

## Rainmaker BROCHURES™ & HANDBOOKS™

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### BROCHURES

Quantity \_\_\_\_\_  Standard (Minimum 100)  Color-Photo (Minimum 500)  
25 copy increments

- \_\_\_\_\_ AGENCY: Straight Answers About An Agent's Role
- \_\_\_\_\_ COST vs. VALUE: Remodels That Pay, And Five Mistakes To Avoid
- \_\_\_\_\_ FREE MONEY: What You Must Know To Qualify For First-Time Buyer Tax Credit **NEW!**
- \_\_\_\_\_ INSPECTIONS: What Every Buyer And Seller Must Know About Home Inspections
- \_\_\_\_\_ KIDS AND MOVING: How To Reduce The Trauma Of Relocating
- \_\_\_\_\_ MOLD: Keys For Buyers And Sellers To Avoid A Costly Home Health Hazard
- \_\_\_\_\_ MOVING: Plan Your Move Before You Buy Or Sell
- \_\_\_\_\_ PMI: How To Save A Bundle On Private Mortgage Insurance
- \_\_\_\_\_ RELOCATE: Avoid The Ten Worst Money Mistakes Transferees Make
- \_\_\_\_\_ SPOUSE ASSISTANCE: 9 Critical Questions Every "Trailing" Spouse Should Ask
- \_\_\_\_\_ TAXES: How Your Home Affects Your Taxes **#1 Best Seller**
- \_\_\_\_\_ CURB APPEAL: Make Buyers Shout, "Stop The Car! That's The One!"
- \_\_\_\_\_ DIVORCE: How To Handle Your Home, Mortgage And Taxes With Care
- \_\_\_\_\_ EMPTY NESTER: How To Sell Your Too-Big Home For A Great Big Profit
- \_\_\_\_\_ ESTATE SALES: 15 Tested Tips To Sell Inherited Property
- \_\_\_\_\_ EXPIRED: How To Sell A Home That Didn't Sell **Hot Best Seller**
- \_\_\_\_\_ FAST SALE: Twelve Inside Tips For A Quick Home Sale **Best Seller**
- \_\_\_\_\_ FIRST-TIME SELLERS: 13 Proven Secrets To Sell Your First Home Faster
- \_\_\_\_\_ FOR SALE BY OWNER: How To Sell Your Home In Today's Market **Best Seller**
- \_\_\_\_\_ FORECLOSURE: How To Save Your Credit If You Can't Save Your Home **Best Seller**
- \_\_\_\_\_ INCENTIVES: Attract More Home Buyers With A Little Something Extra
- \_\_\_\_\_ LUXURY PROPERTIES: 7 High-Price Mistakes Even Smart Sellers Make
- \_\_\_\_\_ MAKEOVERS: 20 Low-Cost Ways To Drive Up Your Home's Value
- \_\_\_\_\_ NET CASH: How To Walk Away With More Cash When You Sell
- \_\_\_\_\_ OFFERS: Negotiating The Best Offer For Your Home
- \_\_\_\_\_ PRICE: Why Price Is Key To Selling Your Home **Best Seller**
- \_\_\_\_\_ RIGHT PRICE: 8 Tips To Price Your Home Right In Today's Market **New!**
- \_\_\_\_\_ RIGHTSIZING: 3 Strategies To Find The Perfect Home For The Rest Of Your Life
- \_\_\_\_\_ SELL FAST: How To Beat Your Neighbor To A Fast Sale **New!**
- \_\_\_\_\_ SELLING: How To Avoid The 10 Biggest Selling Mistakes **Best Seller**
- \_\_\_\_\_ SENIORS: How To Decide When To Sell
- \_\_\_\_\_ SERVICE: Our Proven Sales Tools Can Sell Your Home Fast For Top Dollar
- \_\_\_\_\_ SHORT SALE: How To Avoid Foreclosure By Selling Fast For Less **New!**
- \_\_\_\_\_ SHOWTIME: Secrets To Putting Your Home In Preview Condition In Under 10 Minutes
- \_\_\_\_\_ 1031: How To Defer Taxes With An Income Property Exchange
- \_\_\_\_\_ TAX-FREE SELLING: 7 Secrets Every Home Seller Needs To Know
- \_\_\_\_\_ TERMS: How To Sweeten Your Terms To Sell Faster
- \_\_\_\_\_ TRADE UP: 6 Smart Strategies To Stay On Course During Your Trade-Up Move
- \_\_\_\_\_ 27 FREE & EASY FIX UPS: To Sell Your Home For The Best Price **Best Seller**
- \_\_\_\_\_ BARGAINS: 9 Sure-Fire Ways To Find Bargain Properties Today
- \_\_\_\_\_ BUY NOW: How To Buy Now And Save Thousands In Interest And Taxes
- \_\_\_\_\_ BUY TO SELL: Secrets To Picking A Home With Maximum Profit Potential
- \_\_\_\_\_ BUYERS: Money-Saving Secrets For First-Time Buyers
- \_\_\_\_\_ BUYER'S AGENT: Why Every Home Buyer Needs One **Best Seller**
- \_\_\_\_\_ BUYER'S MARKET: How To Take Advantage Of A Buyer's Market **Best Seller**
- \_\_\_\_\_ CONDOS: What You Need To Know Before You Buy A Condominium
- \_\_\_\_\_ FINANCING: 10 Ways To Buy Your Dream Home
- \_\_\_\_\_ INVESTORS: Keys To Investing Wisely In Today's Real Estate Market **Best Seller**
- \_\_\_\_\_ MONEY: How Much Home Can You Afford?
- \_\_\_\_\_ NEW HOMES: 10 Secrets You Should Know Before You Visit Your First Model Home
- \_\_\_\_\_ PRE-INSPECT: How To Inspect A Home Before You Make An Offer
- \_\_\_\_\_ RENT vs BUY: How To Make The Best Use Of Your Housing Dollars **Best Seller**
- \_\_\_\_\_ RENTALS: 7 Secrets You Must Know To Succeed As A Landlord
- \_\_\_\_\_ REO: What Every Buyer Needs To Know To Purchase Foreclosed Property **New!**
- \_\_\_\_\_ SECOND HOMES: Why Now Is The Time To Buy
- \_\_\_\_\_ SECRETS: Nine Deadly Traps To Avoid When Buying A Home **Best Seller**
- \_\_\_\_\_ SMART BUYING: 8 Inside Tips Every Buyer Must Know In Today's Market
- \_\_\_\_\_ YES YOU CAN BUY: How To Buy A Home In Today's Market

