

The logo for Suburban Newspapers of America (SNA) features the letters 'SNA' in a bold, sans-serif font. The 'S' is red, and the 'NA' is blue with a white star integrated into the 'A'. Below the letters is the text 'Suburban Newspapers of America' in a smaller, blue font.

Real Estate Outlook: 2008-2013

Suburban Newspapers of America

Tuesday, September 16, 2008



Today's Agenda

- Real estate ad spending
- The home search process
- Newspaper site real estate revenues
- Real estate sites

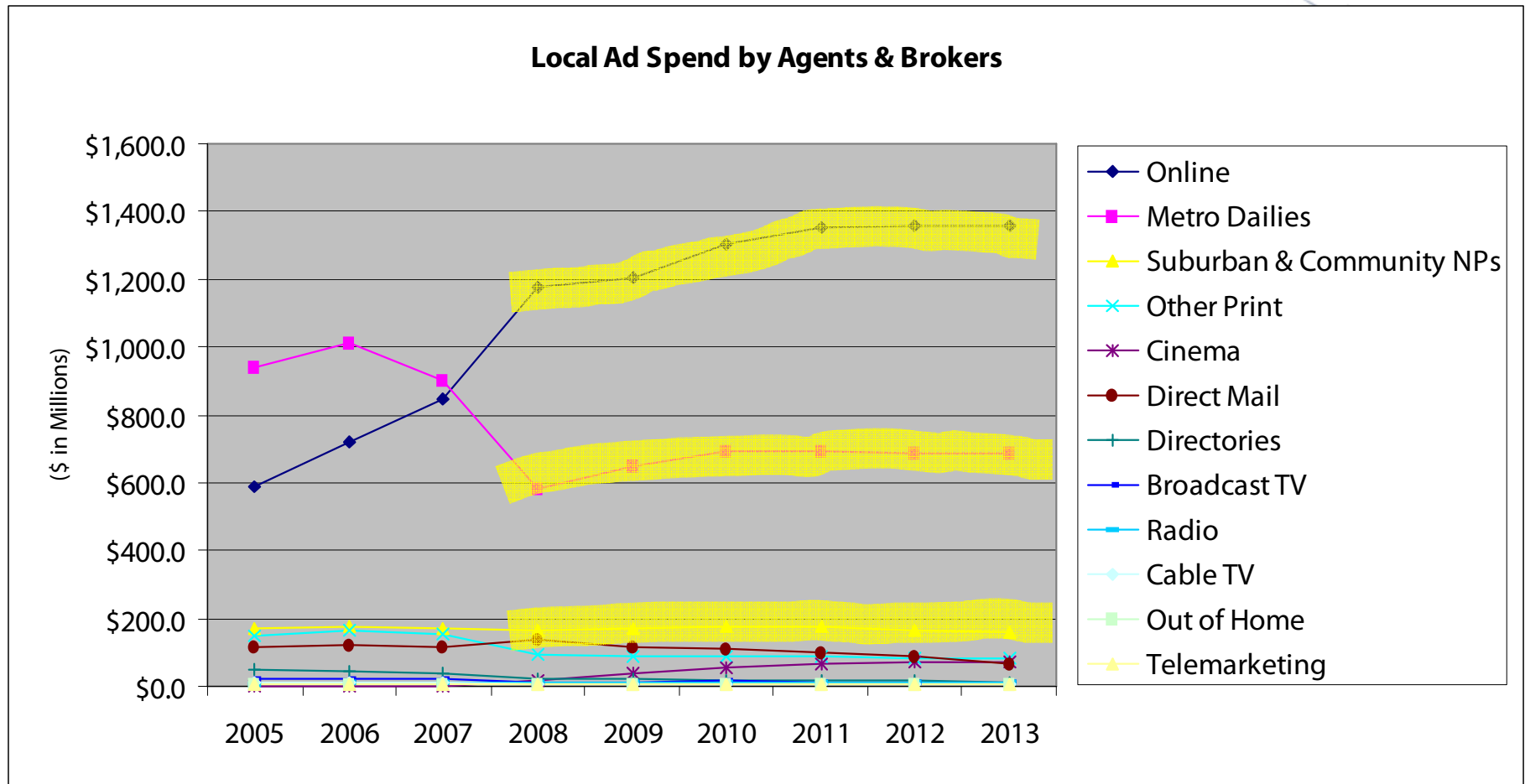


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Local Residential Real Estate Ad Spend by Agents & Brokers, 2005-2013

