

## WESTERN NEW YORK'S MOST ACCURATE REAL ESTATE SOURCE

PRESENTED BY: Linda Doane

Ldoane@bnar.org/716-636-9000 Ext 122

# **ANALYTICS**

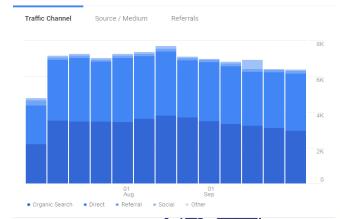
Top 20 Cities users located

Count of Sessions	Sessions ?	Pageviews ?	1 2
1	76,381	740,213	3
2	21,478	209,252	4
3	11,938	126,985	5
4	8,386	89,809	6
5	6,477	69,770	7
6	5,290	56,726	8
7	4,483	48,614	10
8	3,895	43,583	11
9-14	16,345	182,573	12
15-25	17,929	212,650	13.
26-50	21,594	261,933	14
51-100	21,198	252,477	15
101-200	20,605	234,819	16
201+	38,792	403,605	17.
			18

		80 % of Total:	0,380 100.00% (80,380)	<b>7€</b> % of Total:	5,385 100.27% (76,181)	% of Total:	4,789 100.00% (274,789)
1.	Buffalo	15,162	(15.96%)	12,599	(16.49%)	50,610	(18.42%)
2.	Cheektowaga	10,930	(11.50%)	8,607	(11.27%)	34,350	(12.50%)
3.	Lancaster	5,360	(5.64%)	4,636	(6.07%)	15,133	(5.51%)
4.	New York	4,667	(4.91%)	3,528	(4.62%)	12,502	(4.55%)
5.	(not set)	3,830	(4.03%)	3,046	(3.99%)	9,629	(3.50%)
6.	West Seneca	3,582	(3.77%)	3,032	(3.97%)	10,201	(3.71%)
7.	Getzville	3,379	(3.56%)	2,749	(3.60%)	10,980	(4.00%)
8.	Rochester	3,359	(3.54%)	1,977	(2.59%)	7,838	(2.85%)
9.	Hamburg	2,793	(2.94%)	2,387	(3.12%)	10,144	(3.69%)
10.	Chicago	2,634	(2.77%)	2,497	(3.27%)	2,948	(1.07%)
11.	Niagara Falls	2,624	(2.76%)	2,316	(3.03%)	7,188	(2.62%)
12.	Tonawanda	2,221	(2.34%)	1,851	(2.42%)	8,286	(3.02%)
13.	North Tonawanda	2,220	(2.34%)	1,807	(2.37%)	9,915	(3.61%)
14.	Kenmore	1,830	(1.93%)	1,588	(2.08%)	6,537	(2.38%)
15.	Williamsville	1,628	(1.71%)	1,339	(1.75%)	5,670	(2.06%)
16.	Orchard Park	1,356	(1.43%)	1,109	(1.45%)	5,410	(1.97%)
17.	Grand Island	1,304	(1.37%)	1,136	(1.49%)	4,395	(1.60%)
18.	Lockport	1,242	(1.31%)	1,046	(1.37%)	4,120	(1.50%)
19.	East Aurora	1,079	(1.14%)	890	(1.17%)	3,599	(1.31%)
20.	Lackawanna	1,013	(1.07%)	881	(1.15%)	2,406	(0.88%)