PRICES	BROCHURE PRICES		HANDBOOK PRICES	
	TOTAL NUMBER OF COPIES ORDERED	STANDARD (Min. 100) (No imprint)	COLOR-PHOTO IMPRINT	STANDARD (Min. 100) (No imprint)
100 - 249	66¢	\$1.66	\$1.21	—
250 - 499	62¢	93¢	\$1.09	—
500 - 999	53¢	85¢	88¢	99¢
1,000 - 2,499	47¢	70¢	78¢	89¢
2,500 - 4,999	44¢	66¢	76¢	87¢
5,000 - 9,999	43¢	65¢	74¢	85¢

### HANDBOOKS

**MIX & MATCH: Order Any Combination of 4 Handbooks For Volume Specials!**

For example: Order in minimum increments of 25 each of 4 handbooks to achieve the 100 minimum.

Standard (Minimum 100)  Imprinted (Minimum 500)  
(Order in increments of 25 copies per title)



Homebuyers Handbook (Written for REALTORS®.)	
Homesellers Handbook (Written for REALTORS®.)	
Relocation Handbook (Written for REALTORS®.)	
Financing Handbook (Written for lenders.)	

All orders (except AK, HI & Canada orders) shipped UPS ground; allow up to 2 weeks for delivery.

- <sup>1a</sup> Minimum order 100 Handbooks. In minimum increments of 25 copies per title.
- <sup>2a</sup> Imprinted orders add \$110 one-time charge for metal die cut.
- <sup>3a</sup> Virginia orders add 5% sales tax.
- <sup>4a</sup> Shipping & Handling: 48 US states add 10¢ per copy. AK & HI add 31¢ per copy. Call for expedited shipping rates. Canada orders call for shipping costs and options.

