

“Print is dying,” study of real estate ads concludes

Real estate professionals are growing increasingly skeptical of the power of print ads, according to a new survey by Advanced Interactive Media Group.

Even so, its Real Estate Advertising 2009 report finds a number of contradictions in how Realtors feel and how they act.

For instance, eight in 10 agents still advertise in print, yet six in 10 say print ads don’t produce leads, and only two in 10 see a satisfactory return on investment.

“Many respondents said they still use it but find it to be of little value except for placating sellers, who still expect to see their homes for sale listed in the local paper.”

Below is the full ranking of the effectiveness of 18 methods of advertising from the Advanced Interactive Media Group.

QUALITY LEADS				
Generally speaking, which avenues provide quality leads?				
	Yes	No	Don't know / never tried	Rating*
Word of mouth	100.0%	0.0%	0.0%	1.00
Flyers, yard signs and / or billboards	76.3%	21.3%	2.4%	1.26
My own Web site	80.2%	16.0%	3.7%	1.23
National or regional online services (i.e., Move, Trulia)	39.1%	41.0%	19.9%	1.81
Local-search advertising (i.e., Google, Yahoo, MSN)	44.7%	32.9%	22.4%	1.78
Social networking (MySpace, Facebook, etc.)	28.4%	35.5%	36.1%	2.08
Print in local newspapers	37.7%	57.9%	4.4%	1.67
Online in local newspapers	22.6%	56.1%	21.3%	1.99
Print in local niche publications (i.e., rack magazines)	39.4%	47.1%	13.5%	1.74
Radio	4.5%	39.4%	56.1%	2.52
Broadcast TV	0.6%	35.5%	63.9%	2.63
Cable or digital TV	5.2%	34.2%	60.6%	2.55
Mobile services	8.3%	29.5%	62.2%	2.54
Web video services	15.3%	28.0%	56.7%	2.41
Direct-mail marketing	68.1%	23.1%	8.8%	1.41
Direct e-mail marketing	59.4%	18.1%	22.5%	1.63
Telemarketing	11.1%	35.3%	53.6%	2.42
Other	18.2%	25.5%	56.4%	2.38

n=177 *Rating: 1.00 is best, 3.00 is worst