

**Irvine, CA & Morris County, NJ  
Real Estate Shows**

Two 2007 real estate shows have limited booth space available. The Ideal Destinations Real Estate Show, August 3-5, Irvine, CA targets suburban Los Angeles prospects that have experienced phenomenal home appreciation. They enjoy high incomes and a healthy job market. Their average home values exceed \$1 million. Fred McArthur, Rarity Communities, said of the '06 show, "It was one of our best shows, we made more appointments than we usually do, even more than NJ."

The Morris County, NJ also ranks among the top five home value markets in the nation. They too have experienced escalating taxes, traffic and declining quality of life. It is the most densely populated area in the US. The Live South Real Estate Show, September 7-9, in this market was the most attended '07 winter show.

Don't miss the opportunity to Come Meet Your Buyers! Call 800-736-0321.



**MARK YOUR  
CALENDAR**

**RPI Exhibits at SEBC**

July 12-14, RPI Media's Florida team, Daniel Cort and Ken Rohlman will meet builders and developers at this FHB sponsored conference in Orlando at the Orange County Convention Center. Call 800-736-0321 to receive a complimentary admission pass and attend as our guest.

**Ideal Destinations Real Estate Show,**  
August 3-5, Hyatt, Irvine, CA

**Live South Real Estate Show**  
September 7-9, Sheraton, Parsippany, NJ

**Live South Real Estate Show**  
September 14-16, Hyatt, Reston, VA

**Ideal Destinations Real Estate Show,**  
November 9-11, Hyatt, Fort Lauderdale, FL

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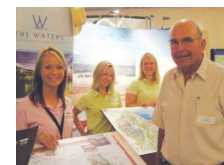
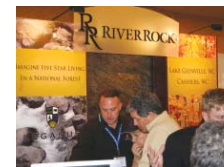
**Successful Winter Show Season Begins  
2007 Turnaround**

In spite of early warm weather and negative real estate hype, RPI Media's winter 2007 Real Estate Shows opened strong. They generated nearly 1,100 registrants per show or 8,610 total qualified prospects. The McLean, VA, Morris County NJ, Greenwich, CT, and Boston area shows all had attendance comparable to 2006. Schaumburg, IL increased and Long Island, NY, exceeded expectations. The integrated, pre-show, conversion marketing prompted more than 50% to RSVP online or by phone for one of three seminars. More than 90% of prospects were end users who specified that they would be either retirees or multi resident/snowbird purchasers. More than 86% of registrants were between the ages of 45 and 65. The leading "Important Factor in Selecting Property" was the "New Custom Home" specified by 52% of respondents. Walking, up slightly from last year, remains the most popular recreational interest at 80%.

Many attendees visit the online exhibitor list before arriving after receiving an RPI publication. They all receive the magazine post show. That is partly why so many companies have success with the RPI program. Dick Scott, President and Chief Planning Officer, Edelman Scott Advertising, said, "For more than 25 years, working with over 30 developers and leading real estate consultants nationwide, we know what generates leads, tours and sales. During the past five years working with Lennar's active adult products in DE and VA we found the market getting more and more competitive, we needed to draw from a larger pool. Direct mail, one of the mainstays, response rates is a fraction of what they were. However, the high quality leads, tours and resulting sales generated by Living Southern Style magazine continue to grow. The Live South Shows are extremely productive too for Lennar, and three other clients who have been RPI exhibitors from the beginning. They wouldn't be going back if the return wasn't there. RPI puts together the complete package and increases the pool. Our client's presence on LiveSouth.com generates leads that the sales people like to follow-up on because there is real buyer interest. RPI generates sales for my clients and that makes me look good.

RPI clients agree that its programs contribute to success. Philip J. Berger, Vice President, Sales & Marketing, Little Harbor, an Earthmark

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**"...high quality leads, tours and resulting sales generated by Living Southern Style magazine continue to grow. The Live South shows are extremely productive too.."**



# RPI Rates Unchanged in 2008

In spite of a planned magazine circulation increase and rising costs, RPI will not be increasing advertising rates for its, online web services, publications or shows. "We recognize that this is an adjustment year for many of our clients, consequently we will not pass along increases we will incur for advertising, hotel space, labor, postage, printing and shipping. Increasing demand for our products enables us to absorb these costs," "That is important to our clients at a time when their sales have fallen," RPI President Dave Robertson said.



## RPI Media Expands Online Web Services

We can no longer sit back and hope someone searches a particular phrase or only spend increasing dollars to be a top sponsored/payer-click link(s). Eric Ward, EricWard.com, search engine and web marketing expert said, "The less you depend on engines for traffic, the better, Google was responsible for less than 2% of my overall February traffic. If I lost every single high ranking I have at Google, I only lose 1.8% of my traffic."

While we still believe in the importance of rankings and positioning, that is no longer enough. David Bristol, RPI Media Web Manager said, "Clients need and deserve more than just links and listings. RPI Media's integrated web strategy utilizes: rankings and positioning, media advertising and disseminating press releases to generate qualified traffic," "Content publicity, viral marketing and media promotion specific to each community generate results." RPI's eight (and growing) web sites provide prospects with ownership benefits pertinent to their property purchase. Sites search the RPI community database based on amenities, criteria and location. Each community has links to its site and can be looked up by RPI sites.

The success process begins with a simple evaluation of your community's website to discover its key elements necessary to capture results. This determines if modification is required and which custom tools best benefit each community. Some of the custom tools included in the



online marketing services: Custom URLs are unique, track-able addresses that allow traffic to reach only a specific community, Emails that are interactive and professionally created to heighten interest to visit the community around unique promotions like amenity openings, Top 100 and other editorial features, new products/resales, show participation, etc. Send these to e-respondents and e-database and E-PDFs of editorial features and other articles to use in your e-follow-up.

