Geographic Farming

I farm a neighborhood that has over 4200 homes. The neighborhood is still not completely built out.

I began farming the neighborhood in 1998 while it was still under construction. I began with 300 homes, and then I increased to 500, etc…

Every home has the same type of mailbox with a newspaper tube under it. I would put a flier in each newspaper tube the same day of every week.

I was consistent with the delivery, this is key!

Of course in the beginning of my real estate career I had no money and plenty of time – so I delivered them. As my business has grown I now have some one else deliver them. It's still very cheap and very effective.

Occasionally when I have a special promotion going on I will get a vendor to cover the cost of the printing and distribution.

This was very inexpensive and kept my name in front of people. I have gotten listings, referrals and buyers from these fliers over the years.

Attached are some sample fliers – you can see the influence of Star Power in some of these fliers. Judy Markowitz, Kristen Cole, The Crocketts

TeamHeidi

Heidi Hines , CRS, GRI
RE/MAX Metro Realty
11010 David Taylor Drive, Suite 200
Charlotte, NC 28262
704-458-4636

TeamHeidi SECOND ANNUAL BLOOD DRIVE

Usually TeamHeidi wants your business, but this time...



WE WANT YOUR BLOOD!!!

Join TeamHeidi along with The American Red Cross and Bruster's Ice Cream in our **SECOND ANNUAL BLOOD DRIVE!**

WHERE: **Bruster's Ice Cream • 17029 Kenton Drive • Cornelius**

WHEN: **Saturday, October 30, 2004 • 12:00 - 4:30 PM**

WHAT: **Give a pint! Get a pint! Every person who donates a pint of blood will receive a *free* pint of ice cream!**

HOPE TO SEE YOU THERE!

IF YOU WOULD LIKE TO DONATE A PINT PLEASE CALL 704-927-2745

OPEN HOUSE

SATURDAY,
OCT. 23rd
1-4pm



5228 McChesney Drive
Offered at $245,000
Approximately 2500 SQFT, fenced yard w/ large deck overlooking the golf course & pond, formal areas, huge bonus room, great room w/ gas fireplace, eat-in kitchen, 2-car garage - this is the one!

Heidi Hines, CRS, GRI
TeamHeidi
RE/MAX Metro Realty
Highland Creek Specialist
704-458-4636
www.HeidiHines.com
www.HighlandCreekHomes.com



Buy or Sell With Me, Use This Truck For FREE!!
CERTAIN RESTRICTIONS APPLY

If your home is currently listed, please excuse my aggressive marketing.

HEIDI HINES DID IT!

RE/MAX Above the Crowd!®

Talk about great news…
I just **SOLD** your neighbors home at:
6423 Stargaze Lane!
If I can help you with the sale of your home, or if I can answer any questions, give me a call...I'll jump right to it!







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Buy or Sell With Me And Use This Truck For FREE!!
CERTAIN RESTRICTIONS APPLY

If your home is currently listed, please excuse my aggressive marketing

We Can't Sing and We Can't Dance...
But we sure can sell homes!

Team *Heidi* Your
AMERICAN IDOLS
of Real Estate.



We closed 36 homes, year to date!
We have 60 homes under contract, year to date!

Looking to sign with a professional agent?
Hire Team *Heidi*
Call 704-458-4636 to cast your vote!

P.S. Simon Says, "They are phenomenal!"

If your home is currently listed, please excuse my aggressive marketing

Top 10 Reasons to list your home with Team Heidi

1.	14462 Northridge Drive	Offered at $309,000	SOLD
2.	5651 Cambridge Bay Drive	Offered at $259,900	SOLD
3.	5844 Lagrande Drive	Offered at $309,900	SOLD
4.	14318 Northridge Drive	Offered at $185,000	SOLD
5.	5523 Tullamore Lane	Offered at $309,900	SOLD
6.	10094 Paisley Drive	Offered at $219,900	SOLD
7.	10310 Montrose Drive	Offered at $294,900	SOLD
8.	8621 Heron Glen Drive	Offered at $214,900	SOLD
9.	8139 Brookings Drive	Offered at $279,900	SOLD

10. We sell a home every 31 hours!*

*Based on homes sold in 2007.

Call today to discover the many other reasons to list your home with me!

704-458-4636

Just Listed



8610 Driscoll Court
Offered at $284,900

Large rooms including secondary bedrooms, 2-story great room with fireplace, both formal areas, guest bedroom with bath on main level, master bedroom offers large sitting area, kitchen features 42" maple cabinets, hardwood floors, island, & tons of counter space. This home is a gem!



Heidi Hines, Realtor®, Broker, CLHMS, CRS, GRI
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Highland Creek Specialist
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286
Homes Closed
in 2007

RE/MAX Team Heidi

If your home is currently listed, please excuse my aggressive marketing.

