

Ghost Writers



Press Release

For Immediate Release

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Ghostwriting Gains Popularity Among Busy Brokers Helps those who want to be even busier

WINSTON-SALEM, Jan. 20, 2006 -- The concept of ghostwriting is not new, but it has broken the shackles of political speeches and popular memoirs to enter the sphere of business and industry. Perhaps in no other industry besides entertainment does public image have a more profound effect than in the highly competitive arena of real estate. With more than one million REALTORS® and countless numbers of other real estate professionals fighting for recognition and clients, firms like Ghost Writers provide a unique and valuable marketing tool.

Demand on time and resources has encouraged many brokers and agents to seek the services of ghostwriters, who create informative materials that help “brand” their name, promote their qualifications and build trust among potential clients. The most popular real estate ghostwriting takes the form of the local newspaper editorial.

A Subtle Yet Powerful Impression

These advertisements boost the agent’s reputation in the community by providing interesting and educational information about buying and selling real estate. Such “advertorials” are crafted to appear just like other columns in the newspaper. Like staff writers and syndicated columnists who have an avid readership, real estate brokers and agents also enjoy recognition as authorities in their field of expertise.

To avoid the impression of a self-serving display ad, real estate professionals pay for the ad space and subscribe to services like Ghost Writers, instructing the newspaper to layout and typeset the material, including a photo and byline. In a very subtle way, readers begin to feel that they “know” the real estate columnist as they read their articles every week or every month over their morning coffee. Over time, the positive opinion that forms will lead those readers to seek the services of the agent or broker who publishes the column.

Lost in the Haystack?

While the recent trend in real estate marketing has been to embrace all things technological, there has been a backlash against print advertising and the associated costs. However, this type of publicity is particularly crucial in the age of the Internet, where there are hundreds or even thousands of agent websites for any given market, like needles in a haystack.

For the realty professional seeking listings, the best place to begin is at home, in the local paper, where they’ll be discovered and followed long before a search on the World Wide Web yields any results. While Classified advertising is losing its appeal, the Death of the Printed Word has been prematurely proclaimed, and the value of useful information in print will never go out of style or demand.

The Original Real Estate Advice Column

The Ghost Writers organization is possibly the first of its kind, exclusively serving real estate clients since 1982. Founded by REALTOR® Paul Christian, Ghost Writers sets itself apart from other copywriting services by providing material based on decades of in-depth practical knowledge and publicity savvy. Some clients are in their twentieth year of publishing the Ghost Writers “advertorials,” and willingly provide testimonial to their success.

Ghost Writers will host a booth at this year’s National Real Estate On-Line Convention and Exposition, held February 2-26, 2006, and made possible by the Real Estate CyberSpace Society. Publishing kits can be requested at the Convention, or through the Ghost Writers website (theghost.com).