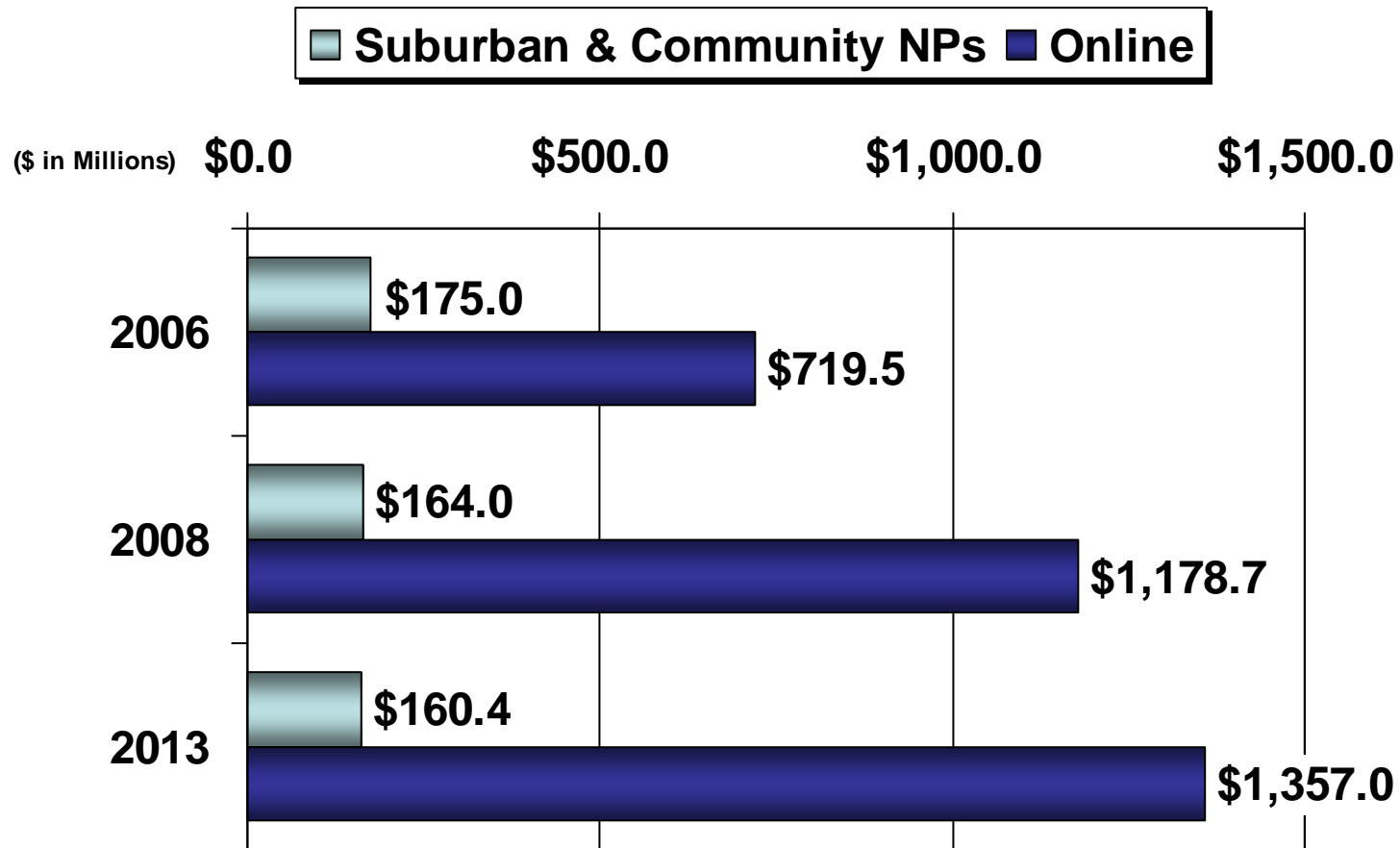


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Source: Borrell Associates, Q2, 2008 data



Local Residential Real Estate Ad Change by Agents & Brokers, 2006/2008/2013

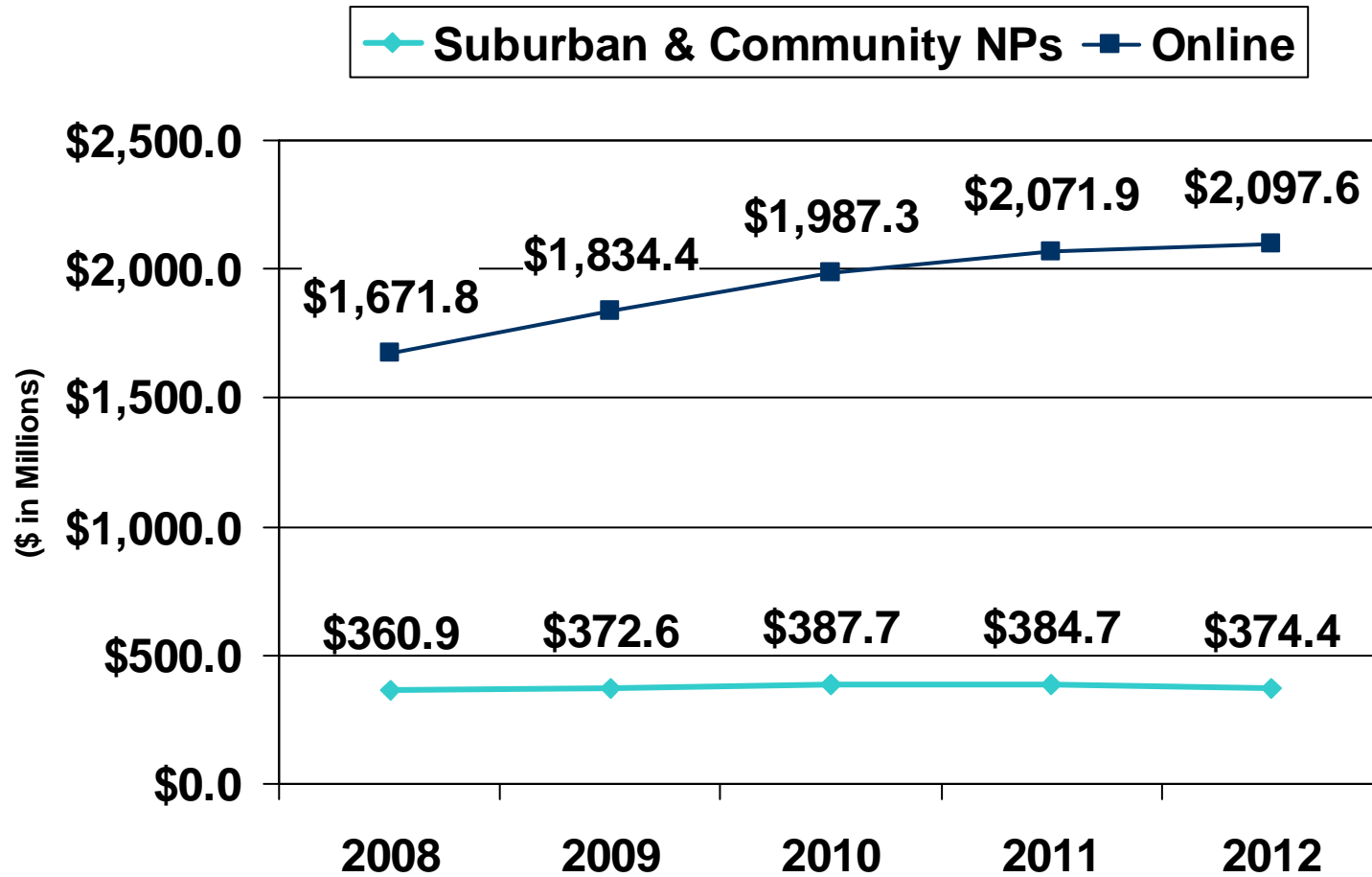


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Source: Borrell Associates, Q2, 2008 data