<b>TOTAL QUANTITY<sup>1a</sup></b>	
Price Per Copy	x
<b>Subtotal</b>	= \$
Die Cut <sup>2a</sup>	+
VA Sales Tax <sup>3a</sup>	+
Shipping & Handling <sup>4a</sup>	+ 10¢/copy
<b>AMOUNT DUE</b>	= \$

#### Rainmaker SAMPLER PACK

1 copy of each brochure and handbook. Sampler Pack allows you to read through each title before placing your order.

4 Handbooks  
 58 Brochures  
 62 titles total!



x \$26+ = \$ \_\_\_\_\_  
# packs \$9 each Shipping & Handling \$16 orders add 5% tax per pack (\$36.30 total with tax)

AK, HI, and Canada orders call for shipping & handling quote.

#### IMPRINTED COVERS

Minimum imprint order 500 copies. **Include camera-ready logotype and EXACT sketch of imprint to guide designer.** If camera-ready art/copy not supplied, additional charges apply. Type all text information; five lines maximum text. One-time \$110 for imprint set-up. Color-Photo Imprint on front includes text and up to 2 images. **HANDBOOKS ONLY:** One-Color Imprint on front in black ink. One-color ink change available for \$50 press wash per order. Client alterations to final proof require additional charge. Imprint orders allow 3 to 4 weeks for delivery.

**MIX & MATCH: Order Any Combination of Brochures**  
 For example: Order in increments of 25 each of any 4 Brochure titles to achieve the 100 minimum.

After November 1, 2009 call for current titles and prices.

**GOODER GROUP® • RAINMAKER LEAD SYSTEM®**  
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 (703) 698-7750 • FAX (703) 698-8597  
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<b>TOTAL QUANTITY<sup>1a</sup></b>	
X	Price Per Copy
<b>= \$</b>	<b>Subtotal</b>
+	Die Cut <sup>2a</sup> (Imprinted Order)
+	VA Sales Tax <sup>3a</sup>
+	8¢/copy Shipping & Handling <sup>4a</sup>
<b>= \$</b>	<b>AMOUNT DUE</b>

All orders (except AK, HI & Canada orders) shipped UPS ground; allow up to 2 weeks for delivery.  
<sup>1a</sup> Minimum order 100 Brochures. In increments of 25 copies per title.  
<sup>2a</sup> Imprinted orders add \$110 one-time charge for imprint set-up.  
<sup>3a</sup> Virginia orders add 5% sales tax.  
<sup>4a</sup> Shipping & Handling: 48 US states add 8¢ per copy. AK & HI add 22¢ per copy. Call for expedited shipping rates. Canada orders call for shipping costs and options.

