

NEWS ARTICLE REPRINTS

The Reason for News Article Reprints

- Reprints of news articles about the role of an attorney in the home-buying and selling process are powerful tools to establish credibility among your clients and colleagues. Reading these articles will reinforce to the client, that he or she has made the correct decision to include a real estate attorney in the process.
- The fact that a reporter is writing about the value of a real estate attorney and/or the real estate resources available to consumers gives “third party credibility” to the topic. This inherently enhances the value of the real estate attorney and the resources.

How to Use News Article Reprints

- Article reprints can be used in a number of ways including the following:
 - **Display in Office Reception Area**
 - Reprints serve as interesting reading material for potential or current clients as they wait to meet with you.
 - Rather than their reading the standard reception area publication, why not offer these articles which tout the role the real estate attorney plays in the real estate transaction and reinforces that there are valuable resources available to assist them?
 - You have many options of how to display these articles. You can place them on a table in the seating area or you can purchase a stand-up holder in which to put the reprints. This holder can be placed on a countertop or table.
 - **Packets of Materials**
 - Reprints can be inserted directly into packets of materials about your firm and services.
 - You can hand these packets of materials directly to clients or potential clients for their review.
 - As they are reading the information, they will discover information about additional real estate resources available to them and this will strengthen their decision to include you as a member of their real estate team.
 - **Professional Networking Opportunities**
 - If you are a member of, or attend meetings of professional organizations, you may get permission to distribute reprints to other members.
 - Additionally, reprints can be distributed to trade show attendees to reinforce your messages.
- Following you will find five copies of each of three articles for your use. Please feel free to use these in some of the ways mentioned above. If you are interested in ordering more copies, please contact (insert contact information). You can order a quantity of (insert quantity) for (insert cost).