

REM Executive Summary

Source Map, LLC Background

Since 1987, Source Map, LLC (SM) has continued to evolve into a multi-media equity publisher of niche' market solutions for Relocations, Remodeling, Tourism, Sports, Education and Event Planning. Each SM product is the result of years of research in customer need analysis, graphic innovation, technology hybridization and Boolean Logic sales strategies.

Real Estate & Map Relocation Magazine™

SM flagship print/Internet magazine publication is the Real Estate & Map Relocation Magazine (REM).

During a time when all other real estate magazines are in steep contraction, in less than a year the REM has grown into nine western US markets. REM growth is a result of SM recognition that the Real Estate Market is a sub-market of the much larger Relocation Market. As such, people looking for a different home typically follow a prioritized search sequence for solutions to their many needs: climate, culture, availability, lifestyle, property amenities, services, etc. The selection of a specific property is sandwiched in between the solution search of the many other needs suggested above.

Traditional real estate magazines historically only offer the property-buyer a one-dimension solution: a picture and glowing blurb of a property.

Traditional real estate magazines historically dictate to the real estate broker advertiser, a one-size-fits-all blend of: high-priced display ads, even higher-priced option to brand the magazine cover, weak interactive Internet publishing of advertiser's display ad "Hot Sheet", virtually no community relocation information, poorly maintained, oddly located, outside distribution racks, fixed canned distribution, over distribution, no custom distribution options, no in-magazine community mapping support, no in-magazine property/mapping cross-referencing, no "qualified" goods or services directory, and absolutely no option to secure free, ongoing, display advertising.

By contrast, the REM services all of the above-mentioned vital relocation needs ignored by current so-called real estate magazines and allows the advertising client to control the size of their print/Internet display ad, where their ad will be distributed, cover-branding of their magazine and self-determination of the monthly cost of their print/Internet magazine advertising.

SM knows that to succeed in the marketplace a product must provide a full spectrum of solutions not only to the primary-market customers, but to second-tier product users as well. That is why SM has integrated a multitude of features into the REM that not only service the property-buyers and the real estate brokers, but the real estate affiliates (goods/services) and the magazine distributors, as well.

For more information about how the REM can improve your firm's market share and bottom line by providing your clients with "full-service' solution to Relocation and the Real Estate Affiliate Markets, please contact:

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