

# THE Real Estate Book<sup>®</sup>

HALIFAX METRO, CENTRAL & SOUTH SHORE, NS

## HOMEOWNERS GUIDE



YOUR INTEGRATED MARKETING PLATFORM

PRINT • DIGITAL • MOBILE  
DIRECT MAIL • SOCIAL MEDIA • AUGMENTED REALITY

[www.TheRealEstateBook.com](http://www.TheRealEstateBook.com)



## WHO WE ARE

The Real Estate Book® is the leading innovator in real estate marketing. For over 40 years our network has helped thousands of real estate professionals win more listings, build their brands and generate leads. We are known for helping our clients stand out in a crowded marketplace.

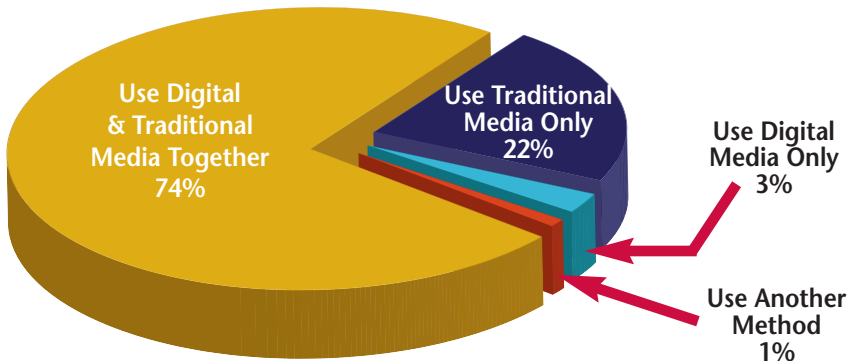
## THE POWER OF PRINT

### Why choose The Real Estate Book® print advertising?

Print is still the most trusted, inspiring and motivating medium when it comes to making a purchasing decision. Combined with a full array of digital tools, our integrated approach is the best practice for your REALTORS® marketing strategy.

### OLD MEDIA + NEW MEDIA

For 74% of advertisers, it's a package deal.



**Borrell's Take** - Only 3% of 3039 advertisers surveyed said they're buying only digital media. The market is coalescing around digital and traditional media packages. Borrell's Media research 2018.





# AUGMENTED REALITY BRINGS PRINT TO LIFE

The Real Estate Book® is one of the first real estate marketing companies in the industry to incorporate Augmented Reality into its consumer experience. Augmented Reality enhances the home buyer's experience and makes the printed page come alive on their mobile device.

Zapcodes bring the printed page to life

**TRUMAN & CO.**  
REAL ESTATE SERVICES

**SANDY SMITH**  
333-333-3333  
1205 TRUMAN AVENUE  
GREENVILLE, SC 33333  
WWW.SANDYSMITH.COM

**GET ZAPPAR**  
EAP THE CODE

+ SEND TEXT CODE TO 52187 FOR MORE INFORMATION AND PHOTOS +

<p>4 Bed   4 Bath   SF   \$625,000 Lakefront property on Lake Lucal! Stunning garage. Text: R767903 to 52187</p>	<p>4 Bed   4 Bath   SF   \$415,000 New interior paint! Open floor plan. Text: P771969 to 52187</p>
<p>3 Bed   3 Bath   SF   \$395,000 Custom Brick Home! GR w/vaulted ceiling. Text: R702484 to 52187</p>	<p>2 Bed   2 Bath   SF   \$359,500 Stunning home in Olde Towne Village! Text: R737981 to 52187</p>
<p>3 Bed   3 Bath   SF   \$339,900 Custom Brick Home in Pinecroft! Text: R430212 to 52187</p>	<p>2 Bed   2 Bath   SF   \$339,500 Stunning townhome in impeccable condition! Text: R703856 to 52187</p>

WWW.REALESTATEBOOK.COM

Your property jumps off the page by using a cutting-edge tool in printed ads. Augmented Reality allows the home buyer to scan your REALTOR'S® ad and view a video, photos or contact your REALTOR®, all from their mobile device.

