

Yellow Page Content Guidelines

For Real Estate Professionals

Description:

A Sponsor Banner is intended to serve as a link between the CarolinaLiving.com web page and the Sponsor Yellow Page content, which is designed to provide a brief overview of the Realtor's community, plus, some background of the real estate professional, as well as specific information of value and unique benefits offered to the browser.

The tone of the Yellow Page editorial is informative and friendly, serving as a third-person testimonial, not advertising messaging. The "invitation" message is there, of course, but it is discreet and sophisticated. *Information which will be included:*

The Banner:

Brand name and logo of the firm, town served, attractive graphics which could include a real estate photo in accordance with the site style.

Yellow Page:

(300-350 words of copy to be controlled by CFCL editorial team)

- * information about the community/town being serviced
- * services provided by the realtor – tips and specialized information of value to the browser like dual representation or buyer representation, various "designations" earned, such as Broker, etc.
- * personal background of the Realtor including affiliations and achievements, year licensed, license type.
- * one or two quotes from clients about specific assistance given or an unusual problem or request that was resolved.
- * Photo play and captions on the geographic region, photo of the Realtor, preferably to include the family members.
- * All other contact data and price ranges of typical offerings just like a community Yellow Page.

Questions?

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