Avg. Pages Per Visit Avg. Time per session 17.65 7m 58s

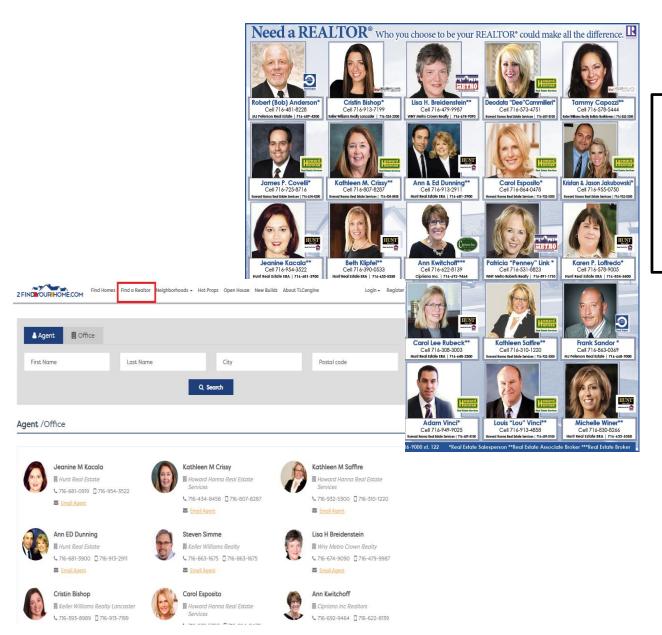
User Type ?	Acquisition				
	Users ? ↓	New Users ?	Sessions ?		
	<b>80,380</b> % of Total: 100.00% (80,380)	<b>76,385</b> % of Total: 100.27% (76,181)	274,790 % of Total: 100.00% (274,790)		
1. New Visitor	<b>76,513</b> (75.44%)	76,385(100.00%)	76,380 (27.80%)		
2. Returning Visitor	24,910 (24.56%)	0 (0.00%)	198,410 (72.20%)		



2 FIND YOUR HOME.COM

- Google Analytics

# FEATURED AGENT

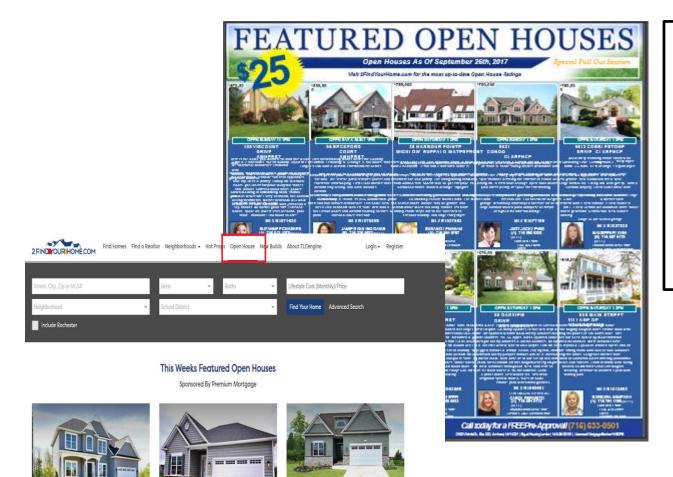


- Feature on 2FindYourHome.com
- In print at least twice per month
- Direct link to your agent page
- 50 spots max

\$50/ per month



## FEATURED OPEN HOUSE



- Feature on 2FindYourHome.com
  - homepage and menu option
- 1 Properties per spot
- Only 10 Spots each week
- Featured online for 1 week
- Front page open house section in print
- Direct link to your website

\$25/ per week





2 Beds | 2 Baths | \$429,900



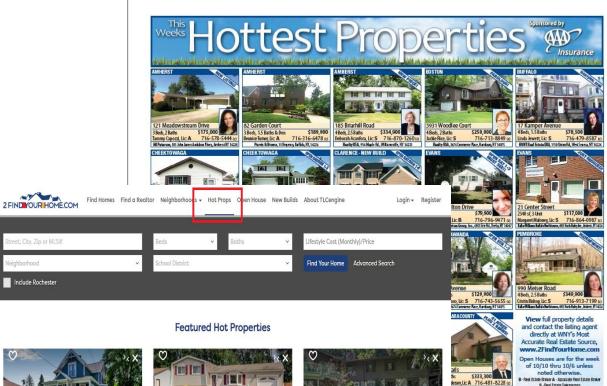
Open Saturday & Sunday 12:00 PM - 4:00 PM Daily ...

5572 Cooper Ridge

2 Beds | 2 Baths | \$394,900

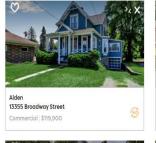


## **HOT PROPERTIES**

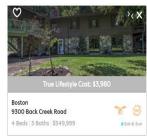


- Feature on 2FindYourHome.com
- 1 Properties per spot
- Only 25 Spots each week
- Featured online for 1 week
- Inside cover in print
- Direct link to your website

\$25/ per week













## FEATURED PROPERTIES



### Featured properties

Have you ever been offered a home you know you can't afford? With TRUE by TLCengine that's a thing of the past. Using cutting-edge True Lifestyle Cost technology, you can now see how much that new home will cost per month, based on your unique lifestyle.



