



Big Book of Real Estate Ads: 1001 Ads That Sell

William h. Pivar, Bradley A. Pivar

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The Big Book of Real Estate Ads is a comprehensive guide designed to assist real estate professionals in creating dynamic classified advertising copy. The new, third edition of The Big Book of Real Estate Ads now includes information and materials geared towards Internet and multi-media advertising, as well as updated Fair Housing information, newly revised subject category listings, a fresh, contemporary interior and exterior design, and an enhanced software component allowing the user to customize and revise ads featured in the book.

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