# SELLERS BROCHURES

<b>CURB APPEAL</b> turns sellers on to time-tested secrets that get buyers through front doors to see the real goods inside.	<b>DIVORCE</b> spells out basic housing options, loan consequences and tax facts every divorcing homeowner needs before deciding what to do with the house.	<b>EMPTY NESTER</b> drives this booming market to call you for inside selling strategies unique to their motivated situation.	<b>ESTATE SALES</b> sensitively covers marketing properties long distance or locally. Ideal for generating estate attorney referrals.
<b>EXPIRED</b> tells you why some homes don't sell and how to avoid 4 costly mistakes. Communication, price, condition, marketing, you know what to do to sell.	<b>FAST SALE</b> details powerful 12-step program for selling a home fast. Attract listings like a magnet.	<b>FIRST-TIME SELLERS</b> shows first-time sellers how to beat the competition to buyers in today's market.	<b>FOR SALE BY OWNER</b> convinces sellers to use a real estate professional and why FSBOs rarely save the commission.
<b>FORECLOSURE</b> How to save your home and yourself from the pitfalls of foreclosure.	<b>INCENTIVES</b> persuades prospective sellers to sweeten their listing to attract more buyers.	<b>LUXURY PROPERTIES</b> attracts sellers of above-average price properties by revealing how to avoid the 7 greatest mistakes upscale owners make.	<b>MAKEOVERS</b> lists 20 smart improvements sellers can choose from to increase their home's value and pocket more cash. Meanwhile you sell it faster!
<b>NET CASH</b> explains how sellers can calculate cash proceeds from their home sales so you can plan their next home purchases.	<b>OFFERS</b> helps sellers close by considering all offers, responding quickly, relying on an agent, considering "sweeteners," and more.	<b>PRICE</b> explains importance of right price (and how you can help). Shows your expertise, reduces sellers' desire to overprice.	<b>RIGHT PRICE</b> captures serious sellers and motivates them to price their home to sell fast with 8 inside pricing secrets every seller needs today.
<b>RIGHTSIZE</b> reels in two-for-one prospects by showing homeowners sensible alternatives for living better in a different, more suitable home.	<b>SELL FAST</b> generates hot new listings positioned to attract comparison buyers who know a great value—and are ready to make a real offer.	<b>SELLING</b> explains how to sell faster and get the best possible price by avoiding the top 10 mistakes many sellers make.	<b>SENIORS</b> gently helps owners age 55+ decide to sell. Tax benefits included. Get your share of this fast-growing market.
<b>SERVICE</b> attracts your personal home-selling services and state-of-the-art marketing techniques.	<b>SHORT SALE</b> outlines a list of preparation tips for getting a home ready to sell fast and save their credit even though they can't save their home.	<b>SHOWTIME</b> reveals secrets to putting your home in prime condition in under 10 minutes.	<b>TAX-FREE SELLING</b> reveals how your prospects can use the home-sale tax exclusion over and over again—with your help, of course!
<b>TERMS</b> details loan strategies, settlement sweeteners, and other accommodations sellers can use to help attract buyers.	<b>TRADE UP</b> multiplies your income from lucrative double transactions by attracting move-up sellers with six proven secrets to a successful local move.	<b>1031</b> Attracts sellers by detailing the key questions & answers about a 1031 exchange.	<b>27 FIX-UPS</b> sellers can easily make to prepare their homes for sale. These suggestions make it easier for you to sell their home for the best price possible!

# GENERAL BROCHURES

<b>AGENCY</b> puts in writing basic answers about agency. Disclosure is your best protection. Don't leave a prospect without it!	<b>COST vs VALUE</b> explores the value of making major home improvements and suggests selling as a possible alternative.	<b>FREE MONEY</b> generates first-time buyers and gives them what they need to save \$8,000 off their taxes—and gives you a very motivated client for life.	<b>INSPECTIONS</b> a "must-have" for buyers and sellers to educate them on the home inspection process.
<b>KIDS AND MOVING</b> an indispensable survival guide for relocating parents to help their kids cope with the trauma of moving.	<b>RELOCATE</b> helps generate in-bound and out-bound prospects—and makes you their hero—by helping them avoid costly selling and buying mistakes.	<b>MOLD</b> Buyers & sellers learn to protect themselves from costly hazards of toxic mold.	<b>MOLD</b> Keys for Buyers and Sellers to Avoid a Costly Home Health Hazard!
<b>MOVING</b> includes checklist for successful moves. Generate listings, relocation referrals from those moving into OR out of town!	<b>PMI</b> builds referrals by helping homeowners use new rules to cancel Private Mortgage Insurance and save thousands.	<b>SPOUSE ASSISTANCE</b> attracts motivated prospects with tips for "trailing spouses" designed to help them avoid being relocation roadkill.	<b>SPOUSE ASSISTANCE</b> 8 Critical Questions Every "Trailing Spouse" Should Ask
<b>TAXES</b> spells out why for most taxpayers the roof over their head is one of the best tax shelters around.	<b>#1 Best Seller Updated For New Tax Law Order Extra To Use All Year Long With New Prospects And Past Clients</b>	<b>LOOK WHAT'S NEW! REAL ESTATE RAINMAKER®: GUIDE TO ONLINE MARKETING</b> Boost your Internet business with the "20 New Rules of Online Marketing." At last, a powerful step-by-step guide for novices and experts alike. Order at: <a href="http://GooDerGroup.com">GooDerGroup.com</a>	<b>LOOK WHAT'S NEW! REAL ESTATE RAINMAKER®: GUIDE TO ONLINE MARKETING</b> Boost your Internet business with the "20 New Rules of Online Marketing." At last, a powerful step-by-step guide for novices and experts alike. Order at: <a href="http://GooDerGroup.com">GooDerGroup.com</a>

