

'extra, extra'

Newspapers and Realtors® - synonymous with one another for decades. Before the internet, newspapers were certainly a viable promotional avenue for property. That's where buyers were searching for homes, so it made a lot of sense for brokerages to focus their marketing efforts on the print world. However, that was then and those days are long behind us.

In this age of digital promotion, the REAL stats prove that newspapers are simply no longer a viable place to promote your home. The National Association of Realtors Profile of Home Buyers and Sellers Study for 2017 found that only 1% of buyers across the entire US found they home they purchased from a newspaper publication. Even a for sale sign produced results 6 times greater than that of newspapers.

Our focus is squarely placed on the world of digital marketing. We can identify potential buyers, advertise directly to them and track every single effort. The internet is the single largest source of where buyers found their home at 49%. That's where buyers are and that's where your home needs to look it's very best.

The numbers don't lie, so please don't confuse Realtors® promoting their business with the proper promotion of your home.

WE ARE
TRILLIUMWEST

Leading REAL ESTATE
COMPANIES
OF THE WORLD™

