

The Truth About Real Estate Advertising

Real Estate Agents Tell You Advertising Is For Your Benefit.
Find Out Who's Really Benefiting From Their Ads and
How To Select the Right Real Estate Professional For Your Needs.

A Special Report Prepared by



Paul Sieving

...Knowledge plus Trust equals Results



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Congratulations! You're about to learn valuable insider information about the real estate industry that will make you a much more savvy consumer. This information is based on years of experience in the industry, and is designed to help you make the most of your next real estate transaction.

Unfortunately, many consumers end up experiencing a frustrating or difficult real estate transaction because they selected the wrong Realtor® to represent them. The most unfortunate aspect of this is that armed with the information in this report, these situations could have been avoided. You see, consumers' choices are often made due to the false perception they have of real estate advertising. I'm here to educate and help you as a consumer make intelligent real estate decisions.

In the following pages, I'm going to address four of the biggest myths in real estate advertising, in the process educating you on how to select the best real estate professional the next time you're ready to move. I invite you to read this report and hold on to it until the need arises to hire a Realtor®. And in the meantime, if you have any questions or need any assistance, please feel free to call me anytime. I hope to hear from you soon.

Sincerely,

A handwritten signature in black ink that reads "Paul F. Sieving". The signature is written in a cursive style with a large, sweeping "S" at the end.

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