

ANOTHER VERY SATISFIED CLIENT

for the col-
column notice the col-
column service! A lot of people notice the col-
column and tell me how much they enjoy read-
ing it in the paper each week."



Candy Flock
Prudential California Realty



The Right Times

Marketing Wisdom About "Image Building Advertising"

Working On The Right Side

In 1985, after working for many years in social services and then as Head of Membership for the Los Angeles County Museum of Art, Rand Fleischman decided to take the entrepreneurial leap and pursue his lifelong interest in providing marketing and advertising services through his own company, and Right Side Marketing was born in Pacific Palisades, California.

At the time, the Southern California real estate market was in the midst of a boom and, with increasing numbers of licensed agents, many real estate professionals realized they needed a competitive edge. RSM began offering a weekly informational column that real estate brokers could place in their local weekly newspaper. The columns were (and are—the service is going strong after fifteen years!) informative, sometimes humorous and always of value to potential clients, and they got the broker's name and photo in front of the public in a positive way each week.

Sophisticated Real Estate & Mortgage Newsletters

In 1986, at the request of many of the column clients, who numbered over a hundred by that point, RSM began to offer newsletters to real estate agents for farming/prospecting in their target markets. Column clients asked for a newsletter that was more sophisticated than most that were then available. "Leave out the recipes and ski tips," they

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What Is "Image Building Advertising?"

There is an incredibly important difference between most advertising and marketing yourself as a real estate agent: Most advertising is designed to motivate people to buy NOW—or as soon as possible.

You can advertise a home that is for sale now, attempting to motivate people to buy it now. But you cannot advertise yourself now, attempting to motivate people to list their home with you now. People will list their home when they are motivated to sell and move, and the factors behind that motivation are complex and unpredictable. They could involve a job change, a divorce, a major change in lifestyle, a change in the size of a family, or many other possibilities.

In marketing yourself as the real estate professional people will call on when they want or need to sell their home, you have no control over the

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Greetings from Rand & Jill Fleischman. Isn't it fun to see the faces behind the voices? Check inside for a pic of your multi-talented writer, Bill Fisher!

said. Our clients were well aware that the public was far more sophisticated when it came to real estate and economic matters than in the past. Thus was born the *Ultimate Prospecting Tool*.

As business increased, Rand was able to woo his wife, Jill, who needed a change from the demanding profession of psychotherapy, into joining him and his staff. Jill now heads up sales, customer service, and graphic design.

In 1995, we also expanded our offerings with the *Real Estate Report* and *Lender Letter*. While our original newsletter, the *UPT*, serves real estate agents and brokers specifically in California, the *Real Estate Report* is designed for agents and brokers with upper-level, especially sophisticated potential clients, and it is not limited in scope to California.

The *Lender Letter* was designed with more of a focus on the economy and how it relates to real estate lending, the direction interest rates are taking and the future of the real estate market. It is used primarily but not exclusively by lenders and mortgage brokers in their peer marketing to real estate professionals and other finance professionals.

New Web Product

In 1999, at the request of clients, we added the *Wednesday Wrap for the Web*, which provides content for your website, or can be faxed or e-mailed to referral sources. The *WWW* is a weekly economic review and forecast that gives visitors to your site a reason to return each week and, in turn, helps you become known as the resident expert in the marketplace.

Meet The Wrapman...Bill Fisher

Right Side Marketing is privileged to have the highly-respected and nationally-known writer, Bill Fisher, as primary researcher and author of our columns, newsletters and website updates. Bill, whose career includes ownership of a real estate firm in Southern California and many years as one of the best and most successful marketers in his real estate marketplace, began writing real estate newsletters to promote his own prospecting efforts.

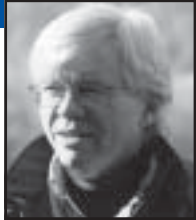
Demand For Writing Increases

Other real estate professionals asked that he create letters and promotional materials for them, and before long he was a full-time real estate writer, known to many as the Wrapman, because of his flagship newsletter to the industry, the *Wednesday Wrap*.

Truly a Renaissance Man, Bill has a Ph.D. in medieval English literature,

facilitates personal growth seminars, writes fiction and songs, plays guitar and performs in many settings with his wife, with whom he released a CD last year titled *Time of Our Lives*. He resides in Olympia, Washington, where he and his wife Robyn rollerblade and hike mountain trails and deal with the constant delights and demands of raising three children: Jake (11), Jordyn (8) and Jamie (6). For a bit more about the non-real estate sides of Bill Fisher, visit <http://www.billandrobyn.com>.

In future issues of *The Right Times*, Bill will fill this space with more non-real estate topics, most likely allowing his humorous side to expose itself, as well as the very human sides of his character.



reasons they want to sell, and therefore no control over **when** they want to sell.

All you can exert control over is the possibility that, when the time comes, they'll think of you.

How Can I Stand Out From The Competition?

Let's look quickly at a few alternatives. You can send out postcards to announce every listing you take, every listing that sells; you can send out refrigerator magnets and calendars with your name and photo on them; you can pass out scratch pads, shopping lists. The only problem? That's what just about everyone in real estate does to market himself or herself.

You can place ads in local newspapers, emblazon bus stop benches with your photo, even rent a few billboards. The problem? This is expensive; it assumes that you're going for big-volume real estate and probably working with a fairly large staff under you.

Those are problems, yes—but they shouldn't entirely sway you from using the occasional refrigerator magnet or scratch pad. The main things you want to accomplish with your marketing campaign, though, are the following:

1 ♦ You want to remain in the conscious awareness of your potential clients. A refrigerator magnet becomes effectively invisible over time (unless it is part of

a larger marketing campaign offering your potential clients other images of you in other contexts).

2 ♦ You want to create an impression of professionalism and accessibility. You want to become a caring human being in the eyes of your potential clients and, at the same time, exemplify a high level of ethics and ability.

3 ♦ You want to stand out from your competition, primarily as someone who cares and who knows how to make transactions happen smoothly and profitably.

Become Known As The Local Expert

Remember, your challenge is to position yourself to be of service for some unknown time in the future. That means you have to be associated with good service in the minds of your potential clients all the time. A key element in your marketing campaign, therefore, should be materials for your clients that are well-conceived, entertaining and educational—newsletters, newspaper columns, website materials. You need Institutional Advertising in addition to Direct Response advertising, but you also need Image Building Advertising as well. You want to become well-known and known as the local expert in your field. And that is where we come in.

RSM is a growing, successful company because we help you to grow and succeed.



Call us TODAY at

800-456-4395

Go to our website: www.rightsidemarketing.com!

Be sure to check out our helpful marketing tips each week....