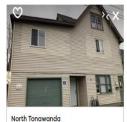
Aurora
Commercial | \$650,000



Grand Island 5 Beds | 3.5 Baths | \$408,000



Buffalo 5 Beds | 1 Baths | \$49,900



Multi Unit



True Lifestyle Cost: \$2,126





- Homepage of 2FindYourHome.com
- Run up to 4 Properties per week
- Featured online for 1 week
- Only 10 Spots each week
- Can change your properties anytime
- Direct link to your website
- Full page print ad will no less than twice/month

\$50/ per week

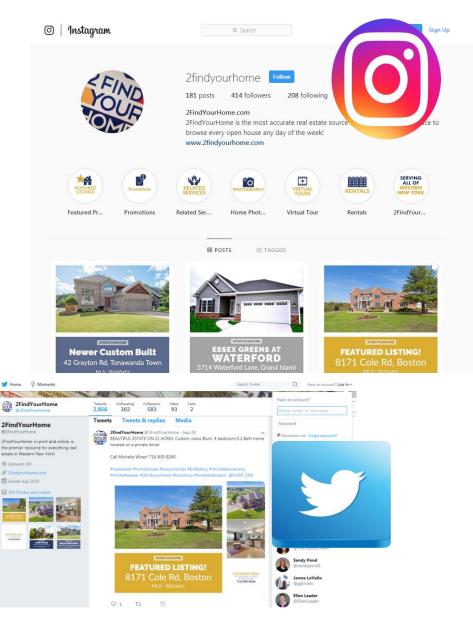


# **SOCIAL MEDIA**

3 posts per week Facebook Instagram Twitter

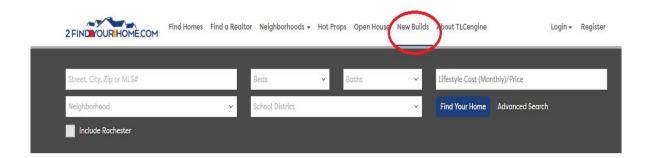
\$25/ per week







# **BUILT FOR YOU – New Construction**



#### **Built For You**

WNY's Newest Homes for Sale













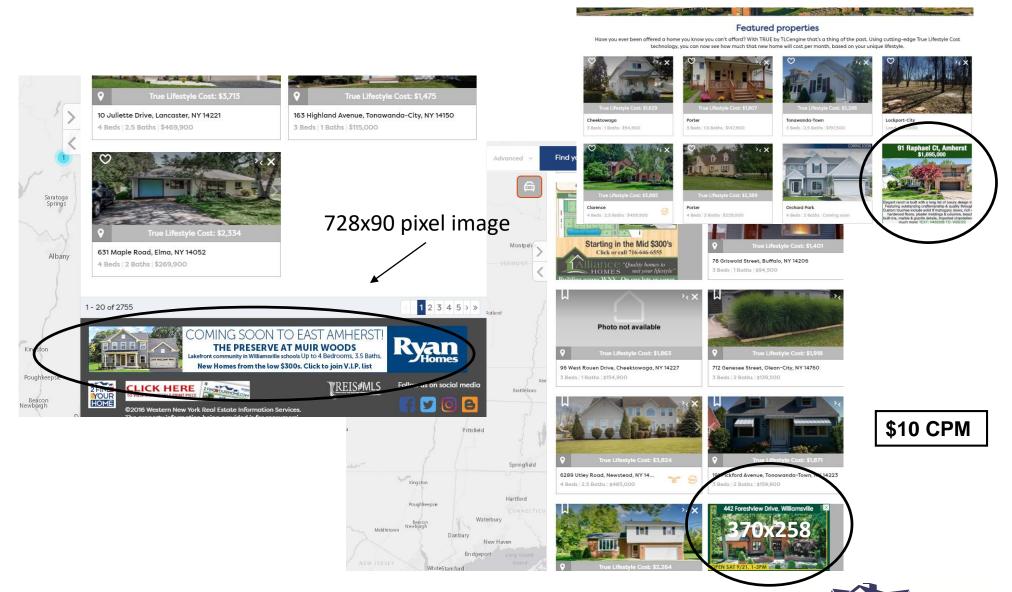
## **Built For You:**

- •Featured online for 1 year
- Can change your properties anytime
- Direct link to your website
- •Full page print ad will no less than twice/month

\$500/property per year



# RUN OF SITE ADVERTISING



Book a Matterport for your Property and receive a FREE Ad in print. Ad runs until the Property is Pending.