14 homes available for tour ...and for sale!

Download a map of the homes at www.HighlandCreekHomes.com

Saturday, March 1st
1:00 - 5:00 pm Rain or Shine

14	10004 Legolas Lane	6 bdrm home w/ custom finished basement	$479,900
13	5620 Hartfield Downs Drive	All brick 5 bdrm home with 3 car side load garage	$425,000
12	1115 Elrond Drive	5 bdrm home w/ formals on sprawling 0.73 acres	$415,000
11	7624 Ridgefield Drive	Sought after 5 bdrm home w/ finished basement NEW PRICE	$389,000
10	8220 Beardsley Drive	Gorgeous 5 bdrm home w/ 3rd floor bonus room	$349,900
9	3445 Grandeur Road	All brick, 4 bdrms, opulent MBR w/ sitting area	$344,999
8	9608 Aragorn Lane	Wooded cul-de-sac lot, wrap around porch, 4 bdrms	$334,000
7	7329 Avonhurst Lane	4 bdrms, loft, bonus room, hrdwds, level lot	$324,900
6	10326 Montrose Drive	Vaulted ceiling in MBR, 4 bdrms, private office	$310,000
5	9718 Waltham Court	Only lived in 15 weeks, 4 bdrms, Cab Cty section	$219,500
4	6628 Allness Glen Lane	4 bdrms, neutral, pottery barn décor, screened porch	$214,900
3	1733 Wilburn Park Lane	Shows like a model, vaulted ceilings, 3 bdrms + bonus	$214,500
2	5707 Bentgrass Run Drive	4 bdrms, fenced yard, large MBR, move-in condition	$189,900
1	6004 Beech Cove Lane	Wooded lot, both formals, 3 bdrms, private backyard	$187,500



RE/MAX

Team Heidi

RE/MAX Executive Realty
704-458-4636
www.HeidiHines.com

Food, fun, prizes and the bouncy house! Don't miss it!!

Special thanks to our sponsors....

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Annette Burkhard,
Agent
704-948-5600

STATE FARM INSURANCE

MAXIMUM MORTGAGE

Max Robertson,
President
704-439-3481

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LOOKING FOR A MOVING EXPERIENCE?



5722 Hartfield Downs Drive



5918 Hidden Meadow Lane

Call me for your complimentary, Market Analysis today:



Buy or Sell With Me, Use This Truck For FREE!!

CERTAIN RESTRICTIONS APPLY



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If your home is currently listed, please excuse my aggressive marketing

'Twas the night before closing, when all through the house
The boxes were packed, but computer and mouse
The SOLD sign was hung in the front yard with care
In hopes that our payoff soon would be there

The children were nestled all snug in their beds
While visions of moving day danced in their heads
And Mom in her nightshirt and I in my shorts
Had just settled down to watch us some sports

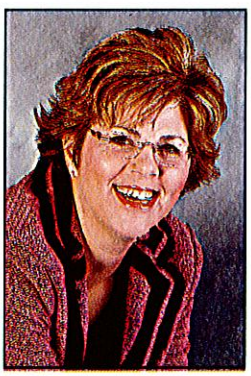
When out on the lawn, there arose such a clatter
I dropped the remote to see what was the matter
Down the hallway I flew and flipped on the light
Swung open the door, and gasped in delight!

When what to my wondering eyes should appear
But TeamHeidi full of cheer
When I chose these professionals, they were the best pick
I knew all along the sale would be quick

More listings than most; more closing by far
When you choose TeamHeidi you'll feel like a star!

Thanks to agents and brokers and lenders and more
With insight and skill and offers galore.

From all of our family, to all of yours
Happy Holidays and a Prosperous 2006!



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Year To Date Homes Closed 313

If your home is currently listed, please excuse my aggressive marketing.

The TOP TEN Reasons to List Your Home During the Holidays

10. Buyers are more emotional during the holidays and often base their decision on the warmth and good feeling they receive when viewing your house.

9. There is less competition for buyers.

8. You may receive more money for your home now...because you have less competition.

7. Throughout the holiday season, you may restrict showings during your personal family events.

6. Buyers have more time to look at homes during the holidays, especially during vacations.

5. By selling now, you can have a delayed closing or extended occupancy until the beginning of the following year if you want.

4. You have fewer actual showings, but more qualified and motivated prospects.

3. Houses "show" better when decorated for the holidays with the bright lights, festive colors, and pleasing smells associated with the season.

2. Many people want to buy before the end of the year for financial and tax reasons.

AND THE NUMBER ONE REASON TO LIST YOUR HOME IS:

1. People who look at property during the holidays are serious buyers and more ready to make a decision.



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