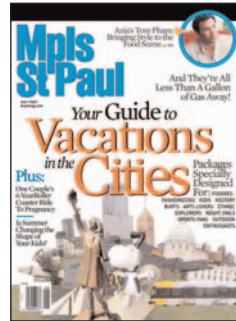


**THE LIST OF 2007 SUPER REAL ESTATE AGENTS** and agent profiles will be featured in the November issues of *Mpls.St.Paul Magazine* and *Twin Cities Business* and, **NEW** this year, there will be additional search functions for locating an agent on both mspomag.com and tcbmag.com.



**Total paid circulation**  
33, 092  
**Readers per issue**  
79,421  
**Average HH income**  
\$216,000  
**Average net worth**  
\$2,005,000  
**Average home value**  
\$508,000

**Total paid circulation:**  
74,691  
**Readers per issue:**  
208,000  
**Average HH income:**  
\$156,400  
**Average net worth:**  
\$965,000  
**Average home value:**  
\$442,000

Source: BPA Publisher's Statement June 2006

Source: Media Audit December 2006



# Profile Submission Checklist

INSTRUCTIONS ARE ENCLOSED IN YOUR PACKET

**CONTACT INFORMATION:**

Fill out the enclosed order form and make any corrections needed

**PHOTO, COMPANY LOGO & PROFILE TEXT:**

Email a digital color photograph of yourself and your company logo to [superrealestateagents@mspmag.com](mailto:superrealestateagents@mspmag.com) while following the specs on the enclosed profile submission instructions

Email your text in the body of the email which includes:

- Your name, realty company, address, office phone number, mobile number, email address and web site
- Your cities of focus  
(maximum of 20 characters per city, not including spaces)
- Bullet point describing your area of expertise  
(maximum of 20 characters per city, not including spaces)
- Text description of you and/or your business  
(maximum of 450 characters, not including spaces)

**AGREEMENT & PAYMENT:**

Complete your order form and include payment of either \$1,295 or \$1,495

**YOU'VE BEEN NAMED A**



Promote the honor, yourself and your services with a

**PROFILE PACKAGE**

featured in

**Mpls  
St Paul**  
MAGAZINE

**TwinCities**  
**BUSINESS**

and online at [mspmag.com](http://mspmag.com) and [tcbmag.com](http://tcbmag.com)



# SUPER REAL ESTATE AGENTS CELEBRATES FIVE YEARS!

Mpls.St.Paul Magazine, Twin Cities Business and an independent market research firm have polled nearly 110,000 members of the Twin Cities community to identify this year's group of the **BEST REAL ESTATE AGENTS IN THE TWIN CITIES:**

- Magazine subscribers
- Mortgage lenders
- Recent homebuyers
- Title companies

Agents are evaluated on nine criteria and screened against the licensing database at the Minnesota Department of Commerce to ensure the agent holds a valid real estate license and has had no previous enforcement actions.


## Profile Package

A **SUPER REAL ESTATE AGENT PROFILE** allows you to distinguish yourself above and beyond the free listing by personalizing your information and offering more details about your services.

### THIS YEAR'S PACKAGE HAS SOME EXCITING NEW ELEMENTS!

- Profile in both Mpls.St.Paul Magazine and Twin Cities Business with:

- Photo
- Company logo
- Address
- Office number
- Mobile number
- Email address
- Web site address
- Three cities of focus
- Text description

	<b>SARAH JOHNSON</b> <b>Delta Realty</b> 123 Nicollet Avenue Minneapolis, MN 55400 Office: 612-555-3358 Cell: 612-555-1234 sjohnson@delta.com www.isell4you.com	<b>CITIES OF FOCUS:</b> Minneapolis Edina Richfield
		
<ul style="list-style-type: none"> <li>• 2004 &amp; 2005 Super Agent</li> <li>• New Construction</li> <li>• Acreage</li> </ul> <p>Interested in building a home? Looking for investment property? Sarah's enthusiasm and thoroughness will help you in all of your real estate needs. As a life-long resident of the Twin Cities area and a licensed realtor with 15 years of experience, Sarah's knowledge of this market will assist you in making your investment a positive experience! Specializing in new construction and investment acreage property. She assists her clients in making the best choice for themselves and sees the transaction is complete beyond the closing table.</p>		

- Certificate of honor
- Super Real Estate Agent 2007 logo usage at no charge
- Reprints purchasing rights\*
- **NEW!** Profile online at [superrealestateagents.com](http://superrealestateagents.com) via [mspmag.com](http://mspmag.com) and [tcbmag.com](http://tcbmag.com) for one year within *expanded* database searchable by name, company, city of focus
- **NEW!** Opportunity to purchase Super Real Estate Agent merchandise (see back page)

\*You will have the opportunity to purchase reprints of your profile once the list is made public with the November issues. The Profile Package items are not included in the free editorial listing. Items within the package cannot be purchased separately.

# DEADLINE: AUGUST 7, 2007



Five-time Super Real Estate Agent Winners who purchase a profile will receive the **EXCLUSIVE FIVE-TIME WINNER LOGO!**

## YOUR PROFILE PACKAGE INVESTMENT

**\$1,295**

(if payment & materials received by 8/7/07)

**\$1,495**

(after 8/7/07)

**PROFILE PACKAGE VALUED AT \$12,000**

**FINAL DEADLINE IS AUGUST 14, 2007**

For ALL materials and payment

“The quality of the publication adds credibility to my marketing, and I get excellent exposure to “educated” readers through *Mpls.St.Paul Magazine* and *Twin Cities Business*.”

—Sheila Lange, Coldwell Banker Burnet

—More than 99.5% of profile buyers were noticed they were named a Super Real Estate Agent by Clients, Prospects or Colleagues.

—Profile buyers were twice as likely to have generated new business as those who appeared in only the free listing.

“The best recognition awards out there are based on service – not sales! This is why I like the Super Real Estate Agent program.”

—Howard Norris, Remax Advisors

# NEW! SUPER REAL ESTATE AGENT MERCHANDISE!

If you purchase a profile,  
you have the opportunity to purchase and  
**PERSONALIZE SUPER REAL ESTATE AGENT 2007 ITEMS**  
**FOR YOU AND YOUR CLIENTS**



Menu of additional items available upon request.  
Call **651-259-1952** to place your order!