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## Marketing Materials That Stand Out From The Crowd

by Michael J. Russer

Dear Mr. Internet,

How can I have online and offline marketing materials that really make me stand out from the crowd yet won't break my bank account or take forever to learn?

Ann Weber  
Shorewest REALTORS®  
Wuakesha, WI

Dr. Ann,

There seems to be an endless number of industry vendors that promise the "ultimate" marketing materials toolkit to help you look great in front of prospects and clients. The only problem is that their capabilities and prices vary all over the map. Ideally, you want a solution that is affordable, easy to use, creates professional materials that have the same consistent "look" for both print and online multimedia versions of your marketing pieces, and is easily customized as to the look and brand you want.

Fortunately there is one solution that meets (and exceeds) these criteria. In fact, when I demonstrate it during my seminars and workshops around the world, audiences are invariably left with their mouths hanging open...

### Multi-Media Marketing Materials On Steroids

Imprev is a unique Web-based multi-media marketing materials solution that enables you to easily and quickly create outstanding print and online marketing pieces with consistent "themes" that reflect the property you are marketing. If you can point, click, and use a Web browser, you can use Imprev.



Columnist Michael J. Russ

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Imprev is a subscription based service that lets you create unlimited numbers of materials for one very affordable annual fee (more on this later). Upon registration, you enter your contact information, and upload (through your Web browser) your photo and logo, all of which will be used to "brand" any materials you create with the system automatically (i.e. you never have to enter them again). Once that is done, you are ready to create some awesome materials.

Below are some example print and online marketing pieces I created using Imprev for a listing of my friend and top online marketer Judy McCutchin ([DallasHomes.com](http://DallasHomes.com)). After choosing a theme that best fit the property (in this case "creekside") each one was created by simply entering text and uploading photos into my Web browser when logged into my Imprev account. Incidentally, once the first one or two marketing materials are done, the others go much more quickly. This is because Imprev remembers the text you have previously entered for that listing (or "project") and can be re-used for any other marketing pieces with a simple click of the mouse.

Just click on the thumbnail images below to view them (*NOTE: You will need the free [Acrobat Viewer](#) to see the PDF documents and the free [FLASH viewer](#) for the multimedia pieces*):

<p style="text-align: center;">PDF Flyer #1</p> 	<p>This is the first flyer I created using the "creekside" theme template available on Imprev (they have dozens of flyer template themes). I used the text from Judy's website for this particular listing, and the property photos as well.</p> <p>Notice that this is a full-color, full-bleed PDF that can be printed out, sent by e-mail, hosted on your website or Imprev's site —each accessible via a link.</p>
<p style="text-align: center;">PDF Flyer #2</p>	<p>This is another style PDF flyer using the same consistent "creekside" theme and same property photos.</p>

	
<p style="text-align: center;"><b>Postcard</b></p> 	<p>Here is the same "creekside" theme in postcard format (laid out for "2 up" printing). This took very little time since all the text was previously entered for the flyers above. Another great feature of Imprev is that each PDF document you create can be sent instantly with a click of a button to <a href="http://Expresscopy.com">Expresscopy.com</a> where they will be printed and shipped (no tax and no shipping charge) for overnight delivery. Expresscopy can also merge your database information on the back and use their bulk mail permit to mail each piece, all (printing, merging, mailing) for a very low per/piece cost.</p>
<p style="text-align: center;"><b>Property Cards</b></p> 	<p>This is one of my favorites. In just a few minutes I created this "creekside" themed property card which is printed "5-up," with both sides in color (NOTE: Expresscopy will print, trim, and fold these for you). These fold over to form a very attractive marketing piece you give to your sellers to hand out to all their friends and associates -- effectively turning your seller into a very excited "virtual marketing assistant" that promotes their property and you!</p>
<p style="text-align: center;"><b>FLASH Movies</b></p> 	<p>FLASH is a very powerful and versatile multimedia content creation environment. However, it is typically time consuming and expensive to use --but not with Imprev! This "movie" took only about 5 minutes to create (still using the same "creekside" theme), yet as you will see (and hear --be sure to have your speakers turned on) its impact is stunning.</p>

	<p>Like the PDF materials above, this FLASH movie can be sent via e-mail, burned to disk, or hosted on either your own website or Imprev's.</p>
<p><b>FLASH Virtual Tours</b></p> 	<p>Who says virtual tours have to cost a lot? With Imprev you can create awesome virtual tours in just minutes using static photos or stitching several together for a "wrap-around" effect.</p> <p>Since the virtual tours are created from FLASH, like the movie above, you can send them via e-mail, burn to disk, or host on either your own website or Imprev's.</p>

**It Just Gets Better...**

In addition to the materials above, you can also create PDF tri-fold brochures with the same theme as all your other materials. And, you can even create your own "themes" by uploading custom background images which give your materials a unique and distinctive look which no one else will be able to use. Imagine your prospective sellers seeing a whole spectrum of marketing materials using background images of their beautiful grounds!

Your use of these materials is not limited to just marketing properties. Some agents use the FLASH movies and virtual tours to market their services, deliver powerful testimonials, highlight a neighborhood, etc. The possibilities are endless and all of this accomplished through your Web browser. Lastly, since this is a Web-based service feature, upgrades are instantaneous since there is no software to download or install.

Here is the best part. As of this writing you have unlimited use (i.e. can create unlimited numbers of materials) for an entire year for only US \$199.00. However, if you want to save even more money and have \$25 contributed to Children's Miracle Network just go to the e-Bate Program® section of my [RUSSEr.com](http://RUSSEr.com) website and discover the special code that will save you an additional \$34.00 off the standard one-year subscription. *(NOTE: Neither I nor my company receive any compensation whatsoever from Imprev -- all discounts are given back to REALTORS® through my e-Bate*

**Program®)**

Standing out in today's hypercompetitive real estate sales marketplace is no longer a luxury. Imprev is a very powerful way that makes it affordable and easy for you and your services to look like a million bucks -- which it just might help you earn once you start using it.

**Article Resources:**

[Imprev](#) -- print and multimedia marketing materials on steroids -- through your Web browser.

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*Michael J. Russer (a.k.a. Mr. Internet®) is an internationally acclaimed speaker, trainer, author, and strategic consultant to the real estate industry and small business. He is also the exclusive Internet columnist for REALTOR® Magazine, the architect of*

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