

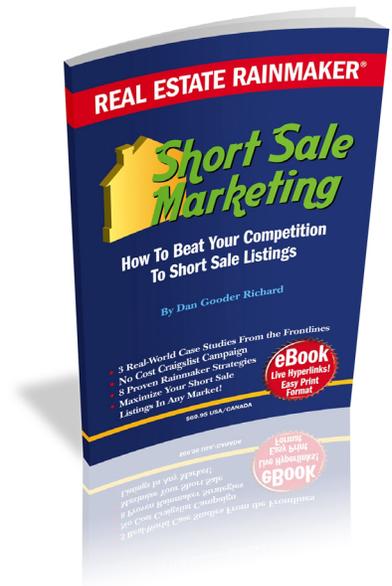
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NEW "SHORT SALE MARKETING" E-BOOK FOR REALTORS

There is something for every short sale specialist in ***SHORT SALE MARKETING: How To Beat Your Competition To Short Sale Listings***, the first comprehensive look at the offline and online worlds of short sale marketing. In this, his first e-book for real estate professionals, Dan Gooder Richard demystifies short sale marketing and details the proven strategies of cross-linked marketing, social media marketing, Craigslist campaigns and multi-channel marketing with practical and proven methods that have spelled success and profitability for top short sale specialists.

With an emphasis on case studies and eight tested Rainmaker Strategies, the e-book offers powerful, step-by-step guidelines that will set the standards in short sale marketing for years to come. The 32-page e-book includes live hyperlinks to top websites and a printer-friendly format that makes margin notes easy.

The promise as well as the premise of ***SHORT SALE MARKETING*** is that real estate professionals who are able to take full advantage of one of today's hottest markets -- and who know what works and what doesn't work -- are a step above and a step ahead of their competition. The key is knowing how to bring in more leads and more short sale listings while spending less time and less money.



--- MORE ---

SHORT SALE MARKETING: How To Beat Your Competition To Short Sale Listings

(\$69.95 USA/CANADA) is available from the Gooder Group at Leads@GooderGroup.com. For a limited time, new subscribers to Gooder Group’s RAINMAKER NICHE SITE for Short Sale Sellers get a free copy of the e-book with their initial set-up. Visit www.RainmakerNicheSites.com for more information about these turnkey specialty websites.

A consultant and national speaker, Dan Gooder Richard is founder and president of Gooder Group, a publisher of marketing materials for real estate and mortgage professionals since 1983 in Fairfax, Virginia. Dan Gooder Richard’s first two hardcover books, ***REAL ESTATE RAINMAKER®: Successful Strategies for Real Estate Marketing*** (Wiley 2000) and ***REAL ESTATE RAINMAKER® Guide to Online Marketing*** (Wiley 2004) are available through the Gooder Group at www.GooderGroup.com. The books are also on sale at bookstores and online booksellers.

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