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Financial *focus*

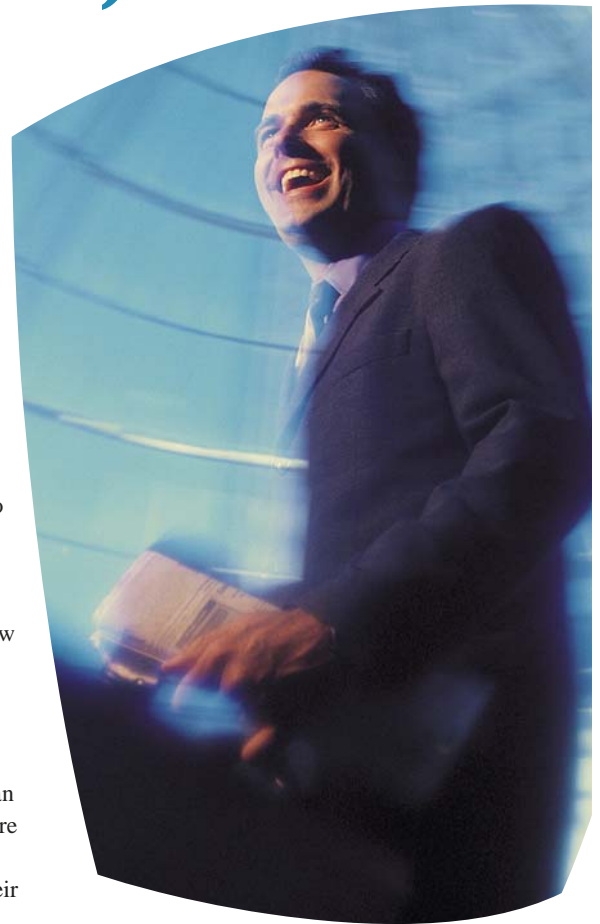
NEW RESOURCES ALLOW REALTORS® TO CONSISTENTLY GENERATE NEW BUSINESS AND EARN HIGHER COMMISSIONS.

A changed real estate environment challenges Realtors® to deal with new realities. Fickle buyers, demanding sellers, an oversupply of inventory, and the internet have given rise to new opportunities.

Focus on emerging trends in real estate

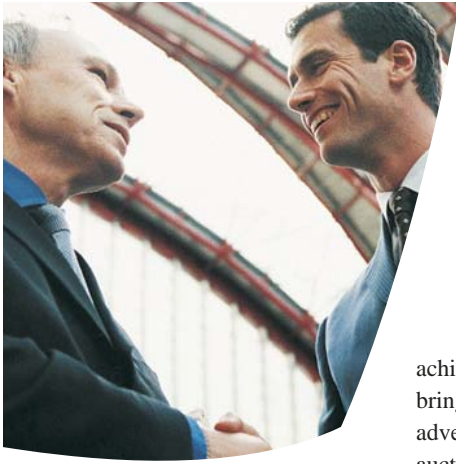
The downturn in the real estate marketplace stands in sharp contrast to a time when listings sold quickly and bidding wars were common. With more properties on the market, brokers also face a dizzying array of advertising choices, resulting in higher advertising expenses. For most, the net result is fewer sales and lower commissions. Some view the slowdown as a chance to confront inefficient and outdated sales methods. For example, innovative programs that greatly distinguish listings from others and also motivate buyers to purchase decisively have been developed. As in other

fields that have needed to innovate, so also has real estate. The recent downturn in the housing market may well prove to be an epiphany, as Realtors® learn of the new resources developed for them. As these new technologies deliver faster sales at higher prices, sellers will no doubt seek out Realtors® who have integrated these techniques into their selling services. By delivering a superior service, Realtors® can close more sales than ever before and assure their financial success. Real estate professionals can dramatically advance their careers using these tools.



MARKET WATCH

One of the techniques available today is the Rapid Results™ Real Estate Sales Program, from Estates On Line, llc. The Program aggregates multiple properties in a 'market basket' to take advantage of economies of scale to deliver powerful marketing impact. Using large format print ads as well as radio spots to promote listings, the Program also includes features designed to create desire for each property and drive buyer interest. The patented Program is conducted along a 60 to 90 day timeline to generate multiple offers leading to a sale.



Creating a new generation of powerhouse brokers

Acquiring new leads, handling multiple sales, and working fewer hours equals success

Taking advantage of new ways of achieving financial success often requires learning new technologies, but Realtors® will be happy to know that this is not the case. For example, the Rapid Results™ Program's large format print and radio ads make properties stand out from all others in the marketplace, attracts offers from multiple buyers, and delivers sales results in an accelerated timeframe. To

achieve its goals, the Program brings in professionals in advertising, media, law, title, auctioneering, and video production. Realtors® have the benefit of these professionals without learning new skills and without incurring any cost for their services. To generate new sales leads, a video ad is produced for the broker, which is broadcast via live webcast. This is just an example of innovations that have been

brought about by a changing marketplace. In the face of a difficult market, these new tools make it easier than ever for real estate professionals to become powerhouse brokers and achieve financial success. With the advent of these accelerated marketing programs, an increasing number of brokers will adopt their use, generate more sales, and earn higher commissions.

For more on the Rapid Results™ Real Estate Sales Program, go to

www.estates-on-line.com or contact:

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SMARTER CHOICES:
Experience and Teamwork



Real estate marketing will be dominated by Realtors® who use specialized teams to achieve financial success. As in other industries, this will be driven by changing market conditions, and will lead to higher "production" for those who adopt the new real estate techniques. Financial success will be their inevitable reward.



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