2006, Joan Hillegas was as green as green could be. She had zero clients, and knew that she needed to find a low-cost method of promoting her business.

Ready to Go Newsletters provided a way for her to contact not only past clients, but also prospects and leads. Joan faced, and still faces, a big problem when it comes to the city of Fort Lauderdale: It is a heavily farmed area of agents with 30-plus years of experience that also passes the baton to the younger generation.

That is why the best tool for her has been the email newsletter — she is able to send out just solds, area information and statistics on an ad hoc basis. This information, plus keeping in consistent contact with leads, has been very beneficial.

A great bottom line for a real estate agent is to be recognized, and be recognized as an expert. Because of her newsletter, Joan often has people say to her that she is the only one they know in Florida. Because she is a recognized face, she often gets referrals.

Most recently, an early lead of hers that receives her newsletters referred her and she was able to sell multiple properties to his friends, including a \$2 million apartment building in an affluent area of Fort Lauderdale.



To hear interviews with these agents, click here.

Your results may vary.

CASE STUDY: VINCE GRAVES

Focusing on a Neighborhood Pays Off

When Vince Graves started his real estate business, he had a huge hurdle to jump. He had just moved to Columbus, Ohio, from Cleveland and found that his entire sphere of influence was already in the real estate industry. He knew he had to make new contacts in order to survive, but living in a downtown neighborhood, he found it was not easy to meet the neighbors and create those relationships he needed.

Vince decided he needed to get personal. He started his subscription with Ready to Go Newsletters in February of this year and printed and mailed the ready-made Every Day Direct Mail (EDDM) newsletter. He sends the EDDM to 755 people in his neighborhood once a month, as well as the self-mailer to his past clients and those who have requested a home valuation through his email marketing channels. He chose to focus on his neighborhood because it had a very high walk score, and he wanted to send the newsletter to people who would see him out and about where they could say hi or ask him questions.

Within two weeks, Vince began to see results. He had his next-door neighbor stop by to ask him to help them buy a home. They were renters and new parents and were ready to head to the suburbs. His neighbor then put him in touch with her landlord to list the rental home when their lease was up.

Two more neighbors also approached him and will be listing their homes with him as well. Because he was viewed as an expert, he offered renovation advice to upgrade their homes and help them gain an edge in a competitive market.

From that first newsletter, Vince was able to add four new clients and will earn somewhere around \$10,000-\$15,000 in commissions. His outgoing costs were the Ready to Go Newsletters subscription fee (\$97 a month) and \$138 in postage.

By investing in a newsletter marketing campaign, Vince was able to get new contacts, become a resident expert and increase his commissions without breaking the budget.





Questions?

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