## **LUXURY HOMES OF WNY**

- Homes over \$500,000
- Branding
- Full color
- Only 4 spots per page
- Free with purchase of Drone,
   Matterport or Photography Service
   with 2FindYourHome OR \$50/week



# Photography, Matterport and Drone



VISUAL PROPERTY SERVICES

BRING YOUR LISTINGS TO LEE & BUYERS KNOCKING AT YOUR DOOR

ALL YOUR MARKETING NEEDS WITHOUT THE OVERHEAD AT A COST THAT MAKES SENSE.



#### PHOTOGRAPHY & VIDEO IMAGERY

UP TO 50 WEB READY IMAGES

Under 5000 sq ft. \$100 Under 10,000 sq ft. \$150 Over 10,000 sq ft. Call for pricing

ADD-ONS AVAILABLE: \$50 3 AERIAL PHOTOS For Neighborhood Residential Properties "Full Lot Size Under .75 Acres"

WALK THROUGH VIDEO 1-3 Minutes under 3,000 sf

\$150

Up to 6 minutes over 3,000 sf

\$250

ADD-ONS AVAILABLE:

Headshots 150



#### MATTERPORT

INTERACTIVE 3D MODEL
VIRTUAL REALITY

\$100\*

ADD-ONS AVAILABLE:

Schematic Floor Plans: Starting At \*25
Call-Out Bubbles \*5/wech

"VIDEO AND 3D, 48-HOUR TURNAROUND "FLOOR PLANS, 72-HOUR TURNAROUND

Under 2,000 sf \$100 2,000-3,000 sf \$150 3,000-4,000 sf \$200 4,000-5,000 sf \$250 5,000-6,000sf \$300 6,000-7,000 sf \$350 7,000-8,000 sf \$400 8,000-9,000 sf \$450 9,000-10,000 sf \$500



#### DRONE IMAGERY

JUST PHOTOS - MAX OF 10

Under 5 Acres \$100 Under 20 Acres \$125 Over 20 Acres \$150 ADD 2 PROPERTY LINES \$50

UP TO 2 MINUTE HIGHLIGHT VIDEO

Under 5 acres \$200 Under 20 acres \$250 Over 20 acres \$300

ADD 8 PHOTOS AND 2 PROPERTY LINES \$150

> DRONE PHOTO/VIDEO AND PROPERTY LINES:

Under 5 acres \$300 Under 20 acres \$350 Over 20 acres \$400

## PRICING ABOVE FOR BNAR MEMBERS ONLY.

\*Prices Reflect Residential Properties • Contact for Commercial Inquires

For Photography inquiries call Courtney Foley at 716-622-5413 or email Cfoley@bnar.org For Matterport inquiries call Linda Doane at 716-636-9000 xt 122 or email LDoane@bnar.org For Drone inquiries call Courtney Foley at 716-622-5413 or email Cfoley@bnar.org

## VISIT US ONLINE AT 2FINDYOURHOMEVPS, COM FOR PACKAGE PRICING

MILEAGE SURCHARGE OF \$25 FOR OVER 25 MILES FROM THE BNAR OFFICE • TAXES NOT INCLUDED



# 2 FIND YOUR HOME COM VOUR DIRECT LINK TO THE INLS. WAY'S MOST RELIABLE & ACCURATE REAL STATE SOURCE THE ONLY PLACE FOR EVERY OPEN HOUSE, EVERY DAY OF THE WEEK

## **MUST SEE Homes of the WEEK**

- Up to 4 Properties
- Branding
- Full color

\$75/week





- Full Color Print Piece
- Distributed on Friday at Over 350 area locations INCLUDING EVERYTOPS, WEGMANS AND DASH'S
- Featuring All Area Open Houses

## RATES PER WEEK

Full Page \$350

Half Page \$200

Quarter Page \$100

Front Cover \$50

Hot Property \$25

**Print and Online** 

Featured Open House \$25

**5Print and Online** 



