

***FWH
Real Estate
Insider***

***Helping Today's Real Estate Professionals
Maximize Their Income***

Introduction

The FWH Real Estate Insider is a must read for any Realtor actively doing business today. This is a valuable information source that you will look for month after month. Our staff puts in the time, does their home work and the leg work to keep Realtors informed on new income opportunities and changes with hot listings in their particular market. It is our objective to save Realtors time and energy, thus giving them more time to do what's really important, serving their clients and maximizing their potential income. Our staff finds special deals for today's Realtor allowing them to earn extra income from places they may have missed or simply not otherwise found.

- A Bonus being offered on a hot listing in your area***
- Commissions being offered by builders and developers in your area***
- FSBO's in your area that are willing to pay you a commission for bringing them a buyer***

Realtors will also be informed on some important changes with specific listing such as a price drop or new terms being offered. We all know that there are changes like this going on every day and if we don't have a search set up with your MLS you will probably miss this important news. Realtors will also be introduced to some new and exciting listings. The simple fact is you can't find something that you're not looking for. RP Informer finds the important news of the day and delivers it right to you.

The Creator and Publisher

The FWH Real Estate Insider was created and is being produced as a service for today's Realtors by FWH Professional Group of Palm Beach County, Florida. The President of FWH Professional Group (Mr. F. William Hinline) brings over thirty years of real estate sales and marketing experience to the publication.

"It is our goal to create a tool and source of information that will give every Real Estate Professional that reads it a leg up and an opportunity to increase their income."

The FWH Real Estate Insider , by Real Estate Professionals for Real Estate Professionals

Description and Layout

FWH Real Estate Insider is a professionally produced E-book which showcases local properties, special bonuses being offered on a listing and announces important changes in their terms and conditions. The ads will include links to additional information on featured properties and opportunities. Unlike the MLS, real estate websites and other publications with thousands of listings the FWH Real Estate Insider is limited to 150 properties and opportunities per publication. These properties and opportunities are displayed in easy to read ad spaces. There are four ad sizes making all of this important information easy to read and easy to find should you want to revisit it.

- ***Full Page***
- ***Half Page***
- ***Quarter Page***
- ***One Eighth Page***

In addition to information on properties and opportunities that are currently available there will also be some ad spaces available for the promotion of some local Realtor service providers which you may find yourself or your clients in need of.

The ad spaces are for Property Information, Opportunities and Realtor Service Providers only. This is not a venue for Realtor or Agency self-promotion.

Coverage & Distribution

1 of 3

The target audience here is not the general public. Instead we are targeting fellow Real Estate Professionals. After all they have the buyers. Our research tells us that our publication will be widely accepted in the real estate business world. Every Realtor we have spoken with has told us the same thing that they would read our publication, it was a great idea and that they saw it as a valuable tool.

That being said our distribution covers three areas or zones,

- Local***
- Regional***
- National***

Our publication will be directly sent into the real estate professionals email boxes in these zones. The proposed break down is on the following slide. These numbers are forever changing as professionals join and leave the industry. The breakdown of our latest numbers are as of March 27, 2014.

Coverage & Distribution

2 of 3

- **Local, (Palm Beach County)**
 - We will email around 7,431 licensed real estate professionals in Palm Beach County.
 - As this is our main target for this publication this will be done twice, once when the E-Book first comes out and then a follow up two weeks later.
- **Regional, (Broward, Miami-Dade, Collier and Lee counties)**
 - We will email around 34,975 licensed real estate professionals in these areas once when the publication comes out, The estimated breakdown is as follows,
 - Broward County 9,434
 - Miami-Dade County 16,384
 - Collier County 3,720
 - Lee County 5,447
- **National**
 - Each publication will also be emailed to 100,000 licensed real estate professionals around the country once when the publication comes out.
 - These emails will go to areas which are known to be strong buyers markets for South Florida Real Estate.
 - This will over time create a great national referral network for our advertisers and their agencies.
 - This targeted national email campaign will change from publication to publication. Every E-Book publication will give the real estate professional an opportunity to sign up for our mailing list. This list will grow from issue to issue and all of the professional on the list will receive the latest issues going forward adding to our distribution numbers.

Coverage & Distribution

3 of 3

In addition to the email campaign FWH Real Estate Insider also has a targeted social media marketing and distribution campaign already in place which reaches over 750,000 real estate professionals covering all 50 states. These numbers will continue to grow as well.

- The social media campaign will be an ongoing promotional campaign with the publication being offered and introduced to hundreds of thousands of real estate professionals on a weekly basis.*
- As a bonus through social media FWH Real Estate Insider will also be reaching real estate professionals in the international market.*
- Through social media advertising and other internet advertising we will be directing real estate professionals to our website (Coming Soon) as well as to LinkedIn groups and Facebook pages owned and operated by FWH Professional Group.*

You simply can't find a better targeted marketing tool for your listing or to get the word out about any bonuses you may be offering or changes in the listing.

Why FWH Real Estate Insider ?

Everybody out there thinks you can just advertise online for free and sell your listings. They kid themselves sometimes for years all while there listings just sit there getting lost within the thousands of other listings. It has been said “that you only get what you pay for”. Marketing is all about return on investment, 100% of nothing is still nothing.

