

Real Estate *weekly*™

The only full color, weekly real estate publication in Western North Carolina

Rates and Information



- The Real Estate Weekly™ is distributed to the public in print and on the Internet.
- We distribute the Real Estate Weekly™ each Thursday to more than 300 locations in four counties. The Weekly is also available on the web at www.rewnc.com where visitors may search through all of the listings in each publication.
- Along with real estate professionals, Real Estate Weekly™ is the primary source cited by people shopping for real estate.
- Of recent homebuyers surveyed, almost half said they used Real Estate Weekly™ to choose their home.
- Readers range in age from 26-55 and 80% are married.
- Nearly 80% of those surveyed use a REALTOR® to buy a home
- People who rated the most important features of a publication that offers real estate info, wanted lots of photographs in color in a weekly format with free distribution.
- Most people who have sold houses said they wanted to make changes in their property to make it more attractive to buyers. Among the most frequently purchased items: paint, appliances, furniture and carpet. Among the top services used by home buyers and sellers: inspections, termite extermination, electrical, plumbing and building.

Publisher and CEODavid E. West
Managing PublisherAl Sheppard
Art DirectorAlphie Hyorth
Graphic DesignerKimberly Anderson
Graphic DesignerBeth Harris
Traffic CoordinatorJay Clawson
Sales RepresentativeLarissa Mathews