

“Be yourself. Everyone else is already taken.”  
~ Oscar Wilde





Shari Berg

Owner / Senior Copywriter

Vanessa Silberman

Copywriter/Sales Associate

*The Write Reflection Team*

[thewritereflection.com](http://thewritereflection.com)

**Shari Berg** is an award-winning writer with more than 25 years of industry experience.

Before launching The Write Reflection™, she worked for a decade as a journalist for several publications. Working as a journalist on deadline has prepared her for a hectic pace and the ability to produce strong results that are on time, every time.

Shari also is a proficient graphic artist, creating custom-designed ads, calendars, newsletters and quarterly reports for her clients. She brings to the table the added benefit of working with a copywriter designer who can provide all-in-one content solutions.

Her specialties include quick, accurate copywriting; website content; product descriptions; SEO copywriting; social media management; blogging; and Adobe Creative Suite.

[thewritereflection.com](http://thewritereflection.com)





**Vanessa Silberman** brings over a decade of international real estate industry experience to the clients at The Write Reflection™.

She has sold and rented residential and commercial properties and liaised with mortgage brokers and notaries to complete transactions. Vanessa combines her deep understanding of the national and international real estate industries with her copywriting skills to produce copy that converts.

Vanessa holds a Masters in Global Communication from the American University of Paris (France), a Bachelor of Arts in Literature from Bard College in Annandale-on-Hudson (NY), and an International TESOL Certificate from the International Open Academy.





# Stand Out in the Crowd

There are no second chances to make a first impression. Stand out in the crowd – and the real estate marketplace – with content that scales. From creative and engaging listings copy on social media to sponsored content in local publications, the real estate content writing experts at The Write Reflection draw in your target audience with every word.

[thewritereflection.com](http://thewritereflection.com)

# Thought Leadership

Project brand authority and heighten your value proposition with content from The Write Reflection. Demonstrate your mastery and insight into the real estate industry through content marketing materials that highlight your team's achievements and expertise.





# Active Voicing for Your Audience

Help clients connect with your brand by giving them a voice. Our real estate copywriting services are written to journalistic standards using logical and fact-checked content. Our writers incorporate a storytelling component designed to turn your customers into heroes, improving engagement and retention.





# Improve User Experience

Our customer-focused storytelling boosts the user experience for content and campaigns. All copy we design boasts an easy reading comprehension design to improve retention. Best of all, our content is actionable, guiding your target audience toward the next steps.



# Content Options



[thewritereflection.com](http://thewritereflection.com)

# Social Media Management

More than half of all people looking to buy or sell property use social media to help them achieve their goals. Create a presence for your real estate business on social media.

We create engaging posts that:

- Increase your reach.
- Diversify your marketing strategy.
- Build brand strength.

Give prospective buyers and sellers the inside scoop on your listings and announce important news about your agency or industry across your social media channels.



# Press Releases

Reporters are busier than ever, with many news agencies understaffed and unable to keep up with the demands of their target audiences. Don't wait for the media to knock down your door with interest in a story.

Announce breaking news about your agency or real estate industry through a targeted press release campaign. Our skilled writers and public relations experts craft eye-popping, attention-grabbing press releases then oversee their distribution to relevant media outlets.

[thewritereflection.com](http://thewritereflection.com)



[thewritereflection.com](http://thewritereflection.com)

# Sponsored Content Articles

Traditional advertising campaigns lack the ROI they once possessed. Real estate agencies and independent agents seek alternatives that engage their target audiences. Sponsored content opportunities with magazines, newspapers and other online and print publications can help get you noticed. Unlike block advertisements, sponsored content reads more like a feature article. Agencies and agents have complete control over their brand voice and values in each piece. Let our team prepare a compelling article that showcases your industry expertise.



thewritereflection.com

SPONSORED CONTENT

## Real estate agents on the forefront of virtual estate technology

For Hasson Company  
on May 23, 2016 at 09:31 PM



New 3-D imaging software allows shoppers to preview homes conveniently and efficiently

By Shari Berg, Contributing Writer



New 3-D imaging software produces detailed interior views like this one of a recently sold by The Hasson Company, allowing prospective buyers to get a more comprehensive view of the property than a typical virtual tour can provide.

PHOTO COURTESY OF THE HASSON COMPANY REALTORS

Without a doubt, modern technology has changed the real estate world in which we live. More than ever, prospective homebuyers are adding three-dimensional virtual tours to the list of ways to preview a home. This technology can make the home buying process lives easier.

Hunting for the perfect home can be a time-consuming event. Most prospective homebuyers are looking for a home that is not only beautiful but also functional.

# Email Newsletters

Build your subscriber list and communicate important news about the real estate industry with a targeted email newsletter. Our email campaigns turn casual customers into brand loyalists who recommend your services. Our email campaigns include:

- Concise, value-added messaging aligned with your brand voice.
- Strong subject lines and calls to action.
- Template design and royalty-free imagery

**Extra! Extra!  
Read All  
About It!**



# SEO-Focused Website Copy

Help your target audience find your agency and agents online through the power of SEO copywriting. Many businesses have beautiful websites full of valuable information. The problem is that no one can find them because they lack SEO copy. Our services include:

- SEO content review of existing website copy.
- Recommendations for optimization.
- Search rank and domain authority improvements.

