

Choose the multi-media approach to finding the right buyer for your home.
No one exposes your home to more potential buyers - in more ways - than Carpenter!

NEWSPAPER

Indianapolis Star Open House Ad



Every open house is advertised in the Sunday Indy Star, promoted to 270,000 households and over a half-million readers. No one else advertises your open house as widely as Carpenter, bringing more buyers to your home.

Indy Star Home of the Day



Your home can appear as a stand-alone ad in the main news of the daily Indy Star. A Carpenter exclusive, **Home of the Day** reaches a quarter-million+ readers every day, exposing your home to a unique group of buyers.

Local Newspaper Photo Ads



As the dominant advertiser in local papers, we can **advertise your home and its open houses to 440,000 households**. Another unique point of difference to our Home Marketing System.

TELEVISION

RTV6

Home of the Day



Your home can be a stand-alone TV commercial during the 6 P.M. News on RTV6, during the first weather break. Tens of thousands of potential buyers are exposed to your home in a new, unique way. No one but your Carpenter agent can do this.

TV Showcase of Homes



Carpenter's exclusive TV Showcase of Homes exposes your home to another 10,000-12,000 viewers on broadcast TV, WNDY-23, on Saturday mornings.

MAGAZINE

Call Carpenter for Homes



Our full-color magazine of Carpenter listings, **distributed to 45,000 homes throughout our marketing areas**. A point of difference from most of our competition, this offers more than twice the exposure of any local magazine

Executive Portfolio of Fine living



Your home may appear in our Carpenter **two-page spread in Executive Portfolio of Fine Living** distributed to 21,000 Indianapolis Business Journal subscribers + select Kroger and Marsh stores.

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<p>Carpenter App</p> 	<p>Device-specific apps for all mobile devices, available in the app stores. Indiana's premier real estate app, with exclusive HomeSpotter GPS, offers the best mobile search where and when your buyers want it and how your buyers want to access it - desktop, smartphone or tablet.</p>
<p>Listing Video</p> 	<p>Listing Videos provides a superior on-demand video of your home and neighborhood, featuring photos and descriptions with voiceover and music. Better than a virtual tour, it's a unique experience buyers can't resist.</p>
<p>Web Syndication</p> 	<p>All Carpenter listings are visible on virtually every real estate search website, including all major sites, with 440 million visits each month. Your home will appear on all real estate search websites, promoted to buyers everywhere they search.</p>
<p>Web Traffic Reporting</p> 	<p>On callcarpenter.com as well as the major national websites, you'll know how many potential buyers are searching for a home like yours and how many chose an "online showing." Regular reporting keeps you updated on online activity.</p>
<p>HomeFinder.com</p> 	<p>callcarpenter.com's live chat feature engages potential buyers who are looking for a home like yours, giving us new opportunities to answer questions and encourage them to visit your home in person.</p>
<p>zillow.com</p> 	<p>Your Carpenter agent is featured above paid agent ads, reaching over 30 million home buyers each month. Your agent's contact information encourages buyers to contact them directly for a faster, more complete response.</p>
<p>online ads/branding</p> 	<p>The Carpenter brand is more heavily advertised than any other local broker, exposing buyers to nearly 3,000,000 advertising impressions, using a combination of Pay-per-Click and Retargeting technology.</p>
<p>YouTube.com</p> 	<p>Your home may also appear on Carpenter's YouTube channel. Buyers are everywhere and many include YouTube, the world's #2 search engine, during their home search.</p>
<p>Single Property Websites</p> 	<p>It's a website for your home. If your home is selected for our Indy Star Home of the Day or advertised as an Open House photo in the Sunday Star, your home will have its own website based on its address. Another way for potential buyers to find and view your home.</p>
<p>QR Codes</p> 	<p>Buyers want information NOW. QR codes in all Carpenter advertising drives more visitors to your home's showcase on callcarpenter.com - a direct link to a possible showing.</p>