Local Ad Spend for Total Real Estate

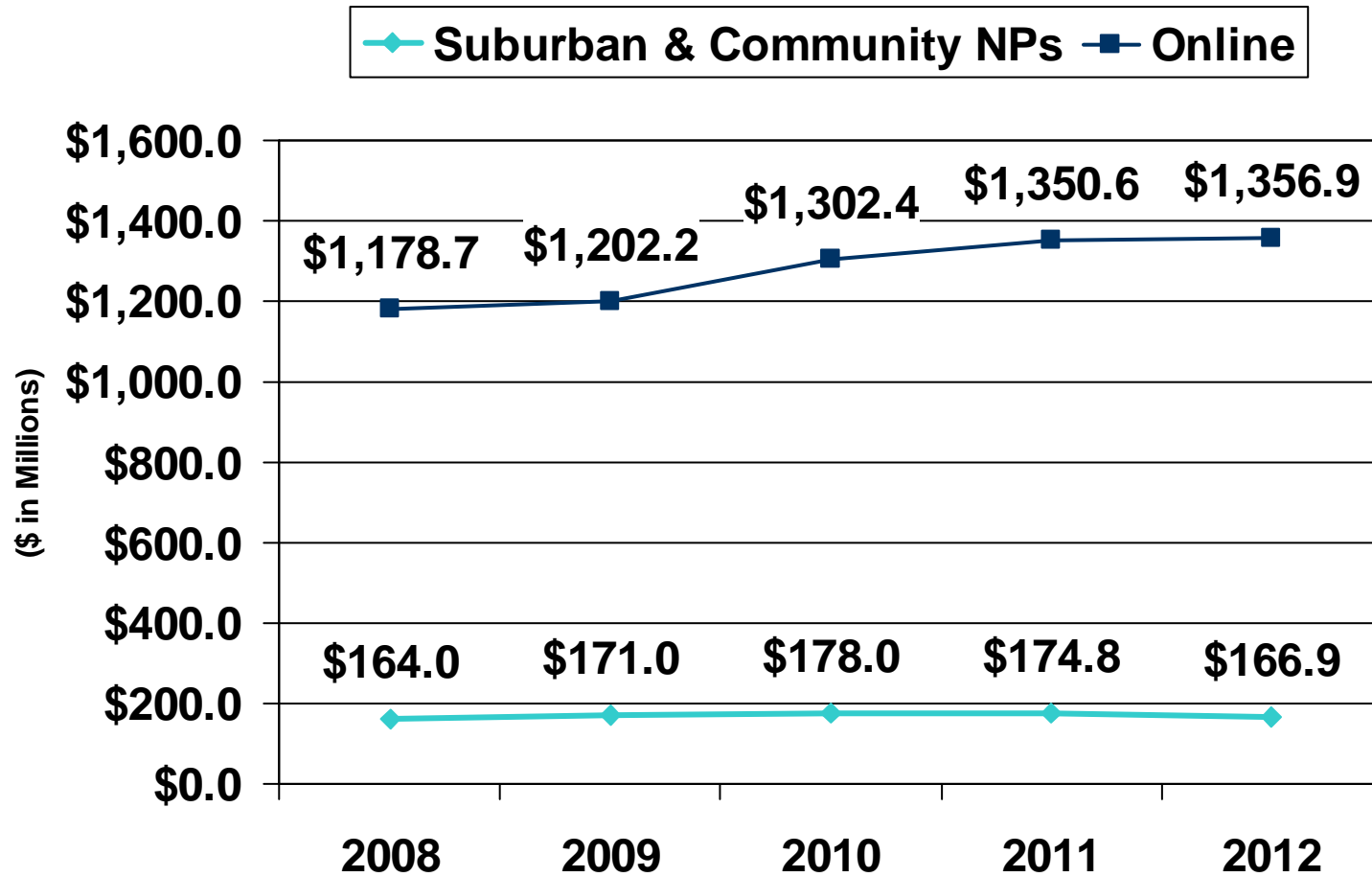


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Source: Borrell Associates, Q2, 2008 data



Local Ad Spend by Agents & Brokers

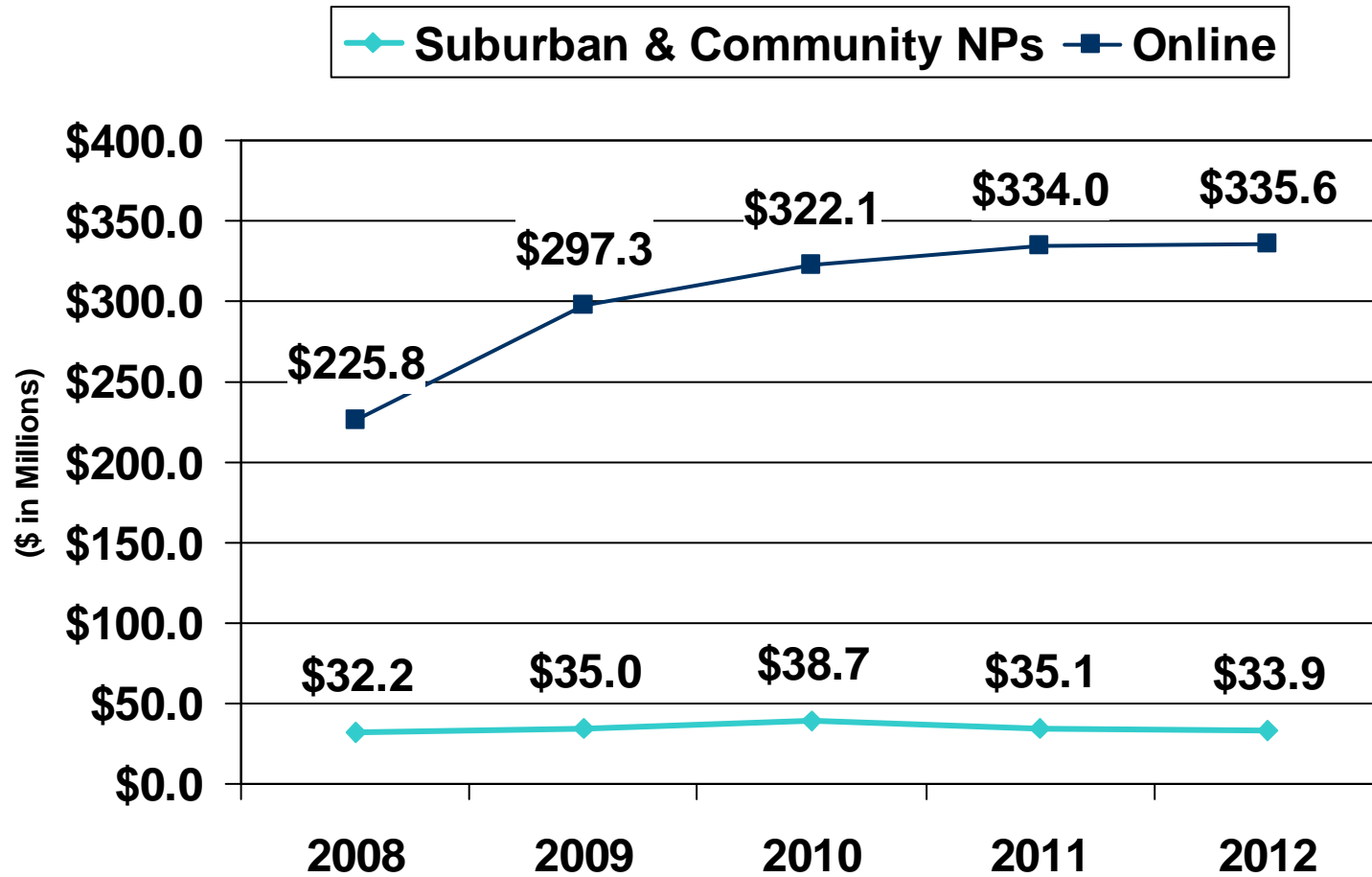


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Source: Borrell Associates, Q2, 2008 data



