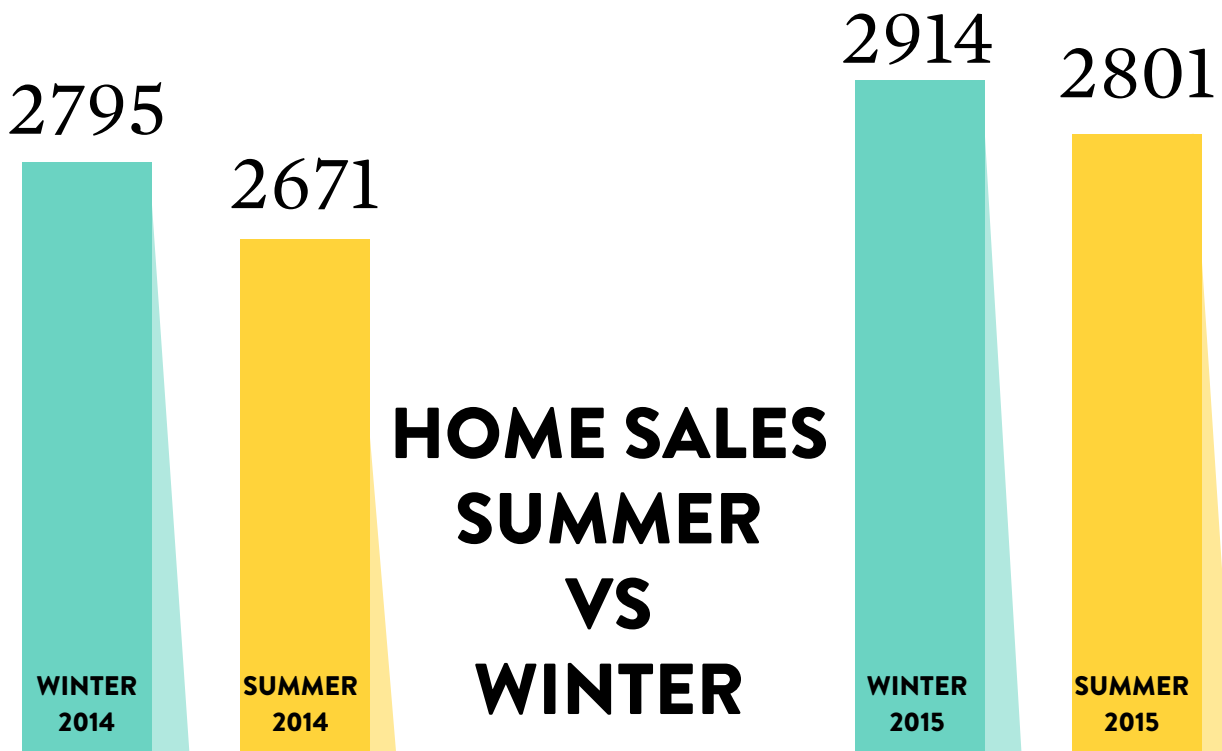


HOME SALES DON'T DECLINE OVER THE SUMMER NEITHER SHOULD YOUR MARKETING



NEARLY 50% OF HOMES SALES TAKE PLACE DURING THE “OFF SEASON”

SALES COMPARISON 2014-2015

2014 WINTER NOV TO MAY

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	> \$1M	TOTAL
INDIAN WELLS	6	7	24	11	18	16	8	8	5	45	148
LA QUINTA	71	126	127	80	48	44	38	35	24	103	696
PALM DESERT	112	297	212	105	42	38	13	9	4	40	872
PALM SPRINGS	207	148	111	68	58	35	25	24	4	31	711
RANCHO MIRAGE	38	44	61	59	43	30	17	14	13	49	368
TOTALS	434	622	535	323	209	163	101	90	50	268	2795

