



WBC's Real Estate Reader

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Did you miss the President's live address last week? We show you how to make sure you never miss another breaking news update.

(page 2)



For the first time in a couple years, companies are beginning to hire again. We show you how to negotiate a fair salary for yourself.

(page 2)



Do you have a website that you wish was attracting more visitors? Learn how the experts bring visitors to their websites.

(page 3)



Two Emerging Housing Trends for Agile Investors

The most turbulent decade in the history of U.S. housing has provided unique opportunities at every turn. Now, as the market strengthens, savvy investors are taking advantage of two historic opportunities.



Affordable homes

The National Association of Realtors just announced that housing affordability has reached a 35-year high. This means that the price of homes relative to income hasn't been this low in a generation. Cash-

loaded buyers are gobbling up properties at historic lows, and current homeowners have never had a better opportunity to move up in value, since the relative margin between home values has shrunk.



Affordable home improvements

According to the National Association of Home Builders, the remodeling market is growing quickly. Growing consumer confidence and competitive construction prices have persuaded many homeowners

to invest in their homes once more. To catch this bandwagon, you'd better act quickly. With rising demand and increasing fuel prices, remodeling prices are sure to increase soon.



Summer Sporting Events Worth Checking Out

The summer is a great season for sports fans because there is something for everyone. Here is a sneak

peek at several highly anticipated sporting events coming up this summer.

2011 NBA Finals

This series will be televised on ABC and could start as early as May 31 and as late as June 2.

Stanley Cup Finals

The Finals will be covered on NBC for games 1, 2, 5, 6, and 7, and on Versus for games 3 and 4, and will be held in June, wrapping up as late as June 17.

US Open

Coverage begins on June 16, and all four days will be covered on NBC Sports and ESPN, including the June 19 Father's Day finale.

Wimbledon

Coverage will be provided by ESPN and NBC beginning on June 20.

Tour de France

Live coverage will be provided on Versus beginning on July 2.

British Open

Find coverage on ABC Sports and TNT beginning on July 14.

Never Miss Another Breaking News Story



Unless you were glued to your television or browsing Twitter when news of Bin Laden's death surfaced, there is a good chance that you didn't hear the news until you woke up the next morning. Here are four surefire ways to ensure that you never miss a breaking news story again.

Email alerts

Nearly every major news provider (CNN, Fox News, ABC, etc.) offers an email service for breaking news updates. Google the provider you would like to enlist (e.g., "Fox News email alerts."), click the top result, and follow on-screen instructions. These emails will give you the gist of the story and provide links to ongoing coverage.

Text message alerts

In the same section that you find email alerts, you will often find SMS alerts that can be configured in the same way. However, even if you do not see an SMS alert option, you can still receive SMS alerts on your phone by subscribing to email updates with your mobile phone's email address. Here is more information: <http://sms411.net/how-to-send-email-to-a-phone/>

News apps w/alerts

If you own a smartphone, mobile applications offer a compelling way to learn about breaking news events. For instance, CNN's mobile application will send you an instant alert whenever a significant story is breaking. Additionally, you can click on the alert to see a CNN live video feed from your mobile phone. In the case of Bin Laden's death, CNN mobile app users received an alert 30 minutes before the President's address (when media outlets were notified) and were directed to CNN's live feed of the President's address as soon as it began.

Create a news notification group

If you have a group of friends that share your enthusiasm for breaking news, offer to call them when you learn of breaking news events in exchange for the same courtesy. This option is particularly ideal for people who have limited news interests. For instance, you can arrange with a group of Steelers fans to call each other whenever you learn of breaking news involving the Pittsburgh Steelers.

Hot New Product



Synthetic Blood Saves a Life

For years, medical researchers have searched in vain for an effective synthetic blood substitute. A synthetic substitute would make shortages obsolete, while providing increased flexibility for transfusions, which is why it's so amazing that a synthetic compound derived from cow plasma was recently used to bring an Australian woman back from the brink of death. A mainstream protocol is still years away, but for the first time, the dream seems destined to become a reality.

How to Negotiate Your Salary



Big corporations are finally beginning to hire again. As millions of Americans

head back to work for the first time in months or even years, we review salary negotiation strategies. Here are several practical tips for negotiating a generous salary.

