

# Deaton Investment Real Estate's **Investment** REAL ESTATE REPORT

for the Triangle, Triad and Eastern North Carolina

## MARKETING OPPORTUNITIES



Deaton Investment Real Estate is the leading multi-family property broker in the Triangle. We are — *and have been for 15 years* — the market leader in highest sale price, fewest days on market and units sold.

On top of our no-nonsense, honest approach to selling real estate, helping to fuel our success has been an accurately targeted and carefully executed direct mail marketing strategy that has been in place for almost 20 years. The foundation of this ongoing outreach effort has been our quarterly newsletter, the *Investment Real Estate Report*.

**Our audience?** More than 4,500 apartment owners from the Triad to the Coast.

**Your opportunity?** The chance to place your company name directly in the hands of our audience.

*Deaton Investment Real Estate is now offering advertising placement in our well-respected newsletter for companies wanting to target North Carolina's apartment owners.*

Our newsletter reaches owners who represent approximately 200,000 units with an estimated market value of more than \$12 billion. It is an ideal marketing option for businesses like:

real estate attorneys  
property management firms  
mortgage brokers  
commercial lenders  
1031 Qualified Intermediaries  
roofers  
pest inspectors  
insurance agents  
building inspectors  
CPAs  
carpet cleaner  
floor coverings suppliers  
plumbers

landscapers  
sub-metering services  
surveyors  
electricians  
HVAC repair  
appliance repair  
painters  
general contractors  
pressure washing  
financial planners  
REIA organizations  
waste management  
paving companies

**Accurate**

Since the inception of the *Deaton Investment Real Estate Report*, Deaton has been collecting and honing its data collection efforts to ensure we are providing information to current and active apartment owners and investors. We have invested in several initiatives – from multiple software platforms and personnel – specifically to generate clean and efficient mailing lists.

**Up-to-date**

Our data comes from manually collected and processed county tax record data that is scrubbed, double-checked and consistently updated to in-house standards.

Adding to our manual efforts are apartment owner data collection reports from preferred partners who employ teams of research personnel who are in constant contact with Deaton about property sales and ownership updates.

**Reputable**

Deaton Investment Real Estate has become synonymous with apartment sales in Central and Eastern North Carolina. Our newsletter is recognized regionally as a highly informative communication tool for multi-family property owners and investors. We have also built a reputation for recommending only proven service providers. Many lenders, closing attorneys, property managers and contractors have benefitted time and again from Deaton referrals.

**Limited**

Ad placement opportunities will be limited to two companies per service line. This will ensure an un-cluttered stage on which to present your brand and the chance to establish a consistent presence in the newsletter. *We will not be soliciting ads from vendors whose reputations are not consistent with Deaton's approach to doing business.*



**The Deaton Investment Real Estate Report is mailed directly to owners of apartment properties in the following counties:**

- ALAMANCE
- BRUNSWICK
- CARTERET
- CHATHAM
- COLOMBUS
- CUMBERLAND
- DURHAM
- DUPLIN
- EDGECOMBE
- FORSYTH
- FRANKLIN
- GRANVILLE
- GUILFORD
- HALIFAX
- HARNETT
- JOHNSON
- LEE
- LENOIR
- MOORE
- NASH
- NEW HANOVER
- ONSLow
- ORANGE
- PENDER
- RANDOLPH
- ROCKINGHAM
- SAMPSON
- WAKE
- WILSON

**The Deaton Investment Real Estate Report covers topics that are relevant to the apartment owner and investor, including:**

- 1031 EXCHANGES
- MARKET REPORTS
- INVESTMENT STRATEGIES
- OPERATING TIPS AND TACTICS
- LEGAL ISSUES
- REGIONAL BUSINESS TRENDS
- EVICIONS
- FORECLOSURES
- NATIONAL MULTI-FAMILY REAL ESTATE TRENDS
- PASSIVE REAL ESTATE INVESTING

FULL PAGE

1/8 page

\$150.00 @ 1x year  
10% frequency reduction  
for 2x or more ads

1/4 page vertical

\$300.00 @ 1x year  
10 % frequency reduction  
for 2x or more ads

1/2 page vertical

## AD SIZES and PRICES

1/2 page horizontal

(horizontal or vertical)  
\$450.00 @ 1x year  
10% frequency reduction  
for 2x or more ads

FULL PAGE: \$875.00 @ 1x/year - 15% frequency reduction for 2x or more

FULL PAGE

FULL PAGE

## PROVEN RESULTS - WE KNOW IT WORKS

The Deaton Investment Real Estate report has been our primary source for new business for the last 20 years. We rely on it. You can too.

It's direct-to-owner approach assures that your message will land directly in the hands of those who own and manage apartment properties. We constantly receive phone calls for potential listings from people who tell us "I've been getting your newsletter for years..."

It's a cluttered, noisy world of advertising. Make sure your marketing message is as targeted as possible by placing it in the most owner-focused apartment market publication available: *The Deaton Investment Real Estate Report*.



We can produce mailing lists of up to 13,000 North Carolina Apartment owners. Ask us about custom marketing products and direct mail programs.

We'll also be offering Investor Network e-mail sponsorships, advertising creative and general marketing plans for companies who service the apartment industry.

For more information on advertising and submission specifications in the Deaton Investment Real Estate Report, contact **Craig C. Rowe** at **919/847.1117** or email **craig@deaton.com**



Connecting individual investors with sellers of multi-family property, from two to 200+ units. Since 1981.

[www.deaton.com](http://www.deaton.com)