planner profiles

realtors

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"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.

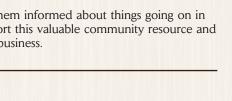
Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

See The 2013 Ad Samples Book For Additional Ads

Your Community Calendar



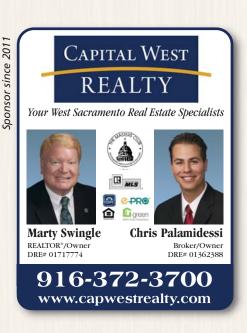






...we put you on display, everyday!

Realty Professionals - KazanasOHCOF1991ERA Rath RealtorsOHCOF1992Clint Williams RealtyOHCOF1994John Young RealtyNJODO1996Coldwell Banker - Stratford PlaceILHUA1997Doyle Team of Strano and Assoc.MOROS1998Realty Exec. ForanMADRU1998Coldwell Banker Hunter RealtyOHCOF1999Judy Moore - Higgins GroupMAWIN1999Lawndale RealtyMAWIN1999Century 21 - Pat PopolaNJODO2000Coldwell Banker - ConcordMAWIN2000Sharon Altman-Coldwell BankerNJSCH2001Stanley Komito-Coldwell BankerNJSCH2001Houlihan Lawrence - MGNYHOE2002ReMax Renown Realty-CarusoNJODO2003Coldwell Banker GundakerMOROS2003Coldwell Banker GundakerMJODO2003Coldwell Banker SundakerMJODO2003Coldwell Banker SWIFLE2004Mark D. Olejniczak Realty, Inc.WIFLE2004Mark D. Olejniczak Realty, Inc.WIFLE2004Re/Max SuburbanMOROS2004Realty Executives-FrerichsNJOD22005Coldweil BankersNJOD22005Coldweil BankerSoo52004Re/Max SuburbanMOROS2004Re/Max SuburbanMOROS2005ReMax Home Connection-LicastroNJODO2005Howard HannaOHLUB2005 <t< th=""><th>2013 Sponsor</th><th>Publisher</th><th>Advertiser Since</th></t<>	2013 Sponsor	Publisher	Advertiser Since
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"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

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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 Laviolette, REALTOR® Broker



... the best location for your ad