

Competition in the Real Estate market is an ongoing challenge. Local realtors look to your paper to keep current with the newest marketing trends. With the Open House Smartphone App from Classified Concepts your paper can deliver the growing mobile audience to your realtors' doorsteps...literally!

This convenient tool pulls together your latest listings in a single application. Use as a stand-alone or offer an additional mobile component to your existing Print and Online Open House Program. Attract sale seekers and give realtors another reason to choose your paper as their selling partner.



Why Mobile?

Readers can download your newspaper's branded application from your website for free! With a single touch they can browse your paper's local open house listings. Your growing mobile audience will love the convenience. Advertisers will enjoy the additional exposure.

Features and Benefits include:

- Custom Branded with your newspaper's logo on each page of the application.
- Premium Advertising Space on each app page offers additional exposure for select advertisers, and revenue opportunity for your paper.
- Clean. Simple. Fast. Daily or weekly updates.
- Listings can include: full descriptions, photos, location, seller contact information and links to realtor's website.
- Multiple search options. Search listings by price, beds, baths, open day, city or proximity to your location. Browse by list or by map view to quickly scan nearby sales.
- Other features include: Multi-stop driving directions, save to favorites and share by email.

Platform independent! Compatible with iPhone, iPad, Android, Blackberry and more.

Find out how the Open House App can help you increase revenue today!

Toll Free: 866.955.6277
email: info@classifiedconcepts.com
www.classifiedconcepts.com





We put classified revenue on the map.

Open House Locator Maps



Despite the challenging housing market today, there is still opportunity for your newspaper to increase its classified revenue. As buyers become more deliberate about their real estate decisions, advertisers look for unique and useful ways to capture their audience's attention. Classified Concepts Open House locator maps set your real estate products apart, bringing results in both print and online.

Classified Concepts Open House Locator Maps:

- Drive readers directly to advertised locations, resulting in increased traffic for advertisers.
- Increase pageviews on your website – print maps drive readers to companion online maps for features like enhanced listings, send-to-phone driving directions and more.
- Create new premium ad space and sponsorship opportunities, in both print and online, generating new revenue for your paper.
- Distinguish your classified sections from the competition, making your paper the local source for everything classified.

"Feedback on the locator maps has been great – advertisers tell us that clients walk into their sales centers and open houses with our newspaper in hand – which is exactly what we were looking for."

– Steve Donnon, the National Post

Contact us today to find out how we can help you increase revenue for your open house listings!

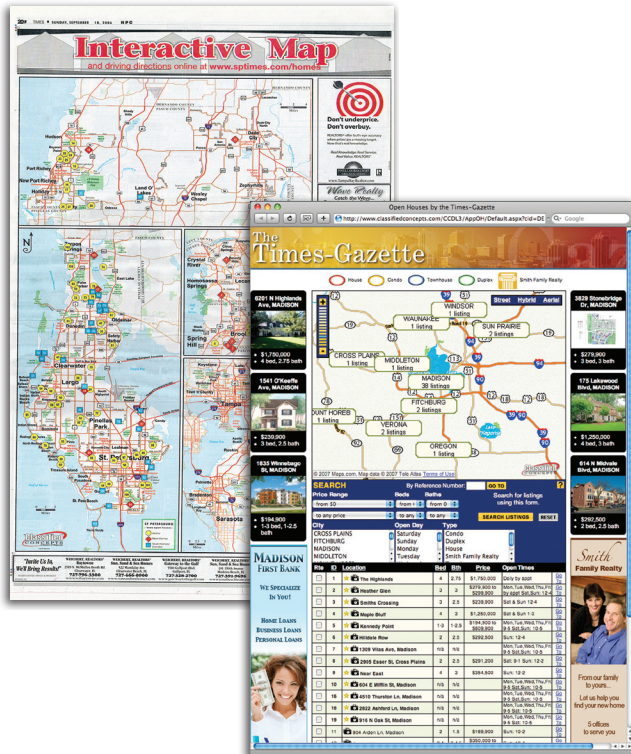
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