

The Real Estate Book

1. **North America's #1 real estate magazine!** Nearly 500 editions currently in print in the United States, Canada, Mexico, and the Caribbean.
2. **Full Color, Glossy pages all the time!** No black & white/spot color newsprint here! According to Xerox, there is an 82% higher attention span for presentations that use only spot color versus black and white only.
3. **Digest Size format.** This is a much more convenient size. The phrase "pocket or purse" describes the easiness with which a consumer takes The Real Estate Book with them. It's also cheaper to mail a digest size publication. Additionally, the U.S. Testing Readership Service compared the same ads in digest size and full size format magazines, and they found that the ad in the digest size magazine performed just as well as the ad in the full size magazine. Actually, the digest size ad performed slightly better than the full size ad. So the assumption that "Bigger is Better" doesn't apply to full size versus digest size magazine ads!
4. **8.8 Million Copies of The Real Estate Book printed every 4 weeks!** The Real Estate Book is the only free real estate magazine in the industry that has audited circulation. For years, BPA Worldwide has audited and verified the press runs of our nearly 500 editions across North America. Each of these 8.8 million copies features our web address, RealEstateBook.com, and our 800# relocation hotline on the front cover.
5. **Locally, The Real Estate Book prints 30,000 copies every 4 weeks, guaranteed.** And we deliver these magazines to over 800 distribution locations. These locations include community rack paid distribution to the following:
 - *Farm Fresh stores
 - *Harris Teeter stores
 - *Kroger stores
 - *Sam's Club stores
 - *Super Wawa stores
 - *select Food Lion stores
 - *select Super Wal-Mart storesThen we take distribution to the next level by delivering The Real Estate Book to real estate offices, restaurants, hotels, outdoor racks, doctor's offices, dry cleaners, shopping centers, and military base housing offices and retail locations. And our distribution is managed efficiently through our web based distribution tracking system.
6. **The Real Estate Book offers a web-based listing management and ad submission system.** The Real Estate Book's ad management website, ams.treb.com, provides advertisers 24-7 password access to adding, deleting, and updating listing content to be delivered to RealEstateBook.com and nearly two dozen partner websites. The same website is used to submit ads for the printed book.
7. **Web ID Numbers placed on all listings featured in The Real Estate Book.** The printed edition of The Real Estate Book and www.RealEstateBook.com are now completely interactive! As consumers browse through The Real Estate Book looking for homes, they can now get more details about a particular home they have seen in the book simply by going to

RealEstateBook.com and typing in the 8 digit Web ID number that is featured with that listing. That Web ID number will pull up additional details about the listing, including multiple photos, virtual tours, additional content and listing agent contact information. The book and website work together seamlessly to generate more leads for our advertisers!

8. **All listings featured on RealEstateBook.com for FREE!** As of April 2007, Media Metrix ranked The Real Estate Book's companion website as the #17 most visited real estate website based on actual traffic. With 1.5 million unique users, we generate about four times as many unique users as the next two print magazine competitors' websites.
9. **The Real Estate Book delivers your listings to nearly two dozen partner websites within 24 hours of adding the property on our Advertising Management Website. These partner websites generate 49 million unique users per month that have exposure to your listings.** As of August 2007, these partner websites include:
 - *BobVila.com (exclusive real estate content provider)
 - *LivingChoices.com (exclusive real estate content provider)
 - *WallStreetJournal.com (all luxury listings priced \$1 million or more)
 - *RealEstate.com (exclusive print real estate magazine providing content)
 - *LendingTree.com (exclusive print real estate magazine providing content)
 - *Google adwords
 - *Yahoo Real Estate Classifieds
 - *Sympatico MSN
 - *Viacom
 - *HomeGain
 - *RealtyTrac.com
 - *HomePages.com
 - *The New York Times Real Estate Portal (all listings priced \$450,000 or more)
 - *Oodle.com
 - *LiveDeal.com
 - *UniqueHomes.com (all luxury listings priced \$1 million or more)
 - *Trulia.com
 - *Homescape.com
 - *The New York Times Great Homes website (all luxury listings priced \$750,000 or more)
 - *BostonGlobe.com real estate portal (all luxury listings priced \$750,000 or more)
 - *HouseLocator.com
 - *House.com
 - *Condo.com (all condo or townhome listings featured in The Real Estate Book)
10. **The Real Estate Book offers a web-based Leads Management System to track activity and leads for any listings featured on RealEstateBook.com.** This site, www.TheRealEstateBookLeads.com, gives advertisers in The Real Estate Book the ability to generate property specific website activity reports. Advertisers can print these reports and provide them to their sellers to show internet activity on their home. Additionally, the leads management site archives all email inquiries that have been generated through

RealEstateBook.com. Advertisers can even set up keyword specific auto responders for consumer inquiries for their listings.

