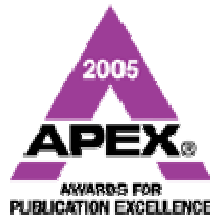


Working RE

Publishing Information



APEX Award for Publication Excellence Two Years Running!

For the second year in a row, WRE has won the Apex Award for Publication Excellence in the category of One to Two Person Produced Magazines and Journals. (www.apexawards.com)

The awards are “based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence.”

WRE is the only publication serving this industry to be so honored. According to Apex, there were close to 5,500 entries with awards presented in 11 major categories and 109 subcategories.

Court Patton (WRE’s talented designer) and I are very proud of this national recognition and grateful for the opportunity to serve your important industry with an *award-winning* publication.

Where are YOU Advertising?

“I sit on the Industry Advisory Committee of The Appraisal Foundation. I believe your article on the Copyright Suit is a matter that warrants our attention. As such, I would like to be able to provide a copy of this article to all attendees at this meeting.” - Shawn P. McGowan

“I save your magazines and reference them when issues arise within the industry or within my residential appraisal business...Thanks for all your hard work compiling these articles and data. I find your publication to be very informative and worthy of archiving for future referencing.” - Edward Rossi, State Certified Residential Appraiser

“Thanks for being one of the few (if any) publication to actually address the issues.” - Clark Gimpel, IFAS

Read more at www.workingre.com (click “What Readers Say”)

Working RE Delivers! Benefits of Advertising in WRE

- **Cost Effective:** *Working RE* reaches the entire appraisal industry and about 5,000-home inspectors each quarter, making it the best advertising value in the business.
- **Editorial Expertise:** The editor of *Working RE* has been honored nationally for his coverage of industry issues over the past 14 years.
- **Professional design** and crisp, concise writing put readers first and allow advertisers to get their message across clearly and effectively.
- **Working RE Online:** Working RE's Email Edition reaches about 45,000 appraisers and other industry professionals every two weeks. WRE is the only publication in the industry with both print and online versions. This powerful one-two promotional punch drives readers to Working RE - where your ads are noticed! No other publication delivers this valuable benefit.
- **Circulation:** Working RE is mailed to all currently licensed "active" real estate appraisers from the National Registry. Beginning appraisers are added as they become licensed and/or graduate from certified training schools. The home inspector lists are cultivated and maintained by successful vendors who employ full time staff to ensure that these records are accurate and up to date. In addition, there are several thousand paid subscribers to Working RE who represent the most active and involved professionals in two industries.
- **Closer Look for Home Inspectors** is a unique supplement within the pages of Working RE specifically designed for home inspectors. This "magazine within a magazine" eliminates reader confusion allowing inspectors to know right where to turn for the stories and the goods and services geared specifically for them. *Closer Look* is getting rave reviews from inspectors and advertisers!

***“The Two Measures of the Success of a Magazine are
how well it serves its Readers and how well it serves its Advertisers.”***

**Working RE is the clear first choice of both readers
and of more advertisers than any other competing publication.**

- **WRE** is the most highly-respected, best-read publication among appraisers and home inspectors. Appraisers and inspectors pick it up, read it and respond! (See below.)
- **WRE** enjoys greater advertising support than other competing magazine as measured by the number of advertising pages and the number of advertisers. Every major supplier of goods and services can be found in the pages of WRE. Advertisers trust WRE to deliver their message. You can trust WRE to deliver your message. (Please see next page for a list of advertising partners.)
- Advertisers benefit by being in a magazine that readers can't wait to open. WRE is the smart choice for reaching appraisers and inspectors! Choosing WRE today!

Reader Response

- Your magazine seems to be the most professionally produced publication I've seen, and I'm not talking about packaging or format (although they're good too). I find your work to be very well researched, balanced and unbiased, which is as it should be. Too bad a couple of your competitors aren't taking the hint. - George Hatch

- Read your magazine from cover to cover and am impressed at the depth of coverage and working knowledge displayed in the articles. Thank you for a great article! It has been copied and sent to our network of other appraisers "who feel our pain", and most have made the comment - "Oh, I got the magazine -- I just haven't had the time to read it -- but I will now!" - Candace Morong

- Excellent magazine!!! The truth in print is over due. - Pamela Crowley

- I got more out of this magazine than I have in most of my Appraisal Institute magazines. - Roger Strahan

- Your publication and boundless energy continue to serve the best interests of the appraisal profession. I am a past national president of NAMA, currently a trustee of the Appraisal Foundation, have taught various appraisal subjects throughout the USA, Russia and China, and am the owner of a small, busy appraisal shop. The industry is going through a lot of change and a lot of scrutiny right now and needs your publication to keep abreast and to trigger a thoughtful process to seek solutions to our problems. Your publication has the opportunity to do more for the industry than any one of us individually. Thank you. - Richard Reece

- Believe it or not, I enjoy the advertising as much as the articles. It is too time consuming for me to go do web searches, etc. looking for goods and services. When I am so busy working in the business, the products I see open my mind to tools and opportunities to work on the business. - Kent Selders

Note: For more many more reader comments, please visit www.workingre.com (click "Reader's Respond").

Advertiser Support

Every major advertiser in two industries relies on WRE to reach their clients. WRE enjoys more advertiser support than other publication – for a reason. **WRE delivers!**

Advertisers trust WRE to deliver their message. You can trust WRE to deliver your message. Join the most successful suppliers of goods and services in the pages of WRE.

Call today for more information and to reserve your space: David Brauner (888) 347-5273.

(We ran out of room!)

WRE Advertisers

ACI/Polaroid	CompuTaught Education	National Association- of Realtors (NAR)
AeroTech Labs	Cram Disk	National Association- of Independent Fee Appraisers (NAIFA)
a la mode	Dataquick	NSpector Software
Allstate Home Inspection- and Training	Disto	Organization of Real- Estate Professionals (OREP)
Ameriborne Appraisal	Elliott and Company	Oxford Benefit Manag.
American Home- Inspectors Training Institute (AHIT)	FeeAppraiser.com	Palm-Tech Inspector Professional Equipment Pro-Lab
Ameriquet	Floodmaps.com	Rabco
Apex	ForYourInkjet.com	Real Data
Appraisal.com/Day One	Homeinspections-usa.com	RE Exchange Depot
Appraisal Intelligence	Indoor Air Quality- Standards Association (IESO)	Software for Real Estate- Professionals
Appraisal Foundation	Inspection Training- Associates (ITA)	Ten24 Media
Appraiser 911	Inspector Stuff	TWI Systems
Appraiser Match	Landy Insurance	United Systems
Appraiser Names.com	Landsafe	ValueTech
Appraisers.com	Liability Insurance- Administrators (LIA)	Wilson's
@ Value	Map Solutions	WinSKetch
Beacon Maps	Marshall and Swift	Zefon International
Bradford Technologies	Medallion Healthy Homes	
Calculated Industries	Mold Pro International	
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Charles Barnes School		

**Please call David Brauner at Working RE for a rate card and mailing dates.
(888) 347-5273 * dbrauner@workingre.com.**