Local Ad Spend by New Construction

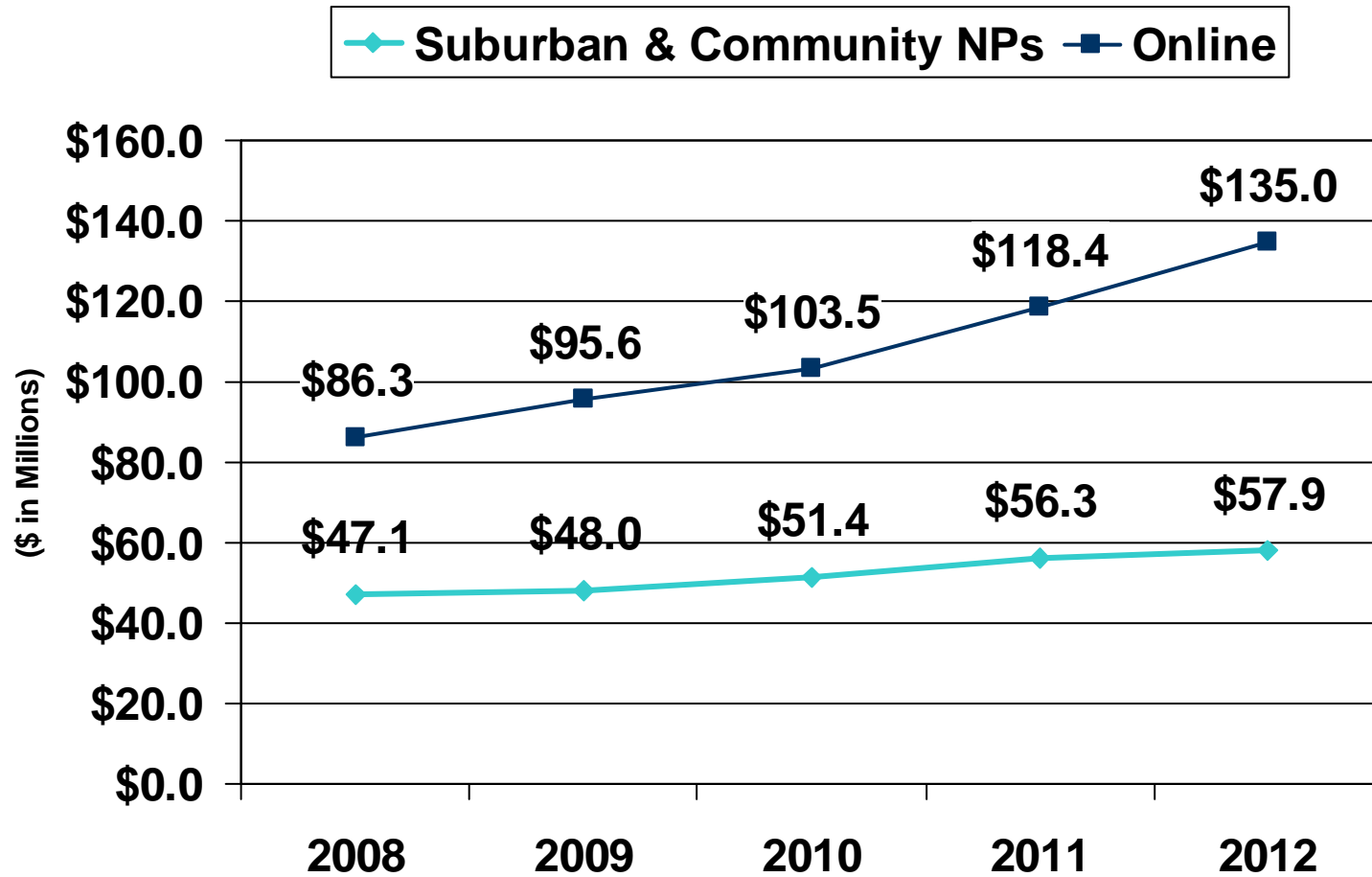


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Source: Borrell Associates, Q2, 2008 data



