



Free TV Ads for Real Estate, Mortgage and Home Building Industries

Discount TV advertising leader Cheap TV Spots spins off its popular real estate advertising service into a new online agency, TVSellsRealEstate.com. Addressing the real estate market slowdown, the service helps real estate professionals and new home builders stand out.

Los Angeles, CA, May 23, 2007 --(PR.com)-- Industry leader Cheap TV Spots announces the spin-off of its popular real estate advertising service into a new online agency, TVSellsRealEstate.com. The real estate market slowdown means that agents and brokers can no longer afford to rely only on passive methods like the MLS and print for attracting potential buyers. Answering this need, the new online agency specializes in discount television advertising for real estate sales, mortgage industry, new home development, and resort promotions.

The amazing deal: TV ad production is free. Now, TVSellsRealEstate.com is the lowest cost custom-made ad service for real estate professionals, in the world.

Services such as Realtor.com, Homegain.com, and TheRealEstateBook.com simply list MLS properties, but may fail to help individual real estate professionals stand out. TV Sells Real Estate can make the positive difference, developing vital familiarity and trust before the customer ever goes online. TVSellsRealEstate.com is perfect for advertising an agent or brokerage, prestige property showcases, open houses, new listings, and standing out from the pack of real estate franchises in the same market.

There's no sacrifice on quality. TVSellsRealEstate.com produces a sophisticated, precision-crafted TV commercial and schedules discount, targeted air time, and does it all with one simple order form. Extras such as web-enabled videos are available for a nominal price.

TVSellsRealEstate.com offers upfront pricing and simple ordering. Free custom ads are ready for network delivery in as little as 24 hours. With purchase of an inexpensive air time package, advertisers get copy writing, editing, property or agent photos, images, dynamic graphics and music, network negotiation, clearance, and delivery to cable TV or broadcast TV networks. The packages aren't padded with hidden fees like most agencies do today, so the air time is a great deal, too.

The techie-run, "Johnny come lately" template ad sites, with their inflexible canned ads, hard-to-use forms and padded air time rates, are unsuitable for the real estate business, which depends on personality and service to attract customers. Busy agents and brokers don't have the time, know-how, or patience to write and polish TV ad copy, to sift through generic templates that could be used by anyone (even competitors), or decipher hard-to-read air time schedules.

For real estate professionals looking to gain an edge in this tough new market, TVSellsRealEstate.com offers a great deal on the secret ingredient for success.

Serving the real estate industry since 2001, international award-winning agency Cheap-TV-Spots is the world's first global internet-based discount TV ad agency. Cheap TV Spots makes television and web



video advertising fast, easy and affordable for small businesses worldwide, and gives businesses access to a powerful marketing tool that was previously out of their reach.

TVsellsRealEstate.com and Cheap-TV-Spots.com are trademarks of Academy Leader, Inc., a privately held, multinational media company founded in 2001, which spans TV, motion pictures, radio, outdoor advertising, publishing and mobile media.

Contact: Dan Kaus, Public Relations
727-505-6184
info@tvsellsrealestate.com

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Contact Information:

Academy Leader, Inc.

Dan Kaus

727-849-8823

info@tvsellsrealestate.com

www.tvsellsrealestate.com

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