

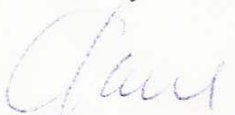
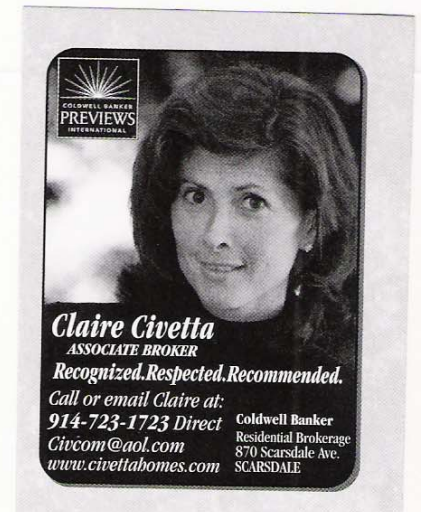
RESIDENTIAL BROKERAGE

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March 2008

**Sid Hoenig
Town Planner Calendar
480 Mamaroneck Avenue
Harrison, NY 10528****Dear Sid;**

In a business where the "drip drip" marketing theory is a proven result driven method of attracting more business your Town Planner Calendar is an excellent vehicle. In an independent contracting business like real estate it is a challenge to find a cost effective edge to enhance my visibility and sustainability. While at a holiday party I was introduced to someone they said " I know you , you are on our kitchen counter!" and another person commented " I see you every morning when I check my schedule." Your calendar is a gentle consistent method of continuity and reminder of who I am and what I do for a living....remember...that right hand corner is mine!!!

Sincerely**Claire Civetta, Associate Broker
Coldwell Banker Real Estate/Scarsdale**

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