Local Ad Spend by Private Party

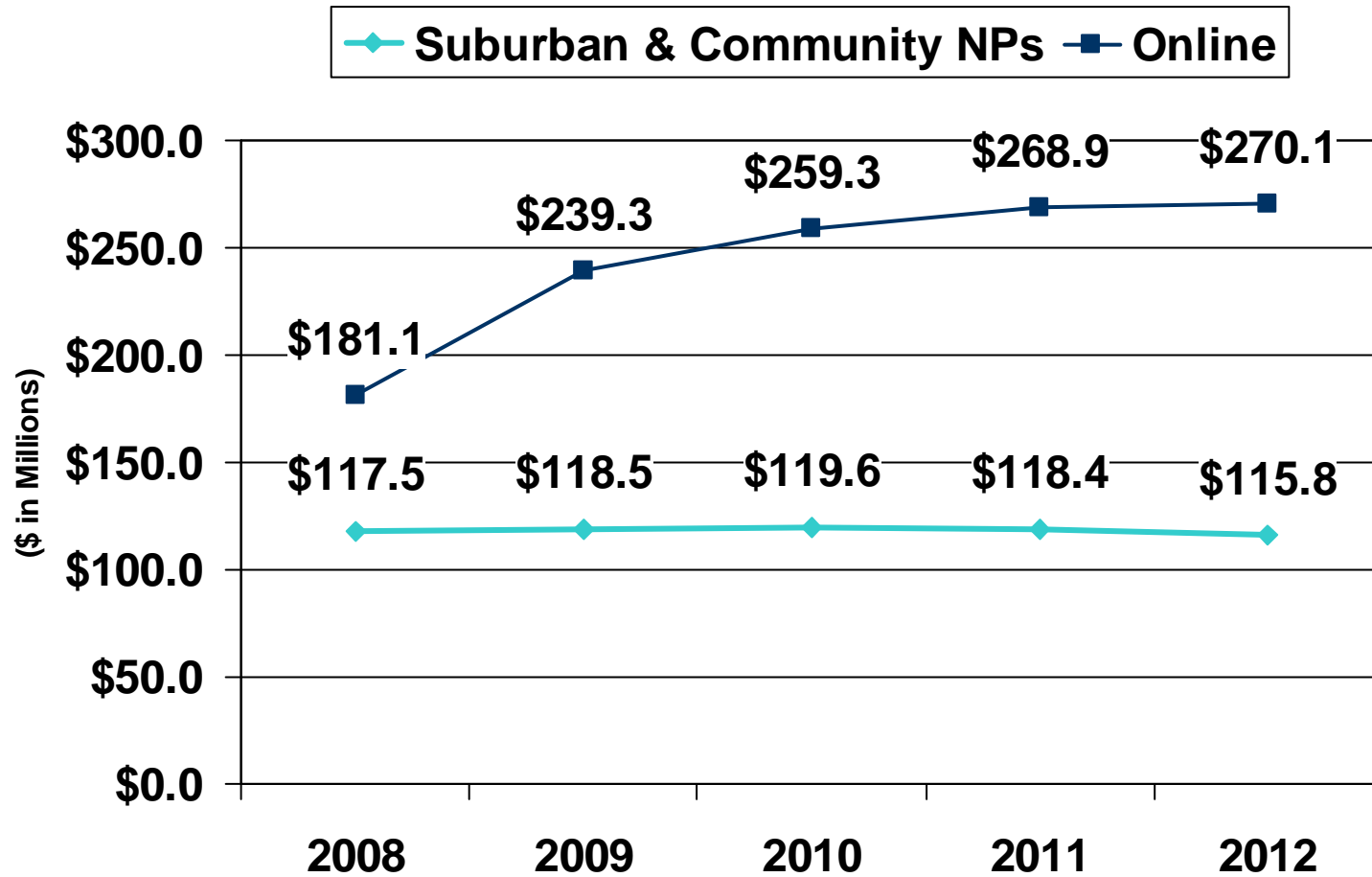


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Source: Borrell Associates, Q2, 2008 data



Local Ad Spend by Rental Mgt.

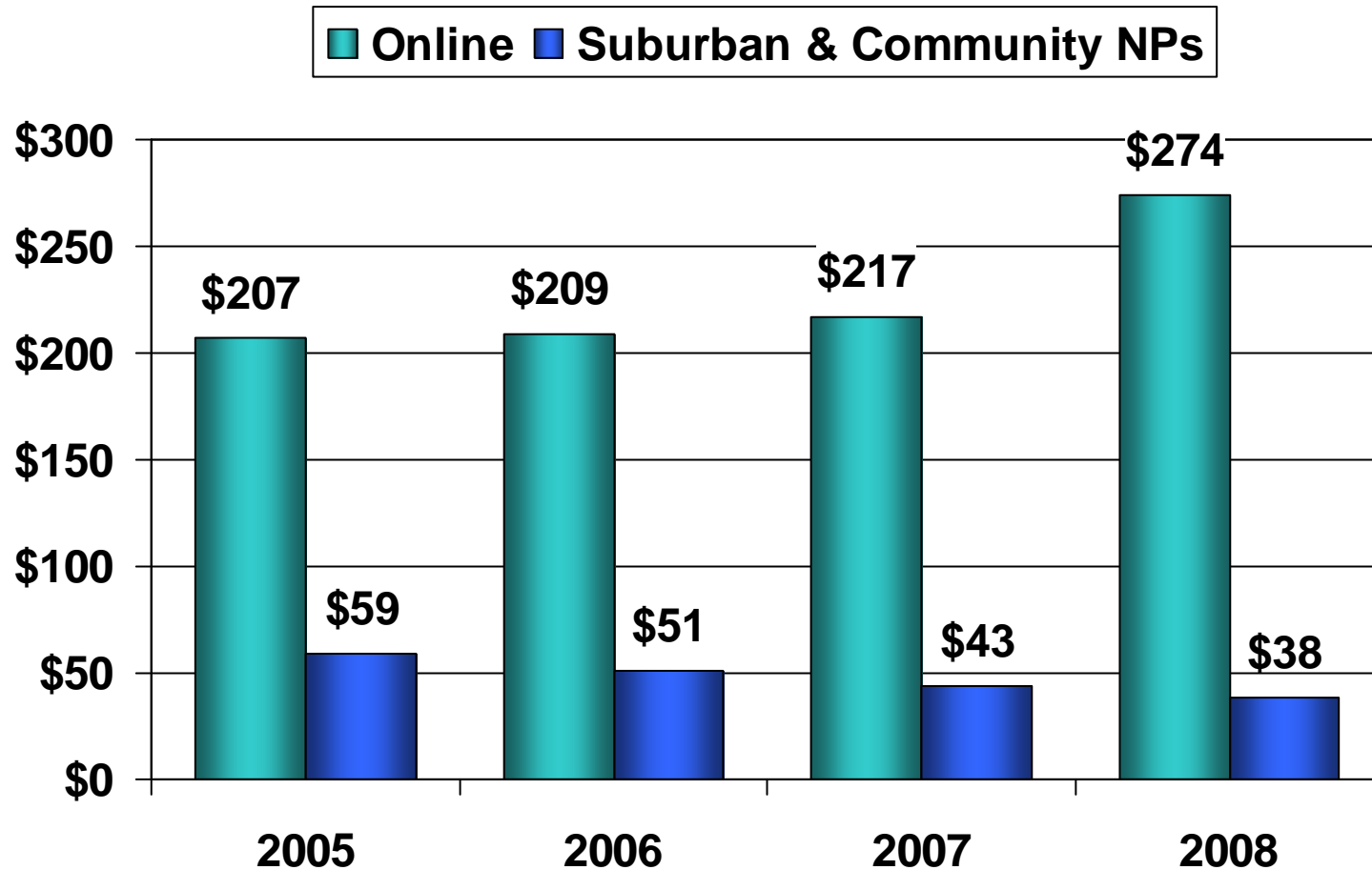


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Source: Borrell Associates, Q2, 2008 data



Average Ad Spend per Existing Homes Inventory by Agents & Brokers, 2005-2008



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Source: National Association of Realtors; Borrell Associates, Q2, 2008 data



