



FOR THE BEST WAY HOME, GO NORTHWOOD SM

September 15, 2006

Sam DeBona
841 Ridge Road
Ambridge, PA 15003



**Noreen
Fitzpatrick**
REALTOR
412-367-3200
Ext. 148
**110%
SERVICE
GUARANTEE**



Hi Sam,

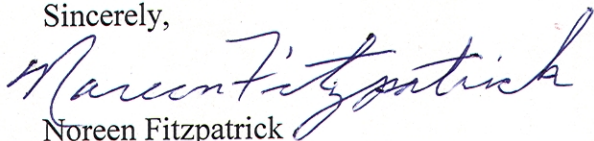
I want to thank you for dropping the old proof for my ad in the Town Planner. I have to make a few changes in the wording, but the logo and picture can stay the same. You have perfect timing, this morning one of my listings called and asked "How's my calendar girl?"

I also want to thank you for helping me through thick and thin times. Nobody has ever called and said "I saw your ad and I want you to list my house", but everyone acknowledges that "I saw you on the calendar" when the Town Planner comes out. The ad seems to have established in everyone's mind that I am a Realtor. This is what I do for a living. Now people always ask how my business is going, and then they usually have another question or two that I can answer for them. They may not be buying or selling real estate right now, but when they do, I'm their Realtor.

This has been my busiest year ever, and I really think this calendar ad has helped. I still do some mailings, but I could never reach as many people as the Town Planner does. It would cost a fortune. Even if it just works as a subliminal ad hanging on someone's cellar door, it's there each time they flip to a new month.

Count me in for the next few years, and as long as I stay in this crazy business. It's not easy being a Realtor, but I think after six years I'm hooked.

Sincerely,



Noreen Fitzpatrick
Northwood Realty Services

→ MCCANDLESS OFFICE ←

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