- ▶ To experience Augmented Reality, **download The Real Estate Book® App** from the App Store or Google play.
- ▶ Click “**Scan Zapcode**” on the bottom of The Real Estate Book® App.
- ▶ Scan a Zappar Code found in the header area of the advertisement and watch the page come to life!



Try it now!





# LOCAL SATURATION DIRECT MAIL STRATEGY

The goal of Direct Marketing is to get your property advertisement into the hands of prospective home buyers. A consumer looking to buy a home that receives a copy of The Real Estate Book® will likely use it as a resource when the time comes to shop for a home. Agents who market their listings in The Real Estate Book® increase the exposure of their listings within the targeted area of the direct mail campaign provided by The Real Estate Book®.

## HOW EFFECTIVE IS DIRECT MAIL?



56% of customers find print marketing to be the most trustworthy type of marketing.

42% of recipients read direct marketing pieces.

54% of consumers surveyed said they want to receive direct marketing mail.

Brand recall is 70% higher among readers who were exposed to direct mail ads rather than to digital ads.

Smallbiztrends.com survey 2018.

## SOCIAL MEDIA FOOTPRINT

Our social media strategy revolves around real time engagement with both agents and consumers. Our content is informative and timely and is meant to drive conversations about the real estate industry. It is also intended to provide insider information for consumers navigating their home buying journey.

### POSTING FREQUENCY

Daily activity on social media during peak times and weekly blog posts on real estate topics of interest.

### FOLLOW US



# SYNDICATION

When your REALTOR® advertises with The Real Estate Book®, you never have to worry about exposure for your property. We have partnered with some of the best lifestyle affiliates available, ensuring you get unparalleled reach for your home. In addition to having your home featured on [www.realestatebook.com](http://www.realestatebook.com), we also list your home on the partner websites listed below.

## OUR SYNDICATION PARTNERS PROVIDE GLOBAL EXPOSURE

LUXURY LISTINGS HAVE EXPOSURE TO  
THE MOST INFLUENTIAL & QUALIFIED HOME BUYERS

THE  
Real Estate Book®

## Luxury Syndication

at its finest

Never question the unparalleled reach and value you receive when you advertise with The Real Estate Book. Qualified listings are posted daily to this portfolio of luxury partners:

	<b>240k+ monthly visitors</b> <i>Listings \$750,000 and above qualify</i>
	<b>570k+ monthly visitors</b> <i>Listings \$500,000 and above qualify</i>
	<b>350k+ monthly visitors</b> <i>Listings \$500,000 and above qualify</i>
	<b>2.3M+ monthly visitors</b> <i>Listings \$1,000,000 and above qualify</i>
	<b>43.1M+ monthly visitors</b> <i>Listings \$450,000 and above qualify</i>

ADDITIONAL  
SYNDICATION FOR ALL  
ADVERTISERS

Mitula  
(US & Canada)  
Ovlix

Locanto  
(US & Canada)  
Oodle

World Property  
Journal

Global Listings  
The Move Channel



# LOCAL DISTRIBUTION

We help your REALTOR® to market your home by providing exceptional local distribution for The Real Estate Book®. Our magazine can be found in a multitude of locations in the local area including restaurants, grocery stores, shopping malls, banks, convenience stores, and many more. We focus on the places homebuyers frequent in their buying process — and we make sure the magazine is prominently displayed so it won't be missed.

- **800+ distribution points**
- **30,000+ books printed every 4 weeks**
- **Over 90% of books are picked up by Home Buyers & Home Sellers every month**
- **Over 30,000 copies direct mailed in 2020**
- **Approximately 100 yellow outside distribution boxes located throughout Metro**



The Real Estate Book® is distributed throughout Halifax, Lunenburg, Queens, Yarmouth and parts of Hants and Colchester counties. These areas account for approximately 60% of Nova Scotia's population.

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Request FREE Magazines online, or call 800-841-3401

ATTRACT MORE HOME BUYERS | GENERATE MORE LEADS

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