The 2008 media schedule is even stronger than 2007 and has more on-line ads and alumni publications, which have both done well for us in generating prospects, Bristol said. RPI President Dave Robertson added, "We recognized many of our clients needed and wanted a full level of service beyond just web leads, that is why we now offer that for less than the cost to be just listed and linked on two portal sites". Visit [RPIsales.com](http://RPIsales.com) or call 800-736-0321 to explore RPI on-line marketing tools and get e-solutions along with qualified leads!

## Re-tooling Urgency Message Remains Critical

Upper to middle income, Baby Boomers driven to action by a lack of time, are an excellent market to target. Urgency for them is getting what they want while they are young enough to enjoy it.

Rather than motivating with fear of lost financial gain, focus on getting them what they want, time spent enjoying their properties' benefits. The lifestyle experience and amenities are key elements of the purchase process.

Since the Dow Jones Industrial Averages' broke through 13,000 and the crash in the sub prime mortgage arena, speculators abandoned real estate, softening many markets. Speculators are a risk regardless, because when they don't realize expected returns they often "dump" to eliminate negative cash flow. Their re-sales become a competitive threat that can wreck comps and destroy appreciated pro-forma projections.



These problems are minimized when you sell to end users, who buy properties' benefits. There has been less of a slowdown among these buyers, particularly in the under \$1m segment. Helping them sort through the options and remaining on their list is the goal.

They are an excellent market because they can close more quickly either with cash or equity from another property, which in the areas where RPI has shows, have appreciated significantly since they purchased them. Relate to them as people and adopt an effective role. For salespeople younger than 40 years old, it is their child, grandchild or neighbor. Buyers will want to help you succeed as you build the relationship. For salespeople older than 40, the role of contemporary is best. "I know where you have been," and "This is what I/we" or "others like us have found in the search."

RPI offers sales training for clients. Call 800-736-0321 to participate!

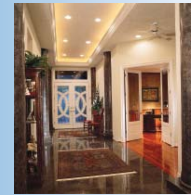
## Successful Winter Show Season Begins (continued from front)

Companies community, Tampa Bay, FL, said, "...we limit our advertising and marketing to where we know prospective real estate buyers can be reached. Local newspapers and even national "lifestyle" magazines are not only costly, but fail to deliver as high a percentage of real estate prospects as the [RPI Media] shows and publications. Our budgets are constantly under scrutiny, the one medium that we can prove delivers us prospective real estate purchasers is Live South."

"Mount Vintage Plantation and Golf Club, N. Augusta, SC, continues to be pleased with the success of all the [RPI Media] programs. This includes their Web, Magazines and Real Estate Shows. For 2006 these programs accounted for 23.8% of our total sales far exceeding any other lead source," said Wade Adler, Director of Marketing.

Pinky Gilcrest, Land Resource Companies', Cumberland Harbour, St. Mary, GA, sold 11 buyers, by April 15, who he met this winter at the five Live South Real Estate Shows he exhibited in. There is a reason that most RPI Media real estate shows for the past six years have sold out. Dave Robertson, RPI President said, "Especially as real estate markets slowed, meeting buyers face to face is crucial. Shows offer an immediate forum to engage them. You can move existing prospects into action, gather product research, train and recruit sales people, build a qualified database, and make appointments. Our clients enjoy a unique competitive edge. Since 1989 we've helped resort and retirement builders and developers make more sales."

Call 800-736-0321 to meet with a market manager who will outline how RPI's program can increase your sales. View the 2008 winter show schedule, [RPIsales.com](http://RPIsales.com).



## Examine Your Product Value Proposition

Between 2002-2005, many communities enjoyed a sharp increase in their price points that were driven by investor speculators. As these would be buyers have evaporated and we return to the traditional end-user, we must evaluate how our product value matches up against the competition. In many cases, the price increases included no additional benefits to the buyer such as expanded amenities. While speculators had a checklist of desired amenities the market expected, end-users will get a facial, not just check off spa, they will eat in the club dining room and play the golf course. How do your amenity offerings compare with those of other communities? Most particularly, remember that, in the above \$1m range, your competition is not only your area, but all properties available offering similar products in all areas.

## Expanded Media Continues Commitment

Growing its database is central to RPI Media Inc.'s success for its clients. RPI invests more each year through various media, reaching even more buyer prospects during 2007. Including multiple insertions in Alumni publications, AARP, Homes & Land, Living Southern Style Magazine, Link's Premier Properties, The Wall Street Journal, USAirways in flight magazine and USAToday. Combinations of display, color inserts and classified ads run in the: Boston Globe, Chicago Tribune, Detroit Free Press, L.A. Times, Miami Herald, Newsday, N.Y. Times, Star Ledger, Sun Sentinel and many others. Drive time radio and ads have also been budgeted in select markets. Responding prospects will receive at least one RPI publication and several e-campaigns before being invited to attend a show.

RPI Media's production team work towards annual lead goals to earn bonuses. They are rewarded to put forth the extra effort and it is a driving factor in building success for clients.

Another part of the commitment is that prospects are only available to RPI advertisers and exhibitors. As more than 65 million Americans have registered on the National Do Not Call List, privacy is very important. RPI Media opt-in e-subscribers, show attendees and magazine subscribers expect and appreciate that RPI observes and protects their right to privacy.

Realize sales from this industry resource. Visit [RPIsales.com](http://RPIsales.com) or call 800-736-0321 to consult with an RPI representative about participation today!