

Promote your **Real Estate** company to the **RAPIDLY EXPANDING SENIOR MARKET**

Even in today's economic market, this consumer group continues to purchase and sell property.

Typical real estate transactions include:

- **buying** a second seasonal residence to augment an active lifestyle
- **selling** a current home in order to **buy** or **build** a long awaited dream home
- **selling** a current home to **buy** a single-level home for mobility reasons
- **selling** a current home to **buy** a condo, to support mobility needs or be less tied to the maintenance of a single family dwelling in order to better pursue leisure activities (*this age group travels a lot!*)
- **selling** their home to facilitate a move to a supported living residence or move in with supportive family members

Add Our Popular Magazine to Your Marketing Plan

- **Create Year-Round Top-of-Mind Awareness**
Market your real estate services in all 12 issues of Senior Living.
- **For Your Most Proactive Marketing Campaigns**
Target our semi-annual Special Housing editions in February & August.

Our monthly *Senior Living* lifestyle magazines target the active 50+ and senior demographic - a consumer group that continues to actively purchase and sell real estate, even in today's economic market.

Twice during the year, February and August, Senior Living publishes **Special Housing editions** containing articles and resources for seniors anticipating a future move. These are two of our most popular issues.

We distribute to **over 850 locations throughout Vancouver Island and the Lower Mainland**, including all Royal Banks and Thrifty's stores across the Island, and Pharmasave stores across BC, reaching a **total readership of over 100,000**.

DID YOU KNOW?

- Over 80% of the wealth in Canada is owned by people 65+
- Of those 60+ who own homes, over 60% are mortgage free
- 21% would like to stay in their own home after retirement
- 35% would prefer to buy a different or new home
- 17% would prefer to build a new home
- 15% would prefer to remodel their current home
- 12% would like to purchase a second home (allowing them seasonal living)
- Baby boomers and older age groups are 70% more likely to own a 2nd home or vacation home than younger age groups

(Sources: www.thematuremarket.com; www.thinktorontohomes.com)



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Add Web Advertising to Your Print Campaign



Purchasable Web Options Available for Realtors

- Place a banner ad alongside our Senior Housing Directory pages to advertise your services to seniors selling their property to move into a senior care residence. Ad placement is determined by region. Choose one region or several (e.g. South Vancouver Island, Burnaby, Okanagan, North Central BC)
- Place a web ad on our Home Page or beside articles in our Housing & Property article section (header, footer, button, banner).
- Submit articles about the real estate industry to our "Ask A Professional" page. This page contains a collection of articles written by advertisers representing a variety of industries.
- List your business in our online Business Directory.

Ask A Pro Article Page

Header or Footer Banner Ad on Home Page and all House Pages

Button or Banner Ad on Home Page and House Pages, any Article Category Pages, or Aging In Place Page.

Online Business Directory

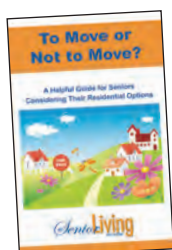


Online Senior Housing Directory



www.SeniorLivingHousingDirectory.com
www.FindSeniorHousing.ca

All of the above options can include a link to your website or email.



Published by Senior Living

A Unique Resource Your Customers Will Truly Appreciate

Attract the attention of potential customers with a complimentary copy of this invaluable resource book. Tuck your brochure and business card inside or staple it to the cover. **This insightful and helpful book gift may be what brings a potential client back to you as a Buyer.**

This one-of-a-kind 128-page book answers questions like: What residential options are available and what's right for you, how to evaluate your residential options, funding sources and subsidies, the benefits of a senior-focused realtor, moving tips and services, downsizing and relocation assistance resources, home care supports, home adaptation options, and much more. Retail Price: \$9.95.

Your Realtor Discount Price: \$5 per book (with minimum 25 book order)