

Real Estate Professionals Need You to Write for Them!

This Free E-Book is brought to you by Natural-Aging.com.

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

Real Estate Professionals Need You to Write for Them!

By Isabel Fena

Real Estate Professionals Need You to Write for Them!

by: **Isabel Fena**

Ask yourself these questions: Are you an experienced writer? Do you want to stay at home to write?

Do you want to work for yourself? Do you learn new things quickly? Are you interested in a broad

number of subjects? Do you feel like you're being pigeonholed with your current writing and you want to branch out? Do you have a flair for marketing?

If you answered "yes" to any of these questions - or even better - several, you may have found a new career!

It's more important than ever for real estate professionals to market themselves legally considering the laws regarding email and telephone sales seem to change daily – depending on which court is hearing the case. Many experts speculate though that eventually some sort of anti-telemarketing law will be enforced and while it's much more difficult to regulate email, it's still being made more and more difficult to use this form of marketing and sales. So basically it comes down to the fact that real estate professionals need an effective way to market themselves without breaking the law.

If you've ever done business with a Realtor or Mortgage Broker they probably still send you newsletters, recipe cards, sport's schedules, notepads, etc. If they don't they aren't marketing themselves very effectively and you may have found your first client!

The majority of a real estate professional's business comes from word of mouth – whether it's repeat business from people who are refinancing their mortgage, applying for a home equity loan, selling their house, renting their house, or from clients who recommend "their guy" to friends and relatives. Whatever it is, it's in the professional's best interest to keep their name on your mind.

Real Estate Professionals Need You to Write for Them!

The frequency with which real estate professionals send out these marketing materials varies. My own Realtor usually sends me a quarterly newsletter along with goodies like flower seeds and notepads throughout the year. Some of the more industrious professionals actually send out newsletters on a weekly basis!

The key is for the professional to get his/her name and phone number in front of as many sets of eyes as possible. When the professional sends you a newsletter, that includes several interesting articles, such as how to increase the value of your home or budget decorating tips or how to clean up your credit before you apply for a mortgage, etc. you find these articles so fascinating you hang on to the newsletter. Or you know that your next-door neighbor is particularly interested in decorating on a budget so you pass it along to her and so on.

Next thing you know, many set of eyes have seen the real estate professional's name and they decide to call him/her when they need the services of a real estate professional.

When your cousin Vinney calls you up out of the blue to tell you he's moving to Arlington and "do you have a Realtor you can recommend" you do of course because the sport's schedule/newsletter/recipe

card your Realtor recently sent you is hanging on your refrigerator.

So what does all of this mean for you the freelance writer? It means more assignments and more money! After all, the real estate professional is either too busy or simply doesn't have the desire or skills to write their own newsletters and other materials. What they need is a freelance writer to handle this crucial aspect of their business.

To be certain, like any business you'll need to get out there and hustle and market yourself before you can expect to market for your clients. You'll need to prepare professional looking samples to start out with and hawk these to as many real estate professionals as you can think of. You can find these professionals by looking in the phone book for addresses, pulling fliers from yard signs and introducing yourself to Realtors conducting open houses to begin with.

Writing for real estate professionals can be a fun, lucrative and interesting business. Now get out there and get to work!

Isabel Fena is the author of the e-book "The Untapped Market: How to Make Money Writing for Real Estate Professionals." You can get a free sample chapter of her e-book at her website

or you can buy the whole e-book for only \$11.95 at

When You Want To Purchase Real Estate, Write An Offer!

By Sintilia Miecevole

Real Estate Professionals Need You to Write for Them!

Yes, write an offer for the real estate you wish to purchase. Sounds easy, doesn't it? Well, it is more difficult than you might think. It's not impossible, but there are a lot of things you have to include in an offer to purchase real estate. Think about this - an offer is the first step to the contract to buy the real estate you want! When writing your purchase offer, put yourself on the "other side of the fence". Think about all the stipulations and the price you are offering. Is it something you feel would be reasonable if you were in their place? Although this is only the beginning of a long process of negotiations for the real estate, an outrageous offer or unacceptable improvement request may turn the sellers away from your offer and toward someone else's.

Although the price you are willing to pay for the real estate is a big part of any offer you submit, it shouldn't be the only thing included. Buying real estate is a huge investment on your part, so you should look at adding in protections and contingencies into your offer to limit your risk. Simply saying "This is the price I am willing to pay for this real estate" doesn't give you any protection in the event of something unforeseeable.

When you write out a real estate purchase offer, the things that should be included are:

1. The price you are willing to pay.
2. How you plan to finance the real estate purchase and what your down payment will be.
3. Who exactly will be paying for the closing costs of the real estate sale.
4. What inspections need to be performed on the real estate.
5. Any repairs you want done to the real estate.
6. What are the purchase timetables and when will you get physical possession of the real estate.
7. What, if any, terms do you have for canceling the purchase of the real estate.
8. How you want disputes settled during the purchasing process.

As you can see, there is a lot that needs to be determined before you can give someone an offer to purchase real estate. Buying a home or any other real estate is a huge decision that can affect your credit and your finances more than any other investment. Keep in mind that careful consideration should go into both writing and considering a real estate purchase offer, as it can possibly affect your life from that point on.

Sintilia Miecevole, host of

has a great resource site for listings both of

residential and commercial, rentals, foreclosures, tips and articles and help with financing, inspections, closing, and locating realtors near you and more. Click on

for further
information.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by Natural-Aging.com.

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