

# planner profiles

# realtors

*in 2013 there are 203 realtor 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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Over 3,000 Homes SOLD!**

**TONYKAZANAS.COM**

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**William C. Anderson**  
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*Our 90th Year!*

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**Kathy Foran, GRI, ABR**

- #1 Agent in Framingham
- Over \$25 Million in Sales in 2012!
- Serving Buyers and Sellers since 1990
- Lifelong Framingham Resident

**REALTY EXECUTIVES**

**(508) 371-4345**  
kathyforan.com  
kfrex@aol.com

Please call with any of your real estate questions!

**EXPERIENCE EXCELLENCE™**

**TOWN PLANNER®**  
Your Community Calendar™

*...we put you on display, everyday!*

| 2013 Sponsor                       | Publisher | Advertiser Since |
|------------------------------------|-----------|------------------|
| Realty Professionals - Kazanas     | OHCOF     | 1991             |
| ERA Rath Realtors                  | OHCOF     | 1992             |
| Clint Williams Realty              | OHCOF     | 1994             |
| John Young Realty                  | NJODO     | 1996             |
| Coldwell Banker - Stratford Place  | ILHUA     | 1997             |
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| Realty Exec. Foran                 | MADRU     | 1998             |
| Coldwell Banker Hunter Realty      | OHCOF     | 1999             |
| Judy Moore - Higgins Group         | MAWIN     | 1999             |
| Lawndale Realty                    | MAWIN     | 1999             |
| Century 21 - Pat Popola            | NJODO     | 2000             |
| Coldwell Banker - Concord          | MAWIN     | 2000             |
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| Stanley Komito-Coldwell Banker     | NJSCH     | 2001             |
| Houlihan Lawrence - MG             | NYHOE     | 2002             |
| ReMax Renown Realty-Caruso         | NJODO     | 2002             |
| Coldwell Banker Gundaker           | MOROS     | 2003             |
| Coldwell Banker-Don Philhower      | NJOD2     | 2003             |
| Dodson, Gary - Howard Hanna        | OHCOF     | 2003             |
| ReMax First Choice-Triveni Gurikar | NJODO     | 2003             |
| Coldwell Bankers                   | WIFLE     | 2004             |
| Mark D. Olejniczak Realty, Inc.    | WIFLE     | 2004             |
| Re/Max Suburban                    | MOROS     | 2004             |
| Realty Executives-Frerichs         | NJOD2     | 2004             |
| Valley Realty Co.                  | PADEB     | 2004             |
| Weicher Realtorst-Marlene Vegter   | NJOD2     | 2004             |
| #1 Choice Real Estate              | PADEB     | 2005             |
| Century 21 Van Der Wende Assoc.    | NJODO     | 2005             |
| Howard Hanna (CF)                  | OHLUB     | 2005             |
| Howard Hanna                       | OHLUB     | 2005             |
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Complete List of 2013 Sponsors Available Upon Request

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**Marty Swingle**  
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**Chris Palamidessi**  
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DRE# 01362388

**916-372-3700**  
[www.capwestrealty.com](http://www.capwestrealty.com)

*"Joyce created my first ad in the Town Planner and that has proven to be so successful that I brought another company to advertise with Joyce and I have signed up for an additional year. I see the Town Planner calendar in many of my clients homes and it is the best advertising investment I could have ever made."*

**Marty Swingle**  
**Capital West Realty**



**SOLD**

**ZIONSVILLE**

*the Lavolette group*

**317-752-5957**

**SONNIE LAVIOLETTE**  
REALTOR®/Broker

**NICK LAVIOLETTE**  
REALTOR®

*The Zionsville Town Planner calendar has been an important part of my marketing since it was introduced into the local market a few years ago. Because the calendar includes all the local events and school calendar, I see it hanging in home-after-home, when I am showing houses to buyers....*

*Most importantly, I can credit the advertising in The Town Planner to several transactions. These are calls I would not have received without the advertising investment.*

**Sonnie Lavolette, REALTOR® Broker**

**TOWN PLANNER®**  
*Your Community Calendar™*

*... the best location for your ad*