

# THE Real Estate Book<sup>®</sup>

## MEDIA KIT



YOUR INTEGRATED MARKETING PLATFORM  
PRINT | DIGITAL | MOBILE  
DIRECT MAIL | SOCIAL | AUGMENTED REALITY



# YOUR **COMPLETE** INTEGRATED MARKETING SOLUTION

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## WHO WE ARE

For over forty years, The Real Estate Book continues to be the leading innovator in real estate marketing. Our dedicated network has helped thousands of real estate professionals win more listings, build their brands and generate leads. We are known for innovative tools that compliment the home buying experience and helping our clients stand out in a crowded marketplace.



# THE POWER OF PRINT

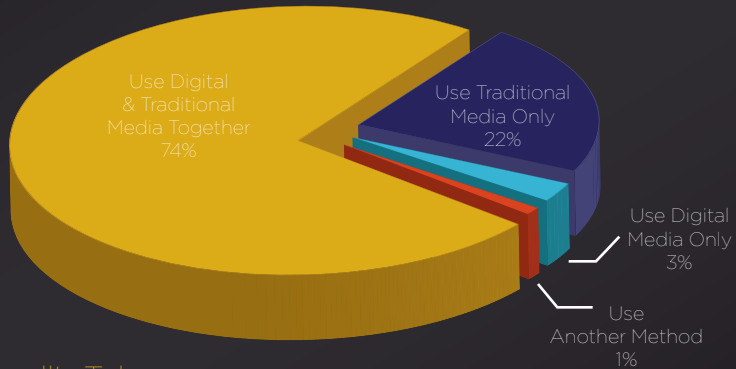


Why choose The Real Estate Book® print advertising?

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, an integrated approach is the best practice for any agent's marketing and branding strategy.

## OLD MEDIA + NEW MEDIA

For 74% of Advertisers, It's a Package Deal



### Borrell's Take

Only 3% of 3,039 local advertisers surveyed in the past 3 months said they're buying only digital media. The market is coalescing around digital and traditional media packages- and having a point person to manage it.

Source: Borrell's Annual Survey of Local Advertisers; April-June 2017; N=3,039 responses

# STRONG BRANDING PAVES THE WAY TO SUCCESSFUL LEAD GENERATION



Real estate is one of the most competitive and saturated industries today. It is important for an agent to build a strong personal brand in order to gain a customer's trust. In addition to promoting your listings, marketing your brand must also be a top priority to be successful. The Real Estate Book offers an integrated marketing solution that provides print, digital and mobile advertising and branding tools. Effective real estate marketing will generate more leads by **not only getting you in front of more people, but getting you in front of the right people at the right time.**

# DIGITAL & MOBILE WORK TOGETHER WITH PRINT

Today's consumers move seamlessly from offline to online. We provide you with ways to capture valuable data in real time during the consumers' home shopping experience to market your personal brand and generate leads.

Text codes prompt home shoppers to view more info and provide listing agent with real time leads

**NEW HEIGHTS REAL ESTATE**  
Elevate Your Expectations!

TEXT: R81582 TO 52187

1588 Sylvan Way | Asheboro  
\$425,000

Peak Place | Capstone City  
\$595,000 | 3,200 Square Feet  
4 Bedrooms, 2.5 Baths

1888 Sylvan Way | Asheboro  
\$425,000 | 4,437 Square Feet  
4 Bedrooms, 4.5 Baths

2042 Peak Place | Capstone City  
\$595,000 | 3,200 Square Feet  
4 Bedrooms, 2.5 Baths

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**NEW HEIGHTS REAL ESTATE**  
SALLY SALESLOT / BROKER  
123.456.789  
WWW.NEWHEIGHTSREALESTATETREB.COM

Your web address in print drives traffic online

# EXTEND YOUR REACH WITH TREB MOBILE AGENT



## VANITY TEXT CODES FOR YOUR LOCAL MARKET

- ▶ Drive engagement through your own personal vanity text code
- ▶ Brand your listing properties
- ▶ Link to your site, landing page, or any URL with custom messaging

## MOBILE = AVAILABILITY

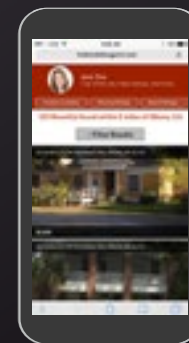
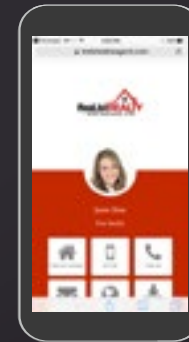
Share all of your contact info with potential customers through your Digital Business Card.

## BRAND YOURSELF

Your contact information always stays pinned to the top of the listing feed.

Text messages have a response rate of 45% compared to 6% for email.\*

89% of home shoppers use a mobile device for the duration of their research\*\*



\*Velocity  
\*\*User behavior data courtesy of NAR

# 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.

Zap codes bring the printed page to life

**TRUMAN & CO.**  
REAL ESTATE SERVICES

**GET ZAPPAR**  
ZAP THE CODE

**SANDY SMITH**  
333-333-3333  
1205 TRUMAN AVENUE  
GREENVILLE, SC 29633  
[WWW.SANDYSMITH.COM](http://WWW.SANDYSMITH.COM)

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

<p>4 Bed   4 Bath   SF   \$625,000 Lakefront property on Lake Lucas! Stunning! garage. Text: R767903 to 52187</p>	<p>4 Bed   4 Bath   SF   \$415,000 New interior paint! Open floor plan, Text: P771989 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 properties jump off the page by using a cutting edge tool in your listing ads. AR allows the home buyer or seller to scan your ad and view a video, photos or contact you directly, all from their mobile device.

