

When selling your home you want as many people as possible to see it, and one of the best ways to do this is through a motivated Realtor that uses a comprehensive approach to marketing - more comprehensive than just the MLS. This type of Realtor will ensure that your property is being seen in print and online. And, most importantly, this type of Realtor has budgeted his or her own money specifically for the purpose of marketing homes and property just like your's.

The best place to find Realtors like this is between the pages of your local Homes and Land magazine. All of the Realtors contained therein use Homes and Land as a tried and true partner in the marketing and selling of your home. After all, your Realtor knows real estate and Homes and Land knows marketing.

There are a number of things that differentiate Homes and Land from other types of real estate magazine.

First off, Homes and Land is a full size magazine, printed on glossy, full colour paper. This gives Homes and Land superior photo and ad quality that make it easier to read than either the digest type format of some magazines or the newsprint quality of others. This high quality makes the listings jump out and engage the reader rather than blur them together in an indistinguishable fashion. Additionally, the covers are appealing to the eye and serve as a unique calling card for the Homes and Land brand.

Secondly, with features like community profiles, open house listings, EZ tours, tips and articles, an online copy of the magazine, and access to all other Homes and Land markets across Canada and the United States, Homes and Land online is comprehensive in scope and unequalled in ease of navigation for the reader. The features that Homes and Land online offers its clients is also a step above what others offer. From website templates for agents that have yet to design their own sites to online AdMaker and the ease and flexibility it offers Realtors in designing and submitting listings Homes and Land continues to set the bar for others to try and emulate.

Next in line is distribution. Your local Homes and Land magazine is printed every four weeks and can be found throughout your region in a variety of locations in either the recognizable blue house boxes, a variety of indoor racks, or through its unique home mail program. Your Homes and Land publisher produces and distributes thousands of magazines that get picked up and read by motivated buyers not only throughout your area but to other areas where people are moving in from. So, even if you're planning on moving to another city or province Homes and Land and the Realtors advertising within will be right beside you helping you to find the right home!

Finally, it's all Canadian. Homes and Land is published by people and employing people that live in your region that strive to make the magazine unique to you. And they make it available to all prospective home buyers and sellers at no charge.

So, when your Realtor uses Homes and Land to market your home you're getting more than just a listing in a magazine. You're getting unmatched service and access to an unparalleled marketing strategy.

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