

harmon.

SINGLE LISTING AD FORM

Office Name: SOUTHERN REALTY ENT. INC. Address: 2648 S.R. 434 W Phone: 869 0033
 City: LONGWOOD FL 32779 Issue Date: _____

Please attach a Harmon layout form and a previous tearsheet.

Harmon will utilize the appropriate page layout for the number of listing you advertise unless indicated otherwise.

Utilize the layout from the attached tearsheet. Utilize the format as shown on the attached Header/Footer Form.

Please TYPE your ad copy. Please list the ENTIRE TOWN NAME and the EXACT SALE PRICE.

- Harmon reserves the right to limit your copy to 25 words.
- No credit given for editing copy over 25 word limit.
- Common Real Estate abbreviations will be utilized as needed.
- SHADED AREA WILL NOT APPEAR IN AD COPY. (FOR REFERENCE ONLY.)

Photo Replacements:

- | | |
|--------------------------|----------------------------|
| 101 - House (Generic) | 102 - House (Cape Cod) |
| 103 - House (2 Story) | 104 - Business Opportunity |
| 105 - Investment | 109 - Commercial |
| 112 - Vacant Land | 113 - Lot |
| 114 - Land | 116 - Acreage |
| 117 - New Cons | 118 - New Const. (House) |
| 119 - Under Construction | 120 - Townhouse |
| 121 - Duplex | 122 - Condominiums |
| 125 - Waterfront Prop. | 128 - Farm |
| 130 - Too New for Photo | 133 - Mobile Home |
| 134 - New Listing | 136 - Apartment |
| 137 - Ranch | 139 - Raised Ranch |

Property Address: _____ Code #: _____

Town or Area: _____ Price: _____

Headline: _____

Body Copy: _____

- Repeat Copy from tearsheet
(place an "H" on ad)
 Repeat Photo from tearsheet
(place an "H" on photo)
 Original Photo Included
 Use Photo Replacement # _____
 No Photo/Fill Entire Block w/Copy
 Banner: _____

MLS/Code #: _____

Agent Name: _____ Phone: _____

Company Name: SOUTHERN REALTY Phone: 869-0033 EXT #
000-3010-0005/000 (3/96) ADSUBMW Rev. 2/77

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