

Should Your \$350,000 Property Really Be Worth a Million?

Now you may *double or triple* the value of your lot or building *before* you've spent a dime on construction, materials--or even a can of paint!

That's because often outdated zoning laws can depress the utility, dollar value, and monthly income of even the smallest investment property.

Using income property in conformance with its current zoning can be like driving with the parking brake on.

Small Investor Savvy

Complex, legalistic, and political, zoning intimidates many smaller income property owners and buyers.

And information on how to make it work has been mostly for regulators, attorneys, or big real estate operators.

But now *Triple Real Estate Value by Marketing Zoning Changes* offers you information from a nationally-published consultant who's done zoning codes for cities, suburbs, and small towns.

Not another tedious book, it's a compact 70-page, 41,000-word softcover manual jammed with usable intelligence for the small investor.

New Win-Win Approach

But what investors have done in the past meant zoning authorities had to lose for the property owner to win. Naturally, property owners often lost.

So the Guide offers a new *win-win* approach for dealing with zoning authorities using techniques of *marketing*.

The manual will show you how to:

Turn zoning mistakes into hundreds of thousands of dollars

Get inside the heads of zoning officials

Find profit opportunities the big boys miss

Tell when a regulatory "No" means "Maybe"

Find buyers for land that sits on the market

Choose from *multiple* kinds of zoning actions

Rewrite portions of the code *your* way

"...this is a super book on the subject. Highly recommended."

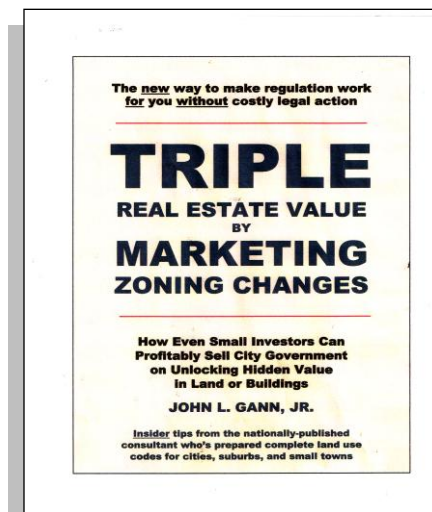
John T. Reed, nationally-known real estate author and investor

Use the powerful zoning change almost never used by property owners

Find areas where zoning laws are vulnerable

Avoid costly and ineffective legal action

Get a variance when the law says you can't



In User-Friendly Form

And it's all written *only* for the "little guy" with no legalistic language or footnotes and a unique scanable page design for use as a quick reference.

So it's ideal for use by:

- * Small businesspeople with property
- * Commercial-industrial realty agents
- * Small real estate investors
- * Owners of homes with income property potential.

The new edition offers a more reader-friendly format plus articles published

on User-Friendly Regulation and on the adoption of a Common Sense Code.

Insider Information

And this is *insider* information from a practitioner who's prepared zoning codes and gotten them adopted.

Author John L. Gann, Jr., (citykid@uwalumni.com) has been a consultant, city planning director and plan commission member. You've read his insights in *The Wall Street Journal*, *Real Estate Today*, *Urban Land*, or *Environment News* or heard him speak to the NAHB or other trade groups.

He held an Extension appointment at Cornell University and was Local Services Director at Northeastern Illinois Planning Commission in Chicago. As a consultant in Win-Win Regulation, he developed user-friendly codes, Re-development Overlays, and a unique 4-code zoning system for Cleveland.

So it's like getting tax advice from someone who's worked for the IRS.

And now *for less than the cost of 10 minutes of a top lawyer's time*, you can know what insiders know about how zoning really works and how to stop leaving money on the table. Let this new manual show you how.

Fax to: (866) 61-HORAM.

Yes, send ____ copies of *Marketing Zoning Changes*. I enclose \$59.75 + \$7.95 S&H per copy print or \$49.75 electronic PDF, both plus 8.25% IL sales tax if applicable.

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Address _____

City/Zone/State _____

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(Required for electronic version)

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