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First Step Taken During the Home Buying Process

First Step Taken During The Home Buying Process (% Distribution)	All Buyers
Looked online for properties for sale	32%
Contacted a real estate agent	20
Looked online for information about the buying process	12
Talked with a friend or relative about home buying process	9
Contacted a bank or mortgage lender	7
Visited open Houses	7
Looked in newspapers, magazines, or home buying guides	5
Contacted a home seller directly	2
Attended a home buying seminar	1
Read books or guides about the home buying process	1
Drove by homes/neighborhoods	1
Contacted builder/looked at builder models	1
Other	2



Information Sources Used In Home Search

Information Sources Used In Home Search	All Buyers
Real estate agent	84%
Internet	84
Yard Sign	59
Print newspaper advertisement	50
Open house	48
Home book or magazine	31
Home builder	24
Television	9
Billboard	7
Relocation company	5



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Community newspapers online real estate revenue vs. total online revenue, 2007/2008

Circulation Size	Average % of Online from Real Estate Advertising	
	2007	2008
1,000-20,000	10.2%	10.2%
20,001-40,000	7.8%	6.7%
40,001-60,000	8.1%	7.5%
60,001-120,000	22.1%	17.5%
120,001-200,000	10.9%	10.5%

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Source: Borrell Associates Inc., "What Local Media Web Sites Earn" 2008



Community newspapers online real estate revenue growth, 2008

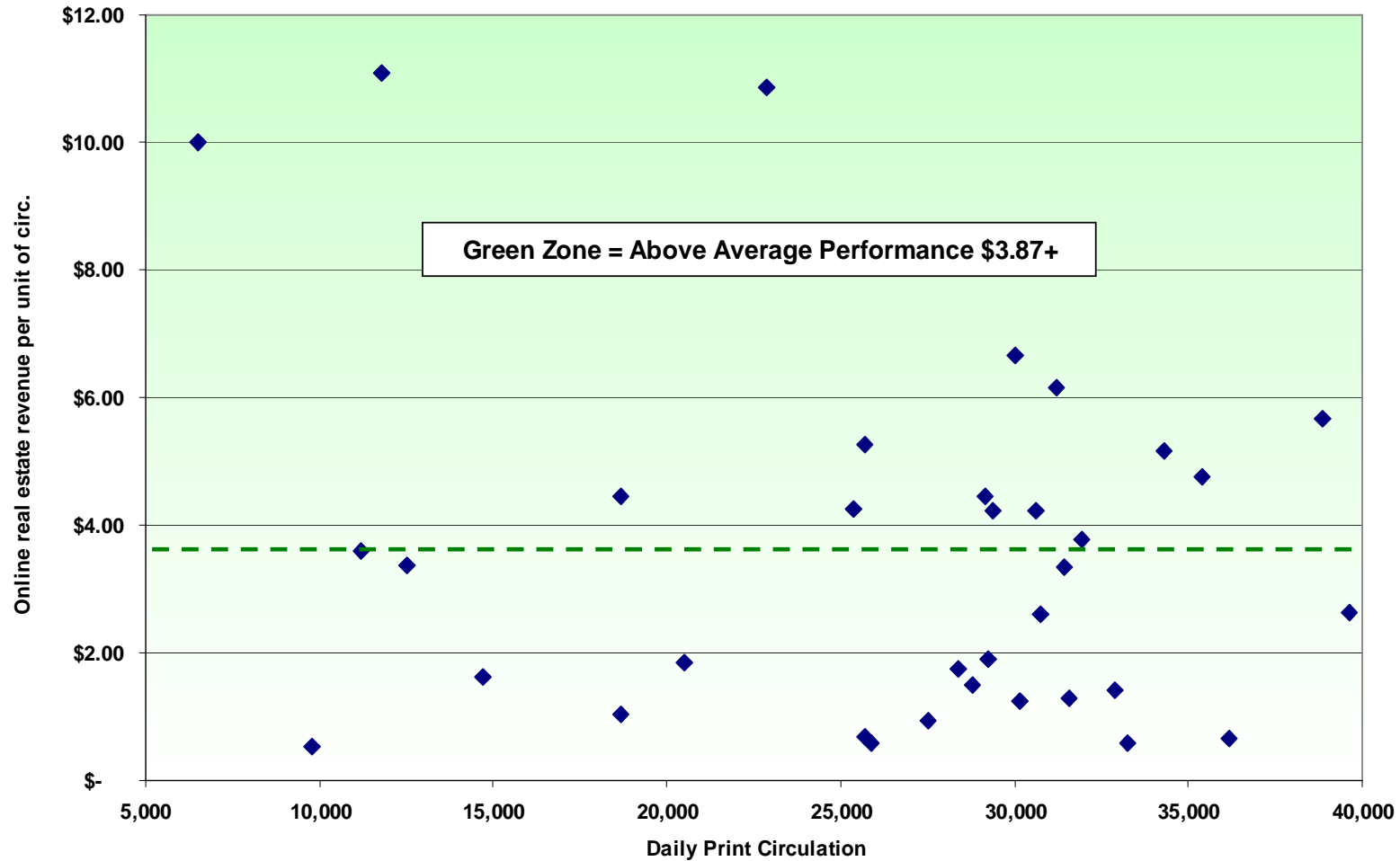
Circulation Size	Growth in online Real Estate \$ over 2007	Avg. online Real Estate \$ per unit of circulation 2008
1,000-20,000	17.7%	\$8.33
20,001-40,000	1.2%	\$4.44
40,001-60,000	15.3%	\$6.08
60,001-120,000	4.7%	\$4.91
120,001-200,000	22.0%	\$9.66

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Source: Borrell Associates Inc., "What Local Media Web Sites Earn" 2008



Online real estate revenue per unit of circulation for dailies below 40,000 circ, 2008

