

Forging Partnerships with Real Estate and Builder Associations



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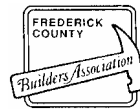
"In a time of drastic change, it is the learners who will inherit the future. Those who have finished learning find themselves equipped to live in a world that no longer exists."

Eric Hoffer

Realtors® Biggest Expense is Advertising

- ✓ **Big push at National Association of Realtors®**
to educate newspapers how to partner with associations
- ✓ **Not a new concept. Realtors® have partnered with Insurance, Home Warranty, Title, Mortgage and other related businesses for years.**

TheStar



TheGazette

Real Estate is More Than Just Selling Homes

#1 Challenge for newspapers is to sell concept to Association Board

#1 Benefit to Board it brings back non-dues revenue

Association Benefits

- ✓ **"Go to Guide" for Association Meetings, community Service and other events.**
- ✓ **Newspaper publishes process color pullout section**
- ✓ **Overrun distributed at Association, Chambers, Real Estate Offices, Tourism, etc.**
- ✓ **All sales/production handled by newspaper staff**

Association Benefits

- ✓ **News provided by Communications Committee, including newsletters, monthly board message/photo. Paper utilized freelance writers/photographers.**

Association Benefits

- ✓ **Promo ads in main section of papers, website promoting association partnership**
- ✓ **Complimentary creative/design for all members**
- ✓ **Revenue share**

Newspaper Benefits

- ✓ **Association endorses as "Official Section" of Realtor® Association**
- ✓ **Section becomes "Go to Guide" for news and community information/events**
- ✓ **For Gazette, comes out Thursday's which beats Saturday/Sunday Home Sections of Regional Dailies.**

Forging Strategic Relationships with Real Estate Associations

Newspaper Benefits

- ✓ Access to memberships mailing lists
 - ✓ All members urged to advertise
 - ✓ Fast-faxes and monthly newsletter promotions for upcoming sections
- ✓ Newspaper management/sales become active participating members of Associations Communications Committee

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