

Special Points of Interest:

- **NAR EXPO - VISIT OUR BOOTH #4205**
- **Super Sales or Boom Bust**
- **BLOGS: A New Twist on Marketing**

HAPPY HALLOWEEN!!



SUPER SALES OR BOOM BUST?

When comparing sales of existing homes from the past few months, you would see that sales increased almost two percent. Calculating this pace at an annual rate would equal 7.29 million homes selling during the year. August sales are recorded as one of the best months reported in a long while. Regionally, the West had the biggest jump, up 5.63%, the Midwest up by 1.86%, the Northeast up by 1.68%, and the South had a mild decline of .36% due to the effects of Hurricane Katrina. These figures reflect when the deals *close*, not when the contract is first negotiated.

If you take a look at an estimated annual sales pace, not calculating how many homes were actually *sold* during the month, but calculating how many homes *would sell* in a year if that month's sales pace continued, taking into account seasonal adjustments, you would be shocked at the results.

With no adjustments whatsoever, 746,000 previously owned homes were sold in August. That is a nationwide 10.36% increase over last year. Using the "real" numbers (instead of "seasonally adjusted annualized figures), sales were up 12.17% in the Northeast, 11.33% in the West, 9.3% in the South, and 9.09% in the Midwest.

At that sales pace, it would take only 4.8 months to sell all the homes currently available for sale. There has been a steady visible "trend" in housing inventory since the beginning of the year. One would think this demonstrates a slower real estate market in the near future, especially with the way history repeats itself.

Be aware of the market trends in your area so that you can stay ahead of the game!!

Visit our booth at the NAR EXPO North Hall - BOOTH #4205

- FREE Mini Seminars
- Product Demos
- Product Giveaways
- FREE Training Sessions

(event schedule can be seen on page 4 of this newsletter)

DON'T MISS OUT ON THIS GREAT OPPORTUNITY!!

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BLOGS: A NEW TWIST ON MARKETING

Looking for a stand out way to advertise a home? Try a web log or more commonly known as a 'blog'.

Blogs allow people to showcase their properties through a detailed description almost more like a story or sometimes a history of the property or the home. It is factual, but more descriptive than traditional real estate listings.

An example of this was a woman in California who wanted to showcase her property with its beautiful arbor so that she could appeal to other gardeners and plant lovers as well. She started a blog detailing her garden and it's story through descriptive postings and elegant pictures of her gardens and then she eventually added pictures of the home itself. A gardener found her blog through a flyer that was put together by a real estate agent and fell in love with the house, the property, and the whole story behind it. The buyer ended up paying \$43,000 more than the original asking price.

Blogs give home sellers or agents the opportunity to sell someone on their home before they even walk through the door. You can explain key features and the reason why this feature is so valuable or comforting before the seller even tours the home.

The internet has already taken Real Estate to a whole new level with photos, floorplans, virtual tours etc. But blogs allow sellers to tour and portray their homes in a more personal aspect.

This is a great marketing tool that can be used to sell people not only on the structure or layout of the home, but the fact that the home has been well cared for, well maintained, has a great deal of character, and located in an interesting neighborhood. These are things that could entice a buyer to further investigate the home. A blog gives them the information they would normally only get after having a conversation with the homeowner or the agent. Why not spark their interest further before they even visit the home? The more information a buyer has, the more likely they are to make a quicker decision to purchase the home.

Blogs are low-cost and a great word-of-mouth marketing tool and setting up a blog is very simple. Several sites offer them like Google offers www.blogger.com free of charge. Another company is Six Apart Inc. who offers www.typepad.com which costs only \$4.95 month.

Whether it's free or only \$5 per month, you can feel confident

OCTOBER CONFERENCE CALL WITH MARK LEADER

"How to Walk Into a FSBO and Walk Out With a Listing."



JOIN US FOR THIS GREAT CONFERENCE CALL ON OCTOBER 12, 2005.

Mark Leader is the founder of the Leader's Choice Program. Through this program he has helped over 15,000 students achieve a 160% to 350% rise in production within just weeks of beginning the course.

BE SURE TO JOIN US ON OCTOBER 12, 2005.

****You must sign up for this call online at www.landvoice.com****

For more information visit www.leaderschoice.com



RON QUINTERO CONFERENCE CALL

“Consumer Direct Marketing with FSBO’s and Realtor/Lender Relationship Development”

OCTOBER 19, 2005

12:00pm MST

DON'T MISS IT!!

****You must sign up for this call online at www.landvoice.com****



www.ronquintero.com

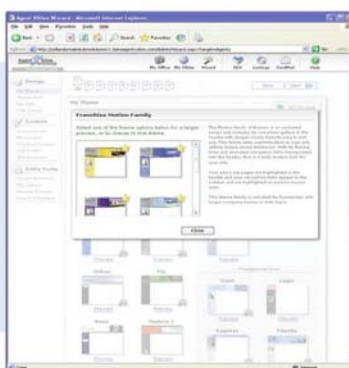
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The leader in real estate technology



Agent XSites turn web visitors into clients

Image. Performance. Results.



Just like the Porsche Boxster, XSites were designed to turn heads and out perform their higher priced competition. Through October 31st get registered to win this 2006 Porsche Boxster convertible when you sign up for a free 10-day trial of an Agent XSite. We're sure you'll see it's got more to offer than your current website solution. Think of it as a test drive and a way to get to your next closing in style.



Visit us online today to sign up!
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MINI SEMINAR SCHEDULE

VISIT THE LANDVOICE BOOTH #4205—NORTH HALL

SATURDAY, October 29th

Time	Speaker	FSBO Topic
10:30 am	Landvoice	Effective Prospecting with Landvoice FSBOs
11:00 am	Darryl Davis	Mastering Calling FSBOs
11:30 am	Landvoice	Effective Prospecting with Landvoice FSBOs
12:00 pm	Mark Leader	Walk Into a FSBO and Walk Out With a Listing
1:00 pm	Mike Morgan	Managing FSBO Leads
2:30 pm	Joe Meyer	FSBOs on the DNC Registry
3:00 pm	Stuart Bremner	Unique FSBO Marketing Tools
3:30 pm	Walter Sanford	TBA
4:30 pm	Landvoice	Effective Prospecting with Landvoice FSBOs

SUNDAY, October 30th

Time	Speaker	FSBO Topic
11:00 am	Landvoice	Effective Prospecting with Landvoice FSBOs
12:00 pm	Dustin Moore (a la mode inc)	Augment your Income with Automatic FSBO Marketing
1:00 pm	Stuart Bremner	Unique FSBO Marketing Tools
2:00 pm	Earl Crouse (Avalar)	Using Landvoice in Your Entire Office **BROKER'S SPECIAL**
2:30 pm	Landvoice	Effective Prospecting with Landvoice FSBOs
3:00 pm	TBA	TBA
3:30 pm	Landvoice	Effective Prospecting with Landvoice FSBOs
4:00 pm	Mike Morgan	Managing FSBO Leads



LANDVOICE

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MONTHLY PERK

Congratulations!!

This months winners are:

Joe Holden of Ogden, UT
Jeff Smith of Castle Rock, CO
Carolyn Catton, of Peoria IL

Please call 888-678-0905

To verify and receive your

MONTHLY PERK!!