



RE/MAX[®]

and

TOWN PLANNER[®]

Your Community Calendar™

“Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same.”

Laura Lake, Branding Basics



The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public’s mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A daily presence in front of local residents will more quickly build your “personal identity” in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being “on display, everyday.” Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also come to trust the businesses that support this valuable community resource and that’s a great position for you to enhance your name brand and build your business.



Pam Aguirre
REALTOR®/Broker, CRB, CRS, GRI

Living in Hendricks County since 1984 & moving families throughout Indy since 1990!



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Each Office is Independently Owned and Operated






TOWN PLANNER®

Your Community Calendar™

www.townplanner.com

Tested. Proven. Effective.

“My name is Kevin Better from Re/Max Suburban. Vetter is Better has been a consistent advertiser in the Town Planner for almost a decade. I like that my name can be placed in a non-evasive manner while the public has many uses for the calendar including dates, upcoming events and coupons.”

Kevin Vetter
RE/MAX Suburban
14323 South Outer Forty Road
Chesterville, MO 63017



Over
69% of families
nationwide

Use Their Town Planner Calendar!

2013 Ver-A-Fast survey results available upon request

2013 ReMax Sponsors	Publisher	Advertiser Since
Andrea Martone - Remax	NJODO	2010
Matt Gamache - Remax Home	MADRU	2009
Re/Max Ability Plus	INDIG	2013
Re/Max Advantage Plus	MNDYN	2012
Re/Max Classic	MIGOR	2013
Re/Max Encore II	MIGOR	2013
Re/Max Masters	AZLAB	2013
Re/Max Results	MNDYN	2013
Re/Max Showcase	ILPOD	2013
Re/Max Solutions	MNDYN	2012
Re/Max Suburban	MOROS	2004
ReMax Elite	TNRHO	2013
ReMax First Choice-Triveni Gurikar	NJODO	2003
ReMax Genid	NJODO	2013
ReMax Home -Linda Licastro	NJODO	2005
ReMax House Values-Courter	NJODO	2008
ReMax Real Estate-Mauro	NJOD2	2012
ReMax Realty 9	NJSCH	2011
ReMax Renown - Sharon Caruso	NJODO	2002
ReMax Superior-Odenbrett	NJOD2	2006
ReMax-Bay Point Realtors	NJOD2	2008
ReMax-Cindy Ruggiero	NJODO	2005
ReMax-Williams	NJODO	2009
Remax Centerstone	INHES	2011
Remax Diamond Properties-	NJODO	2013
Remax Legend-Tina Cali	NJODO	2013
Remax Olde Towne Realty	MDNEL	2010
Remax Properties Unlimited	NJOD2	2012
Remax- Janeczek	NJODO	2013
Remax-Premier Judy Weiniger	NJOD2	2013
Remax	INHES	2010
Remax	INTRA	2013
Remax	NCEPL	2013
Katy Dix Brahler - Re/Max	OHCOF	2008

Wayne Odenbrett
Broker - Associate ABR, SRES, Green

Patricia Odenbrett
Sales Associate ASP, SFR

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RE/MAX 973-334-3500 Office
SUPERIOR HOMES Each office is independently owned and operated.

We put you on display, every day!