



## PRECISION DELIVERY OF TODAY'S NEW HOUSING VOLUME

New home construction is the single largest volume product sales opportunity for building product manufacturers. Macroeconomic and demographic trends continue to drive demand for new housing. Leading economists project a more significant new home construction cycle in 2012, but recovery will be uneven, with certain geographic markets and home building segments outperforming the national market.

**BUILDER Local Markets** delivers a comprehensive suite of **data-driven** marketing solutions that isolate and deliver new home construction activity on a market-by-market basis. Our powerful platform of market insights and lead generation tools provide targeted access to builders and consumers that align specifically with your strategic marketing objectives. This allows you to hone in on pockets of the largest activity by builder and market to capture your share of today's new housing volume.

Quantifiable facts to back up market prioritization for marketing investments

Thorough information about current and future healthy markets — markets which produce greater building activity

Insights into key home building segments so you can target your investment and advertising/sponsorship spend

Solid home building data which can be leveraged to reach key market segments across multiple platforms



Powered by Housing IntelligencePro, the leading authority for local housing data, BUILDER Local Markets enables you to deploy targeted multiplatform marketing programs that deliver results.

***Put the strength of data-driven marketing solutions to work for you.***

Contact your Regional Sales Manager to customize a targeted program that enhances your marketing strategies and delivers targeted leads in the local markets that matter most to your business.

# TARGET YOUR MARKETING EFFORTS LIKE NEVER BEFORE

## ➔ Geotargeted print and online advertising

Target your local marketing messages to specific markets across BUILDER print and online platforms (magazine, website and newsletters) for even greater impact.

## ➔ Local, in-market events

Reach and impact builders where they live and work with targeted sponsorships of local, in-market live events and Webinars focused on local housing market dynamics and trends, market reports and housing updates.

## ➔ Custom content and newsletters

Work with Hanley Wood's team of content and direct marketing experts to create customized messaging that spotlights your leadership, innovation, expertise and distinct value proposition for specific market segments and individual local markets.

## ➔ Dealer/distributor programs

Support your dealer partners with local advertising, detailed market data and reports, and direct marketing services to the most active builders in their market.

## ➔ Local market reports

Get the information you need to understand local markets; monitor housing activity, economic conditions and forecasts ; and identify consumer demand and where to focus locally by zip code

## ➔ Geotargeted consumer and builder lists

Obtain the most up-to-date consumer and builder marketing lists (direct mail and email) and focus your efforts on reaching contacts in your target zip codes. Tailor messages to specific market and geographic segments for maximum results.

## ➔ Lead nurturing and management solutions

Qualify leads and deepen your prospect relationships with ongoing, targeted engagement via lead nurturing and management solutions. Programs can be customized to meet your budget and strategic marketing objectives.



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