Be patient

Never bring up salary before your employer does. If your employer tries to approach the subject in your preliminary interview or on your application (before you have had a chance to impress them), be vague, quoting a "negotiable salary range." In fact, do your best to avoid any conversations about money until your employer has already made up their mind that you are the best candidate.



Ask for things that are easy for your employer to give

Every employer has some perks that are easy to give away and others that are very hard. For instance, your employer may be locked into a specific health care plan but have a lot of flexibility on scheduling. Find out what your employer can give easily, and ask for a lot of it.

Leave your personal problems out of it

Most employers are annoyed or even insulted when you suggest that they should have to pay more because of your personal debts or responsibilities. It's not their fault that you have \$50,000 in student loans or have a third kid on the way. Don't bring it up in a salary negotiation.

Find out what your employer likes best about you

When you get the job, ask your employer what made you stand out among the other applicants. *(continued on page 3)*

(continued from page 2)

The answer to that question will be your best average in a salary negotiation. For instance, if your employer says, "We love that you have experience in both design and development," you can gently remind them during the negotiation that they are buying two skill sets for the price of one.



Build Color Schemes like the Pros

Design professionals know that color is not a matter of taste—it's a matter of science. Colors have very specific temperatures and tones, and those details imply relationships with other colors. This is how color schemes are built. Next time you have a project involving color (designing a brochure, redecorating a room, etc.), start by checking out <http://colorshemesdesigner.com>. Through a simple web interface, you can build mathematically perfect color schemes. There are six different color schemes, ranging from simple monochromatic schemes to advanced schemes, like accented analogic.

How the Experts Increase Traffic to Their Websites



Whether you have a personal blog or a professional website, you probably wish you were receiving more traffic to your website. Here are several proven strategies for increasing traffic, employed by all of the world's most successful websites.

Make your visitors work for you

Most websites that achieve meteoric increases in visitors do so by encouraging existing visitors to invite new ones. For instance, Groupon's deals are only active if a certain number of people opt into the deal. Facebook encourages new users to invite friends by displaying how many friends a user has on each user's profile; nobody wants to be seen as having zero friends. When you encourage visitors to share your site with the people they influence directly, your site grows exponentially.

Pay for the right eyeballs

In some cases, paying for ads may be a smart strategy for your website, particularly if you stand to make money for each visitor. For instance, if you sell snowboards on your website, and 1 in 10 visitors ends up spending more than \$300 on snowboarding equipment, it probably makes sense to pay for the attention of snowboarding enthusiasts. You can pay for specific search terms through Google AdWords, or you can pay for specific users through Facebook Ads.

Give people a reason to keep coming back

Look at the most popular websites in the world (Google, Facebook, Amazon), and they have one thing in common—they attract repeat visitors over and over again. Most web surfers have a few sites that they visit very regularly, and they rarely expand beyond that network; so the goal of a website is not to be visited once, but to be bookmarked and visited time and time again.

Allow people to visit without visiting

These days, a lot of the most enthusiastic web surfers don't actually visit websites. They view content through RSS feed readers like Google Reader or mobile app news aggregators like Flipboard. Make it easy for people to view your content without visiting your site. Set up an RSS feed, tweet your content, post it on Facebook, and make an e-newsletter available. Let people experience your content in the way that is most comfortable for them.

Use Google analytics

The first step in attracting more visitors to your website is setting up a reliable way to track visitors. Google Analytics is a free and effective way to track your website's performance, giving you easy access to common metrics like unique visitors and bounce rates, as well as advanced graphical displays that show you exactly how visitors are interacting with your site.

Copy your competitors

Learn from the successes and failures of competing websites that have already achieved what you wish to achieve. Make a list of the top competing websites, and then look for any commonalities between the websites. Implement as many of these commonalities into your website as your budget allows. If all five of the top five websites in a category are designed a specific way, there is probably a very good reason.

Smart SEO

Search engine optimization (SEO)—the practice of manipulating a website's design and language in order to climb search engine rankings—has gone out of style over the last few years because it is generally associated with spammy websites—the kind Google specifically tries to eliminate. However, the fundamentals of SEO still make sense, even if you don't need to hire an outside expert to implement them. Pay attention to meta tags, use keyword-dense text, encourage inbound links, and provide content that is consistent with your visitors' expectations. In other words, write quality content that is well organized and easy to share with people.