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## **IREM publishes "how to" guide on marketing residential properties**

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Marketing Residential Properties: The Science and the Magic, an easy-to-follow "how-to" guide full of fresh approaches for creating successful residential marketing programs, is now available from the Institute of Real Estate Management. Written by pioneers and practitioners of residential marketing programs, the book is aimed at revolutionizing traditional marketing and advertising strategies with innovative techniques proven to dramatically increase the number of units leased and sold. The first publication of its kind to cover both the leasing and selling aspects of residential marketing, this is an excellent resource for residential real estate novices and veterans alike - including leasing and sales agents, supervisors, and sales trainers.

### **Valuable Takaways**

Readers will come away with a better understanding of the residential marketplace and how to use advertising strategies to create a marketing master plan. They also will learn the latest on administrative issues like fair housing, staffing, training, and paperwork management. Perhaps most important, they will see the pitfalls of simply "showing" units and learn to become consultative leasing or selling agents by "getting inside prospective buyers' and/or renters' heads." To summarize, in the authors' own words, "readers will learn that with 'a little science and a little magic' they can transform their residential marketing strategy and their staff into a dream team of success."

### **Price and Ordering Information**

Marketing Residential Properties: The Science and the Magic is \$43.95 for IREM members and \$54.95 regular price (plus shipping and applicable state sales tax). To order, contact the IREM Customer Relations Department at 430 N. Michigan Ave., Chicago, IL 60611, or call toll-free at (800) 837-0706, ext. 4650. Credit card orders (VISA, MasterCard, American Express, and Discover) can be e-mailed to [custserv@irem.org](mailto:custserv@irem.org). Internet users can order the publication online at [www.irembooks.org](http://www.irembooks.org).

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