

# Homes & Land Reprints Named in 'My Smartest Business Investments'



Homes & Land Reprints were recently named a smart business investment in an article published in the Florida Association of Realtors® (FAR) magazine, *The Real Estate Solutions Guide*. "My Smartest Business Investments" featured Realtor® Jackie Darby, a sales associate with ERA Fernandina Beach Realty and long time advertiser with *Homes & Land of Northeast Florida*.

Darby told the magazine she gets 1,000 flyers through the Homes & Land Reprint Program for \$170, which is far less per piece than she was paying at Staples. "Reprints" refers to printing a full-page magazine ad as a high-quality flyer.

Darby has advertised with Homes & Land for over five years. She has used other real estate magazines, such as The Real Estate Book and a local home showcase, but found that they were not a good use of her money. "Advertising with Homes & Land definitely made my phone ring," says Darby.

Darby has ordered reprints of her ad from Homes & Land Publisher Franchesca Swierz numerous times. She uses them in mass mailings and as leave behinds in open houses. The Reprint Program pricing applies to pages that have run in the magazine and new one-page flyers agents create. Darby has also used this service to print her "It's Time to Buy" flyer she developed in conjunction with the Amelia Island Nassau County BOR.

[Read the entire article from \*Real Estate Solutions Guide\*](#)