2014 SUMMER MAY TO NOV

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	> \$1M	TOTAL
INDIAN WELLS	5	12	19	13	17	13	5	2	4	34	124
LA QUINTA	33	113	120	59	46	41	26	10	19	50	517
PALM DESERT	107	269	200	99	45	32	15	9	7	29	812
PALM SPRINGS	225	160	152	88	86	42	32	17	23	46	871
RANCHO MIRAGE	25	52	54	67	33	32	23	18	9	34	347
TOTALS	395	606	545	326	227	160	101	56	62	193	2671

2015 WINTER NOV TO MAY

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	> \$1M	TOTAL
INDIAN WELLS	4	2	14	19	13	14	7	6	3	33	115
LA QUINTA	45	135	115	82	47	23	35	19	20	85	606
PALM DESERT	122	269	219	133	58	34	19	10	5	30	899
PALM SPRINGS	259	185	147	103	75	55	37	30	10	51	952
RANCHO MIRAGE	30	37	60	61	46	25	21	15	8	39	342
TOTALS	460	628	555	398	239	151	119	80	46	238	2914

2015 SUMMER MAY TO NOV

COMMUNITY	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	> \$1M	TOTAL
INDIAN WELLS	0	3	9	6	7	6	4	0	0	13	48
LA QUINTA	57	158	138	78	39	36	27	22	9	54	618
PALM DESERT	93	296	210	111	59	30	13	13	5	17	847
PALM SPRINGS	253	186	156	106	82	70	30	23	11	61	978
RANCHO MIRAGE	35	55	52	49	30	25	14	10	6	34	310
TOTALS	438	698	565	350	217	167	88	68	31	179	2801

ALL SALES TOTALS

	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
NOV 2013 - NOV 2014	829	1228	1080	649	436	323	202	146	112	461	5554
NOV 2014 - NOV 2015	898	1326	1120	748	456	318	207	148	77	417	5715

SUMMER SALES TOTALS

	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
2014	395	606	545	326	227	160	101	56	62	193	2671
2015	438	698	565	350	217	167	88	68	31	179	2801

2014 CHANGE OVER

	< \$200K	\$200-300K	\$300-400K	\$400-500K	\$500-600K	\$600-700K	\$700-800K	\$800-900K	\$900-1M	>\$1M	TOTAL
2014	43	92	20	24	-10	7	-13	12	-31	-14	130

TOTAL SUMMER % OF TOTAL SALES

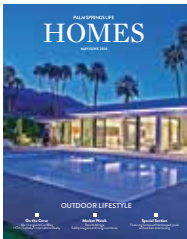
2014 48%
2015 49%

GREAT SUMMER SAVINGS PACKAGE

SIX MONTHS FOR THE PRICE OF THREE

DOUBLE ISSUES

\$635
PER FULL PAGE



MAY/JUNE OUTDOOR LIFESTYLE

Ad Close: April 11, 2016 ■ Ad Materials Due: April 13, 2016

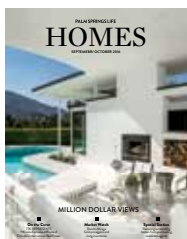
Featuring homes with beautifully landscaped properties, spectacular pools, outdoor kitchens, and entertaining areas.



JULY/AUGUST HOT PROPERTIES

Ad Close: June 10, 2016 ■ Ad Materials Due: June 14, 2016

Highlighting outstanding homes that have been on the market but, surprisingly, have not sold during high season. Refresh the listing by showcasing it in this special section.



SEPTEMBER/OCTOBER MILLION DOLLAR VIEWS

Ad Close: August 10, 2016 ■ Ad Materials Due: August 12, 2016

“Location, location.” Put a spotlight on homes that have spectacular views, from condos to castles. Featuring mountain and best golf course views.

REPRESENTATIVES

For more information about advertising, please contact your sales representative.
760-325-2333

Randee Bayne
Cell: 760-861-9586
Direct 760-325-5037

Jim Doyle
ext 221
Cell: 760-774-5377

Tera Lea Surratt
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