



# HOME SERVICES GUIDE

Reach an interested audience today and promote your business!



Look inside to see how **easy** it is for you to reach our members and their clients!





## ABOUT US

The Scottsdale Area Association of REALTORS® (SAAR) is a 501(c)(6) nonprofit trade association serving over 8,500 REALTOR® members and 350 Affiliate members. SAAR members specialize in every aspect of the real estate profession, including residential and commercial sales, property management, as well as supplemental services such as appraisal, financing, escrow, title and inspections. Formed in 1963, SAAR is the only nationally-accredited commercial association in Arizona and has also earned the reputation of being the Voice for Real Estate™ for the Scottsdale, Fountain Hills, Carefree and Cave Creek communities.

## MISSION

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To be a valuable partner for real estate professionals and trusted stakeholder in our communities.

## VISION

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Members are valued by our community as a professional resource and respected partner.

## SUCCESS

As one of the leading real estate associations in the state, we have unparalleled reach and credibility with our members.

Our members are respected and trusted in the communities we serve.





# PROGRAM OVERVIEW

Marketing Directly To An Interested Audience!

The SAAR Home Services Guide is an effective marketing program for local individuals, businesses and organizations. We create a custom, high quality publication that is available to our members and their clients.

The guide is available both in print and digital versions, making it readily accessible to our audience. Our members will pass it along to their clients before and after real estate transactions. That helps us achieve our goal of our publication - and your business information - ending up in the hands of homeowners across the Valley.

The SAAR Home Services Guide is a unique and memorable way to connect you to our members and their clients, and there are exclusive opportunities for enhancement options to increase your visibility.



The **SAAR Home Services Guide** utilizes the highest quality print materials and standards in the industry.

The outside cover is a heavy weight card stock with a UV gloss coating, and the interior magazines are a medium weight paper (gloss), similar to a magazine page.

The dimensions of the guide (shown to the right) are 11 inches tall by 4.25 inches wide, making it both portable and unique!

## What's Inside:

- ✓ Local businesses
- ✓ SAAR information
- ✓ Consumer content of interest
- ✓ REALTOR® information
- ✓ Affiliate information
- ✓ Sponsor appreciation

# HELPING YOU GROW YOUR BUSINESS



## PRINT DISTRIBUTION

### **The Scottsdale Area Association of REALTORS® (SAAR)**

- *New Member Orientations:* The guide is given to new members of the association at the time of enrollment, and at their mandatory orientation.
- *Local Brokers:* SAAR coordinates with Broker members to display and/or distribute the guide. *Broker branding & customization of the guide is available.*
- *Networking Events:* participants at SAAR networking events are provided with a complimentary copy of the guide.
- *Education Classes:* students at SAAR education classes are provided with a complimentary copy of the guide.

### **Members of the Scottsdale Area Association of REALTORS®**

- *Client Meetings:* More memorable than a business card and definitely more useful, our guide gives SAAR members a local expert appeal to their clients.
- *Open Houses:* SAAR members pass along a guide to potential new clients.



## DIGITAL DISTRIBUTION

- Embedded on websites
- Mailchimp email campaigns
- Shareable on social media
- Guide contains searchable weblinks





# ADVERTISING RATES

A Price Point For Every Budget

Pricing listed below is bi-annual. The guide is published in January and June.

LISTING	QUARTER PAGE	HALF PAGE	FULL PAGE	BACK COVER
2 lines: Company name, contact name, email and phone number	3.8" wide x 2.12" high	3.8" wide x 5.25" high	3.8" wide x 10.6" high	3.8" wide x 10.6" high
SAAR AFFILIATE PRICE	SAAR AFFILIATE PRICE	SAAR AFFILIATE PRICE	SAAR AFFILIATE PRICE	SAAR AFFILIATE PRICE
FREE	\$300	\$600	\$1000	\$1400
REGULAR PRICE	REGULAR PRICE	REGULAR PRICE	REGULAR PRICE	REGULAR PRICE
\$100	\$500	\$800	\$1200	\$1600

The publication is offered at no cost to SAAR members and the general public.

**AFFILIATES:** Current SAAR affiliate members will receive discounted pricing and priority placement. SAAR Affiliates are given first opportunities to reserve their ad space.

**DESIGN:** If you cannot provide your own ad, we have a team of seasoned designers ready to assist you! The additional fee for ad design is **\$50 per ad**.





# CUSTOMIZABLE BRANDING FOR YOUR COMPANY

Leave a lasting impression with your customers!

The **SAAR Home Services Guide** is a marketing tool with long term value, especially when you customize the guide with your company's branding! We can place your company's logo and contact information in a prominent area on the front cover and in various locations within the guide, helping your company to stand out from the rest. Use the custom branded guides as a takeaway from your business office, an ice-breaker at a customer meeting or as part of your gift package to customers.



**We want to help you stay at the top of your customer's mind!**







# AFFILIATE MEMBERSHIP

Join one of the most respected real estate associations in the Valley!



SAAR is dedicated to helping our Affiliate Members by building awareness of the resources available to them and by providing networking opportunities, available only to Affiliates, within the REALTOR® community.



**Affiliate Membership**  
Best for:  
Ancillary services to REALTORS®  
Fee: \$175 annually



**Advertising Associate: Single Month Promotion**  
Best for:  
General advertising to SAAR members



**Advertising Associate: 6-Month Promotion**  
Best for:  
General advertising to SAAR members

- Ability to vote and serve on SAAR's Board of Directors
- Access to REALTOR® Marketing Session meetings
- Can attend all SAAR events (event fees may apply)
- Advertising opportunities for classes and events
- Discounts on advertising
- Can serve on SAAR committees
- Member Relief Fund (Hutch Fund) assistance eligibility
- Exposure in SAAR News
- Digital signage at SAAR HQ/Venue8600
- Offer a substantial discount for SAAR members
- One-time application fee

	Affiliate Membership	Advertising Associate: Single Month Promotion	Advertising Associate: 6-Month Promotion
Ability to vote and serve on SAAR's Board of Directors	✓		
Access to REALTOR® Marketing Session meetings	✓		
Can attend all SAAR events (event fees may apply)	✓		
Advertising opportunities for classes and events	✓		
Discounts on advertising	✓		
Can serve on SAAR committees	✓		
Member Relief Fund (Hutch Fund) assistance eligibility	✓		
Exposure in SAAR News		✓ 1 month	✓ 6 months
Digital signage at SAAR HQ/Venue8600		✓	✓
Offer a substantial discount for SAAR members		✓	✓
One-time application fee	✓ \$75		



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