



# PinPoint Direct Marketing

Touch the people who count, ...rather than counting the people you touch.

One of the many benefits of listing with a Better Homes and Gardens® Real Estate agent is the **Industry-Exclusive** access to the US database of more than **85 million consumers** who interact with the Better Homes and Gardens brand through the magazine, web site and other sister brands.



## Benefits to You:

A Better Homes and Gardens Real Estate agent will develop a custom and targeted direct marketing campaign

- Showcasing your home with its fine features
- Reaching buyers more likely to be interested in your home



## How this Program Works:

Brokers and agents will selectively target prospective buyers by selecting criteria such as:

- Demographics and geographic information
- Zip codes and mile radius
- First time home buyers with or without children
- Move up Buyers
- Second time home buyers
- Empty nesters
- Luxury consumers
- Household income
- Current home value

... among other selections to better target your home's next buyer.

All these benefits are available to you when listing your home with a Better Homes and Gardens Real Estate agent.



**Better  
Homes  
and Gardens.**  
REAL ESTATE