

***FWH  
Real Estate  
Insider***

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

## ***Introduction***

***The FWH Real Estate Insider is a E-book publication that is delivered right into the email boxes of all of the licensed real estate professionals in that market area. Our focus is to help licensed Realtors earn extra money by informing them on special deals and other sources of income in which they are likely not going to find on their own.***

***This will include but is not limited to special bonuses and higher commissions being offer on listings in their market area. It will also inform them on commissions being offered by local builders and developers as well as For Sale By Owner properties in which the owner is willing to pay a commission.***

***FWH Real Estate Insider will also introduce real estate professionals to local service providers offering a number of different special services related to the industry and their transaction.***

***Realtors will receive FWH Real Estate Insider free of charge. We see FWH Real Estate Insider as a valuable service to the real estate community. Every Realtor we have spoken with loves the idea and has told us that they would read the publication and see it as a great service.***

# *The Creator and Publisher*

*The FWH Real Estate Insider was created and is being produced as a service for 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 real estate professionals may find themselves or their 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 said 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 December March 28, 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 RP Informer 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 to get the word out about the services you offer to the professional real estate community.*

# *A Few Simple Questions*

*Here are a few 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?*
- *Does this targeted direct marketing concept make sense to me?*



# 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

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

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

***What Size Works Best For You?***

# *Full Page & Half Page*

## **Full Page**

- *Going with the Full Page ad gives you room to **include more content** about the services you provide.*
- *It also gives you that extra room to **include additional photos or graphics**. Although you can link to additional photos it is the photos and graphics in your ad that will **catch the eye of the readers** and draw them in for a closer look.*
- *It gives you more space to **include detailed contact information, hours of opporation or links to additional information, photos, videos and your website**.*

## **Half Page**

- *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.*

# *Quarter Page & Eighth Page*

## *Quarter Page*

- *The Quarter Page ad is a great option for branding and keeping your name out there. It gives you plenty of space to have a feature photo or graphic, plug your company and still have room for contact information and a link to your website or other important information.*

## *Eighth Page*

- *The Eighth of a Page ad space also called a business card ad is perfect for announcements and branding. 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  
and local service providers***

- *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 real estate service provider 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*

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