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# HOMESTYLE GIMMICKS LOCAL REALTORS FIGHT COMPETITION WITH CLEVER ATTENTION-GRABBERS.

[BROWARD Edition]

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Author: MARY ELLEN HOPKINS Special to the Sun-Sentinel  
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## Abstract (Document Summary)

Every Fourth of July, Realtor Donna C. Thomas and her staff place 20,000 American flags on the lawns of Sunrise residents.

Coral Springs Realtor Hap Pomerantz, who calls himself "Mr. Excitement" because of his high rate of enthusiasm, has his own personal vide thousands of dollars a year on television commercials, mailings and give-aways.

Last year, Realtor Sheryl Melson of Plantation saw an opportunity when she realized Plantation and Lauderdale residents had to use their ownr their utility bill payments.

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