

The Greater San Diego Association of REALTORS®

# *REALTOR® Resource Guide & Affiliate Directory*

## *The REALTOR® Resource Guide & Affiliate Directory*

SDAR's annual guide includes a comprehensive listing of businesses in the region that offer products and services useful to REALTORS®, property owners, and potential buyers and sellers. This guide is a straightforward and effective tool to reach our growing membership.

## **Marketing**

Whether you're a "brick and mortar" business or operate purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year.

SDAR's guide will be digitally circulated to 12,000 members, with electronic and print delivery to brokers and office managers who have access to more than 30,000 buyers and sellers. The guide is published online at SDAR.com (390,000+ visits per year), and shared via instant networks, such as e-mail or social media.

*Select categories  
featured in  
monthly email  
to brokers and  
office managers.*



## **BENEFITS FOR ADVERTISING**

- ✓ Generate more leads & referrals
- ✓ Brand exposure to Southern CA market
- ✓ Reach thousands of real estate professionals, home buyers and sellers!

## **Advertising Opportunities**

- ✓ Business Listing
- ✓ Bold Listing
- ✓ Listing with Logo
- ✓ Business Card Ad
- ✓ Quarter Page Ad
- ✓ Coupon Ad
- ✓ Half Page Ad
- ✓ Full Page Ad



# Advertise in the *REALTOR® Resource Guide & Affiliate Directory*

## Advantages

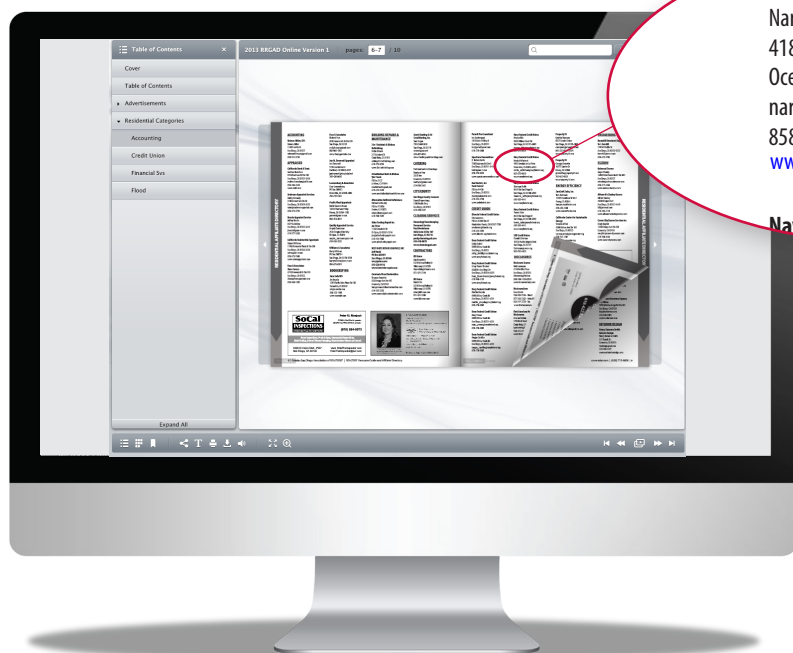
- ✓ Digitally formatted for ease of sharing and printing
- ✓ Link your listing or advertisement to company web page
- ✓ Table of Contents included for direct searching
- ✓ Easy readability, including zoom function
- ✓ Search through text



**Navy Federal Credit Union**  
Narda McFarland  
4180 Avenida de La Plata  
Oceanside, CA 92056-6001  
narda\_mcfarland@navyfederal.org  
858-578-8809  
[www.navyfederal.org](http://www.navyfederal.org)

**Navy Federal Credit Union**

**TIP!** Create a custom landing page for your advertisement



**RECEIVE AN UPGRADED BOLD LISTING  
FOR PURCHASING A HALF OR FULL PAGE AD!**

*Must have a Business Listing to qualify.*



## Coupon Advertisements

SDAR's guide will include a full sheet of coupon advertisements!

### Make sure to include:

- Company name
- Promotion
- Unique code
- Expiration date
- The promotion came from SDAR's *REALTOR® Resource Guide*

**Limited  
Availability**



**Greater San Diego Association of REALTORS®**

**15% off Education Courses**

Code: **SDAR15**

Mention you saw this ad in the  
**REALTOR® Resource Guide & Affiliate Directory**

Promotion expires 12/31/2014

*Sample coupon ad*

**FOR PRICING AND QUESTIONS CONTACT SALES**

**(858) 715-8018 or [Sales@SDAR.com](mailto:Sales@SDAR.com)**



(•May202014•)