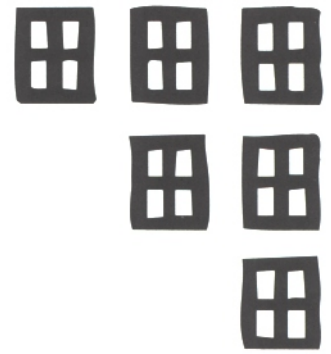


Creating a Good Corporate Flyer

Your brochure will get tossed in the trash - create a good looking flyer that caters to professionals!



BE CREATIVE!

Compliment your other pieces and use your logo, property photos and a location map. Paint a word picture with interesting text!

SEND THEM ONLINE!

You can't tell them everything about your property on one page - so send them to your website or to one of your online advertisements for more details.

USE COLOR!

A picture says a thousand words - but only if it is in color! Make sure you print the flyers in full color for maximum impact. Pricy - sure, but less than your brochure.

SPELL CHECK

Be sure everything is clear, accurate and spelled correctly - you never get a second chance to make a first impression.

REINFORCE YOUR PREFERRED PROGRAM

Mention to the reader that you are looking for more good residents like the ones you already have - this builds on a sense of community and makes your reader feel more welcome at your community.

The Apartment Guy

Professional Seminars Property Marketing

Sample Flyer



After a hard day's work, many employees of Kleiner & Phillips retire home to Seven Palms. Fantastic amenities that accentuate our Intracoastal location, elegant apartment interiors that pamper your senses and attentive service professionals to cater to your whims. But that's not all - for a limited time, Kleiner & Phillips employees can receive \$500 off their first months rent. How is that for catering to you?

Where else would you want to be?

VISIT US ONLINE TO SEE WHAT YOU'VE BEEN MISSING - WWW.SEVENPALMS-WPB.COM



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