

REACH HOME BUYERS IN THE HEART OF THEIR NEIGHBOURHOODS

Retail Media is the innovative leader in geo-targeted advertising solutions for real estate professionals. Find out why 100's of realtors and brokerages use our neighbourhood targeting with great success.

*82% of Calgarians planning to buy or sell a home in the next two years shop at stores in our network**

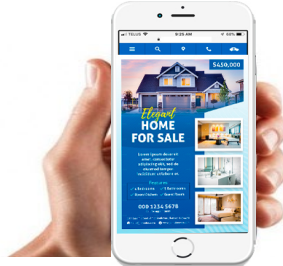
Home buyers will see and remember your message as they are waiting in line, picking up the grocery divider or using the self-checkout. With additional exposure in the community and via mobile retargeting, our advertising solutions deliver quality impressions at all stages of the customer journey.



Grocery Store Check-Out



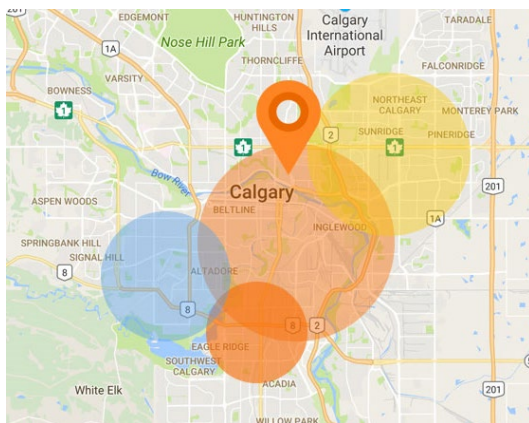
Convenience Store



Mobile GPS Retargeting



Direct Mail Retargeting



- Category exclusivity available in your neighbourhood of choice.
- In Alberta we have exclusive partnerships with Safeway, Sobeys, Calgary Co-op, Sunterra Market and T&T.
- Offering exclusivity causes our stores to sell out quickly.
- Ask us how you can ensure your spot in the stores in your preferred neighbourhoods.

*Source: Numeris RTS Calgary Spring '19

retail**MEDIA**.ca

Daniel Weiner

RESULTS MATTER! #1 SELLING AREA SPECIALIST

DANIEL WEINER
www.DWsoldhomes.com

403-389-7969 daniel@DWsoldhomes.com

LAKEVIEW
1,044 Sq Ft
Renovated Bungalow
Listed at \$674,900

LAKEVIEW VILLAGE
3,175 Sq Ft
Lot & Plans Only
Listed at \$1,389,000

LAKEVIEW VILLAGE
4,580 Sq Ft
Estate Home
Listed at \$1,389,000

CLIENT PROFILE

After spending the early part of his career in sales and marketing and working alongside land developers, Daniel Weiner started his realty business as a Re/Max REALTOR. In the beginning, he gained exposure combining different levels of marketing that included putting his photo on bus benches, flyers and newsletters.

In 2011 Daniel added AdBar to his marketing program in two grocery stores in the Lakeview neighbourhood of Calgary, Alberta.

"When I met with my Retail Media sales rep and he coached me on how I could use AdBar to complement my other marketing activities, the advantages were immediately apparent," explains Weiner. "AdBar would get me brand recognition and great exposure, as well as give me a competitive edge in the neighbourhood I actively work in."

"A competitive edge in the neighbourhood"

A year after starting his AdBar campaign, in 2012, Daniel was named in the top 1% of Calgary Realtors and has maintained this ranking for the past five years. He was also named a Top 100 Re/Max Agent in Canada in 2013-2014.

"I have no doubt AdBar played a big role in helping me achieve these rankings," says Weiner. "The repetition of exposure in grocery stores keeps me top of mind."

"The repetition of exposure in grocery stores keeps me top of mind."

AdBar is also an easy marketing platform on which to showcase the quickly changing statistics of Daniel's business. Every month, while keeping his branding and marketing messages consistent, he exchanges older listings with new properties and recent sales.

"The exposure hasn't only made me a familiar face in my neighbourhood, but it is an information piece—a way for potential home buyers and home sellers to see my realty activity and even notice a listing they wouldn't otherwise see."

Daniel admits, AdBar has grown his brand immensely and helped him to connect the dots between all of his marketing pieces. "I used to hand out flyers and then sit and wait for calls. Now those calls are more regular because people know who I am—they are familiar with my work."

"AdBar has grown my brand immensely"

Daniel believes his marketing activity has helped him increase his business by 15-20 deals a year. "Retail Media has been so easy to work with. I would sign a lifetime contract if they'd let me."

Contact us to set up your campaign today!

(403) 217-4373 info@retailmedia.ca

retail**MEDIA**.ca