We believe that is better to make a small investment in marketing your listing to the right people. Get your listing sold, put thousands of dollars in your pocket and then go out there and find your next listing.

Make the concentration on selling that one particular listing, not all 10 of your listings or 50 of your agency’s listings. With this direct targeted marketing you get responses that have buyers that are interested in your listing all because the buyer’s agent told them about your listing.

Position your listing properly in the market place, do something to make it stand out and we will make sure that all of the right people know about it and you won’t get lost in thousands of other listings. The outcome here is simple your phone will start ringing.

Seven Simple Questions

Here are seven straight to the point questions you need to ask yourself. Based on your honest answers and after giving it a little thought you can decide if this is for you.

- *Do I want to make more money?*
- *Am I satisfied with the results of my current marketing campaign?*
- *Is my current marketing campaign reaching the right audience?*
- *How much money will I put in my pocket if my listing sells?*
- *Am I willing to invest a little of my hard earned money to help make that happen?*
- *Does this targeted direct marketing concept make sense to me?*
- *What could I do with a couple thousand extra dollars from a sale right now?*

Advertising Pricing

- We want to give you a chance to try this great service at our bottom line pricing without being tied to a long term commitment.
- For a limited time we are offering you the opportunity to advertise in a single issue at the six issue commitment price. This is a saving of 20% off the single issue price and you have no additional commitment.
- To show our gratitude for your support, all advertisers in the introductory issue will have that special pricing locked in for one full year with no additional commitment.

Ad Size	6 Issues (-20%)	3 Issues (-10%)	1 Issue
Full Page	\$595	\$661	\$744
1/2 Page	\$345	\$384	\$432
1/4 Page	\$220	\$245	\$275
1/8 Page	\$145	\$161	\$181

	Ad Sizes	
<i>Full Page</i>	<i>7.5" x 10"</i>	<i>7.5" Wide x 10" High</i>
<i>Half Page</i>	<i>8" x 5.25"</i>	<i>8" Wide x 5.25" High</i>
<i>Quarter Page</i>	<i>4" x 5.5"</i>	<i>4" Wide X 5.5" High</i>
<i>Eighth Page</i>	<i>3.5" x 2"</i>	<i>3.5" Wide x 2" High</i>

Layouts Are Based On A Page Size Of 8.5" x 11"

What Size Works Best For You?

Ad Submission

All pricing is based on the advertiser supplying camera ready art work to size.

Ad creation service is available by our professional graphics department for only \$30 per ad.

Ask your representative for details

The Full Page Advantage

- *Going with the Full Page ad gives you room to **include more content** about your featured property and opportunity. It also gives you that extra room to **include additional photos**. Although you can link to additional photos it is the photos in your ad that will **catch the eye of the readers** and draw them in for a closer look.*
- ***Promote multiple properties and save**. Any single advertiser taking a Full Page ad space can promote up to 4 properties on that page. It can be split into any combination of half page and quarter page ad spots.*
 - *Go with two half page ads, promote two of your listing and save over the purchase of two half page ad spaces.*
 - *Go with a half page ad and two quarter page ads, promote three of your listing and save over the purchase of one half page ad and two quarter page ad spaces.*
 - *Go with four quarter page ads, promote four of your listings and save over the purchase of four quarter page ad spaces.*

The Half Page Advantage

The Half Page ad spot gives you many of the same advantages as the Full Page ad spot just on a smaller scale and at a lower price point.

- *Going with the Half Page ad gives you twice the space as a quarter page ad at a fraction of the cost. This allows you to include more content about your featured property and opportunity. It also gives you that extra room to include additional photos. Although you can link to additional photos it is the photos in your ad that will catch the eye of the readers and draw them in for a closer look.*
- *Promote multiple properties and save. Any single advertiser taking a Half Page ad space has the option to break the ad into two quarter page ad spots and feature two properties and opportunities.*
 - *Go with two quarter page ads, promote two of your listing and save over the purchase of two quarter page ad spaces.*

Quarter Page & Eighth Page

- *The Quarter Page ad is a great option when you just want to feature a single property. It gives you plenty of space to have a feature photo, plug the property and your opportunity and still have room for contact information and a link to other important information.*
- *The Eighth of a Page ad space is perfect for announcements such as offering a bonus, an open house, price change or attractive new terms being offered. You may be able to fit a small photo or a link to additional information depending on the amount of content you are trying to get in.*
- *It is important that you don't try to cram too much information into the smaller ad space thus making it ineffective. If you find that you having too much information it is better to spend a few extra dollars and step up to the Quarter Page as space.*

Contact

***FWH Real Estate Insider truly is a win -win* *for*
*today's Real Estate Professionals***

- ***As an active professional in today's real estate market place you will find FWH Real Estate Insider to be a valuable source of information geared toward helping your increase your income.***
- ***As an agent or a professional representing a property FWH Real Estate Insider is a great addition to your current marketing campaign offering a very specific targeted marketing opportunity.***

For more information or to reserve your ad space for our next publication contact

***FWH Professional Group
2368 Flamingo Road
Palm Beach Gardens, Florida 33410***

561-290-5207

FWHprogroup@gmail.com