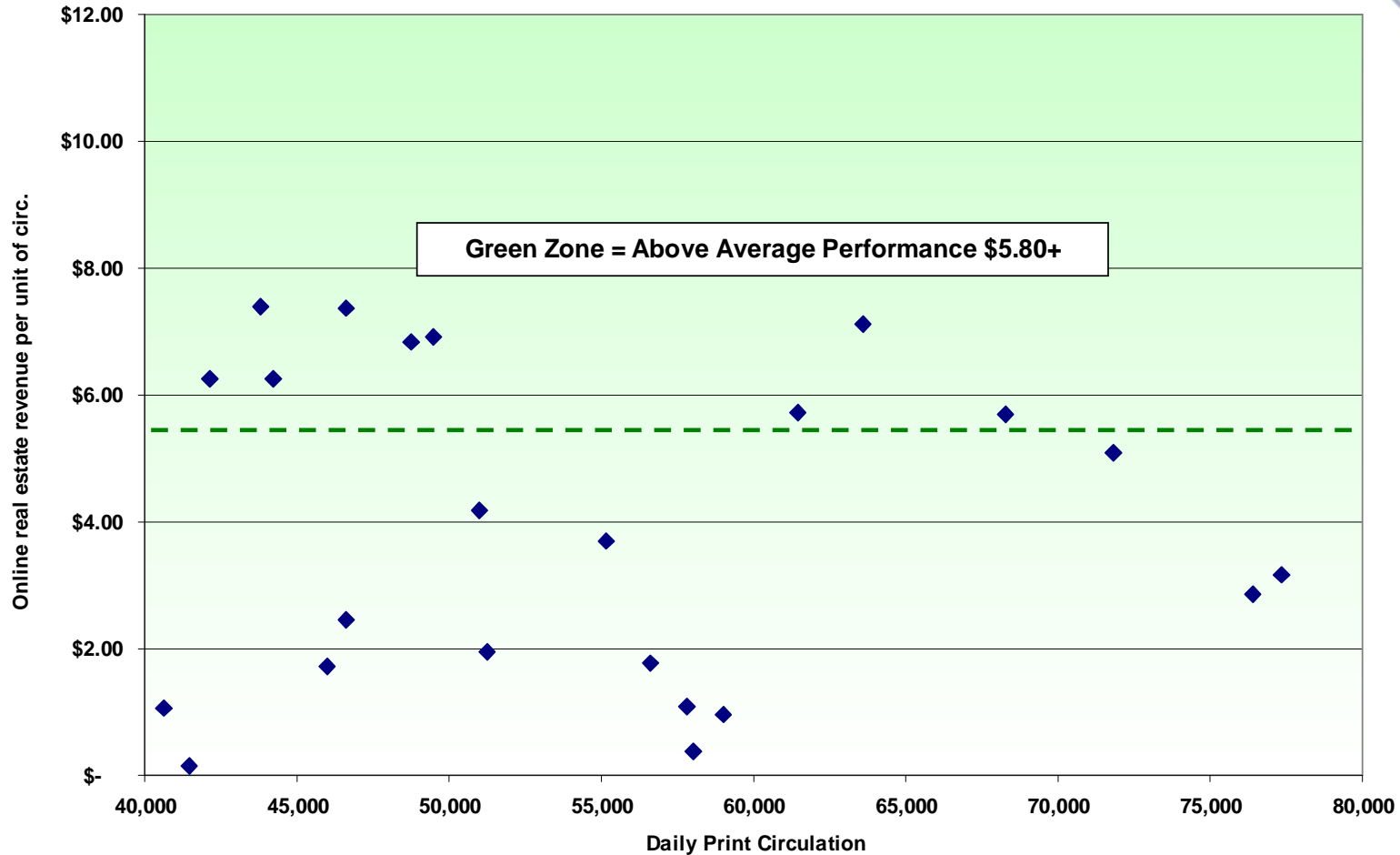


© 2008 Borrell Associates Inc.

Source: Borrell Associates Inc., 2008 Annual Revenue Survey, n=36



Online real estate revenue per unit of circ. for 40,000-80,000 circ. dailies, 2008



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Source: Borrell Associates Inc., 2008 Annual Revenue Survey, n=25



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SNA 1st Place - Cape Cod Online

capecodREALESTATE.com Find a Broker
-- Choose A Broker --

Lodging OnCape
www.capecodlodging.com

TODAY'S NEWSPAPER ADS REAL ESTATE NEWS REAL ESTATE BY TOWN OPEN HOUSES LUXURY PROPERTIES RECENTLY SOLD VACATION RENTALS HOME

- account login
- affiliate members
- open house weekend
- vacation rentals
- mortgage providers
- buyer brokers
- commercial brokers
- island brokers
- builders & contractors
- calculators
- advertise with us
- mycape.com

View This Weekend's Open House List
from the Cape Cod Times
(requires Adobe Acrobat Reader)

Top Homes

\$259,500 Dennis Port, MA Bayside Realty Consultants More Details	\$379,900 Brewster, MA The Real Estate Co. at Anchor More Details	\$420,000 East Dennis, MA Bayside Realty Consultants More Details	\$519,900 East Dennis, MA Bayside Realty Consultants More Details
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Featured Agents

Bayside Realty Consultants RE/MAX Classic C/B Martha Murray R E Kinlin Grover GMAC Real Estate

 Caroline McAdams Profile Call For More Info	 Deborah Schilling Profile Call For More Info	 Susan Greene Profile Call For More Info	 Nina Tobin Profile Call For More Info
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Properties of the Week

Brewster - \$319,000

Come view this beautiful A style townhouse for sale at the Ocean Edge Resort. This condominium has too many upgrades to list... (more)
Michael Leighton - Realty Executives
North Falmouth - \$745,000

ADVERTISEMENT
REAL ESTATE ASSOCIATES
- A Tradition Of Excellence -
Upper Cape Real Estate Specialists
CAPECODHOUSES.COM
Cape Cod COLDWELL BANKER
Joly, McAbee & Weinert
Search ALL CAPE Listings
JACK CONWAY
CAPE COD
CLICK HERE to search Cape Cod homes for sale here



SNA 2nd Place - Traverse City Record-Eagle



REALESTATE.com

TRAVERSE CITY INFORMATION
News - Real Estate - Jobs - Autos
Vacation Rentals - Things To Do

QUICK LINKS
Classifieds - Article Archives
Grand Traverse Herald

Find a Realtor **SOLD**

68°F
Partly cloudy
Forecast...

