

planner profiles

mortgages

in 2013 there are 20 mortgage sponsors

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.



See The 2013 Ad Samples Book For Additional Ads

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JG Financial Team
jgfinancialteam.com
**964-0433**
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TOWN PLANNER®
Your Community Calendar™

...we put you on display, everyday!

2013 Sponsor	Publisher	Advertiser Since
JG Financial Team	WIFLE	2006
Capstone Mortgage	MAWIN	2007
Avanti Financial Services Inc.	ONGOR	2010
Chase	INHES	2010
Educated Mortgage Services, LLC	WISTR	2010
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O.M.A.C.	ONCIA	2011
PRIMARY RESIDENTIAL MORTGAGE	CTSUS	2011
University Lending	INHES	2011
Fairway Mortgage	NCMCC	2012
MID VALLEY FUNDING	CACAR	2012
Nova Home Loans	AZLAB	2012
Absolute Home Mortgage Corp	NJODO	2013
F&M Mortgage	TNRHO	2013
Homestead Funding Corp.	MASTG	2013
Metropolitan Financial Mortgage	MNDYN	2013
Mortgage Menders	NCPEL	2013
Primary Residential Mortgage, Inc	NHSPE	2013
Summit Mortgage Corporation	MNDYN	2013
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Complete List of 2013 Sponsors Available Upon Request

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Got Foreclosure?

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Lori Lackey

668-6568

NMLS#225910/268566
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WestSacramentoHomeLoans.com



"I am writing you a quick note to let you know how impressed I have been with the response from my ad in the Town Planner Calendar. As soon as the calendar came out I started receiving calls!

Also, the recognition alone from the local people in my community is outstanding! Everywhere I go, from the local Jamba-Juice, to the parents and kids at my daughter's school stop me to say they have me up in their home, or on the fridge.

I have already gained enough business to more than justify the cost of the advertising."

Lori Lackey

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Voted Greater Lexington's Best Mortgage Company
(for 10 consecutive years)
Market Surveys of America



Chris Smith

781.860.7888 • capstonemortgage.com

Mortgage Loan Officer #16513; NMLS Company ID #1445; MA Mortgage Broker/Lender #MC5471
(We arrange but do not make loans.)

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