

The Power of Press Releases

Few agents take advantage of press releases. Yet, they are a powerful method to promote yourself and gain credibility. And, because so few agents take advantage of them, there is no competition for the press space!

The Template for a Press Release

Below is a simple template for a press release. Use it to announce classes you've attended, new strategies you've applied successfully, awards or recognition you've received. Read the papers regularly to see what gets in the paper. Make a list of the newspapers and magazines you believe you could be featured in. Then, clip the print notices and add them to your Portfolio. There's credibility!

Press Release Template

For: Immediate Release (or whenever you want this released)

From: (who should be contacted for more information about this)

Contact phone number:

Date:

Heading: (create a heading that fits the subject and the newsprint)

Re: (what's this about and why is it newsworthy)

Body: (write the body using AIDA (attention, interest, desire, action)

Tell the most important points first. Then, at the bottom, add your 'generic' history background. Why? Editors cut from the bottom.



A Sample Press Release

Press Release For Immediate Release

From: Carla Cross

Contact: 425-392-6914

Date: April 5

Heading: New Program Proven to Protect Clients in Real Estate Dealings

Re: New program educates real estate agents and protects real estate clients from losing money on the sale of their homes

Body: Carla Cross, CRB, MA, well-known real estate expert in the Northwest, has just published Your Client-Based Marketing System, a program for real estate agents to use in consulting sellers. This program takes a new view of the listing process. Almost all agent productivity tools are focused on the agent getting what the agent wants—sometimes, even if it is not in the client’s best interests. However, this program focuses on the best interests of the client. Taking a ‘consulting’ approach, the program teaches agents to ‘consult’ rather than ‘sell’ sellers to assure they get the most money for their home sale. Cross includes the latest statistics from the National Association of Realtors that show the average time on the market, the smartest pricing strategies, and how to tell the difference between a ‘right-priced’ and an ‘over-priced’ marketing plan. The program consists of over 200 pages of processes, systems, and statistics to educate sellers on agent choice, marketing, and price evaluating.

For more information on the program, contact Carla Cross at 425-392-6914 or go to www.carlacross.com.

Carla Cross, CRB, MA, is a National Realtor Educator of the Year, a Washington Realtor Educator of the Year, and has won numerous sales, management, and training awards in her three decades of real estate. She trains and consults to real estate companies internationally. She has published six books internationally, authored ten programs, and has been featured on CNN, MSNBC, and dozens of radio programs. Her articles on real estate productivity, management, and client protection have been published over two hundred times in major magazines. Her latest book, for buyers, Buyer Beware: Insider Secrets You Must Know to Buy a Home, (The Real Estate Education Company, Chicago, 1999), advises buyers how to choose the right real estate agent. Contact Carla at 425-392-6914 or www.carlacross.com.



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