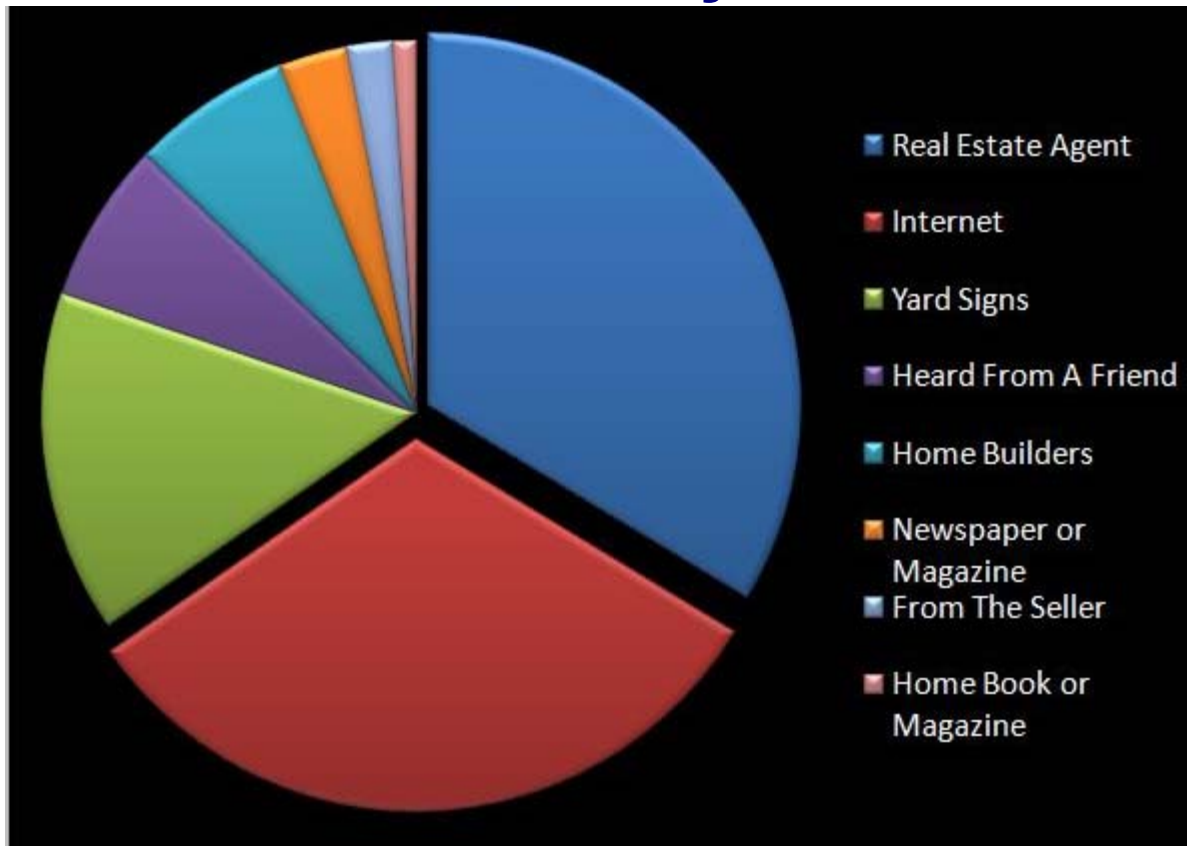


# From where do Buyers come?



**If over 80% of Buyers come from Real Estate Agents, the Internet, and Yard Signs, the three most important things you can do are:**

1. Find out which real estate agent sells more in Piney-Z than anyone else (and has every year for the last five years).
2. Search Yahoo®, Google®, or any other search engine for “Piney-Z Homes” or “Piney-Z Real Estate” and see who comes up at the top each time. Before you list, ask how many services your house will be published in (don’t settle for less than twenty).
3. Look at other yard signs in the neighborhood. Who has the most? Why? Who uses the best flyers? What company has two people who live and work in Piney-Z, at least one of which will be available most of the time when a Buyer sees your sign and wants to see it now?

**[www.CallYourNeighbor.com](http://www.CallYourNeighbor.com)**

**562-8000**