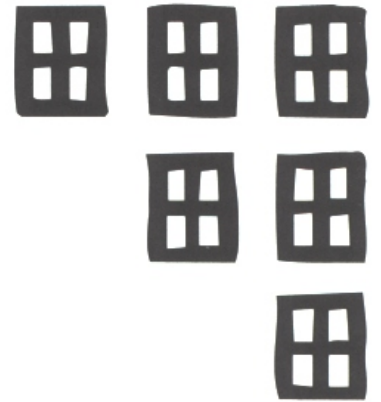


# Creating a Good Locator Flyer

This is your chance to sell your community to locators and Realtors - your brochure doesn't cut it!



## Sample Flyer



### WHY NOT SEND YOUR CLIENTS TO A PLACE THAT SELLS ITSELF?

- ⇒ Featuring 1, 2 and 3 bedrooms
- ⇒ Video monitored access
- ⇒ Rental Boat slips available
- ⇒ 4 KM Lighted jogging trail
- ⇒ 24 HR Business Center
- ⇒ Deep Roman Soaking Tubs
- ⇒ Stainless Steel Appliances
- ⇒ Gourmet Chef's Kitchens
- ⇒ Full-sized Washer & Dryer
- ⇒ Attached Garages Available



### SEVEN PALMS

3617 Dolphin Cove  
West Palm Beach, FL 33401  
561.618.6188 phone  
561.618.6190 fax  
Info@sevenpalms-wpb.com

**100% COMMISSION  
+ \$250 SAKS BUCKS!  
(12 MONTH LEASES)**

Some restrictions may apply.  
Original lease source only.

## SHORT & SWEET

Get to the point quickly, tell them why they should refer you and spell out the commission rate.

## SPELL CHECK

Accuracy is crucial! Be sure it looks professional or it gets tossed in the trash.

## IN COLOR SO IT GETS NOTICED

A picture is worth a thousand words, but only a good color one! Your locators may never come visit you, so bring the property to them with good color photographs.

## MAKE IT USEFUL!

Copy the flyer in color, then have it laminated and hole-punched so locators can slip it in their notebooks.

## FOCUS ON A FEW KEY BULLETS

List a few amenities that set your community apart from your competition that will stand out to locators - these are the items they will mention to their clients. Remember that they can see your brochure or visit you online for more specific apartment details.

# The Apartment Guy

Professional Seminars Property Marketing