

Frequently Asked Newsletter Questions • 2009

Q. How often does the newsletter come out, and when?

A. By the 5th of each month, a new newsletter is available with an issue date of the upcoming month. For example, the July issue would be available around June 5th.

Q. How am I notified of new issues?

A. Once you subscribe, you'll be placed on our notification list. On or about the 5th of every month you'll receive an e-mail notice which contains a pdf of the new newsletter and panels. Automatic subscribers can change their order if they wish, and non-automatic subscribers who want to order the new issue can reply to our e-mail and place their order.

Q. Is there a deadline for placing my order?

A. Yes. Our deadline for ordering is 5:00 p.m. on the 15th of each month. For example, January 15th is the deadline to order the February newsletter. That issue will be mailed so that it arrives within the first few days of the new month. *(Note: if the 15th falls on a weekend, the deadline is the following Monday.)*

Q. Can I order an occasional newsletter?

A. Yes. We don't require a contract. However, most subscribers set up a consistent schedule (so they don't forget to order). You can always notify us if you need to skip an occasional issue.

Q. Is this newsletter available in color?

A. Yes. You have 3 choices to fit your budget:

1. Black ink only.
2. Color covers/black ink on the inside.
3. Full color.

Q. Can I see the issue before I order it?

A. Yes. As we mentioned, past subscribers are automatically mailed the new issue to review. If you don't subscribe, just go to our web site: www.RealtyResourcegd.com and click on "Newsletters." Then click on "current issue."

Q. How much does the newsletter cost?

A. It depends on quantity--and color. Here are our prices:

Quantity	Black Ink	Color covers/ Black inside	Full color
100-199	.43	.51	.58
200-299	.41	.49	.55
300-399	.39	.47	.54
400-499	.37	.45	.52
500+	.35	.43	.50

Q. Is there a set-up charge?

A. No. The only time there is a set-up charge is if you wish to only order an e-Newsletter and no printed newsletters. Then the one-time setup charge is \$25.

Q. Can you also mail my newsletter from my list?

A. Absolutely. The cost for postage and handling is just 33.5 cents each. And if you like, our mailing department can also help with list maintenance. Call us for a quote.

Q. What format do you accept for a mailing list?

A. Just about anything except in a 3-up label format. If you have a question about your list, or our list management capabilities, call Customer Service at 720-344-0107, extension #1.

Q. What do you need for my order?

A. We need your photo and all of the custom contact information you wish to appear on your masthead. (Your cell phone, office phone, address, fax, etc.)

Q. Can I customize the newsletter and promote my listings and sales?

A. Absolutely. If you provide us with a "camera ready" PDF or suitable file, it is just an extra \$10 for us to drop in a half-page or full-page custom information for the back page. If you wish for us to design and create your custom page, the cost is \$35 for a half-page, and \$45 for a full page.

Q. What are the back page panel options?

A. Each month we offer three different options. The standard is a "Referral" panel, and it asks for referral business. Your other two choices are the "Thought for the Month" panel or the "Estimate of Value" panel.

Q. My spouse and I work together. Is there a "team" version?

A. Yes. To accommodate two or more agents working together as a team, our team version uses "plural" language. For example, instead of saying "Call *me* today!" the copy reads "Call *us* today!"

Q. I create my own newsletter but would like to buy some of your articles. Can I do that?

A. Yes. Just purchase "Articles Only" for \$20 per issue. We will e-mail the articles to you in a "Word" document.

Q. Can I order extra newsletters and have them sent to me?

A. Yes. Indicate on your order form (or with Customer Service) how many extras you are ordering. They will be mailed or sent by UPS. See "Prices" on our newsletter web page.

Q. If I don't want to use your mailing service, how do I receive my newsletters?

A. If you don't use our mailing services, your newsletters will be delivered in bulk to your office. We will box and mail (or UPS) them to you. Or you can pick them up at our office, at no charge. *(See "Prices" on our newsletter web page for the cost of sending your newsletters in bulk to your home or office.)*

Q. Can I e-mail this newsletter to my clients?

A. Yes. We have two versions: as a pdf and in the html version. A discounted price is available for subscribers who also take a printed version of the newsletter. *(See "Prices" on our newsletter web page for the cost of pdf and html e-Newsletters.)*

Q. How do I get started?

A. The easiest way is to call our Customer Service department and give us your information. (720) 344-0107, ext. 1.

Or print out a PDF order form from our web site and fax it to us. (On our web site, click the "Newsletter" tab on the top right corner. Then on the lower left--look for "Print a PDF Order Form.")

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