



Why **YELLOW PAGES** Are Essential To Your Marketing Strategy

REAL ESTATE

The average display ad at the **REAL ESTATE** heading generates 94 calls annually



The average display ad at the **REAL ESTATE** heading generates 32 annual sales

The average display ad at the **REAL ESTATE** heading generates \$227,455 in annual sales revenue



The Return on Investment for the average sale at the **REAL ESTATE** heading is \$119.50 for every \$1 invested in Yellow Pages display advertising

In order to break even on an ad placed at the **REAL ESTATE** heading, the advertiser needs to receive 2 calls annually.

