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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Marketing 2005

By Harry Hoover

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OK, if you're not going to hire me to develop your 2005 marketing communication plan for you I have a few suggestions that you may not have considered as part of your marketing arsenal.

Of course, you already have a company name, a positioning statement, logo, stationery, business cards and a website.

Right?

The next thing I suggest is an employee survey. Ask them about what's happening where the company meets the customer.

Find out how employees feel about the company. A recent survey shows that employee attitudes have a huge impact upon a company's bottom line. Motivated employees provide great service, and great service can separate you from your competitors.

Next, develop a customer retention program. It costs five times more to develop a new customer as it does to keep an old one. E-newsletters are an essential part of my customer retention program. Sign up for my e-newsletter at <http://www.hoover-ink.com>.

Finally, here is a random list of other items that can be considered part of your marketing arsenal.

- your reputation
- advertising
- consultations, demonstrations, seminars, samples
- community involvement, cause marketing, philanthropy
- media contacts, bylined articles, op-ed pieces
- guest speaking program
- great working environment
- employee development program
- networking, referrals
- contests

- customer surveys
- special events

If your time for 2005 marketing related tasks is limited, take some advice from my marketing mentor: pick three things from above and do them right.

San Diego Home Sales Data - August 2006

By Real Estate Advisor

If you are in the market for San Diego real estate, homes or condos for sale, then you're probably keeping up on current market trends. The article describes August 2006 sales data for single-family homes located in Central San Diego County.

One way to determine if home prices are falling or increasing in a particular region is to compare the median price of homes in a community against the median price a year ago. The median price is a mid-point, where half the homes are above that price and half are below.

The communities that comprise Central San Diego County are listed below. The communities are organized based whether or not they had an increase or decrease in the median price compared to August 2005. The percent change increase or decrease from the previous year is also noted.

Communities That Had an Increase in the Median Price

Golden Hill: \$500,000 (23.5% increase from August 2005) Old Town: \$700,000 (11.6% increase from August 2005) San Carlos: \$620,000 (10.7% increase from August 2005) Point Loma: \$1,340,625 (7.7% increase from August 2005) La Jolla: \$1,650,000 (5.3% increase from August 2005) Logan Heights \$410,000 (5.1% increase from August 2005)

Communities That Had a Decrease in the Median Price

Sorrento Valley: \$616,000 (–25.7% decrease from August 2005) Del Cerro: \$505,000 (–20.5% decrease from August 2005) Coronado: \$1,400,000 (–20.0% decrease from August 2005) Mission Valley: \$500,000 (–18.7% decrease from August 2005) Pacific Beach: \$786,000 (–17.3% decrease from August 2005) Ocean Beach: \$817,000 (–14.5% decrease from August 2005) University City: \$680,000 (–13.8% decrease from August 2005) Tierrasanta: \$650,000 (–12.4% decrease from August 2005) College Grove: \$477,500 (–7.3% decrease from August 2005) Mira Mesa: \$499,000 (–7.2% decrease from August 2005) North Park: \$575,000 (–6.7% decrease from August 2005) Paradise Hills: \$462,500 (–5.6% decrease from August 2005) City Heights: \$400,000 (–5.5% decrease from August 2005) Scripps Miramar: \$695,000 (–5.4% decrease from August 2005) Linda Vista: \$530,000 (–4.5% decrease from August 2005) Normal Heights: \$540,000 (–4.0% decrease from August 2005) Clairemont: \$535,000 (–2.7% decrease from August 2005) Encanto: \$445,000 (–2.5% decrease from August 2005) Mission Hills: \$745,000 (–0.3% decrease from August 2005)

The median price is just one measure to evaluate the condition of a real estate market. A qualified real

estate agent can provide you additional insights about factors that influence home prices. Be sure to contact a Realtor before buying or selling real estate in San Diego.



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