Don't wait another minute. Draw in traffic that converts with the power of SEO.



[thewritereflection.com](http://thewritereflection.com)



SPONSORED CONTENT

# Modern-day Scottish Manor offers h. detail, contemporary features

By Aaron Cooper, Oregonian Media Group Marketing Staff  
on March 28, 2014 at 5:08 PM, updated April 03, 2014 at 1:30 PM

Tweet 7 Like 0 Share 0 Pin it 0 Redd it



By Shari Berg, Contributing Writer

One look at the two Morris Minor autos parked in front of 13100 Summit Ridge St. indicates the lengths to which Janet Zeider was willing to go to create her perfect Scottish Manor.

"I fell in love with the Morrises," said the Tigard resident, "not realizing how well they went with the style of the house."

That style is the magical blend of old and new to create Fyvie Hall, a modern-day Scottish Manor. The name "Fyvie" is Celtic for "deer hill" and was chosen for the herd of deer that

still frequent the area around the home.



### Most Read

Canzano: Marcus M making a mockery of Heisman Trophy r

Oregon Ducks r winning streak over Oregon Sta. with 47-19 win: Ci chat recap

Portland photographer

# Contact Us

Phone: 724-713-3254

Email: [thewritereflection@gmail.com](mailto:thewritereflection@gmail.com)

Website: [thewritereflection.com](http://thewritereflection.com)



## Pacific Lifestyle Homes ready to meet market demand with main-level master bedrooms

Updated: Jan. 09, 2019, 10:06 p.m. | Published: Aug. 29, 2015, 4:00 p.m.



The Aspen, one of several home models available at Pacific Lifestyle Homes' Fieldstone Estates community in Brush Prairie, WA. Like many of Pacific Lifestyle Homes' models, the Aspen features a main-level master suite.

f t

By Oregonian Media Group Marketing Staff

By Shari Berg

According to a recent U.S. Department of Commerce report, the number of housing starts in July for single-family homes

Advertisement

Quality vision coverage, even when you retire.  
Use your customized, affordable VSP Individual Vision Plan at the eye doctor's, retail locations & even online.

Sponsored by VSP

### Recommended for You

"Move your money by early 2022." Wall street



Downsizing and selling a home can be very liberating, but can also present many emotional, physical and financial challenges. Attendees at a recent "Upside of Downsizing" conference learn about overcoming the potential obstacles, along with the six key steps of the downsizing process.

## Downsizing doesn't have to create hardship Major conference educates boomers, seniors and their adult children

By Shari Berg, Oregonian



Something that rarely occurs to, regardless of your age, is when you are in when it is seniors and boomers, a lifetime of memories can seem like an daunting task - emotionally and financially. Downsizing doesn't have to be a difficult or unpleasant experience. Seeking the assistance of downsizing professionals can make all the difference in having a smooth transition through the process.

can't make the decision for themselves, and the decision eventually falls to the adult children, who may be close to retirement age themselves," said Nikki Phillips, sales director for Hillside Retirement Community in McMinnville. Phillips has attended Upside of Downsizing conferences in the past and said they are well presented and helpful for seniors and boomers, as well as their adult children who may be serving in a caregiver role. She said she was impressed with the caliber of the presenters featured, and the variety of exhibitors available to conference attendees. "There are presenters and exhibitors there who help with all stages of the process."

UPSIDE OF DOWNSIZING - EDUCATIONAL CONFERENCE  
WHAT: Upside of Downsizing Conference  
WHEN: 9:30 a.m. to 3 p.m., Saturday, Nov. 19, 2016  
WHERE: Holiday Inn Conference Center, 8439 NE Columbia Blvd., Portland, OR 97220  
TICKETS: \$25 per person through Nov. 5; \$35 per person beginning Nov. 6  
Cost includes lunch and event materials  
RESERVATIONS: Visit [www.UpsideofDownsizing.com](http://www.UpsideofDownsizing.com)

### October 2021 Real Estate Market on the Outer Banks, NC

### Inventory Declines Continue to Define OBX Real Estate Market

A declining inventory continues to disappoint Outer Banks property hunters desperate to find their ideal matches. While some market analysts continue to toss about the explanation that the Outer Banks finds itself in a housing bubble, nothing could be further from the truth. OBX is not stuck in a bubble. The October 2021 MLS Statistical Report released by the Outer Banks Association of Realtors® does not support that assertion.

Like many other parts of the country, the Outer Banks suffers from a lack of inventory. A quick review of the historical MLS data from 2019 through October 2021 indicates an 11 percent decrease in available listings.

A lack of available property combined with record-low mortgage rates continues to drive the frenzy, which has created a sort of super sellers marketplace. As of November 8, the average rate for a 30-year fixed mortgage is 3.20 percent. Double-digit price increases reflect the high demand and chronically low supply.

