



Real Estate Is Local

NATIONALLY, HOME BUYERS
MOVED A MEDIAN OF ONLY 12 MILES
FROM THEIR PREVIOUS RESIDENCE

2009 Survey of Home Buyers & Sellers – National Association of Realtors (NAR)

Top Agents Stand Out With Local Market Distribution

**CONSUMERS PICK UP 9 OUT OF 10
OF OUR MAGAZINES EACH MONTH**

From a branding perspective, top agents know there's no better way to show that they are actively listing and selling homes than to be front and center with local home shoppers all over town.

Our prospect focused distribution strategy puts our color catalog of homes in more places where active home shoppers eat, shop, work and play. After all, during a critical time in their decision making process, there's no better way to reach buyers than to have them reach for you.

How do we know it works?

- IT'S FREE – OF COURSE, CONSUMERS PICK IT UP
- WE TRACK EVERY MAGAZINE AND KNOW THAT 9 OUT OF 10 GET PICKED UP EVERY MONTH
- OUR ADVERTISERS RANK LOCAL STREET DISTRIBUTION AS THE MOST IMPORTANT REASON TO ADVERTISE

63% of Home Shoppers Used
Magazines Throughout Their
Entire Home Searching Process

Here are the top 3 ways home shoppers
use magazines during their search...

- AS A RESOURCE FOR CHOOSING
A NEIGHBORHOOD
- TO SEARCH FOR HOMES IN
A SPECIFIC NEIGHBORHOOD
- TO SHOP FOR HOMES BEFORE
ENGAGING A REAL ESTATE AGENT

2010 Independent Study of Home Buyers – Network Communications, Inc. (NCT)



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Want to stand out locally?

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