

Dear Advertiser:

The 2011-2012 First Multiple Listing Service Home Buyer Guides will be published in September.

The Guides are available for Atlanta, Cobb, Gwinnett, North Fulton/South Forsyth, South Atlanta and North Georgia.

We will launch a new Guide, Inside 285 this summer.

The regional guides have an annual print run of 15,000 copies and the city wide guide is 25,000 annually.

The publications are distributed by realtors for a full year to home buyers. Realtors regard the publication as essential reading for homebuyers and newcomers to the area.

Advertisers receive promotion on our new site which is welcometoatlanta.info. We will expand the site to include significant editorial about the city and will offer advertisers editorial and videos on the site. We receive a heavy volume of visits as realtor's link to the site from their sites to provide the publication to their clients online. We also invest in search engine optimizations and key word marketing.

Brokerage firms in the respective areas give these to newcomers buying homes as a way to introduce the area and available services. We have installed distribution racks for these publications in the brokerage offices to make the publications very accessible to the agents for their homebuyers.

The publications are also available at no charge to agents at all FMLS stores where agents shop for supplies. The Atlanta guide is the official relocation publication of FMLS.

Research shows that mapping is the most important information sought by homebuyers. We regularly receive testimonials like the enclosed regarding the publication.

We regularly receive testimonials like the following regarding the publication:

- We all went crazy over the quality of the maps. Donna Spahr, Keller Williams
- My agents love the Map & Directory. Capri Rowland, MetroBrokers.
- My name is Lydia Pourasef and I am the Marketing Coordinator here for PGR, and our Agents here in East Cobb love your maps! Prudential Georgia Realty, East Cobb
- I wanted to take the time to tell you how much my buyers appreciate the maps. They can see where we are in the car, where one house is in relationship to another, how close shopping, schools and churches are. All of my buyers ask me for extra copies. Even the most tech savvy buyers like to see the overall picture that your maps give them. Thanks for supplying them, keep them coming. Debbie Oliver, Associate Broker, www.deboraholiver.prudentialgeorgia.com
- I wanted to let you know the value I see in using the maps provided to us through your company. In the age of the internet, many maps can be printed off and provided to

clients from other Real Estate firms, however, the quality of the maps the overall presentation, as well the local advertisements are not a part of this presentation when printed from the internet sites. This advertisement drives consumers through the doors. In addition, in my office, I use these maps for each of my buyer's packets as well as the Relocation packages I provide to my agents working with clients moving into the North GA, Forsyth Co. area through a Relocation opportunity. Robert Scanlon, Managing Broker# 1 Office in 2009,www.ColdwellBankerAtlanta.com/400NorthLakeLanier

We offer the following unique media values:

- Annual shelf life
- Only 5 pages of advertising guarantying maximum visibility
- Essential editorial as mapping is the most important information sought
- Denotation of your locations on the map and listing them in the legend
- Free web site advertising
- Highly targeted to homebuyers and realtors
- Credible as the official Relo Guide of the FMLS of Atlanta.

Please call for media information. Thank you for your consideration.

HomeBuyerGuides.net

TEL 770-568-4999 | FAX 770-568-6059 | www.homebuyerguides.net