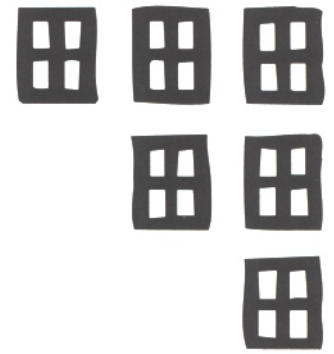


# Creating a Good Format Ad

You pay so much for these ads, but so does every other property! You have to stand out in the crowd!



## PHOTOGRAPHY

This is the first time someone see's your community - make it memorable! This picture should be your best angle - no signs, no boring pics of the pool! Plan for the photo shoot - make the best of it! You know what angles work.

## PAINT A WORD PICTURE

You have to paint a word picture to capture someone's imagination! Don't use this space to just re-list your amenities - tell a story, conjure up a vision of comfort.

## USE YOUR GRAPHICS!

If this is a full-color publication - take advantage of it! Make your logo and property map appear in color to stand out and catch people's eye.

## DIRECTIONS

The directions have to make sense to someone who isn't local - use clear directions and mention landmarks, Interstates and major features for orientation.

## KEY AMENITIES

Use the amenity bullets to focus on the things that really set you apart and describe them uniquely! Pull out a thesaurus!

## CONTACT INFORMATION

Your phone, fax and e-mail - plus a call-tracking toll free number! Let your prospect choose how they want to contact you, don't make the choice for them!



**WEST PALM BEACH**

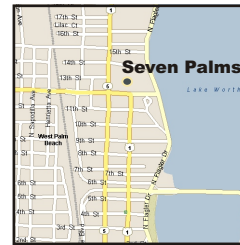
## SEVEN PALMS

What if you could live in a place that was truly inspiring? A home that comforted and entertained you. A seaside enclave of inspired architecture, tropical landscaping and the soothing aroma of flowers. How about an apartment home with features of south Florida's most acclaimed hotels? Don't wait any longer - such a place exists. We are waiting to show you at Seven Palms. See for yourself at [www.sevenpalms-wpb.com](http://www.sevenpalms-wpb.com). Go ahead - get inspired.

**Seaside Views Going Quickly**

### FEATURES

- Attached Two Car Garages
- Full Size Washers / Dryers
- Fitness Valet and Trainer
- 24-Hour Gaming Center
- Aerobics Instructor
- Rental Boat Slips - Going Fast!
- Controlled Access Gates
- Indoor Racquet Ball Court
- Garden Soaking Tubs
- Chef's Kitchens with lighted backsplash and Stainless Steel GE appliances
- Quarried Tile flooring
- Hardwood Floors in Dining\*
- ... and so many more!



**DIRECTIONS:** From Flagler, turn left onto W. 12th Street, right at Dolphin Cove and continue to Seven Palms, straight ahead!

Attentively Managed By:  
**Superior Florida Properties**

- One Bedrooms from \$920
- Two Bedrooms from \$1320
- Three Bedrooms from \$1890



## SEVEN PALMS

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