

Spotlight On:

Inna Shames Owner & Publisher *Homes & Land Magazine*

A Family Business Making Advertising Easy For Agents and Brokers

Since 2006, NEXUS Affiliate Inna, her husband Don Bender, and his daughter Trisha Mansfield have been at the helm of *Homes & Land Magazine*, a monthly publication focused on bringing attention to thousands of home listings. Their *Homes & Land* magazine portfolio includes the Atlantic and Cape May Counties edition and the Burlington, Camden, and Gloucester Counties edition. While *Homes & Land* is a national magazine, Inna's issues are New Jersey-focused and cover a good deal of NEXUS' membership selling areas.

While Inna works directly with their real estate advertising clients to help them make the most of a campaign, Don handles operations & distribution, and Trisha handles graphic design, ad production/pre-print and customer service – truly a family business.

Bringing a Traditional Marketing Tool Into the Present to Help Agents and Brokers Sell More

If getting your listings in front of buyers is your goal, *Homes & Land* provides not only the traditional marketing benefits of a print magazine, it also provides advertisers digital magazine and *Homes & Land* website coverage and unique features in their customer-facing app. The magazine prints approximately 20,000 issues each month, and the website receives approximately 1.8 million unique visitors each month.



The magazine provides traditional print-focused marketing benefits such as having a higher likelihood of recall than a digital equivalent and enjoying the impossible to replace experience of holding something in your hands. Magazines remain an effective catalyst for action when compared to other forms of marketing. *Homes & Land* research shows that 80% of consumers are spurred to action by print advertising. If the goal is to influence buying decisions, print remains king.

The website and digital magazine complement the print magazine by providing search results that encompass the entire country while also focusing on local markets, and provide an almost limitless reach potential. Featured advertisers get prime positioning on the website which directs homebuyers directly to listings. *Homes & Land* never promotes or associates other agents with your listings. The spotlight remains on you and your listing.

Homes & Land's newest marketing tool is the app that was developed specifically to bring buyers and sellers together, and to enhance access for your listings. Buyers can search listings, use text codes to immediately receive listing information to their phones, even scan listing photos – directly from the magazine – to get more information on properties. The three of these tools, coupled with exclusive advertiser added-value benefits such as complementary listings in partner sites such as

The Wall Street Journal, The Robb Report, and The Washington Post provide a powerful suite of tools to help market properties and build brands.

One-Stop Marketing Shop Capabilities

Think you are too busy to create an ad campaign? Inna, Don, and Trisha provide a one-stop shop for working with advertisers to write and design their ads. Their process has been honed over the years to make it as easy as possible for busy agents and brokers to place ads. In fact, in most cases, all an advertiser needs to do is send over the listing's street address or MLS number and Inna's team can pull photos and listing copy and then create the ad for the client. Advertisers always have the opportunity to review and approve the ad before it runs. What could be easier?

Tips for Advertising Success

Some mistakenly believe that you have to spend a lot to make a big impact, but Inna offers some timely advice – whether you are a seasoned advertiser, or just starting out.

1. Advertising is essentially a visual medium. It's strongly encouraged for brokers and agents to use their headshots in photos. A welcoming photo goes a long way – especially in real estate advertising where clients want to feel comfortable and trusting with the agent they choose to work with. Science has shown that eyes are drawn to faces, and what better way to have your ad stand out than with a friendly face.
2. With visuals, the bigger the better. With a listing ad, try and limit the amount of words used in an ad, and instead focus the attention on the home. While acknowledging the amount of work that goes into listing descriptions, boiling a full description down to two or three main points can help boost a listing's success. Inna shares that some the most successful agents found increased success with their ads when they dropped the ad copy down to 2-3 bullet points and used as big a picture as possible.
3. The name of the game is *Continuity*. The goal of any advertising is to make an impression and spur an action. Whether your goal is to sell a particular listing, increase your agent profile and brand with potential clients, or a mixture of both, you want to make sure your ads are planned and scheduled as effectively as possible. This might mean you run multiple ads in one issue, or a series of ads over a course of time.

Don't let advertising options and decisions overwhelm or intimidate you. Inna and her team can help guide you through the process and are here to help. If you're looking for new ways to connect with potential clients - and it's not too late to appear in the next issue - give *Homes & Land* a look. There are multiple ways to advertise, and Inna would be happy to help you decide what might work best for you. You can call or text her at 201.563.9297, or reach her by [email](#), or watch a quick video about *Homes & Land* [here](#). The current digital issue can be found [here](#), advertising information [here](#), and the National *Homes & Land* website [here](#).

If you are interested in running an ad in the next issue of *Homes & Land*, act soon! The deadline for space reservations is Friday, April 2.

***Homes & Land* Publication Information:**

Distribution

Pre-COVID-19, the magazine printed approximately 20,000 copies each month, and issues were distributed primarily to supermarkets, drug stores, convenience stores, coffees shops, outdoor magazine boxes, and in real estate offices. When COVID-19 struck, all distribution began being

direct-mailed to targeted households. Currently, the distribution has taken on a hybrid model of some issues direct-mailed, some distributed to stores, supermarkets, and offices.

Every homeowner whose property appears in an issue is sent a magazine.

Frequency

New issues are released every four weeks.