

Open House Directory Advertising Program

Koenig & Strey GMAC Real Estate is pleased to offer the most complete open house advertising program in the industry. Our innovative *Open House Directory* reaches prospective buyers in many different markets.

In addition, our Open House Directory Flyer cross-markets all of our open houses to walk-in prospects. This unprecedented advertising presents many significant benefits to you and to your home buyers.

The Chicago Tribune

Open House properties are featured each week in the *Chicago Tribune* City Edition and are also featured in the North Suburban and Northwest Suburban Zones. The directory is part of our attention-getting full page or double page ads.

The Internet

Each property is advertised on the Internet with an open house banner on the preceding Tuesday through the Sunday of the open house; average weekly number of user hits is over 10,200.

Koenig & Strey GMAC is the only Chicago area firm that advertises all of its open houses on the World Wide Web!

The Open House Directory Flyer

Each week Koenig & Strey GMAC produces an Open House Flyer, which lists all of the Koenig & Strey GMAC open houses. This flyer is used to cross-market our open houses to walk-in prospects who drive by the sign, stop in, and may not be aware of all of our other open houses.