REAL ESTATE

- Home Page
- Home Seekers
- Login/Create Acct
- Search For Sale
- Search Classifieds
- Search Rentals
- Saved Properties
- Open Houses
- Featured Properties
- Find a Realtor
- Mortgage Calculator
- Contact Us
- Real Estate Agents**
- Login
- Advertise with us
- Spotlight a home
- Feature a property
- Add open house
- Edit your profile
- eNewsletter
- Contact Us

CLASSIFIEDS

- Announcements
- Automotive
- Help Wanted
- Work Wanted
- Financial
- Legal Notices
- Merchandise
- Pets and Animals
- Recreation
- Services
- Place an ad

AREA GUIDE

- Area Guide Home
- Dining
- Lodging
- Things To Do
- Attractions
- Day Trips
- Events
- Golf Courses
- Recreation
- Vacation Rentals
- Wine
- Yellow Pages

SEARCH LISTINGS

For Sale (MLS)	For Rent	Classifieds
MLS #: <input type="text"/> (optional)	City: <input type="text"/> and State: <input type="text" value="MI"/>	
or Zip: <input type="text"/>	Radius: <input type="text"/>	
Price: <input type="text"/> to <input type="text"/>	Bedrooms: <input type="text"/> Bathrooms: <input type="text"/>	
<input checked="" type="checkbox"/> Waterfront	<input checked="" type="checkbox"/> Non-Waterfront	
<input type="button" value="SEARCH >>"/> <input type="button" value="Advanced search >"/>		

REAL ESTATE BLOGS

Ask the Realtors
By TEAM MIKE
Century 21 Northland
GrandTraverseAreaRealEstate.com

Ask the Mortgage Lender
By Jim Casler, president
Pinnacle Financial Corporation
PinnacleNorth.com

TOOLBOX

-
-

FEATURED AGENT



SANDRA SONNER
REAL ESTATE
ONE-RANDOLPH
[View my Profile](#)

FEATURED PROPERTIES

\$289,000



Beulah, MI
STAPLETON REALTY
[More Details...](#)

\$395,000



Suttons Bay, MI
STAPLETON REALTY
[More Details...](#)

\$39,900



Traverse City, MI
STAPLETON-LAKE ANN
[More Details...](#)

\$249,900

REAL ESTATE TOOLS



Mortgage Calculator
Sponsored by Traverse Mortgage



Real Estate That Clicks
Sponsored by Corporate Title

HOME & REAL ESTATE PUBLICATIONS



Real Estate Guide
published monthly



Home & Garden
published monthly



Welcome Home
Articles on buying, selling and decorating your home.
Published twice yearly

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Experience Integrity Quality Service



Dave Hauser
(231) 620-5750
davehauser.net
511 E. Front
Traverse City, Mich.

ADVERTISEMENT

TraverseRealEstateSource.com



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SNA 3rd Place - Homes.yorkregion.com

Tuesday September 2, 2008

INTERACTIVE MEDIA:

Search Stories

Advanced Search

Search Directory

Businesses, Community Groups

Weather Forecast

Transit

Lottery

Blogs

Wheels

Movies Showtimes

Video Gallery | Photo Gallery | Contests | Re-use-ful

COMMUNITY
WHAT'S ON
NEWS
BUSINESS
CLASSIFIED
REAL ESTATE
LEISURE

Homes for Sale
Agents & Brokers
Related Businesses

Homes For Sale

Home Of The Week

Stouffville: \$459,000.00
Bdrms: 4 / Baths: 2
[GALLO REAL ESTATE LTD., BROKER](#)

Property Type: Max Price:

Min Price: Baths:

District: Bedrooms:

[Click for District Descriptions](#)

Search by MLS Number:

Agents, Brokers and Related Businesses

Find An Agent

Agent's Last Name:

Agent's First Name:

[Find A Broker](#)
[Agents/Brokers](#)
[Lawyers](#)

GITTA LEVI, BROKER
CENTURY 21 HERITAGE GROUP LTD., BROKERAGE
www.gittalevi.com

DIRECT LINE:
416-587-8222

OFFICE:
905-764-7111
416-798-7133

FEATURING:

8 STEPS TO TURN YOUR HOUSE INTO A HOT PROPERTY...

PLUS MORE REAL ESTATE INFO

CENTURION © SINCE 1998
MASTERS HALL OF FAME

calling all friends of the **Markham** Theatre

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www.homes.yorkregion.com



North Jersey Media Group

NORTH JERSEY **HOMES**.com

powered by **trulia**
real estate search

NorthJersey.com | Cars | Jobs



Perfect Home REALTY, LLC

1-888-4 SALE NJ
Maria T. Vullo
Broker/Owner



Find homes for sale

City & State, or ZIP

e.g. "Ridgewood, NJ", "07862", "Wayne, NJ",...

Price range \$ min to \$ max Type Any type Bedrooms Any Bathrooms Any Sqft Any

Find rentals

City or Town

Find commercial real estate

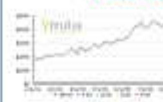
City or Town

New Jersey Heat Map

- Bergen
- Passaic
- Hudson
- Essex
- Union
- Sussex
- Morris
- Other Counties
- Outside of NJ
- Rockland, NY



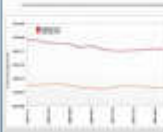
Real Estate Tools



Get North Jersey town-by-town real estate data – prices, schools, and more. Select a town: Hackensack, Ridgewood, Wayne, Montclair, all NJ towns



Share local knowledge with the Trulia Voices community



Truliaholic - This application lets you compare the average listing prices of homes for sale on Trulia.com.

Find an Agent



Local Real Estate Prices & Taxes



www.MARBLE.com

1,000 COLORS IN STOCK





Five Home Site Tips

1. Focus on content needs such as crime stats, etc.
2. Add general location, schools, churches, commuting and such
3. Specific locations and neighborhood information
4. Add search features such as security systems, pool, garage etc.
5. Price/payment tools



Thank You!



***For more information
e-mail me at
pconti@borrellassociates.com
or call 804-360-9434***

www.borrellassociates.com



SNA/Borrell Web Site Revenue Survey



Name of Property [Note 1]:		
Survey request	2007 Actual [Note 2]	2008 Budget [Note 2]
National Advertising [3]	\$	\$
Automotive	\$	\$
Real Estate Related	\$	\$
Recruitment	\$	\$
All Other	\$	\$
Total Revenues	\$ -	\$ -
<p>Your online revenue data will allow us to compile useful benchmark information that will be shared with SNA members in future reports.</p>		
Ad Revenue from video streaming [5]	\$	\$
Ad Revenue from other sources [6]	\$	\$
% of total revenues [7]	%	%
Estimated number of salespeople [8]		
Number of online-only salespeople [8]		

Please assist **SNA** and **Borrell Associates** in gathering online revenue data. We will send an e-mail to you today. Could you take a moment and please fill out the attached Web Site Revenue Survey form and return it?

Your online revenue data will allow us to compile useful benchmark information that will be shared with SNA members in future reports.

All responses are **confidential** and used only in aggregate. We **never reveal** the names of participants or individual data points.

Please send the attached survey back to

pconti@borrellassociates.com

All information provided only in aggregate. We never reveal the names of participants or individual data points.
 Enter a zero if the response is actually zero. Leave field blank if you do not know.
 Still have questions? Call 804-360-9434.