

Multiply Real Estate Value by Marketing Zoning Changes

Seeking the zoning approval that makes best use of your property and multiply its value and income can be intimidating.

But now--skipping the theory and basics of zoning and legal accounts of court decisions--John Gann boils it all down for an audience of builders. There are 11 things you have to know to take the best action.

Better zoning, John explains on this CD, seldom hangs on points of law. Getting beneficial zoning is a job for **marketing**.

So use John's pointers as a checklist after you hear his ideas on:

Why your project marketing must also be directed to local authorities and citizens

The "sleeper" kind of approval few property owners seek and its advantages.

How to deal with wariness of "spot zoning"

Which district you want may not be obvious

Why never to say "highest and best use"

Be wary of The Invisible Ordinance.

John L. Gann, Jr., President of Gann Associates, has prepared innovative land use codes for Cleveland and other cities. His Win-Win Regulation approach seeks to make codes work for the public and property owners through innovative provisions.

He's spoken and published extensively on zoning, developed two full-day public seminars, and done regular columns on regulation in two national trade magazines.

Trained and credentialed as a city planner, he's spent years as staff and consultant to government. So it's like getting tax advice from someone who's worked for the IRS.

If you're really serious about the greater value and utility better property zoning can make possible, ask about John's detailed how-to manual, ***The Small Investor's Guide to Tripling Real Estate Value by Marketing Zoning Changes***.

Nationally-known real estate investor/author John T. Reed called it "a super book on the subject. Highly recommended."

Many investors either pay top dollar for property already zoned for its best use or else downsize their plans to conform to deficient zoning. If you'd like to do better, just take action below.

Fax or call toll-free to (866) 61-HORAM

Yes, send _____ copies of the 20-minute audio CD *Marketing to Win Zoning Approvals* and bill me for \$24.75 + 4.00 S/H each + 8.25% sales tax (IL sales).

Also send information on *The Small Investor's Guide*.

Name _____

Address _____

City/State/ZIP _____

Phone _____