



COLOR CATALOGS  
ARE MORE  
RELEVANT THAN  
EVER IN TODAY'S  
MULTI-MEDIA WORLD

## The Real Estate Book Is A Color Catalog of Homes

TOP AGENTS KNOW THAT  
CATALOGS ENGAGE CONSUMERS

1. DRIVES TRAFFIC TO YOUR WEBSITE
2. GENERATES PHONE CALLS

*The Real Estate Book's* color catalog of homes compliments its extensive online presence. It plays a vital role in driving traffic to your listings on RealEstateBook.com & your own personal website.

Consider the following research from major online retailers...

The Key Catalog/Multi-channel Issues Survey conducted by Vovici EFM in late 2009 indicated that 96 percent of catalog retailers say they generate online sales, and more than 60 percent say that it influences half or more of their online sales.

The majority of those surveyed saw a 20- to 50-percent increase in online sales immediately following catalog distribution. Even top online retailer, Zappos.com has recently begun to mail catalogs to consumers. They know that catalogs drive traffic online where consumers purchase.

96%

OF CATALOG RETAILERS SAY PRINT  
GENERATES ONLINE SALES

OVER  
60%

OF CATALOG RETAILERS SAY  
PRINT INFLUENCES AT LEAST  
HALF OF THEIR ONLINE SALES

*Key Catalog/Multi-channel Issues Survey –  
Vovici EFM in late 2009*

17

BILLION CATALOGS WERE SENT TO  
U.S. HOUSEHOLDS. THAT'S ABOUT 56  
FOR EVERY MAN, WOMAN AND CHILD.

*November 2009 article in Mercury News –  
Silicon Valley, CA*



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