



# Sold!: Direct Marketing for the Real Estate Pro

*Lois K. Geller*

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# Sold!: Direct Marketing for the Real Estate Pro

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## **Sold!: Direct Marketing for the Real Estate Pro** Lois K. Geller

This lively book shows the more than 1.25 million real estate agents & brokers in North America how to use the proven techniques of direct marketing to make more money and sell more units. Drawing on the principles her agency has used in successful campaigns for Ford Motor Company, Weight Watchers, and American Express, Lois introduces real estate professionals to her easy-to-use Geller's Just In Time DM Program® so they can get the correct message into the proper hands at the right time. Spiced throughout with Lois's sane and savvy advice and stellar examples of winning ads and mailing pieces, SOLD! is guaranteed to help you target your marketing efforts, so you'll be planting more "sold" signs and growing your business in no time.

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