## HOW DOES IT WORK?

1

Text ZAPPAR to 52187

2

Download & open the Zappar app

3

Hold your device over the Zap Code & scan

Try it now!



**WE MAKE THE PRINTED  
PAGE COME ALIVE!**

## LOCAL SATURATION DIRECT MAIL STRATEGY

The goal of Direct Marketing is to get your advertisement into the hands of prospective home buyers and home sellers *before they choose an agent*. A consumer looking to buy or sell a home that receives a copy of The Real Estate Book® will likely use it as a resource when the time comes to choose an agent. Agents actively marketing homes in their local Real Estate Book® increase their brand's exposure within the targeted consumer demographic that needs their services the most.

### HOW EFFECTIVE IS DIRECT MAIL?

**82% OF CONSUMERS** trust print ads when considering a purchase decision.\*

Direct mail household **RESPONSE RATE IS 5.1%** (compared to less than 1% for digital channels), which is the highest response rate the DMA has ever recorded.\*\*

Marketing campaigns that used direct mail and 1 or more digital media experienced **118% LIFT** in response rate compared to using direct mail only.\*\*\*



\* - MarketingSherpa, Oct. 2016

\*\* - DMA Response Report, 2017





\*\*\* - Merkle Performance Marketing, 2016

## NATIONAL 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.

### ENGAGED AUDIENCE METRICS

-  Twitter @realestatebook
-  Facebook @realestatebook
-  Instagram @realestatebook
-  LinkedIn @realestatebook

### POSTING FREQUENCIES

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

▶ 34% of Facebook followers are between the ages of 34 & 54.

# GLOBAL + LUXURY ONLINE SYNDICATION



When you advertise with The Real Estate Book®, you never have to worry about exposure for your luxury listings. We have partnered with some of the best & brightest lifestyle affiliates available, ensuring you get unparalleled reach and value for your advertising dollar.

## OUR SYNDICATION PARTNERS PROVIDE GLOBAL EXPOSURE

## GIVE YOUR LUXURY LISTINGS EXPOSURE TO THE MOST INFLUENTIAL & QUALIFIED HOME BUYERS

**TOTAL VALUE = \$2,500+**

plus exposure to millions of buyers included with your ad in The Real Estate Book®.

**Robb Report**  
MAGAZINE FOR THE LUXURY LIFESTYLE™

- 240k+ monthly visitors
- Listings \$750,000 and above qualify

**PropGOLuxury.com**  
Luxury Properties Worldwide

- 20M+ monthly visitors
- Listings \$650,000 and above qualify

**duPont  
REGISTRY**

- 570k+ monthly visitors
- Listings \$500,000 and above qualify

**UNIQUE  
HOMES**  
LUXURY MEDIA

- 350k+ monthly visitors
- Listings \$500,000 and above qualify

**MANSSION  
GLOBAL**

- 2.3M+ monthly visitors
- Listings \$1,000,000 and above qualify

**THE WALL STREET  
JOURNAL.**

- 431M+ monthly visitors
- Listings \$450,000 and above qualify

ADDITIONAL SYNDICATION FOR ALL ADVERTISERS:

Mitula  
(US & Canada)  
Ovlix

Locanto  
(US & Canada)  
Oodle

World Property  
Journal

Global Listings  
The Move Channel

\*-Our list of partners is always being optimized for the greatest results and is subject to change

## PUTTING IT ALL TOGETHER

The Real Estate Book® is the integrated marketing solution that helps you:

**GENERATE  
MORE LEADS**

**WIN MORE  
LISTINGS**

**BUILD YOUR  
BRAND**

“Without the monthly ad in *The Real Estate Book*®, my clients would think I was out of business. The constant presence reminds people I am out there and they always know how to find me.”

**TAMARA BARKER WATSON,  
REALTOR®, SUTTON GROUP  
PROFESSIONAL REALTY**

“I have been working in Halifax in real estate for over 40 years, and I have to say — this glossy magazine that Steve Toole has created is one of the best forms of advertising around. Particularly, I find it especially good for tourists and people from out of town because of its size and style; it is very easy for someone to pick up and take with them. Furthermore, he has been able to create a book which advertises the beautiful shores of Nova Scotia especially well — his online presence being no exception.”

**SANDRA BRYANT,  
REALTOR®, BRYANT REALTY  
ATLANTIC**

“An absolute pleasure working with Stephen and the team at our local TREB. Always so accommodating, helpful and pleasant to deal with. *The Real Estate Book*® is always strategically placed throughout our province for maximum exposure, and with its well-thought-out, eye-catching design and quality of print, it is a fantastic means to promote our local real estate.”

**TRISH CHESAL, OWNER, REALTOR®, BETTER HOMES AND GARDENS®  
REAL ESTATE ATLANTIC**

“We have been advertising in *The Real Estate Book*® for a few years now and it's our main source of print advertising. We like the magazine because it is real estate-focused, unlike many other magazines and newspapers. If somebody is looking at TREB they want to see real estate, and TREB delivers. It's widely distributed around the city and we see people picking it up and calling us all month long. Steve, the owner, is great to work with — he helps with graphic design, and goes out of his way to help us when we need help.”

**ADAM HENNIGAR, REALTOR®, BROKER, SUTTON GROUP  
PROFESSIONAL REALTY**



# THE Real Estate Book<sup>®</sup>

TO ADVERTISE:

902.830.6362

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

[Treb@eastlink.ca](mailto:Treb@eastlink.ca)



@TREBNS



@HalifaxTREB

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WIN MORE LISTINGS | BUILD YOUR BRAND