

Agency: The Bamboo Agency
Berk / Realtor
Writer: Jeff Mustard
Form Copy

Client: Joanne
Project: Direct Mail Package/Long

Tired of Flushing Your Money Down the Toilet?

If you're a "renter" that's exactly what you are doing!!!

Aren't you tired of wasting literally thousands of dollars of your hard earned money every month, without anything to show for it?

Just think about this, how many months have you been renting the apartment, house or condominium where you're living? One year, two years, three years, or more?

Well that can add up to *tens of thousands of dollars* and at the end of every single year you have absolutely nothing to show for all your hard work, other than another monthly rental check due to your landlord.

Why make him or her rich and give them all the benefits of the tax advantages when it's you who's footing the bill?

It's time for you to own your own place. And right now is the best time ever to find a house, apartment or condominium that is right for you. Let's face it, it's easy to get in a rut and not make the time or take the trouble to look for a home.

But think about the value, the rewards and all the benefits of finally owning your own place. A place of your own. A place you can call home. A place that is finally yours, a place that you can make an investment in yourself and in your future. **And best of all, I can help you and make it as easy as possible.**

If you've thought that buying a home is just not possible for you, then think again.

Right now there has never been a better time to buy a home, your first home, or for that matter maybe even your second or third home. Why? Well unless you've been living in some conch shell on the beach somewhere, **right now we are in the worst real estate market South Florida has seen in a very long time.**

And you know what, that bad news is the best good news you will ever hear because that makes it the best time ever to buy a home, because right now it's a buyers market.

That means you are in the drivers seat, you are the one calling the shots and that's a very good position to be in when you are shopping for a home.

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Today, you can buy a home for up to thirty percent or more less than what homes were selling for just a little more than a year ago. Imagine that. **Moving into your very own home that was maybe a half million dollars just a little more than a year ago for the same price that you might be paying rent on someone else's property.**

Consider this: Not only will you finally have your own home, or second or third home, but think about the tax advantages, the money saving cash-infusing dollars that flow right to your benefit and your bottom line every single year. *That's right -- you deserve all these benefits, not the person you rent your home from.*

Aren't you tired of using your money to pay someone else's mortgage?

It's time you stopped wasting your money on rent and it's time you invested in yourself and your future. **And right now the time has never been better to take advantage of the worst real estate market in South Florida's history by snapping up an incredible property at a price you may pretty much count on you will never see again.**

With my help you can have the pick of the litter and get the home, townhouse, condominium or apartment of your choice, from new home to resale, almost anywhere you want at the absolute best price ever.

Call me right now at xxx-xxx-xxxx, or email me at (email address) and I'll make finding your new home easier than ever and help you get it at the absolute best price possible.

Stop flushing your hard-earned money down the toilet by paying monthly rent and start building your own equity, nest egg and future in the home you want today.

My name is Joanne Berk, a residential real estate specialist for the past twenty years in Ft. Lauderdale and **I can help you find your home, finance it and get it with the least hassle possible at the best price possible.**

Don't delay, if you are renting stop throwing away your money and start investing in yourself, your future and do it by owning your very own home.

Call me now at xxx-xxx-xxxx, or email me at (email), or visit my website at: (url)

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Post Card Copy / Direct Mail

Headline & Copy / Side 1

Stop Flushing Your Money Down the Toilet!

As a Renter that's exactly what you're doing!!

Stop wasting your hard-earned money every month with nothing to show for it!!!

It's about time you bought a home and right now there has never been a better time.

**My Name is Joanne Berk, I am a residential specialist for more than 20 years and I
can help you find a home.**

Alt. Headline & Copy B / Side 1

Pssst...Hey, it's a Buyers' Market.

Ready to make the move from Renter to Home Owner?

Stop throwing away your money. I can help you!

Alt. Headline & Copy C / Side 1

Tired of Paying Rent and Throwing Away Money?

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The time has never been better to buy a home.

My Name is Joanne Berk, and I can help you find a home!

Side II: Body Copy

Admit it, You've Been Thinking about Buying a Home, but don't Know Where to Start.

You Can Start Right Here, Right Now. Stop throwing away your money on rent.

The time has never been better for you to buy a home, and I can Help You

My Name is Joanne Berk, I am a residential specialist for more than 20 years and I can help you find a home. And, with my connections, I can help you get financing too!

Call Now, You Have Nothing to Loose, Except Another Month's Rent!

Call XXX-XXX – XXXX right now for an appointment so we can get started on helping you to save money and finding your new home.

Email: (insert here) / Website: (insert here)

Side II: Body Copy (Alternate)

Maybe You've Heard, The Real Estate Market's the Worst Ever.

And That's Great News for You.

If you're Renting there has never been a better time for you to buy a home.

With Prices Dropping, and a glut of inventory, desperate Homeowners can Barely give their homes away.

So Stop Throwing Away Your Money and go from Renter to Home Owner and get all the financial and tax advantage of owning your own home.

My name is Joanne Berk and I can help you find your home and help you get it financed too!

Call XXX-XXX – XXXX right now for an appointment so we can get started on helping you to save money and finding your new home.

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Side II: Body Copy (Alternate)

The Real Estate Market is the Worst Ever. And that Makes it the Best Time Ever for You To Buy a Home.

The economy is down, foreclosures up, there's a glut of housing on the market, developers can't give their homes away and homeowners are taking a pounding.

Everyone's crying about how bad the real estate market is. And they're right. It's awful, it's dreadful. But that's only if you're a seller. If you're a buyer, right now is the perfect time to buy a home. In fact, it could be a dream come true.

If you're renting and you're tired of literally throwing away your money every single month, then now is the best time ever to steal a home, apartment, condominium or town home at prices you may never see again.

All that terrible news is music to my ears and great for you. All that terrible news means one thing. You can get a great price on any home, apartment, town home or condominium almost anywhere in South Florida.

So Stop Throwing Away Your Money and go from Renter to Home Owner and get all the financial and tax advantage of owning your own home.

My name is Joanne Berk and I can help you find your home and help you get it financed too!

Call XXX-XXX – XXXX right now for an appointment so we can get started on helping you to save money and finding your new home.

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Publicity Release Headlines:

Below are assorted headlines supplied to client that can and/or will serve as the trigger/lead for a publicity release built around the concept reflected in the headline.

BUST MARKET TURNS TO BOOM FOR SOUTH FLORIDA REALTOR

SOUTH FLORIDA REALTOR CASHES IN ON DOWNMARKET TREND

**CLEVER APPROACH TO SOUTH FLORIDA REAL ESTATE CRASH
TURNS INTO CASH**

**BUST MARKET HAVE SOUTH FLORIDA REALTORS CRYING THE
BLUES, THAT IS ALL, BUT ONE**

**BUILDING BUST KILLING SOUTH FLORIDA REALTORS; WELL,
THAT IS ALL BUT ONE**