11. **The Real Estate Book's Corporate Relocation Resource Center.** Managed at our headquarters in Atlanta, GA, an average of 30,000 copies of The Real Estate Book are mailed each month to HR departments at Fortune 1000 companies and military bases. We mail as many copies as needed and as many different editions as requested to companies and military bases that may need to relocate employees from one city to another. **All of this is done for FREE** to the companies receiving the copies of The Real Estate Book! This list of corporate partners and amounts are adjusted daily. Based on quantity of magazines mailed each month, The Real Estate Book is the largest provider of information to the relocation industry.
12. **The Real Estate Book's 800# Relocation Hotline.** Printed on over 8.8 million copies of The Real Estate Book every four weeks, this hotline number is used by consumers to request FREE copies of any of the nearly 500 editions of The Real Estate Book in print across North America. In any given month, 20,000 copies are mailed out to consumers who have either called the hotline or gone on to RealEstateBook.com and requested a book. Once again, this service is completely FREE to consumers! The persons requesting copies of The Real Estate Book for any of the three editions of The Real Estate Book are forwarded to advertisers in the form of a leads list. This list, averaging 200 names every four weeks, consists of prospective buyers from out of the area and prospective sellers who may be relocating out of the Hampton Roads area.
13. **FREE Photography For All Listings Featured in The Real Estate Book.** That's right! The Real Estate Book offers free exterior photography (front shot, back shot, water view, etc.) for listing photos that are featured in the printed book. Free photography is done on the first weekend after each advertising deadline.
14. **Feature Multiple Photos of your listings on RealEstateBook.com.** Studies have shown that the #1 feature that consumers want to see is extra photos of listings online. The Real Estate Book provides that feature for all listings! And there is no limit to the number of photos you can feature. Upload 2 or 22 additional photos – it's up to you!
15. **All advertisers in The Real Estate Book are provided Agent Profiles on RealEstateBook.com for FREE!** Each agent profile features your photo, your agent bio, your current and sold listings, and even a link to your personal website.
16. **Free Post Card Prints are provided for all First Time advertised properties in The Real Estate Book.** These cards, which can be provided to your sellers, communicate to your clients that their home is being advertised in print and online through the #1 real estate media brand in the industry. Just reinforcing that you have an integrated media advertising plan that works!
17. **Homeowner Email Notification.** When a listing is added to The Real Estate Book's Advertising Management System, The Real Estate Book sends a courtesy email to your client. This email notifies your seller that their home is being advertised in print and online through The Real Estate Book. There is even a link your seller can click on that takes them to view their home on RealEstateBook.com.
18. **Post Virtual Tours on RealEstateBook.com.** Simply paste in the URL for your listing in The Real Estate Book's advertising management website, and we'll place a direct link on

RealEstateBook.com from your listing to your virtual tour. And the tours don't have to be unbranded!

19. **Gold and Platinum Online Packages Offered!** For advertisers wanting additional premium exposure on RealEstateBook.com, this is it! Convert all of your listings to featured listings, become a featured agent, receive home valuation leads, and feature your own Tower Ad for as little as \$59 extra per issue.
20. **Free Virtual Tours for All Gold and Platinum Advertisers!** The Real Estate Book has partnered with In-View Virtual Tours to offer unlimited FREE virtual tours for all Gold and Platinum advertisers in The Real Estate Book. Buy the camera and special lens for \$349, and shoot virtual tours for FREE for all of your listings – not just the chosen few! This is a savings of \$80 - \$125 or more for a full service tour or eliminates the monthly fee for do it yourself tours.
21. **Work directly with Bill McFall.** Bill brings over 16 years of experience as the market representative for The Real Estate Book. With this experience comes peace of mind for advertisers in The Real Estate Book that their ads will appear in the book error free! Bill provides proofs to all advertisers, and any changes made to the proofs by advertisers are personally reviewed by Bill before they are sent to be printed. Bill McFall personally visits all advertisers when each issue comes out, assuring a level of personal accountability rarely seen in the marketplace. Leave the responsibility of marketing yourself and your listings to a professional. And don't forget that The Real Estate Book generates more leads, and at the lowest cost per lead, than any other form of real estate advertising, and Bill looks forward to proving that to you!