# BUYERS BROCHURES

<b>BARGAINS</b> attracts red-hot buyers who are shopping for a great-value property from fixer-upper to REO. Terrific business builder.	<b>BUY NOW</b> attracts red-hot buyers who are shopping for a great-value property from fixer-upper to REO. Terrific business builder.	<b>BUY TO SELL</b> tips on how to select a home with higher resale value in the long-run.	<b>BUYERS</b> offers rentals/first-time buyers home search help, financing, and settlement strategies that increase their buying power.
<b>BUYER'S AGENT</b> convinces more buyers to use only a buyer's agent. Prospects call you before they call your competition. All you do is close the buyer's agreement.	<b>BUYER'S MARKET</b> captures more buyers with 8 great reasons to buy a home in today's market.	<b>CONDOS</b> gives buyers valuable must-know information before buying a condominium.	<b>FINANCING</b> helps repeat buyers and first-timers buy more home for less money. This Special Report brings you more business in droves.
<b>INVESTORS</b> provides tips, secrets, and basic strategies for buying rental properties. If you want to work with investors, this brochure will be YOUR best investment!	<b>MONEY</b> gives buyers five easy steps to estimate what price home they can afford. Turns prospects into buyers!	<b>NEW HOMES</b> brings in buyers (and sellers) that want to consider all their resale and new home choices before they start shopping.	<b>PRE-INSPECT</b> informs buyers how to avoid buying a lemon with tips on doing a self inspection.

# Rainmaker HANDBOOKS™

<b>HOMESELLERS HANDBOOK</b> <b>How To Sell A Home In Today's Market</b> Explains the process of selling a home through a broker. Perfect for FSBOs and Expireds. 24-page comprehensive booklet. Cover imprints in one-color only.	<b>HOMEBUYERS HANDBOOK</b> <b>How To Buy A Home In Today's Market</b> Answers the most-asked questions about buying a home. Ideal for first-time buyers. Full-color Handbooks fit in a standard business envelope.	<b>RENT vs BUY</b> outlines the advantages of purchasing a home versus renting.	<b>REO</b> offers serious buyers inside knowledge they need today to purchase foreclosed property—and avoid mistakes that could cost them thousands.
<b>RELOCATION HANDBOOK</b> <b>Everything You Need To Know About Moving Without Reading A Book</b> The complete relocation and moving guide in a 24-page booklet. BONUS: generates listings AND outbound referrals.	<b>FINANCING HANDBOOK</b> <b>How To Finance A Home In Today's Market</b> Answers the most-asked financing questions buyers ask. Generates motivated buyers and is a great tool to use when partnering with mortgage professionals. (Written for lenders.)	<b>SECRETS</b> reveals nine costly buyer mistakes—and what you can do to help them avoid buying the wrong house, title trouble, seller slip-ups, bidding blind, survey surprises & more!	<b>SMART BUYING</b> outlines eight tested techniques to help clients buy their dream home in an active home buying market.
<b>RELOCATIONS HANDBOOK</b> The complete relocation and moving guide in a 24-page booklet. BONUS: generates listings AND outbound referrals.	<b>FINANCING HANDBOOK</b> <b>How To Finance A Home In Today's Market</b> Answers the most-asked financing questions buyers ask. Generates motivated buyers and is a great tool to use when partnering with mortgage professionals. (Written for lenders.)	<b>RENTALS</b> explores the many complicated issues all landlords face, setting you up to be the expert with all the crucial details.	<b>SECOND HOMES</b> attracts well-off buyers who want to buy a second home nearby or in another area. You win with a sale or the referral!
<b>RELOCATION HANDBOOK</b> <b>Everything You Need To Know About Moving Without Reading A Book</b> The complete relocation and moving guide in a 24-page booklet. BONUS: generates listings AND outbound referrals.	<b>FINANCING HANDBOOK</b> <b>How To Finance A Home In Today's Market</b> Answers the most-asked financing questions buyers ask. Generates motivated buyers and is a great tool to use when partnering with mortgage professionals. (Written for lenders.)	<b>SECRETS</b> reveals nine costly buyer mistakes—and what you can do to help them avoid buying the wrong house, title trouble, seller slip-ups, bidding blind, survey surprises & more!	<b>SMART BUYING</b> outlines eight tested techniques to help clients buy their dream home in an active home buying market.

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